

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

January 2010



rainmakers

The Core Value of a Rainmaker

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H Hospitality

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NETWORKING COMPUTERS AND PEOPLE



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16%

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to save our freedom,
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to save our future.**

Rules for the 16%

Wealth redistribution is antithesis to wealth creation. Our governments, national thru state and even some local, seem hell bent to buy as many votes as possible before the May primaries by handing out huge sums of money. That those monies will eventually come out of our pockets, for there is no other source of income for the government, is given little mention, then cryptically as "deficit spending". Rather than encourage free enterprise, the powers that govern are encouraging the re-election of themselves. Rather than helping create new wealth, they are actually impeding new wealth for their own self preservation. It is a sad state of affairs that we now live in a country that caters to those who say, "To hell with business, give me some money." That money might be in the form of free, or nearly free, health care, or large trade-in values for old cars. It does not matter what a thief uses the money for, he is still a thief. If he has his "Big Brother" use power to take the money for him, he is still a thief. And of his Big Brother, all that can be said is that he cares not about the future of any but himself. We agree that there are items that should be paid for, just expenses for those duties of the government as enumerated in the Constitution. The Constitution does not charge the government with providing for our every need, cradle-to-grave. That is NOT the general welfare referred to!

For a while yet, Big Brother must act within certain rules. Imposition of taxes on all manner of activity is the preferred method he uses. The seizing of the largest auto manufacturer, while increasing his power, is certainly not increasing his income. Taxes are his life blood, and his weakness. The Boston Tea Party, while inspirational, did not cause the British to relinquish control of the colonies. That took the dedication of an army, dedicated to the idea of freedom from a group who used military force to maintain control. The

recent spate of tea parties, while also inspirational, have apparently done little to encourage Big Brother to stop taxing and spending.

So, now the question: Are there enough businessmen and women that are willing to risk their economic future to gain economic freedom? Will



Dave Stafford
Publisher

16 percent of small and medium businesses shut down for 7 days beginning April 16th, 2010? Are there enough patriotic business owners who will fight with their pocket books to stop Big Brother? For this is an economic war of liberation, indeed a war for survival itself, and the only weapon Big Brother understands is money.

Now for the rules to follow if you are willing: No violence, no law breaking, no spending or buying. Period. There is no national organization, no dues, no membership cards, not even a rules committee. No requirements to participate in this economic civil disobedience, to whatever level you may choose to participate. A website will be up shortly, www.16percent.biz, that will have these editorials posted, and perhaps a blog. Suggestions of how to survive the week, activities for that time, etc. can be emailed to info@16percent.biz. The inside front cover may be displayed in support of free enterprise.

Previously I have suggested that the week be dedicated to those things that are much more important than money and government, God and family. Spend the week outdoors with God and your family. Or indoors, or both. Help a local charity, such as Habitat for Humanity, a mission or your church. With the most motivated workforce the world has ever known, small business owners, there is great potential that much good will be done that week.

Dave Stafford is the publisher of the *Morgan County Business Leader*. You may contact him at (317) 697-2893 or by e-mail at dave@allabouttown.info.

Who will stand in defense of freedom?

Wall of Worry

"Climbing the wall of worry." This investment term is succinctly described as, "When stock prices are rising regardless of market uncertainties. These worries may include political or economic risks."¹

I think we can dispense with the economic worries. Just last week: retail sales were up 1.3% in November, and are up 5.1% so far this year, 4.8% excluding autos.² The trade deficit shrank by 2.7 billion dollars in October and exports are up six months in a row.³ Non-farm productivity (output per hour) increased at an 8.1% annual rate and compensation per hour increased at a 5.4% annual rate in the third quarter.⁴ The "Institute for Supply Management's" new orders index rose to 60.3 in November versus 58.5 in October. In November, both the number of unemployed at 15.4 million and the unemployment rate at 10% edged down.⁵

This would lead a reasonable man to conclude that our fears rest with political risk. The business owners I speak with on a regular basis would echo this sentiment.

We are certainly at a crossroads where our current representatives think that expanding government is the way to fix our current situation, as opposed to common sense that dictates that government is a necessary evil. A government full of failed and bankrupt programs: Social Security, Medicare, and Medicaid, are the same people that want to administer a national healthcare system and are going to change the earth's climate with windmills and rhetoric. Personally I find it extremely arrogant for man to think he can have any meaningful effect on sun spots, the tilt of the earth, or the Atlantic Conveyor Belt, the things that really dictate our

climate.

But as angry as those things might make us, these are the times when the savvy investor wins the game, when fear grips even the reasonable man. Warren Buffet said "be greedy when others are fearful, be fearful when others are greedy" My pal (acquaintance) Brian Wesbury⁶ has a new book titled *It's Not as Bad as You Think (why capitalism trumps fear and the economy will thrive)*. These men study history and have lived it. We have been through worse political times, and they changed for the better.

In the last generation we have seen: the Latin American debt crisis, the 1987 stock market crash, the commercial real estate collapse and S&L melt down, the Mexican financial crisis, the Asian financial crisis, Long Term Capital Management liquidity crisis, the NASDAQ bubble burst and Enron. Not to mention we lived through Nixon, Ford and Carter back-to-back-to-back.

We are climbing the wall of worry, keep climbing. I hope you have a Merry Christmas and a very prosperous New Year.



Tim Corman
Financial Advisor

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¹Investopedia

²Bureau of Census

³Bureau of Census

⁴Bureau of Labor Statistics

⁵Department of Labor

⁶Brian Wesbury is Chief Economist for First Trust Portfolio's

"Every decent man is ashamed of the government he lives under"

- H.L. Mencken

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The *Morgan County Business Leader* is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at www.bleader.biz

BUSINESS LEADER

MORGAN COUNTY

ESTABLISHED 2006
Vol. 4, No. 8

All About Town Publications

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Be where you are

My wife recently observed that people have lost the capacity to “be where they are.”

Has this ever happened to you? A contact calls, needing to discuss an upcoming project. You compare calendars, find a mutually agreeable time and schedule lunch or coffee. You come to the meeting prepared with notes and questions regarding the project, and as you settle in for a discussion, your contact’s cell phone rings. Your contact takes the call. And talks. And talks.

A half hour later, your contact is still chit-chatting with their caller while you’re wondering if you should interrupt, reminding your contact you have time constraints. You decide that might be considered rude, and you begin flipping through your schedule, trying to figure out when you and your contact can reconnect regarding that upcoming project.

In recent years, this has happened to me not once, or twice, but several times. Cell phones, email, and pagers are wonderful devices to help busy people “stay connected” with their extended contacts. But it amazes me how often people forget about a handy little feature common to all cell phones known as voicemail, where callers’ messages can collect until a time more convenient to the owner. Like, for instance, after you’ve completed business with the person you’d already promised your time.

But I can’t just rant about others without admitting to my own problems in this area. One of the

much-touted advantages of working from home is the ability to create a more flexible schedule, allowing me to block out more time for friends and family. I’m embarrassed to look back and think of all the times I’ll sit in front of the computer, checking email or composing new copy while my wife and kids are trying to get my attention. So I have something to work on as well.

This year, let’s all resolve to “be where we are.”

Shameless self-promotions

It’s the season, so this month, I’m using some of my editorial space to make you aware of my writing projects available online. You’re welcome.

At www.goodstorymarketing.com you can purchase my recently completed e-book biography

of Morgan County’s own Binky the Clown for \$9.99. The book, which downloads to your computer as a PDF, expands upon my Morgan County Magazine article published earlier this year, and features several photos by Heather Arnold of Oh Snap! Photography. A great Christmas gift for Binky fans.

In early January 2010, read my short story, Able Bodied, online and free of charge at the Strange, Weird and Wonderful e-Zine website. www.strangeweirdandwonderful.com

And for sake of completeness, my popular short story The Assurance Salesman remains accessible to read online at www.midnightgraffiti.net/assurance.html



Bob Sullivan
Editor

When your philanthropic heart is willing but resources are limited

Does your business give back to the community? Likely the answer is, “Yes”, especially in Morgan County. Many companies recognize the marketing, tax deductible, and good will benefits of supporting the local community. Education, health care, the arts, housing—the list of worthwhile causes goes on and on. Unfortunately, your resources are not equally as endless. How do you decide who to help financially?

After the word gets out that your establishment has a philanthropic heart, how do you manage the multiple requests that follow? And, when you are all tapped out, how do you explain to the other meaningful organizations that you cannot give anymore?

Partnering with the Community Foundation of Morgan County, Inc. may be the answer to all of these concerns. Entering our 10th year as a 501(c)(3), the Community Foundation of Morgan County is governed by a board of directors and is experienced in soliciting, managing, and distributing multiple grant and scholarship applications based on criteria set by a fund donor.

Teaming up with the community foundation offers a business such as yours many benefits, the most valuable of which is our expertise. The community foundation employs a small professional staff whose sole purpose is to ensure that your financial resources are protected and distributed according to your wishes. This frees your employees to focus on their own responsibilities.

You determine the amount to be distributed. A grant is made in your name and to whatever charitable organization(s) you decide. You receive regular financial reports, and your funds become part of the community foundation’s annual audit.

You can be involved in the selection process as little or as extensively as you choose. You may simply determine an outline for a committee established by the community foundation to follow, or you could painstakingly peruse the many applications collected by the community foundation and personally make the selection. The community foundation will then diplomatically inform the applicants of your decision. As a result, you are not viewed as the bad guy—just the generous one.

For a small management fee, the community foundation acknowledges your tax deductible contributions. Your business receives all the invaluable benefits of community building without the hassle.

Visit the foundation’s Web site at www.cfm-online.org or contact Tom Zoss, the executive director, at tzoss@cfmconline.org or (317) 831-1232 for more information. Partnering with the Community Foundation of Morgan County, Inc. may be the answer when your business’s philanthropic heart is willing, but your resources are limited.



Tonya Todd

The elephant standing next to you

As a business owner, what is the one BIG THING you have been putting off? That one BIG DECISION you have failed to make? What is the big elephant in your professional or personal life you are trying to deny or ignore? You know it’s there; others know it’s there. You simply choose to ignore it, delay a critical decision, and continue on with your day-to-day business as if everything is fine. Guess what? It’s not fine. The elephant will still be there...only bigger and messier as time goes by. Either decide to get rid of your elephant now or you will be spending lots of time and mental anguish getting rid of the mounting elephant dung.

As a strategic business coach for nearly two decades, I have yet to meet a business owner, myself included, that does NOT play the occasional game of denial or delay when it comes to a BIG decision or messy matter. Since an entrepreneur’s entire week is usually consumed with making countless decisions, one right after another, it’s no wonder we all periodically dismiss or postpone a tougher or bigger decision. But at what cost to us or the company?

Please be honest when you answer the following questions. These questions should help prompt you to wake up and finally see the herd of elephants standing next to you. What is the BIG DECISION you have been procrastinating on? The BIG DECISION you are afraid to make? The BIG DECISION that is eating away at you morning, noon and night? What is the major “mess” in your personal or professional life that is unresolved and needs to be cleaned up? What are some of the tough, cost-cutting measures you have swept under the rug for months? What personnel problems are you intentionally overlooking? What important face-to-face meeting with a customer, vendor, banker, CPA, attorney, financial adviser, partner, or employee do you keep neglecting to schedule? Do you see your elephants now?

Of all your answers from above, what is your biggest decision or mess you need to confront? What is the biggest and messiest elephant standing next to you? Pick only one! Your most pressing issue. Ignore the smaller elephants for now. Together we will get to them later.

As the holidays disappear and the New Year arrives it’s time to tackle this ONE BIG issue. While you may be playing games with yourself, deep down this delayed decision or unresolved

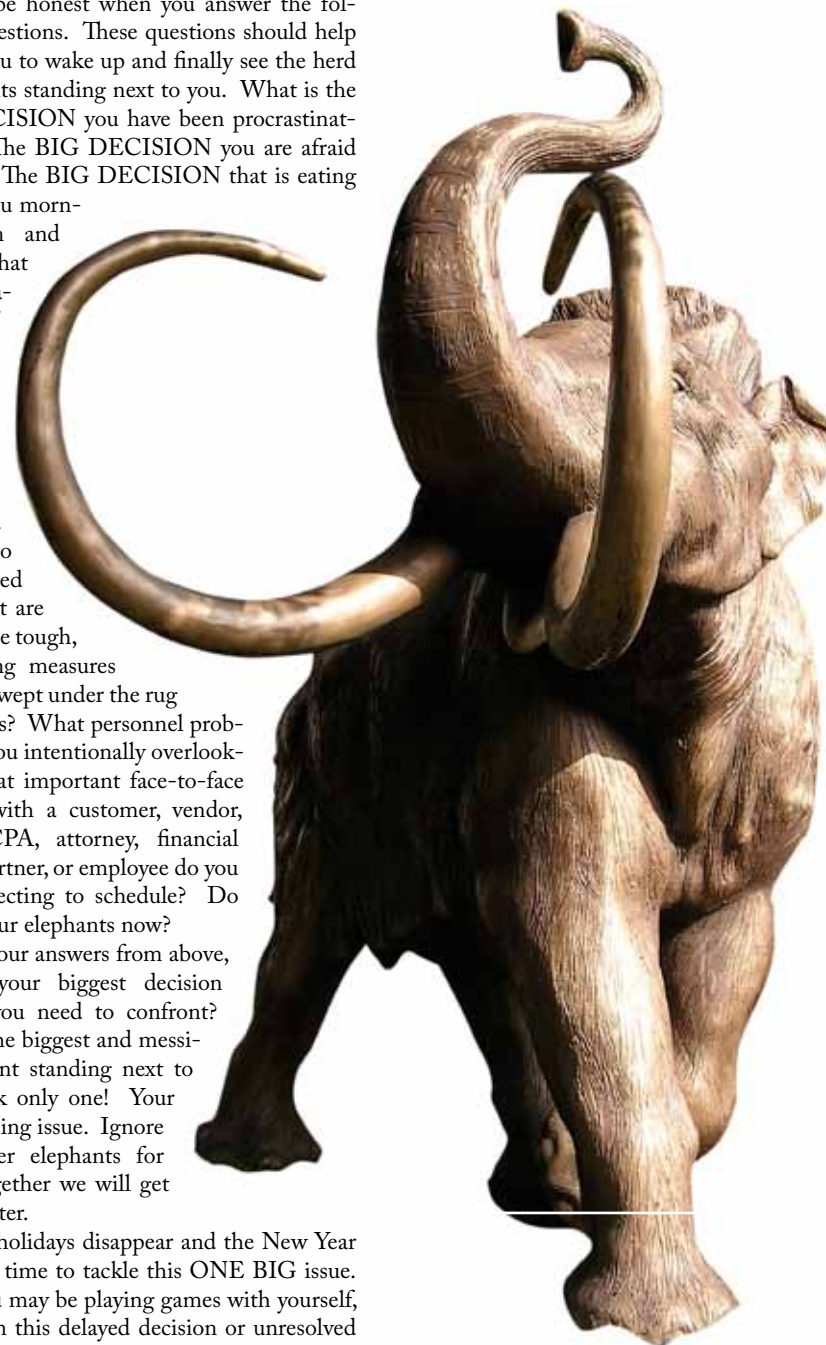
mess is eating away at you, constantly picking at your brain, causing you stress, and continuing to cost you real money. As your business coach, I request that you please bring this BIG DECISION or UNRESOLVED MESS front and center so you can properly handle it and regain your freedom and sanity...no longer wasting money, time, or mental energy. It’s time to recognize and move the biggest elephant out of your business and life.

Get out your paper or electronic calendar right now and schedule within the next 30 days a specific day and block of time for you to make your decision or clean up your mess. Time to let the BIG ELEPHANT leave the room and take the elephant dung with him. You will feel incredibly liberated and great.

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Thomas Barnes



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A resolution (more or less)

Presented by Bob Chenoweth

Many New Year’s resolutions fail because we think we can do more, More, MORE, but do not consider that the time and space in our lives are finite. Simply put, it’s hard to do more without giving something up. Perhaps it’s even harder to give something up without feeling the need to fill that void. To do more, you’ll have to do less, and vice versa.

Creating new habits:

Another reason resolutions fail is because we give up before the new behavior becomes a habit and before the habit becomes an ingrained part of our being. It can take years to craft a destructive lifestyle, so why do we think we can correct it in a few days of good intention? How long will it take to create a good habit? There seems to be no single magic formula. Some say 21 days, some say a month, some 8 weeks, others...well, you get the picture. What is clearer is that creating a good (generally meaning healthier and more productive) habit takes focus and commitment...in varying degrees.

A plan, not a resolution

So here’s what I’m thinking might work for me: not a single broad resolution (“I’m going to be a better person” is a tad vague, don’t you think?), but a self-improvement plan of twelve resolutions, each given a month of focus and commitment. And all twelve will be based on the Less/More precept. I won’t specify my twelve (still winnowing that rather lengthy list of needed improvements), but I will share a starter set that might get you thinking about your own Less/More plan of action: Consider these:

- Exercise more; eat less.
- Think more, do less. Do less, complete more.
- Be more engaged, less distracted.
- Be more childlike, less curmudgeonly.
- Be more thankful and feel less entitled.
- Promise less; deliver more.
- Follow through more and leave fewer loose ends.
- Give more; take less.
- Be more supportive and less indifferent.
- Be more open to the worth of others and less judgmental.
- Simplify more; complicate less.
- Consume less; reduce, reuse and recycle more.
- Focus more; permit fewer distractions.
- Watch less TV, but read more and listen to more music.
- Be more serene, less busy.
- Praise more; complain less.
- Listen more; speak less.
- Laugh more; frown less.
- Trust more; worry less.
- Savor more and take less for granted.

Tip of the iceberg, certainly; there are so many more.



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

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

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The plan in action:

Here’s what I plan to do: I’ll determine my twelve and the order I’ll undertake them. Some will focus on family and friends, others on home, finances and business. (But I do want to remain flexible; no doubt I’ll recognize a more pressing need from time to time and want to reorder my list.) I’ll simply place a sticky note in my planner, at the beginning of each month, and then, on the appointed day, move it to a prominent location where it will command “top of mind” attention. For at least that given month, I expect to succeed in small ways; hopefully I’ll adopt some new behaviors for the longer haul. No doubt I’ll backslide here and there, and certain goals -- probably most of them -- will require long-term nurturing. But I also suspect that it will be worth the effort and I’ll be a better, stronger person in the long run.

The Bottom Line:

Of course, any such resolutions or goals will require me (and you, if you’re game) to identify HOW to achieve them given the daily realities of home, family, career, life. Again, no magic formula, no universal truth. Our solutions must as personal as our problems.

Want to share some of your own “Less/More” ideas? Contact me at bob@TipTopics.com and put Less/More in the subject line. Or you can Direct Message me on Twitter to @TipTopics. Perhaps I’ll revisit this discussion in a future edition. Till then, have a very Happy New Year and a healthy and prosperous 2010.

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The Counter Top Shop stays in the family

By Bob Sullivan

Morgan County Business Leader

The Counter Top Shop is a family-owned and operated business. While Dennis Payne oversees most aspects of design and assembly, his mother, Shirley Payne, owns the company and works in the showroom and office. Five additional workers and builders—every one a relative—help with day-to-day business.

Dennis grew up in Bethany Park, near Martinsville. While still attending Martinsville High School, he worked at Sutherland Lumber Company in downtown Indianapolis. “I learned how to deal with the public on the job, and learned about installing cabinets while moonlighting,” admitted Dennis with a laugh. “In the evenings, I helped a local kitchen cabinet designer install for his clients, and as we were working, he gave me a crash-course in his craft.”

Dennis says he taught himself how to build and design; but, “in this field, you always evolve. There’s always a new tool, a new process, a new product, a new computer program—and now my kids are teaching me the newest stuff.”

After graduating, Dennis managed the construction area of Corsi Cabinets. In 1991, Dennis started a business venture in Franklin with two partners called RandenBilt. “Back then, a lot of people sold cabinets, but they knew very little about countertops. So we made countertops our specialty, but we could sell and build cabinets as well.”

In 1999, his mother found herself unemployed following major surgery. “I let my partners buy me out, and with that capital plus startup money from Mom, we started over here in Mooresville with the Counter Top Shop.” Dennis says the business took off fairly quickly. “I didn’t look up my old customers, but many of them went out of their way to find me, which was a nice surprise.”

During the real estate boom of the mid-2000s,

The Counter Top Shop experienced healthy growth, maintaining a balance between installing custom cabinets for high-end housing developments and remodeling and preparing customized counters and cabinet orders for residential and commercial clients. “We try to work with Indianapolis companies as much as possible.”

Next to the Counter Top Showroom is the main assembly building, a large, sprawling garage with room to work on multiple projects at once. Many family members work here constructing Dennis’ designs. Dennis Jr. works with Dennis’ Mom as office manager and doing customer sales. Dennis’ father (retired from General Shale), his sister Michella, and her husband all work in the shop. Dennis’s cousin and son do much of the delivery and installation.

The shop’s array of product includes custom-designed counters in Formica and Wilsonart laminates, as well as cultured marble, granite, and solid surface countertops. In cabinets, they design for brands such as Kitchen Compact, Compactor’s Choice, Amish manufacturers, and many others. “We also design and sell custom-built, laser-designed cornhole boards, which, joking aside, are very popular and in high demand as gifts.”

According to Dennis, “We’re by no means recession-proof, but we didn’t see much change in our output when the economy bottomed out last year. We saw an increase in remodeling and upgrade work, or insurance home repairs, coming in around the time the real estate work tapered off.”

Dennis raised his two sons, Dennis Jr. and Jeremy. Now remarried, he and his wife Alesia are raising her children, Dustin and Stacie Vanzant. The family celebrates major holidays with over 50 people gathered in one place. This year, the family is celebrating with Dennis’ first grandchild, Jeremy’s son, 11-month old Cameron.

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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Network even if you aren't looking for business

The start of the new year encourages people to review their networking investments in time and money. Often, when business is going great, this is one activity that is placed on the back burner. And most often it is not a good choice.

If business is great, revenues are on target and their goals are being met, why should you continue to network? The first and foremost reason is to meet people and continue to build relationships. Business might be good at the moment, but you never know when your best customer is no longer a customer. You might change your goals, decide to grow, hire more employees - whatever the scenario - and additional business will be needed to meet your projections.

Building relationships is not an overnight happening. Rather than starting to meet new people when the need arises, you're much better off if you already have a network in place so you have resources ready to assist you.

There are many of other reasons, besides business, to network. Do you enjoy speaking, and have a topic that would be of interest to others? Use your networks to help you find speaking opportunities. Civic organizations are often looking for someone to provide an interesting talk at their meetings. The next time you're at a networking event, let people know you're looking for this opportunity.

Are you a volunteer for a non-profit organization? Think of how many business owners and management-level decision-makers are in attendance at each meeting. If you've built a relationship with them, your requests for donations will often result in success. I served on a silent auction committee for quite a few years, and just a few conversations, phone calls or emails resulted in a variety of



Cindy Hartman

*Networking isn't just about other businesses.
Don't forget about family and friends.
A friend needed an attorney, and asked who I would recommend. A neighbor wanted to find a new insurance agent, and I was able to refer a few to choose from.*

unique and valuable items. Without my network of professionals and business owners, I would have had to knock on doors and ask total strangers for donations. This most likely would not have achieved near the results.

Are you a professional who likes to be known as the 'go-to' person for your clients and others? Building a great list of people you know and trust will give you that ability. When people know you as a resource, you are more valuable than the others in your industry. And when they need a realtor, mortgage broker or insurance agent (you insert your profession), they will most likely remember you because you've previously helped them. And you'll be at the top of their list of people they refer because you were so helpful to them.

Networking isn't just about other businesses. Don't forget about family and friends. A friend needed an attorney, and asked who I would recommend. A neighbor wanted to find a new insurance agent, and I was able to refer a few to choose from. My son's air

conditioner quit working when it was 90 degrees. He called me, and the relationship I had developed with an HVAC company put him at the top of the list for immediate service.

The opportunities to become a great resource are numerous. Being able to help others is a good reason in itself to network. Not only did I help my neighbor, friend and son, I also sent business to people who I have developed a relationship with. And just being there to help others has great value!

Cindy Hartman is President of Hartman Inventory, a woman-owned business. Visit her web site at <http://www.HartmanInventory.com> to discover more reasons why you need a business or home inventory. Also view the Turnkey page to learn about the Hartman Inventory Systems, a complete turnkey business package; start and grow your own personal property inventory service. Cindy's blog, at <http://www.HartmanInventoryBlog.com>, discusses marketing, management, entrepreneurship and asset inventories.

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By Bob Sullivan

Morgan County Business Leader

Scott DeCoursey does a lot of networking these days—creating phone and computer systems and linking people together to grow businesses. Scott's company, Nuance Inc., specializes in the installation of phone and computer network systems for small- to mid-size businesses in Indianapolis and surrounding areas. Nuance helps growing companies replace out-of-date or inadequate systems with products that meet their current needs, leaving plenty of room to grow. "Most of my clients are businesses with between 15 and 100 employees."

Scott's experience with networking and cabling started fresh out of college. "I worked at a company called CadCam +, using AutoCad computers. I learned about phone systems, and in 1996 joined Lucent in their equipment division. Back then, phones and computer networks were separate systems," Scott noted. "In today's environment, they have come together." Scott explained that AT&T spun off their equipment division into Lucent, which divided their products further under the brand of Avaya, where he worked in the late 90s. "The model started changing, with sales people developing relationships with contracted installers, and I decided to position myself proactively as a contractor."

Scott started Nuance Inc. in 2001, and installs Lucent, Avaya, Allworx and other company systems. "Network sales reps aren't generally targeting small businesses, so I can pursue that niche and select the most appropriate products from a suite of competitors, based on the best fit for the needs of my customers."

According to Scott, "Typical clients come to me looking for a more feature-rich, functional telephone and computer systems. They usually haven't upgraded their systems in 10 or 15 years. Sometimes their current vendor or tech may no longer be in business. We also do a lot of physical wiring of the systems."

Scott acknowledges he has perhaps a dozen competitors in his area of expertise and credits up to 85 percent of all his business to referrals or networking. "The rest come to us through the manufacturer Web site, where we're listed as a certified installer. I credit our positive word of mouth to the fact that we thoroughly understand the systems, and our personal touch is better."

A lifelong Hoosier, Scott grew up on the north side of Indianapolis, graduating from Carmel High School. He met his wife of 17 years, Sherri, while attending Purdue University. They moved to Mar-

tinsville in 1997. "Our family of dogs was growing, and we needed more room."

Nuance Inc. has one additional full-time employee, Nick Judy. The company subcontracts some jobs to trusted semiretired professionals.

So what about networking people? Scott credits networking and positive word of mouth as accounting for 85 percent of Nuance Inc.'s business through the years. "I joined Rainmakers in April 2008, mainly attending the Southport lunch and the southwest hub meeting (held until recently monthly at Damon's at I-465 and State Route 67, disbanding shortly before the Martinsville hub started). I attended some planning meetings when that hub closed, and stepped into the chair position when the person in charge could no longer follow up due to other commitments."

After several delays, the Martinsville AM hub finally gathered for the first time in October 2009. "We had a terrific start, with around 30 local members attending both months. But even more exciting, we had three guests in October and eight in November—and some of those guests joined Rainmakers," reported Scott enthusiastically.

"Starting in February, we're changing the meeting date to the first Friday of the month," noted Scott. "We want to align with the monthly board meeting of the Martinsville Chamber of Commerce, so our members can now attend both."

Scott calls Rainmakers "a vital organization for any business interested in networking. It's another opportunity to keep yourself top-of-mind to your local area. It's non-exclusive," Scott explains. "Some networking organization will only allow one business of a local field to join. Rainmakers doesn't have such a restriction. And members are not restricted to their local hub. Members are free to attend as many or as few hub gatherings as their schedule allows. Currently, we hold over 40 events a month. Members can connect in several areas in a month through a single organization."

Scott calls the Holiday Inn Express an ideal venue. General Manager Darla Wade has "been on board since the early planning stages, and she's gone above and beyond to meet our needs." (Morgan County Business Leader profiled the Holiday Inn and Darla in the September 2009 issue, still viewable online at www.bleader.biz.)

Anyone wanting to learn more about the Rainmakers Martinsville meetings can contact Scott directly at Scottdecoursey@nuanceinc.biz or visit www.gorainmakers.com.



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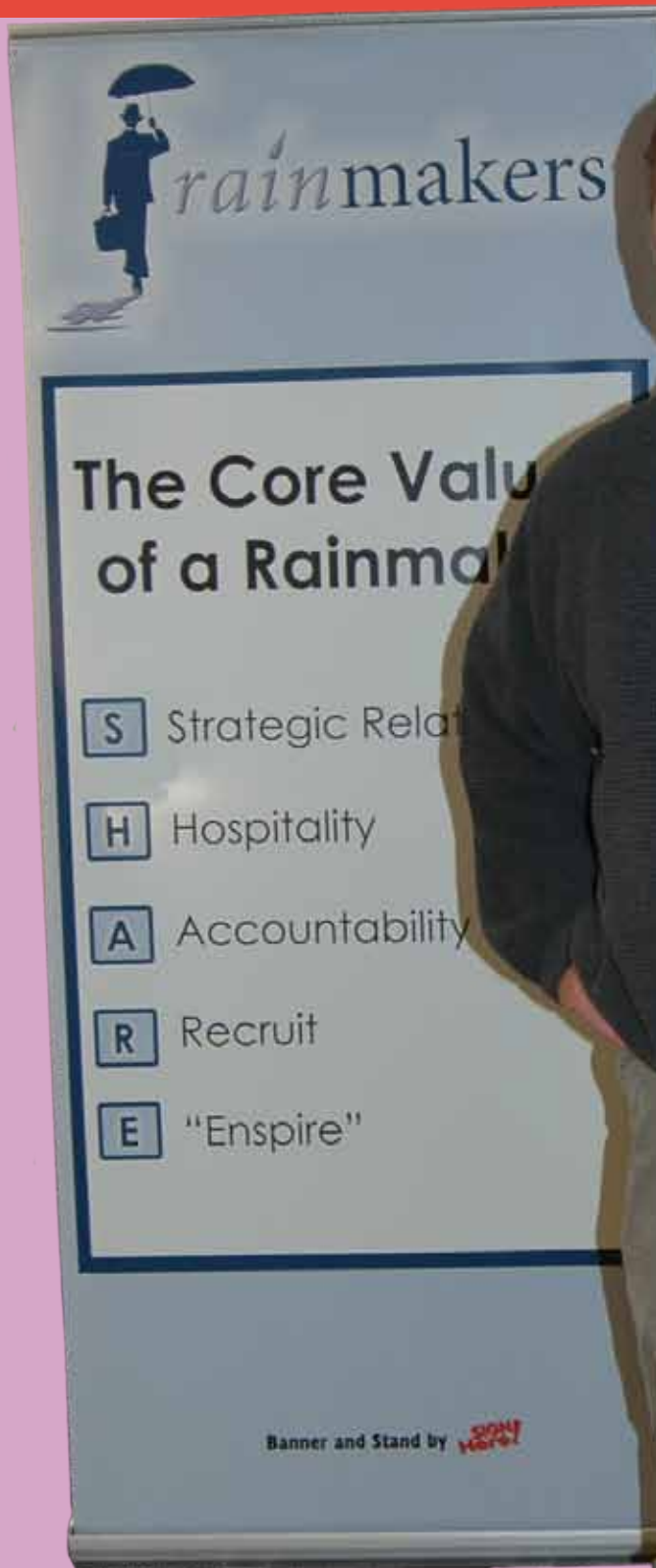
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 February 5
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 Contact Scott DeCoursey, board chair, for questions or
 details.
www.gorainmakers.com



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More room for the Buffalo Gal to roam

By Bob Sullivan
Morgan County Business Leader

Friday, November 20th, the Mooresville Chamber of Commerce held the official ribbon cutting for the reopening of Buffalo Gal Antiques at 15 East Main St. By moving just two buildings west of the previous location, owner Rosemary Harris was able to acquire three times the floor- and shelf-space, a larger storefront to display her collections, and much more "roaming room" for her customers. "We had a good-sized crowd, mostly surrounding downtown businesses. We're very supportive of each other," said Rosemary.

According to Rosemary, many of her regular customers are antique enthusiasts who frequent all of the surrounding Mooresville stores. "I'm part of a 'trail' of about six local stores they follow as they travel through town, hitting one after another," she explained. "There aren't as many shops as there used to be, so we see tourists frequently."

Rosemary says she considers the owners of the surrounding antique shops friends. While technically competitors, they help and support each other. "The failure of a business is bad for the community overall. If a customer is looking for something specific and another shop specializes in that type of item, I'll send the customer to them. It helps the other shops, and they're more likely to return the favor. Plus, the customer is more likely to revisit if I point them in the right direction rather than send them away."

Rosemary's parents moved to Mooresville when she was a child, and except for her time at Indiana University acquiring a degree in theater and English, she's remained in the community. "My grandparents were from the depression era and held on to things because they were important to them—so they became important to me, too." Rosemary's thoughts on antiques blossomed from hobby to potential business venture while acquiring props for various theatrical productions.

When asked about her specialty, Rosemary summarizes her expertise with one word and a laugh: "Dishes! I always hear from the other shop owners, 'If someone is looking for dishes, I send them to you.'" Rosemary also offers appraisals of antiques. "I specialize in dishes, costume jewelry, and vintage clothing. I work with the state on big items." She also helps customers locate something if they're on the hunt for something specific.

After graduation, Rosemary set up booths at area shows and malls. In 1997, she noticed an empty storefront. "I'd debated setting up a permanent shop for some time. A permanent place meant less traveling and more connecting here at home. Almost immediately after I opened, Mooresville Revitalization started planning for the first Victorian Christmas. I got hooked in and have been a part of it ever since."

Rosemary closed her first location in 2005 to focus on the birth of her third child. "I continued to do occasional shows, and a year later, I had a booth at the Antique Mall; but, I wanted to return to Main Street as soon as I could." Buffalo Gal reopened at 30 East Main in 2007, and relocated to the larger storefront last month. Rosemary hopes to turn the back area of the current store into an event room, allowing the store to host small group gatherings of around 30.

Rosemary and her husband Josh Rogers are raising their three children, Minnie, age 9; Quentin, age 7; and Dylan, age 4. Josh is the financial analyst at Pearson Education. Rosemary enjoys gardening.



Buffalo Gal Antiques

Owner: Rosemary Harris
15 East Main St. | Mooresville, IN 46151 | 317-437-0102
Thebuffalagal@aol.com | www.buffalagalantiques.com

Hours of Operation
Tuesday, Thursday and Saturday: 10 a.m. to 5 p.m.
Wednesday and Friday: 10 a.m. to 7 p.m.





The alpha male of Lone Wolf Designs

By Bob Sullivan
Morgan County Business Leader

A seasoned graphic arts professional with many years of experience, Steve Helming stepped away from a successful outdoor advertising career to start Lone Wolf Designs in 2003. Fresh out of school with a graphic arts degree from Ball State, Steve worked 14 years with Naegele Outdoor Advertising (now Clear Channel), a prominent Indianapolis Outdoor Advertising Company. Starting in 1989, Steve primarily designed billboard advertising for a variety of clients. "My department created about 60 percent of the company's billboards in Indianapolis," said Steve. "You might remember the Q95 Bob and Tom billboards all over Indy in the 90s. A lot of that was me. I also created logos for clients on the side, like 'The Bear' logo for the country radio station."

Steve entered the industry as the entire field was converting to computer-generated design. "In school, I had to draw up all my type one letter at a time. Then, my first day on the job, I had to learn to set my type on the computer." Steve entered the industry at the perfect time to make the technology transition. "The programs at that time were basic, and relatively easy to learn. Since then, the technology has changed radically, but it changes in steps. Because I learned the programs when they were new, I have a process in place to learn each upgrade quickly."

In 2003, Steve decided it was time to break out on his own. "I had spent the last 14 years designing billboards. I was ready to branch out and do some other things. Working on my own had always been a goal for me."

Among his several Mooresville and Indianapolis clients, Steve is perhaps best associated as the magazine layout graphic artist for Home-

town Publishing's print publications, Mooresville Magazine, Morgan County Magazine, and former Plainfield Magazine, and Avon Magazine, led by Ryan Goodwin. "It was an interesting shift—to go from billboards, where your message has to get through in a couple seconds, to laying out a 50+ page magazine," noted Steve.

"Sadly, in today's economy, people are saying, 'We can't afford to advertise,' which is exactly the last thing they need to say. On the other hand, businesses are looking to subcontract the work I do, whereas in better times, they would have had an in-house employee."

Steve's areas of expertise include logos, brochures, page layout, billboards, vehicle graphics, and more. "The best part of striking out on my own was picking and choosing my projects, finding new challenges and expanding my skills." Notable clients include Citizen's Bank, WFMS and IUPUI. "The industry makes a big deal out of awards, and I've won my share," said Steve, "But when a client calls me and says, 'someone just walked through the door because they saw our ad,' that's the definition of real success."

Steve was born and raised on the east side of Indianapolis, a graduate of Warren Central High School. He met his future wife Teresa at the ad agency and got married in 1998. Steve and Teresa came to Mooresville in 2000 seeking wooded land where they could build a log home. "It's something I'd always wanted to do. The idea of being isolated in the woods inspired the name—Lone Wolf—for my business." Steve enjoys woodworking and designed his own office space.

Steve and Teresa have two children and one grandchild, age 4. According to Steve, being a grandparent is "an absolute ball. I highly recommend it."



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Bus route starts serving Martinsville

By Bob Sullivan

Morgan County Business Leader

"Martinsville and Bloomington haven't had access to daily public bus transportation to Indianapolis for about five years," said Reggie Addy, director of development and administration for Miller Trailways. "When the route was abandoned, it left a void—leaving Martinsville employees who live in Indianapolis without public transportation options. We're here to finally fill that void."

Starting January 2010, the bus known as "Hoosier Ride," will depart Indianapolis at the Greyhound/Amtrak terminal at 9:15 a.m., arrive in Martinsville at the Holiday Inn Express at 9:55 a.m. From there, riders can choose to go on to Bloomington and arrive at 10:20 a.m. The late-day reversal, will depart Bloomington at 6:50 p.m., will stop in Martinsville at 7:15 p.m., and arrive downtown at 7:55 p.m.

Reggie points out the service to the Indianapolis terminal connects Martinsville to the rest of the country by bus. "Martinsville riders can again travel to wherever they'd like to go in the country by bus without having to find transportation to the downtown terminal."

Though Reggie is new to Indy and Miller Trailways—he joined the company in July of this year—he has worked in the bus transportation business since 1995. "Everyone in Indiana has been terrific. People are excited and want to see this happen. We're going to do everything we can to make it a huge success. Greyhound has been terrific to work with, and we're excited to bring travelers to a major city terminal where they can pick their destination. If we find people want this and will support this, we'll add and expand the routes to meet that demand."

When Reggie joined Miller Trailways this summer, the company had just answered a call put out by INDOT and Governor Mitch Daniels to help support underserved areas of the state and made the Evansville-Bloomington-Indianapolis trip a priority among several proposed routes. "Other charter companies have overlooked this opportunity in recent years, but we see it as important step to reconnecting a growing community with its larger capital city, and we're anxious to provide the service."

Reggie grew up in Southwest Georgia and moved to the Louisville area earlier this year. "I met the woman of my dreams and married her



Miller Trailways

Director of Development and Administration: Reginald Addy
4045 Park 65 Drive | Indianapolis, IN 46254 | 800-544-4383
reggieaddy@millertransportation.com | www.hoosieride.com
"Across the street—across the nation"

September 4. We both call Kentucky our home, so we're making it work. It's worth the drive every day to come home and sleep in your own bed." Reggie and wife Litisha are raising four children: Alexandria, Kameron, Selena, and Wanda.

Miller Trailways started in Louisville in 1937, primarily as a school bus route company. It joined Trailways in 2005, and has offered charter service in Indiana for six years. Other established round trip routes include Elkhart-South Bend-Indianapolis and Muncie to Indianapolis. Miller Trailways territories include Kentucky and Indiana. Reggie's responsibilities include discovering and negotiating the bus routes to best fit and serve their territories.

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Keeping your WITS about your network

By Catherine Selke

Morgan County Business Leader

Could someone be piggy backing off your bandwidth? Have you left a backdoor open exposing your business or personal information to a network of millions? If you use a wireless connection for your business or personal computer to connect to the internet and you are asking yourself what piggy backing and backdoors have to do with your computer, then there is a good chance you are not properly securing your computer from cyber intruders.

Jerry Walden has seen security issues such as these all too often. Waldon has been an IT specialist for 37 years. He was inspired after disappointments and what he described as a "Disillusioned Corporate America" to resign from the large corporation he was employed with and start his own business, Waldon IT Solutions. Although based in Morgan County, he travels throughout Central Indiana creating network designs, security, and educating business owners on how to use their computers to grow in business. "When I go into a company I learn their business I'm an extension of their goals".

Many companies are in need of an IT Specialist such as Jerry Walden, however his talents are not just for business owners. "I go where my services are needed. Most people know very little about computers, and they are using an unsecured wireless network in their home." Waldon explains that

In an age where technology is advancing at an alarming rate and criminals have access to this technology it makes sense that the same care we use to protect our homes and vehicles should be used to protect our computers and personal information.

many individuals who have personal computers in their homes that are connected to the internet via a wireless network are at risk of having their privacy invaded or even worse, their personal information stolen. Essentially a person without protection is at risk for becoming a victim of identity theft and a number of other crimes with no knowledge that they are even at risk. "Many people are under the impressions that if they enter a password in order to access an email account they think that the in-home wireless network they are connected to is secure and cannot be breached, these people are misinformed," Waldon says. These are the people he likes to help. "I'm very interested in helping more people secure their home network"

If your wireless home network is not properly secured a person could park across the street, down the road, or completely out of site and access your computer, personal information or steal your bandwidth causing your computer to bog down or even lose connection. In an age where technology is advancing at an alarming rate and criminals have access to this technology it makes sense that the same care we use to protect our homes and vehicles should be used to protect our computers and personal information. Check your wireless network connection, does it come up as "Connect to Unsecured Network", does it require a password to access the network? If not, or you're not sure, you may need the help of an IT Specialist like Jerry Walden at Waldon It Solutions.

Waldon IT Solutions

Owner: Jerry Waldon

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Morgan County Economic Development announces Sessing as new executive director

By Jeff Pipkin

Joy McCarthy-Sessing, CECD, is joining the Morgan County Economic Development Corporation (MCECD) as the county's top economic development official.

Joy, who has served as president of the Warsaw/Kosciusko County Chamber of Commerce and Kosciusko Development Inc. since January 1998, will join the MCECD as executive director in January.

"The county's leadership has taken positive steps to enhance the Morgan County economy, and I am excited to be a part of that effort," said Joy.

Joy's background includes more than 30 years of experience in community and economic development. In 1985 she obtained the industry's only certification as a Certified Economic Developer (CECD). In addition to Kosciusko County,

she has worked in a development capacity in Wayne and Spencer counties, the Indiana Port Commission and the Indiana Department of Commerce.

She holds a bachelor's degree in English from the University of Minnesota-Twin Cities, graduate of the Oklahoma University - Economic Development Institute, and has continuing education credits from Ivy Tech in real estate and Spanish.



Eight critical steps a small business can take to survive the 2009 holiday season

By Marianne Markowitz

According to estimates, retail and service businesses earn as much as 40 percent of total annual sales during the November-December holiday months, and a successful 2009 holiday shopping season will determine whether many businesses, already struggling through a deep recession, will survive.

There are steps that small business owners can take today that may help change these dynamics and make the 2009 holiday season more profitable and successful. The U.S. Small Business Administration recently surveyed its resource partners to determine their top business strategies on surviving this holiday shopping season. Below are their top eight tips:

Monitor uncollected receivables. It is critical that small business owners monitor their accounts receivable. The holiday season brings vacations and distractions that can adversely affect a customer's focus on paying their bills.

Reassess all expenses immediately. Holiday survival means creating benchmarks and ratios to better track expenses and key performance indicators allowing business owners to react more quickly and knowledgeably to changes in the business, including materials costs, labor expenses, and a drop in sales. One of the biggest expenses is inventory. Maintain strict control of inventory and your chances of surviving the holiday season are increased dramatically.

Employees have a lot at risk too. Involve your employees! Your employees are critical to your success and right now they may be scared to death about losing their jobs. Staying silent is never a good option. Talk to your employees and tell them as much as you honestly can. Options include reducing work hours instead of laying off staff.

Reward loyal customers with discounts, "extreme" customer service, and other incentives. During this holiday season, consider offering a 10 percent or higher discount to local customers who have supported your business throughout the year. Back this discount with what we call extreme customer service - extreme in that you treat all customers as if they are your most important.

Dated inventory is a cash drain on any business. One successful marketing technique is to hold an after Christmas inventory blow-out sale. Huge discounts on old or outdated inventory always bring price-conscious consumers to your door. This year try this before Christmas on one of the key weekend sales days. Make it a fun event. Send out inexpensive postcards using bulk mail or do an email blast announcing a one day blow-out sale. Many keen business owners are now announcing these sales on social networks such as Facebook.

Immediately establish a GREAT website to drive Internet sales. Estimates show that nearly 40 percent of all sales this holiday season will be made on the Web. With most consumers moving to DSL or other high-speed Internet connections, making a quick sale online has become simple and fast. Shopping mall crowds can be a hassle and buying online has become the norm. Establish a Website that can drive immediate sales - with relatively little cost - to your small business.

Increase cash reserves and reduce unnecessary cash outlays. This is a step that should have been instituted six months before the November/December holiday shopping season. Positive cash flow pays the bills and keeps the doors open. Cash on hand also pays for those unplanned and unavoidable outlays of money. We take calls every day from small business owners needing last-minute business loans to cover unexpected inventory purchases or emergency cash needs. Do your business a favor by increasing cash reserves and reducing unnecessary cash outlays.

Don't wait until December 25th to seek advice on saving your business. Today is the day to take charge of your business by making an appointment with one of the SBA's many resource partners - including SCORE and the Small Business Development Centers. We can help you develop a well-defined and comprehensive holiday survival strategy. And as a special Holiday gift, the counseling session is FREE. Go to www.sba.gov/region5 for a list of Small Business Development Centers and SCORE Chapters throughout Region 5 which includes Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin.

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Deena Kelly - Kelly Promotional Products
Robert Downey - For Morgan County Sheriff
Ali Beam - Heartland Crossing Golf Links
Brian Mehring - Decatur Veterinary Clinic

TOWN OF MOORESVILLE – BUILDING PERMITS

Paul Newman, 1986 Keys Rd, new home, \$25,000
Dave & Mary Werz, 157 N Indiana St, wood frame, \$5,000
Deirdra Panarisi, 0 E Keller Hill Dr, new home, \$110,000
Michaelis Corporation, 419 Northfield Dr, new home, \$84,242
Larry Long, 219 Bishop St, remodel, \$10,000
Art Small, Results LLC, 11530 Lambert Ct, new home, \$50,000
Adams & Marshall Homes Inc, 13450 N Cedar Grove Ct, new home, \$122,520
Jim Hunt, 8 E Bunker Hill Rd, fire restoration/remodel, \$110,182

CITY OF MARTINSVILLE – BUILDING PERMITS

Stanley Construction, 1050 S Home Ave, stick frame, \$20,000
Chris Goss, 566 N Kristi Rd, wood frame, \$3,000
Brock Construction, 360 N Home Ave, wood frame, \$32,000

NEW BUSINESS FILINGS

Big Mommas Kitchen, Maija Olopade, 828 Old Eagle Way, Greenwood, IN, 46143
Liteworks Photography, John West, 89 N Jefferson St, Martinsville, IN, 46151
Pride N Joy Photos, Philip Fisher, 10603 N Justin Ln, Mooresville, IN, 46158
Halls Nastifull Toys, Diana & Robert Hall, 1033 N Indiana, Mooresville, IN, 46158

SHERIFF'S SALES January 11, 2010

Teagarden, 4995 Plano Rd, Martinsville, IN 46151, \$106,039.63, Feiwell & Hannoy, (317)237-2727
Robertson, 8825 W. Pocket Hollow Rd, Gosport, IN 47433, \$91,913.56, Unterberg & Assoc, (219)736-5579
Allwine, 13230 N Brick Chapel Drive, Camby, IN 46113, \$86,047.80, Mercer Belanger, (317)636-3551
Cromer, 1109 E York Street, Martinsville, IN 46151, \$70,710.76, Johnson, Blumberg & Assoc, (312)541-9710
Dean, 1339 S. Ohio Street, Martinsville, IN 46151, \$79,178.06, Rod Bray, (765)342-6814
Adams, 6561 Clay Rd, Martinsville, IN 46151, \$133,558.18, Feiwell & Hannoy, (317)237-2727

Moyer, 145 E. Southview Drive, Martinsville, IN 46151, \$73,700.54, Feiwell & Hannoy, (317)237-2727
Russell, 10352 N Rooker Rd, Mooresville, IN 46158, \$125,901.84, Foutty & Foutty, (317)632-9555
Miller, 7860 Waverly Rd, Martinsville, IN 46151, \$118,846.16, Feiwell & Hannoy, (317)237-2727
Dalton, 8515 N Briarwood Lake

South Court, Monrovia, IN 46157, \$50,866.72, Feiwell & Hannoy, (317)237-2727

Peden, 886 Watson Rd. - 5160 E. Watson Rd, Mooresville, IN 46158, \$87,842.42, Foutty & Foutty, (317)632-9555
Sutton, 1988 E. Sunset Way, Mooresville, IN 46158, \$36,491.42, Gray & Friend, (260)407-7130
Rogers - Collins, 6665 Harrison Lane, Martinsville, IN 46151, \$126,004.76, Feiwell & Hannoy, (317)237-2727
Thomas, 1750 Hadley Rd. - 5000 E. Landersdale Rd, Mooresville, IN 46158, \$108,414.33, Feiwell & Hannoy, (317)237-2727
Rice, 676 W. Washington St, Martinsville, IN 46151, \$62,308.44, Feiwell & Hannoy, (317)237-2727
Robinson, 9434 N. Staton Drive, Mooresville, IN 46158, \$79,058.00, Feiwell & Hannoy, (317)237-2727

January 25, 2010

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Roberson, 46 Sunset Manor, Mooresville, IN 46158, \$99,633.10, Unterberg & Assoc, (219)736-5579
Lambert, 8184 West Base Line Rd, Paragon, IN 46166, \$139,190.89, Unterberg & Assoc., (219)736-5579
Liphard, 11388 N Meadowbend Way, Monrovia, IN 46157, \$132,245.66, Reisenfeld & Associates, (513)322-7000
Mehmedov, 11371 N Creekside Drive, Monrovia, IN 46157, \$149,292.90, Reisenfeld & Associates, (513)322-7000
Rader, 5910 Benton Lane, Martinsville, IN 46151, \$238,713.16, Hostetler & Kowalek, (317)262-1001
Hodson, 575 Skyway Court, Martinsville, IN 46151, \$227,625.93, Phillip Norman, (219)462-5104
Elliott, 1430 W. Gordon Rd,

Mooresville, IN 46158, \$126,414.94, Nelson & Frankenberger, (317)844-0106

Ingram, 8678 N. Briarhopper Rd, Monrovia, IN 46157, \$373,297.75, Feiwell & Hannoy, (317)237-2727
Schaeffer, 119 Kristi Rd, Martinsville, IN 46151, \$74,294.03, Doyle Legal Corp, (317)264-5000
Williams, 1440 Comanche Lane, Martinsville, IN 46151, \$373,297.75, Feiwell & Hannoy, (317)237-2727
Caine, 124 S. Clay Street, Mooresville, IN 46158, \$74,623.74, Unterberg & Associates, (219)736-5579

February 1, 2010

Rash, 10298 N. Rooker Rd, Mooresville, IN 46158, \$165,548.99, Feiwell & Hannoy, (317)237-2727
Marshall, 5280 Wilbur Rd, Martinsville, IN 46151, \$140,210.07, Unterberg & Associates, (219)736-5579
Morgan, 9440 Port Royal Drive, Martinsville, IN 46151, \$105,390.74, Unterberg & Associates, (219)736-5579
May, 6250 E. Ablington Ct, Camby, IN 46113, \$99,135.72, Unterberg & Associates, (219)736-5579
Knuckles, 1142 Roscoe Lane, Paragon, IN 46166, \$115,328.50, Feiwell & Associates, (317)237-2727
Foust, 1409 Sydney Lane, Martinsville, IN 46151, \$96,323.24, Foutty & Foutty, (317)632-9555

Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashiers check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors. Updated on Dec. 4, 2009. <http://scican.net/~manley/Sales.html>

Networking Opportunities

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

Martinsville Downtown Merchants Association:

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

Mooresville Chamber of Commerce:

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

Mooresville Revitalization Group:

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

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.

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

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.



FOR IMMEDIATE RELEASE
December 4, 2009

Chicago Regional Census Center
Jim Accurso, (312) 454-2758
E-mail: james.r.accurso@census.gov

2010 CENSUS RECRUITING FOR THOUSANDS OF SHORT TERM JOBS
Statewide Testing for Locally-Based Census Takers Happening Now

CHICAGO - The U.S. Census Bureau's Chicago Regional Census Center recently announced some very positive employment news: about 45,000 people are now being **recruited** across the State of Indiana to work as census takers for the 2010 Census between December, 2009 and June, 2010. Tests for these positions—which pay between \$12.25 and \$15 per hour—are taking place through January at locations throughout the state.

“These jobs allow people to work in—and for— their neighborhoods,” said Stanley D. Moore, Chicago Regional Director. “Even though most are part-time, temporary jobs lasting two to six weeks, working on this once-a-decade headcount allows census takers to be a part of history,” he added.

Conducted every decade since 1790, this constitutionally mandated enumeration of the U.S. population determines the number of seats Indiana will have in the House of Representatives. It also affects the apportionment of political districts as well as leads to the accurate distribution of community funding for schools, roads, neighborhood improvements, elderly care and the like.

The Census hires locally, and applicants are required to take a basic skills test and undergo a background check. Most jobs also require U.S. citizenship, a driver's license, use of a vehicle and the ability to go door-to-door to interview residents. Since the U.S. population is more diverse than ever, in many areas, the Census will need to hire people who are bilingual.

Testing times and locations across Indiana are available by calling, toll free, 1-866-861-2010. More information about the positions, including application forms and a practice test, are available at the 2010 Census website: www.2010censusjobs.gov.

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Learn more at StFrancisHospitals.org or call (317) 831-1160.



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