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MORGAN COUNTY

January 2012

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Chamber of Commerce
Jamie Thompson

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The business of people

With so many seasonal distractions this time of year it's easy to become sidetracked. However, now is the time to review your 2011 results and look toward setting 2012 goals.

First, take a look at your business. Do you know what your core business is? I'm sure you do. Or do you? Manufacturing a product? Handling taxes or accounting for others? Running a restaurant? Offering insurance? Selling? Is that it? I'd probably beg to differ. I suggest that your real core business is people. If you hope to be successful that will be your goal. Your product or service, regardless of the details, is for people. And that's where you should focus your attention.

No one in Morgan County can speak about the business of people more than Jamie Thompson, executive director of the Greater Martinsville Chamber of Commerce and this month's cover story. Jamie, in many ways, is in the ideal role to live by this policy. In this issue, Jamie speaks about how her greatest job satisfaction is connecting the right people, with the right idea, at the right time. She says, "[I get the most satisfaction when] I can help someone grow their business, or connect someone with a great idea with the person who can help get it done." She could just as easily have said she wants to help businesses grow and connect businesses together to pursue a great idea. But it's no accident she says "someone," not "business."

Johnnie Robbins of WCBK radio knows the people of Morgan County, and the people of Morgan County know her. You can talk to Johnnie several times before you even know she handles advertising sales. Johnnie is about knowing people, and letting people know her. In the profile on Johnnie featured in this month's issue, Johnnie says, "I handle each client from the heart, and in the moment...I look at the big pic-



Jim Hess

ture...[and] have also advised people against radio where I didn't think it was a good fit." Imagine that, a business professional advising a client against their service. If this sort of thinking is foreign to you, you should seriously reconsider how you handle your business.

Other people, such as Dave Nash, field representative for the Indiana Blood Center, are touched by tragedy. But rather than letting that moment defeat his future, Dave used that experience to put a face and a story on how blood transfusions restored his wife's strength during her battle with cancer. And because he saw, firsthand, what a difference it makes, he can have a conversation, person to person, about the importance of donating blood and how it can change lives for the better.

Ryan Goodwin, outgoing President of the Mooresville Chamber, stated the same sentiment at the December Chamber Luncheon. "The Chamber is the preeminent organization promoting and bringing together all aspects of our community: Individuals, businesses, professionals, non-profits, local government, churches, and schools. This is key to create a high quality of life as a foundation for economic development and success."

If your business isn't about people, make it your New Year's resolution to refocus your efforts. You'll be surprised at what a huge difference it makes.

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5 simple tips to make your 2012 the best year yet

Goals are a great tool for motivation - if set and used properly. However, if you don't use them correctly, they can become a source of great frustration. How do you turn your goals into something that are a benefit and motivator for you? Here are five goal-setting techniques to help you set those that can make 2012 the best year you've had yet.

- 1. Balance Your Goals:** You should have personal development goals, personal finance goals and material things goals. These are gratitude goals and who or what you want to become goals. To neglect any of them is a tremendous mistake. It's OK to want things as long as there is balance and what you desire is not at the peril of someone else. All of these goals are important, so be clear and make them realistic for you.
- 2. Plan Actions From Your Goals:** Remember, goals are not items for your to-do list. Your goals should be where your daily to-do list comes from on a daily basis. Use your goals to provide your compass for ac-



Jack Klemeyer

tion. Plan specific actions that lead you toward the goals you set.

- 3. Share Your Goals:** A champion race team makes no bones about their desire to win the whole. Too many of us keep our goals a secret. You should share your goals with people who will support, encourage and help hold you accountable.
- 4. Write Down Your Goals:** Follow the lead of an old saying: "The palest ink is better than the best memory." Make your goals real by recording them. Write your goals on index cards and keep copies in the car, the bathroom - wherever you can review them regularly. Recording them makes them the center of your focus - every day.

- 5. Don't Give Up:** Achieving your goals, or success for that matter, isn't a straight line. There are twists and turns and yes, sometimes you even go backwards. Don't be afraid to take different actions to achieve your goals. Don't worry if you try something and it doesn't work, just try something else. Use what most would call failure as feedback of what didn't work and use that for the next try. Take deliberate and effective action to meet your goals and understand that any true goal will take many steps to achieve. Be assured you will make a misstep, but that doesn't mean there's anything wrong with the goal. We all make mistakes; the surest way to not achieve your goals is to abandon them.

Use a goal strategy effectively and see the difference it can make in your performance - and your success in 2012.

Jack Klemeyer is the founder and head performance coach of GYB Coaching (www.gybcoaching.com). Contact him at Jack@GYBcoaching.com.

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Mention this article at the Camby UPS Store between now and January 31, 2012, and get 10% off your printing project

By Bob Sullivan

Morgan County Business Leader

In terms of square footage, there are larger UPS Stores in Indiana. But for the past two years, the Camby location, tucked between the Starbucks and Sprint Store in front of Heartland Crossing, consistently ranks in the top three stores for printing services, out of 64 locations throughout Indiana.

“With the exception of the spike right before Christmas, shipping and packaging, industry-wide, has dropped off a lot,” observed Cragen. “Investing in their shops to offer printing services in 2008 was a smart move for UPS, and it’s the backbone of what we offer.”

Cragen purchased the UPS Store in Mooresville in 2006, two years after the chain buyout and name change from Mailboxes Etc. The previous owners had opened in 2002.

Cragen grew up on a beef and dairy farm, just south of Waverly. “I milked cows and raised cattle growing up. I thought I wanted to be a dairy farmer. I attended college at Wilmar Community College in Minnesota for three years to study dairy science. I came back and spent two more years milking cows on the family farm, and decided it wasn’t for me.”

Cragen joined the USMC Reserve in 1988, and was active during Desert Storm as a supply administration chief at Camp Lejeune in South Carolina. “I had a stepbrother who had gone, and he came back totally changed, more focused, disciplined, physically fit. That motivated me to join.”

In the meantime, Cragen took up a sheet metal apprenticeship in 1990, and established a career in commercial sheet metal, serving as a foreman for two major Indianapolis sheet metal companies.

During all this, Cragen continued to work the family farm. In 1988, he took over the raising of cattle and poultry, plus managing the production of corn and soybean crops. In 2004, following a career in sheet metal going back nearly 15 years, he retired from the trade but continued to farm. He started seriously looking into a business or trade for the next chapter of his career.

“When I purchased the store, it was mostly shipping services. I saw it as an interesting new challenge. The focus changed, but it ended up working out much better than I could have planned.”

Cragen laughed. “I’d worked on farms and I’d supervised other workers, but I had no experience in customer service. The adjustment came naturally to me. The biggest challenge when I started was improving my typing skills.”

In 2008, the store invested in new printing equipment. “We acquired a wide format color machine, a huge paper-cutting machine, and one of my long-term employees found she had a knack for graphic design. With those changes, our business exploded with growth. We’ve become known for our printing services—color posters, canvas wraps, blueprints—we just keep evolving. Our shipping customers are primarily those who need overnight ‘emergency’ shipping.”

In 2009, Cragen decided to move the UPS store from Mooresville into Heartland Crossing Camby. “For the business to grow, we needed to be near foot traffic. This area is booming. For both



Kelsey Cladden, Merissa Branam and Nick Cragen

Mooresville and Camby, it’s a destination location, with major shopping centers. Being next to Starbucks makes it convenient for everyone. People see us more as an office supply store. With printing, service, and supplies, all conveniently located. During the move, our initial drop-off was not nearly what we anticipated, and we made up the difference very quickly, with business continuing to grow. We’re now a competitive option for businesses that need mass color printing in the thousands. We also offer two-part and three-part carbonless paper forms.”

Another service Cragen initiated is local printing delivery. “Customers can send a file electronically or call it in, and we’ll deliver to their home or business, a five-mile radius from the store. We deliver to Big O’Tires in Mooresville, so that’s our south border.” The UPS Store employs an average of 4 workers.

Cragen continues to work the family farm where he grew up. “I keep about 25 head of cattle on 170 acres. It’s something I’ve always enjoyed. It still gives me peace of mind.”

Is tobacco hurting your bottom line?

Employers pay a high cost for tobacco use

The health and well-being of employees is the major factor in a business's success. Employers pay increased costs for healthcare and life insurance, increased absenteeism, and lower rates of productivity. The average annual cost burden due to lost productivity related to smoking is \$2.6 billion.

Employees who smoke contribute to:

- Rising healthcare costs
- Higher life insurance premiums
- Increased absenteeism
- More time spent on smoking rituals
- Greater risk of occupational injuries
- More disability claims
- Higher cleaning and maintenance costs

Combined medical and lost productivity costs add up to a heavy economic burden for employers. The total costs of smoking are estimated to be about \$3,391 per smoker per year:

- \$1,760 in lost productivity, and
- \$1,623 in excess medical expenses plus \$8 in smoking-attributed neonatal expenditures.¹

Each company can calculate the cost of smoking for its employees:

The Morgan County adult smoking rate is 29.8%. The CDC estimates that employees who smoke cost their employer \$3,391 a year in direct medical costs and lost productivity.

The Formula Works Like This:

___ (Number of employees) x (0.298) x (\$3,391 per year) = estimated cost per year in excess medical expenditures and lost productivity.

Example at XYZ Company:

XYZ Company has 300 employees. To find out the percentage of XYZ employees who smoke, multiply 300 x .29.8% (Morgan County smoking prevalence rate) = 89 employees who smoke.



Jennifer Walker

89 x \$3,391 = \$301,799 per year in costs associated with smoking

Facts to consider

- Businesses pay an average of \$2,189 in workers' compensation costs for smokers, compared with \$176 for non-smokers.²
- The National Fire Protection Association found that in 2007 smoking materials caused 11,300 fires in nonresidential structures, resulting in direct property damages of \$93 million.³
- In a survey of cleaning and maintenance costs among 2,000 companies that adopted smoke-free policies, 60 percent reported reduced expenditures.⁴
- Employees who smoke have an average health care insurance payment of \$1,145 while non-smoking employees average \$762.⁵
- Smokers miss an average of six days per year due to sickness (including smoking-related acute and chronic conditions), compared to non-smokers who on average only miss 3.86 work days per year.⁶

Tobacco Use Costs Everyone

Approximately 19,900 adults in Morgan County smoke cigarettes (29.8%). Hundreds die each year from the effects of tobacco. The average annual healthcare cost associated with tobacco use is staggering. To effectively address adult smoking, Morgan County has an aggressive action plan to work with employers to lower

adult smoking rates and the economic burden of tobacco use. Healthier Morgan County Initiative is helping current smokers quit their addiction.

For more information on how you can help employees kick the habit, contact Jennifer Walker, Tobacco Project Coordinator at Jennifer.Walker@healthiermorgancounty.org.

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Jennifer Walker, a Morgan County native, began working in tobacco control in 2002 as the Morgan County Tobacco Project Coordinator, where she developed a tobacco prevention and cessation program. She facilitated a county-wide smoke free restaurant ordinance and moved all four Morgan County school districts to tobacco-free campus policies. She has helped many employers adopt tobacco control policies. Jennifer is a member of Networking Business Women-Morgan County, the local United Way campaign committee, Indiana Cancer Consortium and the American Cancer Society. She studied Sociology at IUPUI.

Economy

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2012: Meet in the middle

It is the time of year when folks in the investment world try and predict what the markets will do next year. This is a highly speculative exercise as characterized by the disclaimer LPL Financial uses “The economic forecasts set forth may not develop as predicted and there can be no guarantee that strategies promoted will be successful”. If you read a forecast without a disclaimer, be very afraid.

LPL Financials prediction: “The U.S. stock market is likely to post an 8-12% gain*, supported by mid-to-high single-digit earnings growth when the pessimistic outlook for profits reflected in the markets rise to converge with a slide in the lofty expectations projected by Wall Street analysts. Stocks may receive a boost from a slight improvement in valuations from the current 20-year low as confidence returns that the business cycle will continue”.

*LPL Financial Research provided this range based on our earnings per share growth estimate for 2012 and a modest expansion in the price-to earnings ratio”.

We have read many predictions for next year and this one seems



Tim Corman

reasonable to us. Of course there are guesses all over the board from recession to massive gains, but the title of LPL Financials paper, Outlook 2012, is “Meeting in the Middle”. We agree.

They go on to explain “We believe there is a one-in three chance of entering a recession in 2012. However, provided we avoid a shock from unforeseen events, interest rates do not surge above 5% and oil prices do not soar to record highs, we believe the business cycle likely lasts until around 2015—the average cycle duration of five years experienced since 1950. This leaves 2012 as a mid-cycle year of continued, though sluggish growth”.

There are many factors that influence the investment environment: consumer sentiment, business leaders, policy makers and geopolitics. We received an e-mail recently describing the current US government as an “ineptocracy” - a system of government where the least capable to lead are elected by the least capable of producing, and where the members of society least likely to sustain themselves or succeed, are rewarded with goods and services paid for by the confiscated wealth of a diminishing number of producers. Let us hope that government stays out of our way in the coming year.

Tim Corman is an independent LPL Financial Advisor and LPL Registered Principal. He can be reached at Corman Total Investment Management (CTIM) 2680 E. Main St. Suite 233 Plainfield IN. 46168 317-837-5141 cell 317-414-0249 The opinions voiced in this material are for general information and are not intended to provide specific advice or recommendations for any individual. ALL PERFORMANCE REFERENCED IS HISTORICAL AND IS NO GUARANTEE OF FUTURE RESULTS. ALL INDICES ARE UNMANAGED AND CANNOT BE INVESTED INTO DIRECTLY. Securities are offered through LPL Financial Member FINRA/SIPC

“The era of resisting big government is never over”

Paul Gigot

St. Francis Medical Group steps into Martinsville

Martinsville Family and Internal Medicine

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By Elaine Whitesides

Morgan County Business Leader

Martinsville is the largest town in Morgan County with a population nearing 12,000 as of the 2010 census. According to Dr. Isaac J. Myers, II, the president of the St. Francis Medical Group (SFMG), the medical system has considered Martinsville an area of interest for quite some time, well before his tenure which began in February 2011.

“We have really good access to our hospital system and we felt like it was the right thing to do,” Myers says, referring to the September opening of the Martinsville Family and Internal Medicine clinic on Bills Boulevard.

Martinsville is a new market for SFMG and Myers says that it’s an opportunity to expand business and services to the community. Myers says, “Our overarching goal is to make sure there is the ability to serve the community in Martinsville; to reach and meet the population needs in that area.”

“For any healthcare system trying to get into a new market you have to have a business footprint,” Myers explained. “We had to bring and make sure there was adequate primary care. That was the primary basis to get a footprint in the market.”

According to Myers, the trend in health care models is centered on good primary care. The number of doctors has been going down and fewer are going into primary care, leaning more toward specialties. That is creating and adding to a shortage in the market.

Myers sees the healthcare market expand-



ing and getting ready to service the aging Baby Boomer population, especially over the last 10 years. He says, “A lot of underserved communities suffer because it is more difficult to attract services to those areas.” Adding, “If people get sick, you have got to take care of them.”

Since his time in Ohio in the early 1990s, Myers has seen the role nurse practitioners play in healthcare in both primary and specialty care. He says nurse practitioners bring a solid primary care education to facilities. They can provide some primary care or work as an extension of a primary care doctor. Nurse practitioners can provide more time and education to patients to help them learn and live with health conditions.

They work collaboratively with a primary care physician to extend services to patients. Both have clinical training and each brings a unique skill set to the table.

Along with primary care physicians, SFMG’s Indiana Heart Physicians will have hours at the new multipurpose clinic so patients won’t have to

drive to the St. Francis Heart campus. He says it is a good customer service model; making it easier and providing the care needed closer to home. Travel time to facilities for care is considered and is one of the reasons the Indiana Heart physicians will go to the clinic in Martinsville.

“At the end of the day,” Myers says, “people want the convenience of things and when it comes to healthcare, it’s no different. They like to have healthcare as close as possible.”

Based on physician and patient requests, the opportunity exists for expansion and offering of other services. Likewise, Myers says that as population in areas grows, you can bring more services. There is a lot of planning involved. It is not an impulse decision.

“We look at the volume of needs for specialties,” Myers says, “and when it makes sense to add a specialty because the need is there.”

“We’re excited to be able to service Martinsville and we have definitely been welcomed into the community,” Myers says.



Dr. Isaac J. Myers, II



MEET THE FACE OF THE MARTINSVILLE CHAMBER

When speaking with Jamie Thompson, she has a tendency to reply using pluralities—using terms such as “we” and “us.” For instance, she might say, “We want to introduce you the right people, so tell us more about what you do.” When asked about what gives her the greatest job satisfaction, she replied, “making the right introductions, or getting the right idea to someone at just the right time. When I can help someone grow their business, or connect someone with a great idea with the person who can help get it done.” When talking about her goals, she says she wants to see greater success for Martinsville, for businesses to grow together, work together, and find ways to change the overall perception of the community for the better.

It’s no accident that her responses happen to perfectly align with the overall goals of the Greater Martinsville Chamber of Commerce. Jamie has served as the Executive Director of the organization since 2005, and though she’d be quick to deny it, the business community sees her as the face and voice of the Chamber.

Jamie grew up in Cincinnati, Ohio. She moved to Bloomington, Indiana, during her freshman year. She attended IU and received a degree in Optometric Technology. “I was the assistant to the optometrist,” explained Jamie. “When someone comes in, I did the pre-testing before they saw the optometrist, and then I measured the patient to fit their glasses.” Following graduation, she was employed as an optometrist technician for three years.

Jamie and her husband moved to Martinsville in 1990. Jamie took a total of 18 years off from the workforce to raise her six children. “I had five boys and one girl, and we home-schooled our children. I think we’re all closer because of that experience, and I feel very fortunate we were able to experience that.”

Jamie returned to part-time sales in the late 1990s. “I started out offering pre-paid legal services, then worked for Abby Candles up in Muncie, helping schools and churches with fundraisers. As I became more involved in networking, I helped found a business networking group for Martinsville. I was also a member of the Martinsville Chamber through all of that. I started helping the Chamber sell ads on its website. I would use those opportunities to help talk up the chamber.”

Jamie says when she first joined, the Chamber was still “pretty healthy. Then membership started dropping off drastically in the early 2000s.”

According to Jamie, membership grew again when the chamber increased its networking events. “We started consistently making time for individual introductions. It became clear how important it was to make time for those introductions. Each member or guest gets a few seconds to put their name out there and pitch their services. But even more importantly, the other members attach a face and a name with that business, and have an impression about the person behind the business. We grew rapidly, and today we’re around 220 strong.”

Jamie recalled, “When the previous director stepped down in 2005, I was the one most familiar with the office procedures. I’d already helped throw a few events, so I stepped in as Interim Director while the board started the search. As I filled the role, it probably took no more than two weeks before I figured out how much I loved it, so I put my name in for the directorship. I served as interim director for about three months, and then they offered it to me.”

In Jamie’s time on the Chamber, the website has received two major “makeovers,” she says, progressively becoming more user-friendly. “Recently, we’ve added some functionality to the directory, like business mapping and a 200-word paragraph to describe your services. I also think communication overall has improved vastly. We positioned ourselves as a community resource. During the [2008] flood, for instance, we utilized the e-newsletter to let people know where to find resources, where businesses had temporarily moved, what particular needs hadn’t been addressed. The newsletter length grew long for awhile, but I know they made a big difference. Martinsville is a very giving community, and having



that information helped the community know, not just that help was needed, but the best way to help. And from there, everyone stepped up to the plate.”

Jamie believes the chamber grew when it became relevant as a community resource. “We’ve helped facilitate community development. We helped Rediscover Martinsville get launched. We partnered with the city to get an economic development plan in place. We’re a driver for other organizations to focus on the long term, because that’s going to help everyone in all of Morgan County.”

Jamie praises the efforts of the Mooresville Chamber, and their Executive Director, Mindy Taylor. “We’re both mindful of the greater needs of the county. We stay in constant contact, coordinating on special events where appropriate, and making sure we don’t tread on each other’s dates. We realize it’s important that all of Morgan County Community have an opportunity to participate both chambers equally. I also credit our board members [in both Mooresville and Martinsville] for going out of their way to erase that ‘line’ between north and south.”

Jamie enjoys gardening and reading. “More than anything, I enjoy being with my family. I have two grandchildren now, and they’re the joy of my life.”

Greater Martinsville Chamber of Commerce

Jamie Thompson, Executive Director
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“We’ve helped facilitate community development. We helped Rediscover Martinsville get launched. We partnered with the city to get an economic development plan in place. We’re a driver for other organizations to focus on the long term, because that’s going to help everyone in all of Morgan County.”

His job is to ask

Indiana Blood Center

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By Elaine Whitesides

Morgan County Business Leader

Two wrongs don't make a right – we all understand that.

However, for Dave Nash, he found the silver lining from two major events that rocked his life in the form of work. Nash is a field representative covering southern Marion and all of Morgan County for the Indiana Blood Center. And the job he feels is “almost a mission for me” wouldn't have meant quite as much without those difficult experiences.

Just over five years ago, when he lost his job in newspaper advertising, he answered a help-wanted ad for the Indiana Blood Center. He was interested in the organization as well as the job. “In a nonprofit,” says Nash, “you can directly affect people's lives and the quality of their lives.”

Not only did playing a part in improving people's lives appeal to Nash, doing so through blood donations touched him in a deep way.

“We have people come back to us and say this has made a difference,” Nash says. “People have blood drives year after year because they know that it made a difference for their loved one. Their stories are the affirmation that what we are doing is making a difference.”

Nash is one of those stories, or, as he says, “My wife, Dee, was the story and (blood transfusions) made a difference for her.”

Dee lost a battle with cancer, but the way blood transfusions affected her stays with Nash. He says it renewed her energy, her outlook and made the quality of life better during her illness.

Only about 5 percent of the United States population donates blood. Morgan County residents outpace the nation with about 9 percent donating. Nash says one of his challenges is to increase that percentage – by even as little as 1 percent.

He says most donors give blood once a year, even though it is possible to do so every 56 days. That means one could donate six times a year.

The Indiana Blood Center provides all the blood needed in central Indiana. “We need 550 donors every day to supply the 60 hospitals in

the state,” Nash says.

“The donations help to keep the supply up so that we are able to serve our patients in this community,” says Angie Alford, Director of Laboratory Services at IU Health Morgan Hospital.

Most people tend to think of blood transfusions needed by accident victims. However, in reality, the need remains fairly steady because of other medical conditions – like cancer. “Most people who are receiving chemo need transfusions,” Nash explains. “Typically someone receiving chemo needs about six units, and that could be monthly.”

Because of that need, the Indiana Blood Center is in the midst of a campaign for blood donations: Raise your sleeve if you know someone who has cancer. And, we all know someone who has – or had – cancer.

Why don't more people donate?

Nash says research has uncovered the top three reasons people don't donate:

The No. 3 reason is fear.

The No. 2 reason is convenience.

The No. 1 reason people don't donate is: “I haven't been asked.”

Nash says his role is to ask.

He meets with committees or individuals in organizations and businesses and asks them to lead a blood drive. He then provides the training needed to run it, to recruit, and how to make it successful.

Success is relative, especially for Nash. A successful blood drive is determined by the size of a group and the length of time open for donations and the donations received.

What has this to do with business?

“Many of our best blood drives are through businesses,” Nash says. “When businesses have drives and let employees donate during work hours, we have some of our greatest success.”

“Generally a business is involved in community in many ways,” Nash opines. “Many times, they'll have the United Way or donate to Boys or Girls Clubs. Likewise, donating blood is another way. Having the opportunity to donate during the day helps the community just as much.

“With the economy as it is, this is a way to do something for others without donating money.”

Nash explains that having a committed group actively recruit 10 to 20 percent of a population to fill a donation schedule beats the national av-



Dave Nash and Staff at the Indiana Blood Center

erage of 5 percent. He says, “Part of the job we ask the committee to do within the organization is to ask people to donate and schedule them.”

This scenario chips away at those top three reasons people don't donate. Their fears become secondary when told a story of how a blood transfusion helped a co-worker's or friend's family member. With time allowed and the opportunity provided right at work, it is convenient. And, most importantly, someone asked them.

How to donate in Morgan County

“Two times every year that tend to be the most difficult times are during the holiday and the summer months,” Nash explains, “It's because

those are times when it is less convenient to donate and there are fewer blood drives. Donations fluctuate, the needs don't.”

A local sorority, Delta Theta Tau, leads monthly blood drives alternating between locations at the Friendship House at the Friends Church on the corner of Main and Monroe in Mooresville and at Sexton Hall at St. Martin's Catholic Church on Harrison Street in Martinsville. Go to www.donorpoint.org for specific dates and times or to find other blood drives scheduled.

Contact Dave Nash directly to find out more about setting up a blood drive in your business or organization.



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Here's Johnnie!

By Bob Sullivan
Morgan County Business Leader

Johnnie Robbins joined WCBK Radio in Martinsville in 1997 as part of their advertising and sales team, establishing herself in the business community as the face of the station. And it's no wonder. At every business event (and the majority of the community events) the radio station covers, Johnnie is on the microphone, talking up the event, interviewing guests, and giving them a chance to speak to all of Morgan County. She knows a lot of people. And more importantly, a lot of people know her.

Johnnie grew up in Decatur Township, in Mars Hill, in a house her parents still own. She attended IU for two years, pursuing a degree in marketing. "I was hired as director of sales and marketing for a hotel services company, and never returned to school," Johnnie recalled. "In 1986, I started a business with my ex-husband. We sold and serviced commercial cooking equipment for local diners, chain restaurants and hotels, and the local schools."

In 1997, Johnnie sold off her half of the business and joined WCBK. "I had just moved into Martinsville. I was driving down the road listening to the station, when they ran a commercial that were looking for an aggressive sales and marketing person. So I stopped off at the office, walked in, and interviewed."

Johnnie admits, "I didn't know anyone in town. I was starting from scratch. I immediately joined the Chambers, the Mooresville Kiwanis Club, the Martinsville Rotary Club, and the Southwest Optimist Club. It was about a year and a half before I knew everyone, and everyone knew me."

Johnnie recalled, roughly a decade ago, attending a Mooresville Chamber meeting with only six people in attendance, and at the same time, a Martinsville Chamber meeting with only four people and a guest speaker. "We kind of all decided it was ridiculous, and we needed to actively recruit and get people involved." Looking back, Johnnie observed, "I don't think people were having a good time. We added time for introductions, time for networking, to talk, to joke around, and to get to know each other. That's what networking is all about. Once they started having a good time, the interest picked up."

Johnnie said, "You won't find a more giving community than Morgan County. Look at our Relay for Life, our Boys and Girls Club—and look what happened when the flood hit [in 2008]? You had people stepping out with tools, shovels and chainsaws, ready to help their neighbor. In a small community like this, everybody knows each other, so you have almost no privacy. But at the same time, we're all ready to help when someone needs it."

Johnnie added, "Radio is vitally important when things like [the flood] happen. The newspapers can't get out. Local TV is based out of Indy, so they won't cover it. Where else can you find out what's going on during a crisis but local radio?"



Ms. Johnnie Robbins

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Johnnie Avery-Robbins

Prior to her first broadcast for WCBK, she'd never spoken on the radio. She recalled, "I wasn't nervous, I didn't fret about it. It came naturally. I'd already done a great deal of public speaking before then, and it's easier when you're not looking at your audience. I've never had anxiety about being on the air."

Johnnie said, "I handle each client from the heart, and in the moment. By the time I've talked to my client, no one knows their message better than I do. That's why I'm the one behind the microphone at events. And I don't pre-record the spots, I broadcast live. Radio is controlled word of mouth."

Johnnie explained, "I work with clients, which means we're in a partnership. I look at their big picture, at their needs way beyond a few radio spots. I have also advised people against radio where I didn't think it was a good fit for their business."

Johnnie Robbins raised one son, Brian Branam, age 29. She enjoys her animals on her 50-acre farm in Owen County, tending to her flower garden, hunting, and ballroom dancing. "I get the hustle and bustle during the day and escape to the forest every night."

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Conexus discusses blueprint for manufacturing future

By Bob Sullivan

Morgan County Business Leader

On Friday, November 18, the Greater Martinsville Chamber of Commerce hosted David Holt, Vice President of Operations and Business Development for Conexus Indiana.

As he opened his presentation, Holt contended that “everyone thinks its okay just to be average... The problem is that we’re in a global economy. Your company isn’t competing just with other companies in Morgan County or Indianapolis. You’re competing with China. You’re competing with Argentina... The old days of these kids not having skills when they come into the workplace is over.”

Holt’s message is that local communities need to make it a priority to “get the young on track to get the skills they need to succeed. Because if they think they’re going to have the same job their father had, they’re wrong, and they will fail.”

Holt recalls working his way through college as a binder for a local book publisher. “The job I did no longer exists. It’s gone. Now, there’s a computer technician that programs the computer to operate a [robotic] arm that feeds the books right into the machine. So they still have a worker doing the job, but it’s no longer a low-skill worker doing a brainless job. That’s the future.”

According Holt, Indiana falls short on producing qualified workers. “Indiana ranks 35th among states with workers who earn an Associate’s.” He sites that Indiana is 31st among workers with a high school diploma, and 42nd among overall college-educated workers. “It’s because of our culture, [which says] ‘It’s okay to be average.’”

Holt challenged today’s parents to demand a quality education from their local school. “In the past, the schools have told you what they’re... teaching your kids. Now, we need to tell the schools, ‘this is what my kid needs to learn, or he’s not going to get a job.’”

Holt challenged the “old method” of employer thinking. “53% of businesses agree that workers need more training. And businesses still hire the unskilled worker and take on the burden of in-house training. But ultimately, those are the first workers to get laid off, every single time.”

According to Holt, the problem is that, as jobs become more highly skilled, the burden to train on-the-job increases, and is no longer an efficient solution. “This isn’t as much of an issue in other countries, where education is more focused on these higher skills. If you’re that factory worker with a GED and one skill, you need to basically go back to get [new skills] at the WorkOne Center, or you’re going to end up on the unemployment line.”

Conexus proposes a new system:

- Connect industry and academia---solicit industry input to create relevant education programs for today’s job market.
- Market the programs aggressively to prospective employees.
- “Build a robust pipeline to qualified applicants” to lessen in-house training and overall worker skills are increased, and standards are set.

Conexus’ proposed first steps:

- Being the voice of Industry to identify workforce needs.
- Start skilled worker training at the high school level prior to community college.



David Holt

- Partnering with community colleges, along with the Department of Education and the Department of Workforce Development.
- Using social network and modern media to attract young Hoosiers
- Creating national manufacturing standards for a relocating workforce.

Holt added that parents need to change their perception about manufacturing and factory jobs, because those workers are still vitally important to companies going forward. “Factories today are clean, and the jobs are high tech, and in many instances, employees don’t touch product from the time they unload it from the truck to the time it gets reloaded onto the truck.”

Conexus has launched an “Advanced Manufacturing and Logistics” (AML) program, with classes in place at the high school and community college level to develop a curriculum just for logistics and manufacturing. Holt noted that Mooresville High School is a champion of the program. “We’d love to have Martinsville on board with this,” said Holt.

Conexus had formed an executive committee to look into implementing the program, with members from air, rail, water, trucking, warehouse distribution, manufacturing, and design. “We created a strategic plan to outline the short-term goals needed for Indiana to succeed.”

Short-term obstacles:

- Transportation bottlenecks
 - Lack of direct rail service
 - Underutilized air facilities
 - Lack of efficient mode-to-mode connectivity
 - Decaying locks infrastructure
- Holt outlined the following solutions:
- Intermodal facilities in Indiana that bypass Chicago bottleneck
 - Increase in air cargo flights to and from Indiana airports
 - Construction and redesign of key locks
 - Completion of key infrastructure projects in bottleneck regions
 - Logistics tax credit to attract and retain logistics companies
 - Industry-driven logistics high school and postsecondary curriculum

Along with these solutions, Conexus is working to assemble what Holt calls “INsight,” a database that allows factories with specific needs to find the local provider of those needs. Learn more about Conexus at www.conexusindiana.com.

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Want to have it all? Be SMART.

We found the first response to the Business Challenge Survey to be a great place to start this series. Our business owner has a new catering business, a full-time job and is going to school. She wants to know how she can grow her business, keep her day job and get an education, all the while finding a work-life balance. It's a tall order.

Juggling Your Goals

In 2009 David Slick juggled three balls for an amazing 12 hours and 5 minutes and set a Guinness World Record in the process. A year later Zdeněk Bradáč added one ball to the mix and was only able to keep four balls in the air for 2 hours 46 minutes 48 seconds. Adding just one more ball made the job of juggling that much harder.

Think of your goals as the number of balls you have in the air at once. You may be able to make progress on all of your goals for a while, but each goal you add can get in the way of your progress and possibly your chances of achieving them all. In other words if you want to start a business, you may be able to keep a day job, go to school and spend a little time with the family, but getting your business off the ground may be slow going.

Let's Focus

Having one or two well defined goals is much easier to achieve than having multiple broad goals. The first step is to take a look at what you value, and what you truly want before defining your key



Thomas Barnes

goals. Take stock of what you will need to achieve each one. Will you need knowledge? Time? Money? Write down specific resources you will need and what it will take to get them.

Once you have identified the resources you need, list the steps for achieving each goal including your timeline for getting there. Remember to be realistic. Only you know your strengths, your limits and how much time you can devote to a goal.

First Things First

To make it easier, choose one goal that means the most to you. The goal you are most excited about should be the one you focus on first.

Having a strong desire to achieve a goal can help ensure success. Have you worked on a job or a project that didn't interest you? I bet it was hard to focus on what you needed to do, and the longer you did that job the more burned out you became. Having a burning desire can help you when obstacles get in your way, and give

you the energy you need to keep the balls in the air longer. Even when you need to take on boring tasks your desire to see a meaningful goal achieved can help you get through.

Act Now!

Once you choose your most desired goal and define the resources it will take to achieve it, take the first step toward it IMMEDIATELY. Setting goals is exciting and creates a lot of energy. Don't wait. Don't analyze any more. Use your excitement and energy to get moving today!

Remember, you can have more than one goal but make the number realistic, and the timelines for achieving them realistic so they can all be accomplished. To help you set and achieve your goals, keep in mind the acronym SMART. Goals should always be Specific, Measurable, Attainable, Realistic and Timely.

If you need help defining your goals, finding resources or taking that first step, give me a call and I will be happy to help.

In the meantime keep your questions coming by taking the Business Challenge Survey at IndySuccessCoach.com. If you take the survey in January, you will be eligible to win a one hour coaching session with Tom Barnes. Check out the Indy Success Coach website for details.

Thomas Barnes is a mentor and strategic business coach with Indy Success Coach. For more information visit www.indysuccesscoach.com or contact Tom directly at tom@indysuccesscoach.com or call (317) 332-4846.

Remember, you can have more than one goal but make the number realistic, and the timelines for achieving them realistic so they can all be accomplished.

Networking Opportunities

Martinsville Chamber of Commerce:

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

Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch is \$5. 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 e-mail to AutumnWhispers@earthlink.net

Morgantown Merchants Association:

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

Networking Business Women of Morgan County:

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

Networx:

Networx meets weekly on Thursday at 7:30 AM at the Comfort Suites at Kentucky Avenue

and 465. Call Rick Groce at 317-724-4348 for more details.

Rediscover Martinsville :

An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. (765)352-8261 or www.rediscovermartinsville.com, e-mail: rediscovermartinsville@gmail.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, S.R. 67 and Allison Road, Camby.

Morgan County Toastmasters Club:

The weekly meetings will now be on Thursdays beginning May 5 from 6 to 7 p.m. The club meets at the Academy Building, 250 N. Monroe St. in Mooresville.

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Martinsville Chamber auction raises big funds

By Bob Sullivan

Morgan County Business Leader

The Business After Hours Christmas Auction, an annual fundraiser for the Greater Martinsville Chamber of Commerce, drew about sixty people to the Art Sanctuary, 190 N Sycamore Street, at 5:30 p.m., December 13th. According to Executive Director Jamie Thompson, even though attendance was lower than last year, the participants were extremely generous, and the event raised over \$1,600 to support Chamber efforts—more than last year's event. "Though we try not to, we ended up in conflict with several other events that night. But everyone who showed up participated in a huge way, and we can't thank them enough for their generosity," said Thompson.

Volunteer auctioneer Steve Bright of Remax kept the bidding moving fast and exciting as he auctioned off gift after gift, and many people in attendance took home some very nice presents for themselves or others. Some of the auction pieces included a sepia-tone image of the City of Martinsville by artist Gretchen Ten Eych Hunt. Pottery work by local artists Kate Morgan and Tilly Newkirk and a Kindle Touch Gift Box donated by Daniel Elliot of Intelli-Leap.

The auction built up to a large plastic tub of kids' toys, collected and donated by Meadow Lakes Senior Community in Mooresville. One guest won the box with a high bid of \$100. Then the winner donated the box back to the auction, so it could be bid on again. The box ultimately went to a winner on the second round, having raised \$185 for the Chamber in combined wins.

Several smaller donated gifts all sold to guests during the silent auction, which continued throughout the night.

Chamber President Amber Foster of Home Bank was on-hand to kick off the event and assist with tracking bids. "Santa" Bob Elliott of The Elliott Company and Kim Meredith of Morgan Insurance Group both walked the room with auction pieces several times throughout the night, assuring all the bidders could get a look at the gifts.

Dr. Tom Parell of St. Francis' Pet Hospital and his wife Barbara prepared the finger food, and Jackie Blackwell of Blackwell's (a newly re-opened Arts and Crafts Store in downtown Martinsville) was on-hand to assist with setting up the event. Cedar Creek Winery offered free



Kim Meredith, Steve Bright and Amber Foster

wine tasting throughout the evening.

The doors opened at 5:30 p.m., with time to network and enjoy the wine and finger food be-

fore the auction kicked off at 6 p.m. During the event, many of the art sanctuary studios were open, with artists displaying and available to sell

their pieces to guests.

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Richard Ciresi, Indiana Street, Sign Permit
Friends Church, Monroe Street, Electrical Upgrade
Radio Shack, Indiana Street, Commercial Remodel
Comcast Cablevision, Meadow Lakes Drive, Electrical Upgrade
Ron Overton, Taylor Street, Storage Demolition
Jeff Goodman, Merriman Road, New Commercial Construction
Worm's Way Inc., Hancel Pkwy, Commercial Remodel
Joel Kimmel, Sugar Maple Lane, Room Addition
Ryan Homes, Honey Creek Drive, Single Family Residence

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L & L Restoration, Harriet Street, Residential Remodel

MORGAN COUNTY - BUILDING PERMITS

Randal Williams, Ennis Road, Car Port
Clint Cohen, Gray Road, Single Family Residence
John Grenier, Union Street, Electrical Upgrade
Nelda, Clayton, Ennis Road, Pole Building
Dallas Walls, Voyles Road, Electrical Upgrade
Larry Chambers, Walnut Street, Residential Addition
Eric Phillips, Big Bend Road, Garage Addition
Roy Malone, Pine Hill Court, Pole Building
Bill Abraham, Cemetery Road, Pole Building
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Troy Conklin, Nature Hills Court, Pole Building
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David Davidson, Wilbur Road, Electrical Upgrade
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Shawn Arsenault, Day Road, Electrical Upgrade
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Daniel Voris & Josh Randolph, Pioneer, 4635 Williams Road, Martinsville, IN 46151
Todd Huff, Common Sense, 110 West South Street, Mooresville, IN 46158
Tracey Thomas, Santas Elves of Indy, 13123 N. Forest Drive, Camby, IN 46113
Mary Ellen Waltz, Steve's Appliance Repair, 290 South Main Street, Martinsville, IN 46151
Shane & Rebecca Williams, Willow House, P.O. Box 457, Mooresville, IN 46158
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Erik Troxell
544 Harrison St
Paragon, IN 46160
\$77375.82
January 30, 2012
Mercer Belanger
317-636-3551

Donald Dyer
1710 S Harriet St
Martinsville, IN 46151
\$85224.42
January 30, 2012
Mercer Belanger
317-636-3551

J. Faye Fitzgerald
9566 N Raymond Ct
Mooresville, IN 46158

\$353489
January 30, 2012
Unterberg & Assoc
219-736-5579

Mark & Penny Hughes
3980 Henderson Ford Rd
Martinsville, IN 46151
\$81654.98
January 30, 2012
Reisenfeld & Assoc
513-322-7000

Jeffrey & Lisa Bennett
8820 New Harmony Rd
Martinsville, IN 46151
\$252246.37
February 6, 2012
Reisenfeld & Assoc
513-322-7000

Mark McCormack
260 Robb Hill Rd
Martinsville, IN 46151
\$143429.36
February 6, 2012
Unterberg & Assoc
219-736-5579

Tiffany Turpin
13287 N Etna Green Dr
Camby, IN 46113
\$130562.48
February 6, 2012
Unterberg & Assoc
219-736-5579

Michael Bradley
155 W South St
Mooresville, IN 46158
\$103444.53
February 6, 2012
Feiwell & Hannoy
317-237-2727

Jerry & Angela Moore
1145-1155 Leota Dr
Martinsville, IN 46151
\$107834.07
February 6, 2012
Manley, Deas & Kochalski
614-222-4921

Michael Pierce
8637 W St Rd 42
Monrovia, IN 46157
\$125807.80
February 6, 2012
Johnson, Blumberg & Assoc
312-541-9710

Jesse Pitts
Jamie Furlong
241 E Main St
Mooresville, IN 46158
\$88063.71
February 6, 2012
Feiwell & Hannoy
317-237-2727

Kenneth Moppin
102 Camelia Ct
Mooresville, IN 46158
\$103481.63
February 6, 2012
Reisenfeld & Assoc
513-322-7000

Mark McDaniel
57 Sweetwood Dr
Mooresville, IN 46158
\$88008.13
February 6, 2012
Doyle Legal
317-264-5000

Aaron Taylor
3325 Mt Olive Lane
Martinsville, IN 46151
\$453785.22
February 6, 2012

Hostetler & Kowalik
317-222-7485

Cindy & Robin Haywood
6510 Stockwell Rd
Martinsville, IN 46151
\$132191.53
February 13, 2012
Reisenfeld & Assoc
513-322-7000

James Dodds
1055 W. Wildflower Court
Mooresville, IN 46158
\$251587.71
February 13, 2012
Reisenfeld & Assoc
513-322-7000

Robert & Landria Brattain
155 Church St
Mooresville, IN 46158
\$104016.08
February 13, 2012
Unterberg & Assoc
219-736-5579

Michael & Dawn Bain
6271 E Ablington Ct
Camby, IN 46113
\$209858.39
February 13, 2012
Johnson, Blumberg & Assoc
312-541-9710

Mark Hare
5622 E Orchard Rd
Mooresville, IN 46158
\$110019.80
February 13, 2012
Doyle Legal
317-264-5000

Jayne & Steve Curry
32 E South St
Mooresville, IN 46158
\$106306.09
February 13, 2012
Feiwell & Hannoy
317-237-2727

Mark & Cara Davidson
7055 E Wiser Ave
Camby, IN 46113
\$88606.05
February 13, 2012
Feiwell & Hannoy
317-237-2727

Destry & Brenda Davis
1744 W St Rd 42
Mooresville, IN 46158
\$118023.61
February 13, 2012
Reisenfeld & Assoc
513-322-7000

Lori & Steven Newlin
12930 N Bray Rd
Mooresville, IN 46158
\$305490.81
February 13, 2012
Feiwell & Hannoy
317-237-2727

Charles Voss
13335 N Brick Chapel Dr
Camby, IN 46113
\$117753.88
February 13, 2012
Feiwell & Hannoy
317-237-2727

David & Ruth Derrickson
2870 S Mask Ct
Martinsville, IN 46151
\$243522.61
February 20, 2012
Feiwell & Hannoy
317-237-2727

Roy Fulkerson
6431 E Ablington Ct
Camby, IN 46113
\$162903.51
February 20, 2012
Feiwell & Hannoy
317-237-2727

Patricia Pitman
5305 Perry Rd
Martinsville, IN 46151
\$47170.32
February 20, 2012
Reisenfeld & Assoc
513-322-7000

SWG Inc.
Stephen & Brenda Dean
Beth Spina
1410 S Ohio St
Martinsville, IN 46151
\$311695.16
February 20, 2012
Hopper & Blackwell
317-635-5005

Virginia Hill
240 Morton St
Morgantown, IN 46160
\$38522.36
February 20, 2012
Unterberg & Assoc
219-736-5579

Christine & Richard Thompson
7945 St Rd 39 N
Martinsville, IN 46151
\$139624.51
February 20, 2012
Feiwell & Hannoy
317-237-2727

Jon Rinehart
11356 N Creekside Dr
Monrovia, IN 46157
\$156385.54
February 20, 2012
Foutty & Foutty
317-632-9555

Sandra Smith
1453 Blue Bluff Rd
Martinsville, IN 46151
\$275184.44
February 20, 2012
Foutty & Foutty
317-632-9559

Rick & Leslie Mitchell
1620 Robin Rd
Martinsville, IN 46151
\$125556.26
February 20, 2012
Mercer Belanger
317-636-3551

Mark & Stacey Woodall
3485 McDaniel Dr
Martinsville, IN 46151
\$131978.46
February 20, 2012
Bleecker, Brody, & Andrews
317-574-0700

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

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