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July 2012

Dan Moore, President & CEO of Home Bank and Lynn Gordon, President & CEO of Citizens Bank.

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FROM THE PUBLISHER

True team effort will provide the push forward

As our writers were turning in stories for this month's issue, I received word that the Morgan County Economic Development's Blue Ribbon Committee was preparing an important announcement. Being a monthly magazine, we don't look for many "stop the presses" moments, but my instinct told me this was important enough to check out before we finalized this month's content. And I'm glad we did.

The Blue Ribbon Committee--made up of business leaders who either reside in or work in Morgan County--in cooperation with the University of Indianapolis School of Business, announced the results of a six-month comprehensive economic study. The plan is to use the study as a guideline in creating a specific blueprint for future economic development. The report pinpointed Morgan County's strengths, and also offered a sobering reality check on its weaknesses, with specific suggestions on how the County's leaders can move forward.

As I witnessed the announcement, I was impressed by the cooperative spirit of Committee Co-chairs Dan Moore of Home Bank, a Martinsville-based business and Lynn Gordon of Citizens Bank, a Mooresville-based business—and competing institution in Morgan County. Moore and Gordon shared the podium, back and forth, deferring to each other equal time to outline the study's findings and emphasize the importance of working as a unified County in order to move forward. Whether intended or accidental, the meaning was clear. The community must come together, put aside its individual differences, and focus on what's important for the County's future. What most impressed me was Moore and Gordon's passion and dedication to the Morgan County community, their desire to "See this process through," as Moore stated.

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Moore and Gordon are genuine in their desire for future growth of this County. They have a history of investing a myriad of resources and effort to better the community. Now they are committed to doing even more for this endeavor of economic growth. What they share in common trumps their competitive spirit. They live here, worship here, serve here, and are accessible to anyone in the community. Their institutions, staff, & employees reflect their personal example, as they not only give money to many diverse organizations, but pour countless hours of volunteer service back into Morgan County. Moore & Gordon are interested in much more than just turning a profit – which, by the way, is not a bad thing. During the reception, Gordon made the audience laugh as he reflected, "Dan and I have spent so much time together on this study, if interest rates weren't so low, people would think we were colluding."

The *Morgan County Business Leader* commends the Blue Ribbon Committee for its efforts. Clearly each member has a heart for what's best for Morgan County. The study makes it clear that Morgan County has a lot of work ahead in order to meet the business challenges of the future. Intended or not, Moore and Gordon provided the perfect template for the true team effort needed for abundant success. It sets a grand example for all of us to aim for the "greater good". The committee has just begun this journey. What will we all do to help this cause?

You can read the details regarding the Blue Ribbon Committee report in this month's cover story. Special thanks to Ryan Goodwin for encapsulating the event for us.

Jim Hess is the owner and publisher of the Morgan County Business Leader. You may contact him at jim@morgancountybusinessleader.com

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Take me out of the ballgame!

I do a lot of reading and for most of what I read, at least the non-fiction stuff; I can't help but relate it back to the markets and investing. After 19 years in the business my brain just thinks that way. "Moneyball", by Michael Lewis, is a fascinating study of how a General Manager (Billy Beane) of an MLB team (the Oakland A's) with minimal financial resources figured out how to compete and win without high-priced talent. The movie with Brad Pitt as Beane wasn't too bad either.

Before Billy Beane and the whiz kid played by Jonah Hill (in real life, Paul DePodesta), baseball conventional wisdom was that players could be economically priced by following the time-honored traditions of scouting and long-established measurements of talent. Talent was "measured" sometimes by how a player looked, "He looks like a hitter." Or even less objective tests, "I got a gut feeling about this kid."

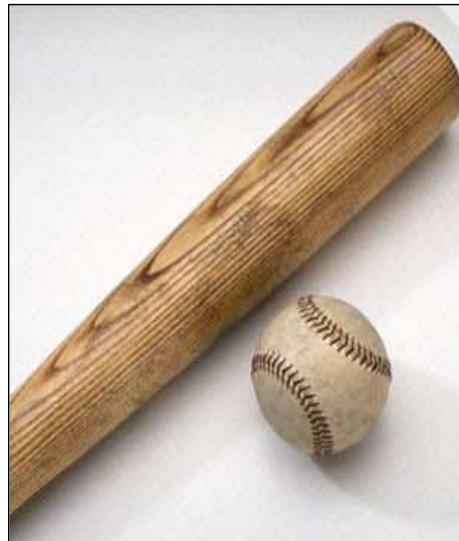


Jeff Binkley

It's a complicated story but what came from Beane and DePodesta's efforts was a new emphasis on one previously thought unremarkable statistic: On Base Percentage. If a player got on base a lot, regardless of whether from a hit or a walk, the Oakland A's wanted him. They figured out that the first step to scoring more runs was to get more batters ON BASE.

But that's a baseball story Bink. What does that have to do with investing?

Stock prices to a great extent are based on a company's earnings. That's why the price/earnings ratio (P/E ratio) for a company is one time-honored means of fundamentally evaluating a stock's potential growth. After all, how can anyone justify a phenomenally high stock price for a company that has little to no foundational earnings to base that price on? (I won't mention names but a "sure thing" internet company sure performed pretty poorly as people took



a deeper, more rational look at their earnings potential.) Stock analysts always like to forecast "future" earnings to justify high P/E ratios. But often times those estimates (read: guesses) are based on non-objective, conventional wisdom based measurements.

So what's an investor to do? Like the aim

of the general manager of a baseball team, the purpose of a successful investor is very simple. Whereas the GM of a team wants more runs scored, the investor who would be successful wants a rising portfolio value. Like the GM, the investor needs to effectively evaluate "talent".

How? Look at the company's "on base percentage".

Earnings are important yes, but take a look at a company's dividend record. Are they paying dividends? Are they consistent? Are they raising their dividend? Dividends, dividend consistency and rising dividends are all evidence of good management, and potentially a good long term "player" for your portfolio.

Now if only my Red Sox could get out of the basement in the AL East!

Jeff Binkley is a fee-only, independent Indiana registered investment advisor and Managing Director of Binkley Wealth Management Group LLC in Avon. He can be reached at 317.697.1618 or via email at jeff@thebinkleygroup.com. To sign up for his complimentary monthly investment outlook, text "BWMG" to 22828. IMPORTANT DISCLOSURES Any information, strategies and opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual.

Stock analysts always like to forecast "future" earnings to justify high P/E ratios. But often times those estimates (read: guesses) are based on non-objective, conventional wisdom based measurements.

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Indy's Restaurant founder chooses Martinsville

Indy's Family Restaurant

Dennis Serio, owner
2210 Burton Lane
Martinsville, IN 46151
765-342-4600

Hours of Operation
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Friday and Saturday:
6 a.m.-10 pm
www.indysrestaurant.com
Email through website

Overview: Four soups daily; Angus beef burgers; prime rib on the weekends; breakfast menu served all day; outdoor dining; free Wi-Fi.

By Bob Sullivan

Morgan County Business Leader

Dennis Serio opened Indy's Family Restaurant in Indianapolis, near the airport in 1999, and expanded to Martinsville in 2006. He sold the Indianapolis location in 2009, and since then, Dennis has operated from Martinsville exclusively.

Dennis spent his entire life in food service. "I wasn't born in a restaurant, but I was certainly raised in one. My father was a manager for Lum's, so I worked in a restaurant since I was a child. We moved a lot, but I spent the majority of my childhood in a Missouri small town."

Dennis recalls how he made the transition to ownership. "I was already established in restaurant management for Co-Co's/Jo-Jo's when I relocated to Evansville, Indiana in 1985," said Dennis. "I was in Indy for 15 years. During that time, they were bought out by a competitor." According to Dennis, the company focus shifted from quality food and cutting edge technologies to lowering prices and cutting corners and quality. Unhappy, he left in 1999.

Dennis wanted to return to a restaurant with the same excellent level of quality and service he was accustomed to. With limited options, he opted to go into business for himself and opened Indy's Family Restaurant in 1999 at Lynhurst and the Airport Expressway. He used his former employer's model as a template, and, in many cases, reconnected with the vendors he knew of offered quality products. He also improvised proprietary recipes.

Dennis recalled, "Starting a new restaurant is a huge undertaking, with over 90% failure. But, I'd taken over a former Jo-Jo's, and 15 years operat-



Amanda Montgomery, manager and Dennis Serio, owner

ing a similar restaurant gave me several advantages, so we succeeded right out of the box."

Dennis remembered, "I had regular customers who were private detectives who lived in Indianapolis and Martinsville. They approached me about opening a second location in Martinsville. A year later, this building became available, so I checked it out. I loved the small-town, similar to where I grew up, so after I made the deal, I moved to Martinsville."

In June 2008, the Martinsville location was one of several businesses to sustain water damage during the June flood. The crew had no sooner cleaned up the flood mess when, later in the month, a small mistake during closing resulted in an after-hours smoke fire. If not for the luck that a friend drove by, saw the smoke, and called

Dennis, they may have lost the building. "The flood affected us both short-term and long term. Wear and tear is accelerated because of the water saturation. Our electrical and phone lines have continued to be affected. The fire hurt us worse. The smoke did a lot of damage, but our staff came through in a huge way to clean and repair; so we reopened pretty soon after."

Dennis divided his time between two locations, and quickly learned the decision would take its toll. "I'm an operations guy. I like to build a long-term team. I hired a strong manager to cover Indianapolis while I focused on Martinsville. That worked for awhile, but that manager didn't want that much responsibility without ownership. So we came to an agreement and I sold the airport location. I can now focus exclu-

sively on Martinsville, and I couldn't be happier."

Indy's Restaurant has a staff of 35. "My staff is vital to my success. You can't train a good attitude, so I do my best to take care of my workers. We have a lot of customer loyalty, but we wouldn't have that loyalty if we didn't do a great job at every opportunity."

Manager Amanda Montgomery first worked with Dennis 15 years ago. "It was my first job, and when he called me up six years ago to see if I'd like to return, I said 'absolutely.' He takes good care of us, and he's taught me a lot about the importance of customer service."

Dennis and his wife of 28 years, Jill, raised two children: Anthony and Jillian. Jill and Anthony work for the restaurant.

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Franciscan Foundation Allies with Businesses to Better the Community

By Bob Sullivan

Morgan County Business Leader

"Today, you have more people than ever in need of safety net services," observed Greg Williamson, Executive Director of the Franciscan Alliance Foundation. "Our role is to try to extend that reach as much as possible through philanthropy. For example, we have free health clinics in Mooresville and Indy. In 2009, 36% of Morgan County residents were treated at Franciscan St. Francis Mooresville, and 70% of those who come have no insurance. Through philanthropic donations, we can expand our outreach to the disenfranchised."

Community Development Officer Jeanne DeFelice Aydt has served with the Foundation for five years, reaching out to Morgan County businesses, residents, and even the hospital's own employees to raise money for the hospital's community goals.

"The St. Thomas More Clinic is just one of many programs which the Healthier Morgan County Initiative oversees and which our Foundation helps fund. They also organize a variety of health and fitness awareness programs, creating playgrounds and walking paths for adults for children. We partner with and help fund Churches in Mission. Cherished Beginnings out of our Mooresville hospital provides infant car seats free for any family that can't afford one, plus layette assistance." In 2010, Cherished Beginnings gave away over 350 car seats to new families.

The Foundation also funds the care and upkeep of the lake and gardens on the Mooresville Hospital grounds. "Businesses adopt property. Meadow Lakes and Carlisle Branson Funeral Services have done this. Willow Field Lavender Farm donated bushes that are thriving. It's a beautiful area for our patients and their families during their stay here."

According to Jeanne, a major focus of the Foundation is on erecting an Indy-area Hospice House. "There's a huge need for such a facility," said Jeanne. "It will serve Indy and several surrounding areas, including Morgan County. As planned, it will have 16 beds, expandable to 32. No patient with hospice needs will be turned away. Each suite will be private, and will open out to a garden. We'll have art therapy, music therapy, whirlpool therapy, plus family and friends can visit as long as they want, including the family pet."

The Foundation has raised \$2.3M in support of the hospice, with potentially \$5M matching dollar for dollar in a grant. "If we can get to over \$12M, we'll be able to start on construction" Williamson explained.

The Foundation was formed by the hospital in 1995. "The hospital covers all the administrative costs for the staff," said Greg, "so every penny raised goes back to the community, and the gift giver can specify which program they'd like to support."

Greg described, "We're a small staff; seven total. I try to balance managing the office with overall strategic planning and going after gift opportunities. I see my role with Jeanne as trying to find the best opportunities for her to build those connections, to present her sincerity to those around her and form long-term partnerships."

Franciscan Alliance Foundation

Jeanne DeFelice Aydt, Development Officer, Employee Giving and Community Gifts
Greg Williamson, Executive Director

Franciscan St. Francis Health Mooresville, 1201 Hadley Rd, Mooresville, IN 46151
Franciscan St. Francis Indianapolis, 5255 E. Stop 11 Road, Ste. 245, Indpls, IN 46257

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Greg Williamson, Executive Director, and Jeanne DeFelice Aydt, Morgan County Community Relations Officer

There's no shortage of worthy causes, so people don't give to a need, they give to the individuals that they respect."

Greg grew up in Carmel and lives in Avon. He just celebrated his first year with the Foundation, bringing over 25 years experience in the not-for-profit sector, including development positions with Wishard and Riley Children's Hospital. Greg and his wife of 24 years, Leigh, are raising three girls.

Jeanne grew up on the south side of Indy and moved to Mooresville in 1986. She is a charter member of the Rotary Club and the Mooresville Chamber of Commerce. She joined the Foundation in 2007 to help the hospital strengthen its local connection. Prior to joining the Foundation, Jeanne worked in Visitor Services at the Eiteljorg Museum. "It was there I found my passion for community service," Jeanne said. "I love being out in the community, meeting people, finding out what makes them tick, and raising money for these great programs. St. Francis hospice nurses took care of my dad, so I am passionate about the Hospice House."

Jeanne is 18 months into a Bachelor of Science in Philanthropic Studies. She and her husband of 36 years, Barry, raised two children. She's also involved in animal rescue.

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Create more wealth for your company in 2012

Concluding the Second Quarter is a great time to look at your business financials from the previous months and plan to improve performance. There are four basic ways to grow wealth for your company outside of buying another company. You can increase the:

- Number of customers of the type that are profitable
- Number of times the customer comes back for products or services
- Average value (profit) for each sale
- Efficiency of each transaction with your customers (lower process costs)

The question often is how can I get more customers that are the right kind of customers? At the SBDC we have some tools that can help owners sort through their client list

to identify who the best customers are. One of the tools I like to use is called an Impact/ Effort grid. Simply put this tool will point out which customers have the most impact (profit) for the justified amount of effort. And it will help identify which customers are taking a lot of effort for very little impact. Identifying the customers that are a good fit for your company can help you tremendously, not only in profitability but in using your marketing and business development time and dollars wisely.

Increasing the recurrent revenue is another

great way to add wealth to your company. You can do this by adding new products or services to complement your current offerings. Another very valuable tool to increase additional purchases is to offer a frequent user reward system. Many small business owners are successful in gaining additional revenue by simply making the transaction very easy operationally for their customers. They tailor products and services expertly

to meet the client need smoothing over any potential problem areas with fantastic service or tailored product extensions. Ask yourself and your best customers- What would make the experience even better? Then find a way to implement those changes.

The third way to increase wealth is to increase the value of each transaction-or raise the price thereby increasing your profits. This makes many small business owners cringe but done properly raising prices can keep your business strong. And here again the SBDC has tools to help you increase profit margins without overpricing the market. We can benchmark your company data with the Sage Works ProfitCents program. With this software we can look at your business and a cadre of similar companies to see how you compare.

We can look at the Midwest or just Indiana Plumbing contractors for instance and benchmark your numbers. If your gross profit margin is below the average it stands to reason you have some room to increase your prices. If your cost of sales is a lot higher than your competition then we can look at what you are paying for parts/supplies and find better sources. These are just a few examples of the toolbox the SBDC has to help increase your company's wealth. Visit our website at www.isbdc.org to learn more or give us a call at 317-233-7232.

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BLUE RIBBON CREATES BLUEPRINT FOR GROWTH

By Ryan Goodwin

Morgan County Business Leader

At a small reception in Bradford Woods, a gathering of business, civic, political and education leaders heard the results of several months of work and study, as the results of the Blue Ribbon Committee were shared. The Blue Ribbon Committee, formed in January, represents a group of local leaders and leaders from outside Morgan County - all of whom either live or work in Morgan County - charged with the responsibility to explore how Morgan County can realize stronger growth. The School of Business at the University of Indianapolis facilitated the study on behalf of the Morgan County Economic Development Corporation.

Morgan County has strong potential for economic growth, but Morgan County must find ways to better work together in order to realize this potential. This is one of the many findings of the committee, and at the announcement reception, it was clear the committee understood this important fact. Dan Moore, president and CEO of Martinsville-based Home Bank, and Lynn Gordon, president and CEO of Mooresville-based Citizens Bank, served as co-chairs of the Blue Ribbon Committee, and provided opening remarks at the reception. Moore and Gordon, who serve as chief competitors in the Morgan County community banking landscape, found they "can achieve more and are stronger by working together than working apart", Moore summarized. Gordon said with a laugh and smile, "that if the two biggest financial competitors in the community can get along, then anyone can." Moore and Gordon certainly set the stage for more collaboration and action as they introduced the study's members and findings.

Also present to discuss the Committee's findings was Dr. Sheela Yadav, Dean of the School of Business at the University of Indianapolis, the organization contracted to facilitate the committee's study.

In summarizing the results, Dr. Sheela Yadav, Dean of the business school, said that while various groups had previously identified factors to support economic development, the end goals have not been realized "because there hasn't been sufficient ownership, action and observable success critical to sustaining progress."

To encourage greater county-wide unity in support of an action plan, she indicated a need for Morgan County to create an

The Blue Ribbon Committee

The Blue Ribbon Committee's co-chairs are Dan Moore, President & CEO of Martinsville-based Home Bank, and Lynn Gordon, President and CEO of Mooresville-based Citizens Bank. Other members of the committee, all of whom live or work in Morgan County, include:

- Eric Bowlen, Principal, Martinsville East Middle School, Martinsville City Council.
- Melanie DePoy, Development Director, Jackson Center for Conductive Education, Mooresville.
- Craig A. Fenneman, Owner and CEO of Southern Bells Inc.
- Hector A. Flores, President of H.A. Flores & Associates Inc. – Martinsville.
- Douglas L. Molin, Director of the Asia Pacific division, The MITRE Corporation.
- Signe Nicholson, former facilities planner for Eli Lilly and Company.
- Jared Stark, Executive Director, Franciscan St. Francis Hospital – Mooresville.



Lynn Gordon, Dr. Sheela Yadav, Dan Moore, & Joy Sessing

"umbrella organization" that would articulate a unifying vision for community and economic development to be promoted throughout the county and well publicized to neighbors. She added that a plan showing how constituent organizations can contribute to this common vision, and how limited resources can be used more effectively to achieve objectives, is also necessary.

Among other recommendations, Dr. Yadav said the county can better leverage educational, social and cultural opportunities available through nearby Indiana University, as well as similar resources easily accessible in Indianapolis.

Dr. Yadav noted that one out of every three Morgan County residents employed works outside the county; and one out of every ten individuals employed in the county resides elsewhere. The study also reported that Morgan County currently has a 7.8% unemployment rate, which is equivalent to more than 2,700 residents. These observations led to the conclusion that the county needs to create additional jobs in order to retain and employ Morgan County residents within their community.

The study confirmed that employment for Morgan County's transportation and logistics sector has increased far more rapidly

I COMMITTEE FOR ECONOMIC GROWTH



g. Executive Director, Morgan County Economic Development Corporation

than for any other sector. Further, through a detailed industry cluster analysis, it was revealed that, in comparison to all industry sectors, transportation and logistics has grown far faster in Morgan County than that of the region's average over the past decade, as well as the State's average over the past five years. In order to build upon Morgan County's already phenomenal growth as a transportation and logistics center, Dr. Yadav encouraged continued planning on how to most strategically use its proximity to Indianapolis International Airport and the Interstate 69 extension coming in 2015.

In order to take on such economic development initiatives, the study reported that upfront investments are necessary. It was noted that Morgan County's property tax rates are among the lowest in the state, which can be a plus for attracting new residents; however, accumulating a sufficient enough surplus of these revenues for the needed capital investment would take time. Because there is a limited window of opportunity for this type of strategic community development, and time is of the essence, the study recommended exploring alternative forms of fundraising instead.

The study also noted that another key factor to attracting new

businesses is a qualified workforce. Because many of the unemployed have lower levels of educational attainment, and there is a lack of training or higher education opportunities within the county, the study recommends closer ties with the Indiana Department of Workforce Development, partnerships with Ivy Tech Community College for postsecondary training, and initiatives to support online degree attainment. With respect to preparing the future workforce, a collaborative "summit" of all the county's educational resources needs to be arranged, the study said, to develop plans for better training and retention of students.

While the study is a step in the right direction, the Committee realizes that many studies have been completed in the past, only to sit untouched. In fact, during the Committee's work, they discovered more than 23 past studies relating to planning and economic development in Morgan County, most of which were never fully realized. This fact really surprised committee members. The Morgan County Economic Development corporation has already begun a series of meetings to determine next steps, and more importantly, action steps. "This is where the rubber meets the road," said Moore. "This is what's going to separate us."

What the customer wants

By Elaine Whitesides

Morgan County Business Leader

What do you do when your customers ask for something? You give it to them. According to owner Herb Haggard, that is what has made Haggard & Stocking into what it is today.

The Mooresville resident's business is located on the south side of Indianapolis where it has expanded over 40 years from \$12 million in sales of industrial cutting tools at one location in 1973 to today's sales in excess of \$46 million handled by more than 90 employees. They have 100,000 square feet under roof nationally, including five buildings in Indiana and facilities in Texas and Florida.

In 1972, Haggard was a regional sales engineer for an industrial cutting tool manufacturer in Connecticut. When a national position was opened up to him, he and his wife opted to stay in Morgan County. It was home – and where they wanted their children to grow up. So, instead of moving up, Haggard moved out and bought a small local manufacturers agent company selling in the same market he covered as the regional sales engineer. "It was one of the best moves I ever made," Haggard says.

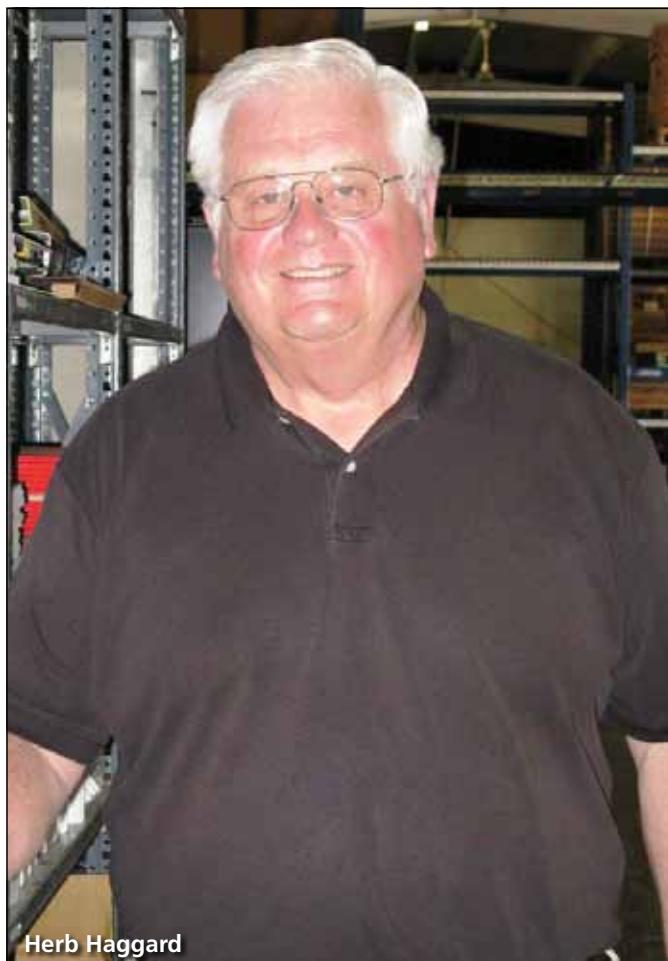
A manufacturer's agent represents companies, but doesn't stock product. In 1973 he took in a partner, Mr. Stocking, and they operated together until 1993

when Haggard bought him out. Over that time, Haggard says that the company evolved into a wholesale stocking distributor because of customer demand.

That demand continues to revolve around specific needs. "We do a lot of customization," Haggard says, "We don't manufacture. We sell integrated systems, stock it, package it in certain quantities the way they need it."

The company does engineer tooling, creating widgets made to drawings. They are the only remaining saw blade welding shop in Indianapolis. Material is bought in bulk and blades are welded to customer specifications. Lead time from a manufacturer could be a week or two. Haggard says. "We can give a two or three hour turnaround service."

Because Haggard & Stocking competes with the large distributors, his specialty really is providing that individual service in a timely manner. "We have to do as much as the big multi-billion dollar businesses because we supply



Herb Haggard

the same kind of product," Haggard says, adding a commonly heard refrain, "We just have to do it better."

"The customer has pushed us into things we would never have been into. The customer forced us to innovate, stay current with technology, look for new product lines, to think differently."

Haggard says from thinking differently they learned they didn't need to set boundaries like containing their customer base in Indiana to provide good service. That led to expansion into Texas and Florida.

The market changed, too. Haggard says. "It used to be driven by what the manufacturers supplied. Now the customer tells the manufacturers what they want to buy and from whom they want to buy it. There are no longer exclusive product lines. Even Amazon is getting into our market."

The vice president of the industrial division is his son, Jeff Haggard. His son-in-law, Ron Barnett is vice president of the aerospace division. Haggard family connections exist with several other employees who work alongside their relations. "If they commit to me," says Haggard, "I commit to them. Our success is because I have been fortunate to assemble a management team who has shared the same values I have. We've built the company together and it won't continue to

grow without more good people."

He says the commitment and hard work by everyone is why the organization has garnered many awards. They recently were named the Region 5 Sub-Contractor of the Year from the Small Business Administration. Haggard wasn't even aware that his largest customer, L3, nominated his organization as a company of outstanding service that goes beyond the call of duty for its customers until he received a letter announcing they had won. He accepted the award at an event in Washington, D.C.

"That's a customer-generated award and it speaks to what our business is built around," Haggard says. "The company is bigger and doing more than I ever dreamed it would. I work hard, stayed with it, made a commitment and I enjoy what I am doing and satisfied with what we have done for our family. I believe the future is what we will make out of it."



CFMC awards record-breaking \$108,040 in scholarships

This May, the Community Foundation of Morgan County was proud to award 64 scholarships worth \$108,040 to both high school and non-traditional students in Morgan County. This is the largest amount the foundation has ever awarded, and is a nearly 50 percent increase over last year's scholarship total.

The Community Foundation also facilitated the awarding of two Lilly Endowment Community Scholarships for Morgan County. Michael Ross Hunter of Indian Creek High School and Madeline Zook of Mooresville High School will receive full-tuition scholarships for four years. These scholarships can be worth up to \$175,000 each, depending upon the college attended. This total is not included in the foundation's awards total.

The increase in awards this year was due to the addition of several new scholarships, including the Emily Downey Memorial Scholarship, Gordon Leigh Speer Memorial Scholarship, Quyle Leadership Scholarship for Future Entrepreneurs, Owen L. Prescott and Dorothea I. Prescott Scholarship, Charles T. Amy Memorial Scholarship (PAYS), Artie Fest Scholarship, Martinsville Rotary Club Scholarship, PEERS Project Scholarship, Benjamin Elo Memorial Scholarship and a second one-time Benjamin Elo Memorial Scholarship for 2012.

Eminence High School scholarship recipients are Nikki Campbell (Eminence Alumni Association Scholarship, Archie and Blanche Burnett Memorial Scholarship, Charles T. Amy Memorial Scholarship - PAYS), Dawson Gore (Archie and Blanche Burnett Memorial Scholarship, Meaghan Buis Memorial Scholarship), and Riley Rhea (Archie and Blanche Burnett Memorial Scholarship, Stierwalt Scholarship, and Dorothy Asher Scholarship).

Indian Creek High School scholarship recipients are Michael Ross Hunter (Quyle Leadership Scholarship for Future Entrepreneurs, Gordon Leigh Speer Memorial Scholarship) and Samantha Shepard (Emily Downey Memorial Scholarship).

Martinsville High School scholarship recipients are Melissa Ahlborn (Lilly Endowment Community Scholarship finalist), Taylor Burpo (Ann Haworth Scholarship), Nicole Curtis (Ann Haworth Scholarship), Seth Dow (Freeman Goss Scholarship), Maggie Edwards (PEERS Project Scholarship), Andrea Gilberti (Lilly Endowment Community Scholarship finalist), Mariah Glidden (PEERS Project Scholarship), Corben Kinder (PEERS Project Scholarship), Elizabeth Mertz (Martinsville Rotary Club Scholarship), Joseph Moriarity (Newburn-Asher Scholarship), SSG. Wm. Ryan Fritsche Memorial Scholarship, Whitney Neel (PEERS Project Scholarship), Leigh Nelson (Lilly Endowment Community Scholarship finalist), Sydney Race (Sgt. Dan Starnes Memorial Scholarship, SSG. Wm. Ryan Fritsche Memorial Scholarship), Nicholas Richardson (Artie Fest Scholarship), and Nicole Walls (Robert D. St. Clair Scholarship).

Monrovia High School scholarship recipients are Charles Matias (Ted & Berta Romine/Monrovia Masonic Lodge #654 Scholarship, Newburn-Asher Scholarship), Jacob Realey (Quyle Leadership Scholarship for Future Entrepreneurs, Newburn Asher Scholarship, Lilly Endowment Community Scholarship finalist), and Emily Tucker (Justin and Bonita Conduitt Marley Scholarship, Dorothy Asher Scholarship).

Mooresville High School scholarship recipients are Molly Allison (Justin and Bonita Conduitt Marley Scholarship), Frank Brock

(Quyle Leadership Scholarship for Future Entrepreneurs), Jordan Duke (Quyle Leadership Scholarship for Future Entrepreneurs, Charles F. and Olive B. Flater Scholarship), Julie Mauck (Alexander A. Hathaway Scholarship), David Mowery (Jennifer Tipmore Memorial Scholarship), Claire Ronan (Maggie Grounds Scholarship), Adam Schmutte (Steven Lee Robert Terrell Memorial Scholarship, Benjamin Elo Memorial Scholarship), Hannah Vaughn (Quyle Leadership Scholarship for Future Entrepreneurs, TOA-USA Scholarship), Amber Viles (Owen L. Prescott and Dorothea I. Prescott Scholarship, Devin Wade Deaton Memorial Scholarship), Amanda Wenz (Velma Hackleman-Mendenhall Memorial Scholarship), and Jessie Williamson (Dorothy Asher Scholarship).

Non-traditional scholarship recipients for students currently out of high school are Janel Dent (Never Too Late Scholarship), Sara Duncan (Newburn-Asher Scholarship), Devon Jacobs (Dorothy Asher Scholarship), Margaret Page (Newburn-Asher Scholarship), Maggie Paul (Newburn-Asher Scholarship), Chrystal Reed (Newburn-Asher Scholarship), Kori Shields (Dorothy Asher Scholarship), Gena Whitney (Norman E. Whitney Scholarship), Cheryl Yarnell (Never Too Late Scholarship).

In addition to the new Benjamin Elo Memorial Scholarship, which will be given annually, a second special memorial scholarship was available this year only. The scholarship recipient could attend any Indiana high school and must have been someone who knew Benjamin Elo, a student who would have graduated in Mooresville High School's class of 2012. The recipient of this statewide one-time Benjamin Elo Memorial Scholarship was Travis Cunningham of Plainfield High School.



The Morgan County Leadership Academy (MCLA) was founded in 1994 to offer local leadership development to enhance leadership involvement in serving Morgan County communities.

Our mission is to build a stronger community by bringing together a diverse group of emerging and existing leaders to enhance their leadership skills, increase their community knowledge, and inspire their commitment to serve.

Each year, a new class of 12-20 participants is selected to attend MCLA. Nominations come from local businesses, nonprofits, utilities, and churches. The participants attend 10 sessions plus a graduation dinner over 10 months. Each session is tailored to learning facets of Morgan County, and building basic leadership skills.

Today Morgan County benefits from hundreds of alumni from MCLA who use their expertise in local communities, civic organizations, not-for-profit agencies, and government bodies to enhance our community at all levels. Learn more at: www.morgancountyleadershipacademy.org

JOHN EHRHART

Title: Business Banking Officer

Business/Organization: First Merchants Bank

MCLA Class Year: 2009

City of Residence: Mooresville

How has the Morgan County Leadership Academy impacted your life personally? It has impacted my life in a couple different ways. It has given me more self-confidence with public speaking and my overall knowledge of Morgan County has increased immensely.

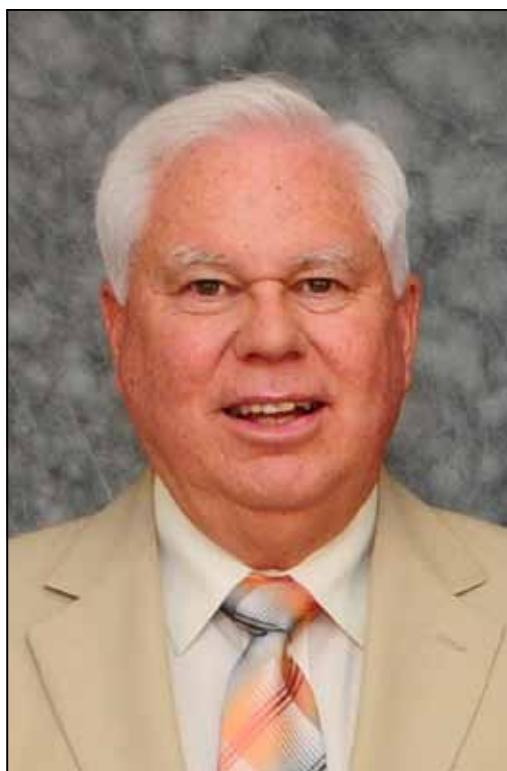
How has Morgan County Leadership Academy impacted your life professionally? It helped me assess my leadership qualities along with building teamwork skills.

How do you think the Morgan County Leadership Academy benefits Morgan County? It benefits Morgan

County by educating individuals in assessing their knowledge of the many not-for-profits located in the county along with their many needs for assistance.

If you completed a group project for MCLA, what did you do and who did it benefit? Our team project was a Suicide Prevention Seminar held at Grace Church in Mooresville to support the parents and residents of northern Morgan County. It was funded by the Kendrick Foundation and was very well-received.

What was your favorite class day, topic, or memory of MCLA? History Day was my favorite day along with most of the students in the class.



First Merchants Charitable Foundation, Inc. Will Award Grants to Morgan County Charities

First Merchants Charitable Foundation, Inc. will award its annual grants to local charitable organizations in Morgan County and 5 other counties across Indiana. The foundation will award the grants for Morgan County totaling \$4,260 at a presentation at the First Merchants Mooresville Banking Center on Wednesday, June 27 at 10 a.m. Grants will be awarded to the Morgan County Community Foundation, Mooresville Boys & Girls Club, Mooresville Senior Citizens Center and Morgantown Community Center.

First Merchants Charitable Foundation, Inc. will award a total of \$45,000 in grants this year to various community organizations in Hendricks, Montgomery, Clinton, Johnson, Morgan and Brown counties. The foundation has issued a total of almost \$1.5 million in grants since it was formed in 1998.

"First Merchants understands and lives its mission as a community bank," said Mike Rechin, President and CEO of First Merchants Corporation. "We specialize in servicing the communities that comprise our franchise. The Foundation derives great satisfaction from being able to financially support the growth initiatives and needs of all the markets which we serve. The Foundation exemplifies our brand with 'The Strength of Big, The Service of Small.'"

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I'm thinking of a number between 1 and ...

I'm sure you've played that game where you guess the number between 1 and some other larger number. This strategy is typically used to select someone without favoring one person over another.

Whether you realize it or not your customers, clients and prospects have a number in their minds, too. In most cases they aren't even aware of it, however, I assure you they do have a number in mind and it impacts you and your business.

With every encounter your customers have with you, your team, and your business they mentally make a note whether the experience was what they expected.

When they call to make an appointment they're noticing if the phone was answered politely and if the person they talked to was polite, courteous, served their needs and listened. If one is missed, they place a number on the satisfaction scale against you. Exceed one and the number shifts to your favor.

What you don't know is that you're not only being judged against other experiences with you. When they are somewhere else and their expectations are exceeded greatly, that experience just raised the bar on how you treat them. It might not seem fair, however, it's reality.

When expectations have not been met during their interactions with you, the customer stacks enough numbers on the scale until they bolt. Some, albeit very few, will communicate with you in some fashion that things aren't going

well in hopes that they won't have to leave you. Unfortunately, too many times that communication is completely missed and they feel forced to leave.

That's their point of view, and for the record, the only point of view that really matters. And, you need to know if you call them to ask why they left, they'll talk about price. "Your price was just too high. We shopped and found a much better deal elsewhere." It's my contention that had things been going smoothly the entire time, they wouldn't have been shopping in the first place.

The good news is that there are some simple steps you can take to make sure your customers don't think about leaving:

1. Listen to your customer, have a simple way to accomplish this.
2. Make your day-to-day processes into systems to provide consistently good service.
3. Design the experience your customers should have and then check to make sure every customer is getting that experience.

We all need to remember that we get paid for bringing value to the marketplace and when we cease to bring value, we lose the business. When we bring more value, perceived or real, we get a raise.

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

With every encounter your customers have with you, your team, and your business they mentally make a note whether the experience was what they expected.



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Secondhand smoke protection law: Are you ready?

The new IN Secondhand Smoke Protection Law that took effect July 1, 2012 will affect EVERY worksite and public place in Indiana, even if you already have a smoke free worksite. There are requirements for signage that you need to know about.

House Enrolled Act 1149 prohibits smoking in public places, enclosed areas of a place of employment, and in certain state vehicles. Smoking also is prohibited within eight feet of an entrance to a public place or an enclosed area of a place of employment.

Exceptions to this policy include gaming facilities, cigar and hookah bars, fraternal, social, and veterans clubs, tobacco stores, bars and



Jennifer Walker

taverns, cigar manufacturer facilities; and cigar specialty stores, but only if certain requirements are met.

The Indiana Excise Policy, part of the Indiana Alcohol and Tobacco Commission, will be the primary enforcing agency. Also, the Morgan County Health Department and local law enforcement officers can issue citations. It will be a Class B infraction to violate the smoking prohibition and a Class A infraction if the person has been found to have committed three prior unrelated violations.

Just as important to know, is that employers will be prohibited from firing, refusing to hire, or retaliat-

ing against a person for reporting a violation or exercising his or her right or performing any obligation under the smoking prohibition.

Good for business

Smoke free workplace laws have a positive impact on businesses by improving corporate image, benefiting the health of workers, decreasing absenteeism, reducing maintenance costs, lowering insurance rates and resulting in fewer smoking-related fires. In addition, smoke free air policies reduce potential legal liability. Nonsmokers harmed by secondhand smoke at work have won lawsuits and disability claims against employers.

So, why do we need this law? To protect all workers and the public from the toxicity and harm caused by secondhand smoke. In communities where smoke free air laws have been adopted, heart attack rates have dropped dramatically. The December 2010 U.S. Surgeon General's Report details the serious health effects of even brief exposure to tobacco smoke. It

concludes that:

- Exposure to secondhand smoke has an immediate adverse impact on the cardiovascular system, damaging blood vessels, making blood more likely to clot and increasing risks for heart attack and stroke.
- Tobacco smoke contains more than 7,000 chemicals and compounds, including hundreds that are toxic and at least 70 that cause cancer.
- Every exposure to the cancer-causing chemicals in tobacco smoke can damage DNA in a way that leads to cancer.

Here is a link to that final document: <http://www.in.gov/legislative/bills/2012/PDF/HCCP/CC114902.001.pdf>

For more information on how you can begin helping your employees quit tobacco, contact Jennifer Walker, Tobacco Project Coordinator at Jennifer.Walker@morgancounty.org.

Smoke free workplace laws have a positive impact on businesses by improving corporate image, benefiting the health of workers, decreasing absenteeism, reducing maintenance costs, lowering insurance rates and resulting in fewer smoking-related fires.

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 (\$7 members, \$10 non-members) For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.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.

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.

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.

Mooresville Revitalization Group:

For more information on how you can get involved with Mooresville Revitalization Group community events or activities visit www.MooresvilleRevitalization.com or contact Lori Cole at Autumn Whispers Health and Harmony 317-831-7817.

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.

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.

Business Networking International:

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

Business & Professionals Exchange:

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

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Home Bank participated in Relay for Life 2012

Home Bank SB again participated in the American Cancer Society's Relay for Life event on June 9 and 10. The bank's projects and activities benefitting RFL have been led since inception by employee Kris Gill; Gill is also celebrating 23 years of service with Home Bank in 2012. A group of staff members and employees paused for a photo at the event. Pictured (left-to-right) are Gill, Emily O'Neal, Jodi Brown, Caden Rautenkranz, Chanda Rautenkranz, Marina Rautenkranz, Damon Rautenkranz, Karen Granger, Scott Granger, and Lisa Arnold.

Ivy Tech Community College receives grant to expand, relocate Mooresville instructional site

Officials from Ivy Tech Community College and the Mooresville Redevelopment Commission have agreed on the terms of a partnership that will allow the college to offer classes beginning in the spring of 2013 in space renovated with the assistance of local redevelopment funds.

Ivy Tech will move from its current location at Mooresville High School to a storefront in the Southbridge Crossing Shopping Center, located at 200 Southbridge Street. Under the agreement, the Mooresville Redevelopment Commission will provide up to \$825,000 to assist with renovating 9,600 square feet in the front of the facility, a former ACE Hardware store, into four 30-seat classrooms and two 30-seat computer labs. In addition, the Mooresville Redevelopment Commission will also provide up to \$60,000 for furniture, fixtures and equipment to be used exclusively at the site.

Dr. Kathleen Lee, Interim Chancellor for Ivy Tech's Central Indiana Region, applauded Mooresville's investment. "Mooresville High School has been a great partner and we are appreciative of the support and assistance that we have received from them," said Lee. "We have outgrown our current location and need the new space to meet the growing educational needs of Mooresville and the surrounding areas. This new location will allow us the opportunity to schedule additional day, evening and weekend cours-



es, as well as new courses that we are not able to provide at the current location due to space and time constraints."

"The Mooresville Redevelopment Commission is pleased to be in a position to assist Ivy Tech Community College grow and expand in the community," said Commission president Harold Gutzwiller. "This larger facility will allow better visibility and accessibility to Ivy Tech by all area residents."

The Redevelopment Commission is in the process of purchasing all of the former Southbridge Crossing shopping center for redevelopment with Ivy Tech Community College serving as one of the complex's anchor tenants.

"A frustrating reality has been a shortage of individuals with training and education beyond high school to meet employers' needs," said Town Council president George Watkins. "The Mooresville school system recognized this years ago and partnered with Ivy Tech. This expansion is a natural outcome of that successful partnership. I'm convinced that our citizens and community will continue to benefit from our ongoing relationship with Ivy Tech for many years."

The Mooresville Redevelopment Commission is in the process of securing scholarship funds to be used exclusively by Morgan County residents at the new Ivy Tech location.

Ivy Tech Community College is the state's largest public postsecondary institution and the nation's largest singly accredited statewide community college system serving nearly 200,000 students annually. Ivy Tech has campuses throughout Indiana. It serves as the state's engine of workforce development, offering affordable degree programs and training that are aligned with the needs of its community along with courses and programs that transfer to other colleges and universities in Indiana. It is accredited by the Higher Learning Commission and a member of the North Central Association.

Morgan County Economic Development Corp. (MCEDC) is Morgan County's countywide economic development corporation funded by local private and public sectors that is committed to enhancing the economy of the county by assisting existing companies in staying and growing in Morgan County, supporting and educating local entrepreneurs, attracting new quality companies to the county by assisting them with all the tools available for their local success and encouraging the education of county residents so there is a workforce ready for employment at new and existing companies.

Morgan County lets the numbers line up in Q1 Cost of Living Index Report

By Bob Sullivan

Morgan County Business Leader

This year, both Morgan and Clark County took on the challenge of gathering information in time to release Q1 results of their first-ever Cost of Living Index (COLI) report, an independent national yardstick that measures the cost of doing business and living in over 300 communities across the U.S. While taking on this daunting task, both development organizations found their local REMCs a valuable resource.

Joy Sessing, Executive Director of the Morgan County Economic Development Corporation (MCEDC) identified an overriding reason to create a COLI. "Without a separate study targeting our county, most businesses interested in expansion sites simply pulled the Metro Indianapolis report to learn about us," said Sessing. "We knew the cost of living in our county was lower than the areas around us, but to prove it, we needed to formally document those figures."

Sessing says the decision to participate in the COLI stemmed from part of an overall strategy of the county. Several infrastructure projects had already been in the works following an overall Morgan County economic development plan drafted two years ago, a plan on schedule to prepare several shovel-ready sites in the next couple of years. "Collecting our COLI information at the beginning of 2012 fell in line with the overall plan," said Sessing. "We (Sessing and MCEDC Deputy Director Jeff Pipkin) took on the task ourselves, working after hours and weekends."

According to Sessing, collecting data for the COLI required special training, available online to economic development organizations through the Council for Community and Economic Research (CCER) located in Arlington, Virginia. "We tackled the information gathering after hours and weekends. We literally had 65-70 items that we priced in different locations throughout the county." The goods and services fell into one of the several broad categories: grocery items, housing, utilities, transportation, health care, and miscellaneous. Prices did not include tax.

Sessing was pleased with the first-quarter results. "If you compare us to Indianapolis, our composite index is lower." In a report that compares all areas against the national average, Morgan County housing ranked 68.5% of the national average, significantly lower than Indianapolis at 83.5%. In transportation, Morgan ranked 87.1% to Indy's 94.9%, with an overall ranking of 88.4% to Indy's 93.7%.

To help with the COLI, the South Central Indiana (SCI) REMC approved a grant for the MCEDC, which Sessing says covered "gas mileage during the gathering process" with plenty left over to cover similar expenses going forward. To get the report ready for Q1, Sessing estimates that Pipkin and she spent a little less than three weeks gathering the numbers.

Sessing says the information will prove a valuable marketing tool. "If your cost of living is low, the cost of doing business will also be low, and now we'll have the numbers to prove it."

Sessing credits Economic Development Coordinator Jeff Quyle of Hoosier Energy for bringing to their attention that the previous COLI did not include Morgan County numbers. Jeff said, "Let's get this done, and we'll help you do it." The grant from the SCI REMC was a valuable part of that."

The master COLI published by the CCER currently correlates data on 306 participating communities throughout the United States. Learn more at <http://www.ccer.org/> and the Morgan County Economic Development Corporation at <http://www.morgancoed.com/>

A color photograph of a woman with blonde hair, wearing a dark grey sweater over a white collared shirt, smiling warmly at the camera. She is holding two young children: a baby in a white onesie on her left and a toddler in a red and black striped shirt on her right. They are all seated in front of a brick wall.

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As the mother of two daughters, one of whom just had her second baby here, Susan knows firsthand about the dedication to women's health provided by the doctors and nurses at Franciscan St. Francis Health—Mooresville. Susan is a longtime patient of Dr. Alan Von Stein, the head of Women's Health & Gynecologic Surgery at St. Francis Medical Group. "He's the greatest, always very understanding and taking time to explain things." As she celebrates the birth of her grandchild, Susan is reminded again just how important Franciscan St. Francis Health—Mooresville is to the future of our growing community.

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