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The ever-changing story of Morgan County

This month, the Morgan County Business Leader turns its spotlight on a group of individuals who look at the community from a unique perspective. Because of what they do, each of them experiences the developing story of the county, a changing story, every day. And they see the story as one that's changing for the better.

Tom Zoss, Executive Director of the Community Foundation of Morgan County and this month's cover story, works with the public every day. When he joined the Foundation, he was a relative stranger to the area, and had to learn the county while devising a strategy to fund economically beneficial and benevolent projects. Within a year of taking office, the county was hit with one of the worst weather events in local history--the flood of 2008. Tasked with finding the resources to help the community get back on its feet, Tom said that the generosity he saw from the community during that time showed him the best qualities of the county early on. He continues to see that quality every day as he engages the public about how to best to set up donations to invest in the county's future.

Also in this issue is Bob Elliott, a small business coach, entrepreneur, and board member of several economic and business growth initiatives. Bob believes the best is yet to come for the county, and he has many reasons to think so. Having served in the county for over 20 years, he has witnessed the changing story of the community. He cites a greater focus on communication between entities to take greater advantage of resources and eliminate redundant services. He has talked to first-time visitors, many who arrive with a perception that changes for the better by the end of the visit, whether it's at Artie-Fest, the Farmer's Market, the County Fair, on-site at a

Habitat for Humanity home, or the Fall Foliage Festival.

Elliott sees a growing awareness, even anxiousness, from its business leaders to plan and take the lead in its own destiny, with organizations like Rediscover Martinsville, the Healthier Morgan County Initiative, Visit Morgan County, and more. He also sees a thriving arts community, with an expanded stage to express itself with the Art Sanctuary and the growing number of town square festivals.

And even as the county contemplates its future, it can also point to the success stories of its past. In this issue, we consider the history of Bud & Bloom. The story of the family owned florist goes back 50 years. Delvin and Rosie Myrick opened their flower shop in July 1963. Today, Rosie, though "retired," still goes to work every day, alongside her son

and daughter-in-law, owners Jeff and Stephany Myrick, plus Rosie's grandson, Tyson. Like the county itself, Bud & Bloom stands with a rich, proud past, that has adapted to change and preparing for better days ahead.

Business Leaders know that in order to change your story, you sometimes have to change the way you do business. Over a decade ago, web commerce completely changed Bud & Bloom's customer base, and today, social media has completely changed how Pedigo Chevrolet of Camby tells its story--or at least, changed how it displays its showroom. Today, the auto dealership sells more cars because of instant messages than test drives, and closes deals within minutes of that first instant message. Being open to the tools of technology can expand the reach of a business and change its story for the better.

What is the story of your business, and what can you do to change it for the better?



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Staying ahead of the virtual curve

By Elaine Whitesides

Morgan County Business Leader

Leaf through business magazines or the Wall Street Journal on any given day and you will see scores of businesses – large and small – reinventing themselves. With sweeping changes in the economy and the way business works today, it is a matter of change or perish.

Nowhere is that more true than in the automobile industry. “The car business is constantly moving,” says Matt Pedigo, General Manager of Pedigo Chevrolet in Camby, the dealership his father, Gary, purchased in 2005. “You never know what the next day is going to bring. There are lots of moving parts: new products, the sales process, the finance process, the service process. One of the biggest changes is the use of the Internet and how people shop.”

According to Pedigo the change in shopping habits has happened quickly and being able to serve customers virtually is critical. “It is the way the business is going to go,” Pedigo says. “The reality of it is that as the Baby Boomers leave the auto market, getting to the point where they are buying their last car, the showroom shoppers are falling off.”

Pedigo is approaching the online issues from two directions: marketing and sales. The two intertwine frequently. He is making time daily to spend on Facebook and Twitter. Those posts are generally used to drive conversations and keep Pedigo Chevrolet in the public eye. Matt says social media is much more measurable and he can see right away how much response there is. That does not mean he has abandoned traditional marketing and advertising, but has created another strategy to complement what is already in place.

He said that the key is to respond to online inquiries quickly and that is where the sales aspect of the recent changes comes into play. “We are gaining ground on our processes for handling Internet inquiries or social media inquiries,” Pedigo says. “It’s like an online store. The market has expanded, we have sold cars in Texas and California, but with that you have to keep your sales force and managers equipped and trained on how to handle it. With Internet inquiries increasing, computer skills are part of (the sales job) now.”

The way it works is this: When a consumer searches for a vehicle and finds a site with listings, those listings come from dealerships and other sources selling cars. The consumer sends inquiries on vehicles of interest. “This is direct consumer to us,” says Pedigo. “Whoever gets it first and handles the customer the best gets the deal. It’s the same customer sales process – the best wins.”

But that sales process is more difficult handled online when the personal face-to-face contact is removed. “For a fact,” Pedigo says, “it’s happened that a request gets sent out to 10 dealers and it was missed in a matter of one or two minutes. It’s literally that fast paced.”

The manufacturers are aggressively pushing dealers into the virtual realm Pedigo says. “GM measures us on response to inquiries. They secret shop us. GM is also spending a lot of capital to monitor it and pushing training and guiding dealers. They require the technology. Our website has to be up to par, include a CRM and process to handle leads and on-line sales.”

Some customers want everything handled electronically. It can be much less personal than in the past and it falls on the salesperson to respond quickly with the right information and complete answers to all the questions they have. “It still comes down to the salesperson and how the customer is treated: If we send pictures, show all options; provide the consumer more information, we can show them we care and want their business. Every shopper is different and has different needs and wants. That’s sales, no matter what you are selling, whether it is virtual or local.”

Pedigo Chevrolet is a family business. “We all help out and we’re not that big on titles. It’s not unusual to see a manager helping the guys on the wash rack, park cars or put gas in a car. We have a pretty steady, loyal



Matt Pedigo

group of people. It’s a team; we are all in it together.”

“We are a single point dealership. All our focus is here,” Pedigo says. “Our employees live around here and in our view Mooresville is the next growth area. The schools have a great reputation and it draws more families and residents. The belief is that there is a lot of growth potential for this store as the

community grows.”

Technology is top of mind for Pedigo. “I think there is much more we could do. You have to keep your eyes open to all of it because if you miss it, it could be a big miss and you could be left behind. Stay aware and just do not let technology pass you by because once you do I don’t think you can keep up.”



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The Chevy VOLT

Hybrid vehicles are one major change in the car industry. After 12 hours to fully charge the battery on a regular 110 household outlet, the car will go about 40 miles on electricity. Pedigo tested one and was able to go 4,000 miles on nine gallons of gas!

5 words to never use in business



There are five simple words that combined should never be used in the business or sales world. What five words could be so powerful? To be honest with you ... those are the words.

Think about it, when you say the phrase, "to be honest with you ..." it is implied that at some time you have not been honest with your audience but finally you are coming clean and bearing the truth of truths to them. That is the reason why I believe those five little words should never be used in that combination. To be honest... that is three of the five words, but it has the same effect; creating doubt in the listener's mind.

Honestly ... reduces the number of words to one but also implies the same questions of honesty as the other more wordy phrases. I have heard sales people addressing a key prospect and stating any one of the three only to be unsuccessful in the attempt to make the sale.

I have seen executives addressing a crowd of employees and consistently using one of the phrases addressed in this article to the same tragic effect. The executives cannot for the life of

them figure out why they face challenges with their teams trusting them. Now that I have called it to your attention and you have time to think about it, you have probably heard the phrase and seen the same tragic results.

The question then becomes, "If that is what not to say, what am I to say?" I once had a boss who used the phrase, "I have to tell you ..." but he was from Wisconsin so it was "I gotta tell ya ..." That phrase worked to eliminate the seed of doubt placed by those using the phrase, "to be honest ..."

The reality is you do not need a phrase to open a dialogue at all. Simply start the conversation where you need to and leave the preamble out completely. Your communication results will be much better. After all, the quality of your communication can be judged by the results you are getting.

If what you are doing is not working, change it, do something else. Notice the results and enjoy the success that comes from better communication.

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



Jack Klemeyer

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



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Community service volunteer sees the best in Martinsville

The Elliott Company

Bob Elliott, Owner
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By Bob Sullivan

Morgan County Business Leader

He's a former president of the Greater Martinsville Chamber of Commerce; he serves on two Economic Development committees; he's treasurer of the Morgan County Sertoma Club; he issues the "Chili challenge" prior to Martinsville Chamber's annual chalk art and chili cook-off; he's a team member for the Morgan County Farmer's Markets; he created and distributed a tourist map of downtown Martinsville in time for last year's Super Bowl; most local organizations plan their holiday parties around his availability to appear in his Santa suit.

He's at the Art Sanctuary. He's at Artie Fest. He's at the County Fair. It's hard to imagine attending anything in Martinsville without seeing Bob Elliott. Friendly, boisterous, and infectiously optimistic, if Martinsville could be said to have passionate cheerleaders and advocates, Bob is certainly one of them.

Bob is the 17-year owner of The Elliott Company and "professional volunteer." He was born in Cincinnati, grew up in Shelbyville, and served four years in the navy, including two tours of Viet Nam. He's worked as a graphic artist, marketer, and factory welder. He studied commercial art at Ivy Tech, which led to his first self-employment venture in screen printing and sign services. He moved to Morgan County in 1988. The Elliott Company is his second venture into business ownership. While this tells you what Bob has done, this does not tell you who Bob is.

"My parents had always emphasized the importance of giving back. When I first moved to Morgan County, as part of a sign company, my community service clashed with their business policies. This prompted me to leave and form The Elliott Company."

On volunteering, Bob said, "The time that you spend volunteering comes back to help you in business as well." On Martinsville, he observed, "I think the buzz we've created through both chambers has helped. People see they can make a difference. It takes every person to make it happen. Folks don't always know how they can get engaged. I think we're changing that. There's more visionary thinking now."

One of the challenges Bob sees is various civic organizations is the duplication of effort



on similar projects without good coordination, thus leading to inefficiency that drains time and resources. "It's not all bad; it means people are stepping up. They are now more aware they have to partner with each other to get more done. Personality and territorial issues still cause some challenges, but there's a genuine desire to make life better."

As President of the Chamber, Bob worked on the steering committee to create the Martinsville Economic Development Plan, which brought public and private interests together. "The same thing is happening with Rediscover Martinsville and other nonprofits and service clubs. But it's not about the organizations, as it's about people willing to step up."

Bob added, "People of diversity are coming here with preconceived notions, and they can't believe how beautiful it is, and how helpful everyone is. The story is changing."

His involvement with the Farmer's Market, an organization on to its fourth year, was a "combination of people interest and self-interest. For awhile, back in the 70's, I truck-farmed while laid off from the factory. Indiana has more farmland per capita of any state, yet 90% of the food to

feed Hoosiers is trucked in. You don't need a lot of ground to grow your own produce. It's better for our health and our pocketbook. It's also a part of buying locally."

Bob is excited about recent developments with the Morgan County Sertoma Club, where he serves as a director. "This past February we participated in forming the Indiana Hearing Health Foundation, and we are on track to build a treatment facility here in Martinsville in the next five years."

The Elliott Company is still his bread and butter. "I work with small businesses that don't even hit the radar. The owners are still a large part of their workforce and handle all the other aspects of the business, and they have to be very creative to manage it all." His clientele is a mix of commercial trades, professional services, small manufacturers, some retail and, of course, non-profits.

The service he offers encompasses records organization, bookkeeping, and information sourcing. He also can handle insurance review, corporate compliance filings, job descriptions, operations process design and more. "As a small business owner myself, I love working with these companies. I love bringing my 30 years in small

business operations to their service. There's nothing worse than not knowing what your numbers are. Are we making money? Where can we improve our customer delivery? Where are our weak points?"

He also helps address marketing, helping owners who work on a "shoestring budget" in a small market to be more effective.

Bob and his wife Lillie just celebrated their 24th anniversary. He raised four children and has eight grandchildren.

Bob's Rules for SUCCESS!

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Mining for gold

I heard this story a few weeks ago, and it's been on my mind ever since:

A man is out on his property one day, digging in his field, when he finds gold — real gold. After poking around a little bit he realizes there is far more gold just under the surface.

The man covers the gold back up with the loose dirt and races away. He takes out a loan to buy equipment and begins to dig. At first, everything is going great. The gold just seems to be flowing out of the earth. But then the seam stopped.

The man kept digging, but eventually he gave up. He sold his equipment and his land to a willing buyer for enough to cover his debts and he walked away.

The second man hired a geological engineer to do a study of the property and the area. A few weeks later, the second man begins the mining operation again with the equipment he bought at a far reduced rate from the first man. Within hours, he had hit gold. The man operated a gold mine from the property for years.

There are two powerful takeaways in this story.

Don't ever give up. When you are facing a problem, in business or in life, it can seem like

you are out of options. But if you persevere and keep your mind and thoughts on your ultimate goal you will get there — it just might take longer, and not be quite how you thought it would all work out.

Don't be afraid to call in experts. Everyone is good at something. And no one is good at everything. If you are facing a wall and you don't know how to climb over it, it's time to call in someone who knows more than you. Do you have to pay for this? Usually. But if you focus on the value provided by the expert, and not on the initial price you might have to pay, you will realize that having an expert resolve the problem will either save you money in the future, or make you money — as in the case of the gold miner.

Think about it:

Are you going to stop three feet from victory because you just can't see it in front of

you? Or are you going to ask someone to help you see the way more clearly?



Kathy Davis

Kathy Davis is an attorney, and owner of KJD Legal LLC. Kathy focuses her practice in the areas of business and real estate. More information on eminent domain questions can be found on her website, www.kjdlegal.com. Kathy can be reached at 317-721-5290 or at kathy@kjdlegal.com.

Home Bank announces new officers

Dan L. Moore, President and CEO of Home Bank SB, has announced several new officers for the institution. These appointments were made by the Board of Directors at their Annual Meeting in April.

Roger Chalkley was named Assistant Vice President and Director of Information Technology. Chalkley joined the organization in 2001 as Manager of Information Technology and has worked in the banking industry for almost 35 years. His involvement in the community has included the Martinsville Noon Lions Club (Treasurer), Toastmasters, YMCA Soccer, Special Olympics of Morgan County, Dancing with the Hometown Stars, and the Board of the Coordinated Aging Services of Morgan County.



Benjamin Jefferis was named Assistant Vice President and Commercial Lender. Jefferis began his banking career in 2003 as a relationship manager at Fifth Third. He has also served as a banking center manager for two other regional banking institutions. Most recently he worked as a small business banking officer for BMO Harris and as a business banking sales manager at First Financial Bank. Jefferis is a member of the board for the Hamilton Southeastern Alumni Foundation.



Tana Lobb has been named Assistant Vice President and Business Development Officer for Home Bank. Lobb is a graduate of Martinsville High School and Indiana Business College. She came to Home Bank in 2005 as Main Office



Branch Manager following former positions at First National Bank (Kokomo) and Monroe Bank. Lobb assumed the role of Business Services Manager at Home Bank in 2007. Lobb's community involvement has included Coordinated Aging Services of Morgan County, Martinsville Redevelopment Commission, and Morgan County Relay for Life.

Damon Rautenkranz has been named Assistant Vice President of Residential Mortgage Sales for Home Bank. Rautenkranz came to Home Bank in 2004 as a mortgage loan originator following a position in lending at Wells Fargo Financial. He is an active member of the Martinsville Rotary Club, Metropolitan Indianapolis Board of Realtors (receiving the Outstanding Associate Award in 2010), and is a board member of the Martinsville Lil' Arties program and the Martinsville High School Building Trades program.



Sher Ward Smith was named Assistant Vice President of Loan Operations. Ward Smith began her banking career in 1978 with Railroadman's Federal Savings and Loan. She went on to work as a loan officer for Meridian Mortgage and Inland Mortgage. Later she served as the mortgage supervisor for Navy Federal Credit Union in Kaneohe, Hawaii, and then joined the branch in Fredericksburg, Virginia. Ward Smith started with Home Bank working in the retail area, including the role of Mooresville Branch Manager. She has most recently served as the Manager of Mortgage Operations. Ward Smith is actively involved with the League of Miracles, United Way Read Up and Zions Hill Baptist Church.



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Tom Zoss and Larry Bryan

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of Morgan County, Inc.**

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Executive Director

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Fundraising Success spearheaded by a foundation of trust and transparency

By Bob Sullivan

Morgan County Business Leader

Tom Zoss was appointed Executive Director of the Community Foundation of Morgan County (CFMC) six years ago, with a business and law degree from IU, a Masters of Communi-

cations from Notre Dame, and 15 years consulting in marketing and communications. Looking back, he admits he knew little about the true duties the position would require when he accepted it.

The CFMC oversees and collects donations in

grants and contributions on behalf of individuals and charitable organizations--Tom calls these dedicated funds "buckets." The Foundation then oversees the distribution of those funds for their intended purpose.

The CFMC also oversees the Kendrick Foun-



Tom Zoss; Danie Becknell, Communications Officer; Tonya Todd, Financial Services Officer; Lawrence Bryan, Director of Advancement

dents, totaling up to half a million dollars, plus an additional \$1M in grants for medical-related projects to benefit the county. For students, combined with two Lily grants and a grant created by the Foundation, the foundation will award up to \$1M in scholarships this year. The amount has increased every year.

When Tom came on board, "The total grants and contributions from the county ranged around \$100,000-\$200,000 per year. We weren't in anyone's will. Nobody was soliciting the community for planned gifts. That was our future. This year we're at \$1.2M in grants and contributions. Our gross revenue was \$7M, with half a million for operating expenses."

Tom grew up in South Bend and lived much of his professional life in Bloomington. "I had such an odd and interesting career. Many of my choices related to family. Don't move when the kids were doing well at school, don't move when you're taking care of your parents; don't move when your wife has a good job."

In 2005, Tom left a position with the IU Foundation to help the Harmony Education Center. "They operate a nationwide K-12 program, a music program, and youth center in downtown Bloomington. They'd never had a capital campaign, so I helped them form one. We raised several million dollars. So I started looking for what would be next. I ended up President of the Arts Council at IU."

"I'm a good fundraiser. I've run corporate factories; I've been head of advertising and public relations for big companies. I'm pretty good at building teams, so when the opportunity came up to apply for a spot for the Monroe County Community Foundation, I thought I had a good chance, but I didn't. Morgan County's position opened up shortly after, and I proved a good fit here."

The Community Foundation's previous director had stepped down and the board wanted a change in direction. They had just acquired a Lily Sustainable Resource Development Grant, a \$250,000 grant which the community had to match. "It became clear that this job was way more than communications and fundraising."

Tom's first couple of years proved full of event-

ful surprises. "We had a grant match that we had to fund, and then we had a recession in which many foundations lost over half their investments. In comparison, we lost 22% by 2008, and by 2009, we'd regained it back and a little more. But we'd lost two years of momentum. In 2008, we'd also had the flood, and we distributed \$3M of relief to the county."

Looking back, Tom says, "The last six years have been a test for this county and my staff to meet the challenge. The county has met the challenge. That's because of many nice people writing small checks and realizing that their role was vital to help their friends and neighbors. So this proved a perfect capstone job, because I forward on what people give us to help other people."

Tom says because of the generosity of Morgan County, they're not experiencing the struggles of many not-for-profits. "We're being allowed to assume a role where we mentor groups about best practices."

Among The Foundation's financial accounts are Churches in Mission, One Road, St. Thomas More Free Clinic, Art Sanctuary, Artie Fest, and more.

One of their ongoing goals since forming his team is combating the idea that the Foundation is an "it." "You go onto some websites and there're no people. We want the Foundation to be associated with our names, and be transparent about who's overseeing the donations."

Among Tom's first acts was to bring on board a professional fundraiser. Larry Bryan, Ph.D., career professor, former academic dean at Franklin College, as well as former President of Kalamazoo College in Michigan and MacMurray College in Illinois, "failed" his retirement only six months into it, and joined the CFMC. Tom says Bryan's hiring was "an investment in future growth in bequests--getting people in the community to make a gift in their wills to the Foundation which will continue as a legacy after their death." IN 2007, the Foundation handled 37 funds under management. They now handle 160 and are opening ten more soon. "These are individuals who have come to us and said, 'We would like to open a fund for a specific purpose.'"

Tom explained, "The Community Foundation has a power most foundations don't--variance power. Sometimes we have a fund, the owner's passed away, and the world changes. The board has the power to repurpose that fund to keep in the spirit of the owner's intent. A recent example would be a fund set up to help victims of the 2002 tornado. We repurposed such a fund in 2008 to apply toward flood relief."

When Tom joined the Foundation, it occupied part of the Academy Building in Mooresville, and in 2011, took additional office space on Main Street Martinsville. "We needed a front door where the majority of the county could find us. I looked at this building in September 2010. It was everything we needed. Craig Fennerman, who has done so much for Martinsville, stepped up to help us buy it. His 'price' to us was a cup of coffee and a walk-through. We opened by January 2011, and occupy both offices for the convenience of the county."

Tom said, "People will donate to you only if they trust you, which is why we emphasize transparency. We have a CPA who comes in weekly. She works for the board, and she's technically a whistle-blower." Every year, the Foundation also has a fully certified audit. "All of our financial papers are available to the public on our website. We want people to know that this is the safest place to put their money. More and more, people are letting us be a part of their plans."

The CFMC staff includes: Larry Bryan, Director of Advancement; Danie Becknell, Communications Officer; Tonya Todd, Financial Services Officer, and Program Officer Robert "Corey" Howard.

Larry Bryan observed, "People come up to us at the County Fair or some other public function, and hand us checks, trusting us to get their contribution where it needs to go."

Tom and his wife Bernadette have been married 42 years. Daughter Angela is finishing a doctorate in IT at IU, and Emily is the publications manager at the Indianapolis Museum of Art. Tom's interests include photography, world travel and collecting vintage fountain pens. He runs a thriving email list on this hobby at www.zoss.com/pens

dation Scholarships, established in 2001 from the proceeds of the sale of Kendrick Hospital and awarded annually to Morgan County college bound students pursuing health care-related degrees. Tom estimates that this year, the Kendrick Foundation will award scholarships to 41 stu-



Bud & Bloom turns 50!

Jeffrey, Stephany, Tyson, and Rosie Myrick

Bud & Bloom Florist and Gifts

Jeffrey and Stephany Myrick
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Hours of Operation
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budandbloom@aol.com
www.budandbloomflorists.com

By Bob Sullivan

Morgan County Business Leader

Of any retail business, floral shops were among those most affected by the technology revolution. Bud & Bloom has benefitted by the expanded reach of the web, but through the decades, they've continued to offer the same individual customer service that helped the company "blossom" 50 years ago.

Co-owner Jeff Myrick is the son of Rosie Myrick. Rosie and her husband Delvin started the business 50 years ago, and although Rosie of-

ficially "retired" 15 years ago, she works every day, creating arrangements much the same way she did when she started. These days, they are joined by Jeff's son Tyson, making daily operations a three-generation family experience.

In 1963, Delvin and Rosie Myrick partnered with Dorothy and Norman Keith to open Bud & Bloom. While attending a funeral (Judd Marley, husband of Bonita Marley, noteworthy Librarian and Director of MPL) Delvin, who already had an eye out for a business opportunity, noticed that many of the arrangements came from Plainfield florists. An idea was born. Rosie attended floral arrangement school and they opened a storefront at 135 W. High Street (currently Morz Plumbing) in July 1963. They have maintained some sort of storefront since. Rosie said they picked the name Bud & Bloom to put them near the top of the phone book listing.

The partnership lasted a year and a half. The Keiths wanted to sell so the Myricks bought out their half. For expanded space, the business relocated to Village Shopping Center in November 1967. With the move, Delvin, raised in Mooresville, a member of the Lion's Club and one-time Mooresvillian of the Year, joined the business full-time. 1967 was the same year Bud & Bloom began attending floral shows, bringing back gifts to sell at the shop. The Mooresville location remained at Village Shopping Center until 2010.

Jeff spent his childhood in Monrovia. The family moved to Mooresville when he was in the sixth grade and he helped out at the store. He recalls learning about store profit "on the job." "I was pricing items. I'd see the invoice, knew what we paid for it, and I told my parents we weren't being honest because we were charging more than we paid for it."

In high school, Jeff worked for Carlisle Funeral Home. "I thought I'd get involved in the funeral business. Things in my life changed, some friends passed away, and I decided I couldn't do that kind of work." He attended Floral Design School in 1977 and returned to the family business.

In the meantime, high school graduate Stephany Vaughn joined the store as a summer part time employee in 1979. Her parents had operated their own flower shop when she was a child. "I was going to attend travel school and be a travel agent." She attended a year of school and worked at a travel agency in Indianapolis. "The big city wasn't for me, so I returned to the flower shop." Jeff and Stephany began to date and married in July 1981.

Changes came with the decades. Bud & Bloom opened a Greenwood location in 1975, now at Rt. 31 and Franklin Road, which is still owned and operated by Jeff's brother Frank. Jeff and Stephany managed a Plainfield store

from 1982 until 1997, which they closed after the death of family patriarch, Delvin. Jeff and Stephany "came home" to the parent store and Rosie "retired,"--although she still works at the store every day.

Jeff credits their success to the loyal customers they've served through the decades, and their fortunate luck with finding talented, long-term staff. "We've had people stay with us 20 years or more and then retire."

In 2010, laboring under some logistical issues, Bud & Bloom moved to their current location on Main Street. "It was a blessing right when we needed it," Jeff concluded.

Bud & Bloom started their website in 2000. They adapted a bookkeeping program to fit their needs because no industry standard existed. "Shopping trends have changed," notes Jeff. "Moving from the shopping center did not affect us. Location doesn't affect our business the way it used to." Their son and only child Tyson holds an IT and Computer Technology degree from Ivy Tech. He maintains the computer and web, and accounting for both stores. Their online business sales consistently rank within the top 500 of almost 40,000 florist businesses worldwide. "Quite an accomplishment for a little shop in Mooresville," said Jeff.

Bud and Bloom turned 50 this month and will hold a celebration during Victorian Christmas!

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Bob Sullivan



You can improve sales effectiveness and therefore have higher revenue gains by setting proper goals and incentives. When your company reaches a certain point as the owner/founder your role changes. You need to add sales staff and employees and you now become a sales manager and leader. History has shown that owners that navigate this change well have the most successful long term companies.

One important thing to consider when hiring or working with a great sales person is what type of sales are typical in your company—highly transactional sales with a lower price range, or is your product or service geared towards a higher price value longer term sale? Both types are great but they require quite different approaches to maximize the effectiveness of your high achiever sales person. Let's look at the two types and some strategies you can employ to motivate your sales team.



Marti Chestovich

The Highly Transactional Low Price Sale

- Set stretch goals for performance. They can be high but achievable.
- Put systems in place to monitor goal attainment progress frequently (minimum monthly)
- Communicate performance metrics to sales force in a friendly but competitive way
- Tie rewards to goal performance and have frequent celebrations of goal attainment
- Sending them to motivational events can pay big dividends
- Commission or pay for performance will work well here

The Major Sale

- Set realistic goals that are attainable ideally with input from your sales person. High Achievers like goals they have a good chance of attaining. Set them too

high and you will demotivate your team.

- Provide frequent feedback and recognition as the sales person moves his targets along the sales path. You may recognize the sales person for getting the opportunity for an in person meeting with a key prospect.
- Coach the sales person to see the links between his activities and results
- Offer opportunities for the sales person to gain further insight into how improved sales strategies can impact successful growth
- A good compensation plan is essential to attract and keep talent. Straight commission is not very effective here as the sales cycle is too long. Bonus rewards based on goal attainment is a better system.

Remember: No compensation system or motivational guru can equal the impact of a good sales manager or leader.

Many times I hear business owners complain that they hired high achievers only to have found that they can be ineffective and will leave if not motivated properly. As the chief sales guru for your company you need invest your time and recognition for your sales force to thrive and revenues to grow.

It is good to understand both strategies even if your business is highly transactional because even there to be most successful you may want to move to some type of contract relationship requiring a major sale. For instance in the highly transactional business of supplying office products most companies have gone to getting a contract for services that is exclusive and multi-year. Looking ahead your company may have opportunities to do this as well.

For more information on this topic or how to do business smarter contact me at mchestovich@isbdc.org, Office phone 317-445-2668 or visit our website at www.isbdc.org.



Jamie Thompson (Executive Director of the Martinsville Chamber of Commerce), Joanne Stuttgen (President of Rediscover Martinsville) Bob Elliott (Greater Martinsville Chamber of Commerce), Mike Hurst (Regional President of First Merchants Bank), and Tom Zoss (Executive Director of the Community Foundation of Morgan County)

First Merchants Charitable Foundation, Inc. presents check to Main St. Revitalization Program

First Merchants Bank held a check presentation Friday, June 7th in Martinsville as part of our sponsorship of the Main St. Revitalization Program. The restoration project will be rehabilitating the primary facades of these 6 buildings: 10-20 N. Main Street (The Mixing Bowl), 28 N. Main St. (Berries and Ivy), 46 N. Main St. (Martinsville Candy Kitchen), 159 N. Main St. (Keller's Office Supply), 110-120 E. Morgan St. (JK's Cheesecake Cafe), & 75-77 E. Washington St. (Veterans Building). The project is pursuing a \$250,000 grant from the State of Indiana, and the project is proposed at \$510,000 overall. The grant application was submitted May 31st, and awards should be announced in August or September. 2 grants will be given, and only 3 communities applied. First Merchants' contribution was part of approximately \$35,000 raised through local philanthropies.



John Ehrhart (First Merchants Bank, retired); Bill Boyd (Business Banking Officer in Mooresville for First Merchants); BJ Pendill (Board President, Mooresville Boys & Girls Club); Larry Bryan (Director of Advancement for the Morgan County Community Foundation); Brenda Rose (Administrative Director, Mooresville Senior Citizen Center); Bridget Graden (Executive Director of the Mooresville Boys & Girls Club); John Ditmars (Regional Market Leader for First Merchants in Greenwood)

First Merchants Charitable Foundation, Inc. awards grants to Morgan County charities

First Merchants Charitable Foundation, Inc. has awarded its annual grants to local charitable organizations in Morgan County and 5 other counties across Indiana. The foundation awarded the grants for Morgan County totaling \$7,100 at a presentation at the First Merchants Mooresville Banking Center on Tuesday, June 18 at 10 a.m. Grants were awarded to the Morgan County Community Foundation, Mooresville Boys and Girls Club, Mooresville Senior Citizen Center and Morgantown Community Center.

First Merchants Charitable Foundation, Inc. will award a total of \$75,000 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.'"



Soaring Eagle Zip Line Ride Takes Flight at Mooresville's Pioneer Park

Mooresville Park & Recreation District opens 2-person seated zip line ride

No helmet, no safety harness, 90 feet up in the air going 30mph - thrill seekers take note! The Mooresville Park & Recreation District unleashed the Soaring Eagle Zip Line Ride in Pioneer Park, with a Grand Opening scheduled for Saturday, June 8 at 10am. The 2-person zip line ride is the only one in the Midwest, and only minutes from Indianapolis. "We are thrilled to bring something new, fun and different to Town. The Soaring Eagle is unique - you get to experience the ride both backwards and forwards - and with a friend. We're hoping it is something

that will add to the family atmosphere of the Aquatic Center, which is right next to the ride," said Kris Wilson, Director of Recreation.

The Soaring Eagle Zip Line Ride is located behind the Mooresville Family Aquatic Center in Pioneer Park. The Soaring Eagle was designed by Stan Checketts of Logan, Utah. Mr. Checketts engineering accomplishments include the World's tallest thrill ride (Stratosphere, Las Vegas, NV) and the World's fastest roller coaster (Guinness World Record in 2002).

About Mooresville Park & Recreation District The Mooresville Park & Recreation District was established over 100 years ago. Pioneer Park is the largest of the five parks, includes the Mooresville Family Aquatic Center, baseball diamonds, soccer fields, a basketball and sand volleyball court and is the site of the Mooresville Fireworks Celebration on July 4. A variety of programs and special events are held throughout the year. For more information, visit www.mooresvillepark.com or call the Park Office at 317-831-7149.



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What does it mean to be on the founding team of Google, Apple or Facebook?



There's the obvious, it means wealth, fame, incredible opportunities for the rest of their professional lives, a book deal, maybe even a movie? People are attracted to technology companies for some basic reasons. They have been since the early days of Silicon Valley, the Cinderella type of opportunity to make people rich overnight.

The reality is these companies like Google are the exception and not the rule. It takes real sacrifices, risks and investments in cash, family and time. The reputation of easy money may create a lot of interested people but not necessarily a lot who are committed. People may want to work for you if you are a charismatic, passionate leader, but will they have what it takes to be on the 'founding team'?

"When the going gets tough, will they stick it out?"

The hiring and training of your employees can be the one decision you can get right even if every other decision you make is wrong. Executive teaming is a new concept, but it truly amazes me how little time companies (new and old) spend getting their team right.

Sony's founder, Akio Morita, is legendary for looking at multiple different types of business products and models before choosing telecommunications (his family had made a name for themselves in soy sauce and Saki).

"Before building his company he built his team."

This is one of the most important factors to consider when building a business. Yet, so many business owners spend more time choosing their office suites rather than building their team.



Tony Scelzo

When building your team here are some questions to consider:

- Do I have the best people in the right seats of the bus: sales, management, finance and marketing?
- Do I have trust in my team?
- Does my team appreciate each other and the opportunity to play together?
- Can I get them to engage at a higher level? Are they all in-head, heart, hands?

These are big decisions, and they are tough to make. You must make them right, if made wrong you must make them right again. Every day, you are given the choice to be either a producer or a taker, to create or to consume, to be a negative or positive influence on your family, your community and your world. Some days you will end up in the positive and some days you will end up in the negative. It is only with a consistent attitude, philosophy and the summation of courage and fear does this equation play out over time.

To continue reading or get a head start on the book, visit ultimatetechstartupmanual.com

Tony is the President of Stringcan and is committed to helping you share your genius. He's a serial entrepreneur, business coach, self-proclaimed foodie, a proud Michigan State Spartan and tells a great story. Tony has helped more than 1,000 businesses go to market, has trained more than 10,000 salespeople and is the founder and CEO of Rainmakers Marketing Group. Throughout his career, Tony has served as a VP of Sales, Director of Marketing, Sales Manager and Director of Business Development for several companies. Tony is passionate about empowering entrepreneurs; works tirelessly to make connections for all he meets, loves being a dad and can't believe anyone eats spaghetti sauce out of a jar.

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

Mooreville 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.MoorevilleChamber.com.

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 Mooreville.

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.

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.

Rotary Clubs:

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

Business Networking International:

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

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.

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.

Citizens Bank named Five Star Member



Citizens Bank was recognized as a Five Star Member of the Indiana Bankers Association (IBA) at the IBA Mega Conference on May 14 in downtown Indianapolis. The bank earned the award in recognition of its commitment to the IBA in the areas of political awareness, issues advocacy, life-long learning, volunteerism and Preferred Service Provider utilization. This is the sixth year that the bank has earned this designation.

Citizens Bank is a FDIC insured state chartered commercial bank founded in 1931. The bank offers a wide range of consumer and commercial financial services through 11 offices in Morgan, Hendricks, and Johnson Counties.

The Indiana Bankers Association supports Indiana banking through issues analysis, professional education, and products and services that enhance financial institutions' ability to serve their communities.



S. Joe DeHaven (left), president & CEO of the Indiana Bankers Association, presents the Five Star Member award to Lynn Gordon, president and CEO of Citizens Bank.

What is vaping?

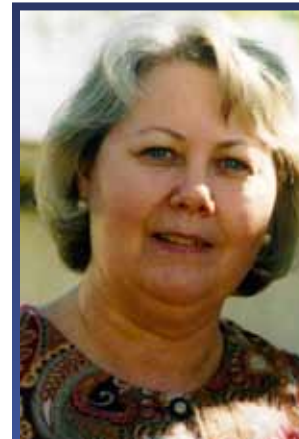
Electronic cigarettes. E-cigarettes. Vaping. What is it? An electronic cigarette, or "e-cigarette", is an electronic inhaler that contains a liquid solution that changes into a vapor. It is intended to look and be similar to a smoking cigarette. In most cases, it is the same size, weight and color as a cigarette. It even has a tip that glows when inhaling the vapor. It does not contain tobacco, but it does contain nicotine and other chemicals. Not much is currently known about the chemicals. It is not FDA approved.

As it is still so new, it's uncertain what the long-term benefits and risks are. The debate continues. As of this writing, no scientific data is available to determine public health effects of inhaling nicotine vapor, whether e-cigarette use increases or decreases use of traditional tobacco products, whether e-cigarette use encourages initiation of tobacco use, or whether e-ciga-

rettes contribute to long-term cessation. More research and testing of electronic cigarettes is needed to determine what effect they might have on the person smoking, as well as those nearby.

There seems to be more questions than answers. Will the switch to electronic cigarettes improve a person's health or introduce new toxins we don't yet know the impact? Will smokers use both regular cigarettes and electronic cigarettes together? Anecdotal evidence suggests this might be the case. How does this comply with smoke-free air policies?

The Centers for Disease Control and Prevention issued a news release recently about a study published in the journal *Nicotine and Tobacco Research*. This is one of



Jennifer Walker

the first studies published on use of electronic cigarettes. The study abstract can be found at: <http://ntr.oxfordjournals.org/content/early/2013/02/20/ntr.ntt013.abstract>

More research and testing of electronic cigarettes is needed to determine what effect they might have on the person smoking, as well as those nearby.



Economy Heating and Air Conditioning Service, Inc. announces the acquisition of Andrews Plumbing

Founded in 1976 by Jerry Woods, Economy Heating and Air Conditioning prides itself on providing excellent service and producing superior projects for customers. Economy strives to supply the community with a reputable and honest resource in the industry. The business is still family owned, and is run by Jerry's sons, Jeff and Jod Woods.

In June, Economy Heating and Air acquired Andrews Plumbing Service, another local Mooresville business. This acquisition will enhance Economy's service portfolio and ability to further serve the needs of its customers. Mark Andrews, owner of Andrews Plumbing Service, is a trained and licensed plumber with over ten years' experience, will also be joining the Economy Heating and Air Conditioning team.

High Quality Service

The addition of plumbing will complement the existing business, and provide customers with a highly regarded one-stop service they can depend on. Jod Woods stated, "Since dad started the business, we have received calls requesting plumbing service. We have always

had to refer those customers to someone else. They know our service standards and are disappointed that they may not get the same honest, high quality service for their plumbing needs as well."

About Economy Heating and Air Conditioning

Economy was built on Christian principles, and continues that vision of serving neighbors with the values that Jerry Woods established. Jod explains, "The ultimate goal of the business is to deliver the service of excellence, while pleasing our father's vision as well as God's." Economy strives to conduct their business by Romans 12:10-11: "Be kindly affectioned one to another with brotherly love; in honour preferring one another; not slothful in business; fervent in spirit; serving the Lord".

Please consider Economy Heating and Air Conditioning for all of your home comfort needs.

To learn more about this acquisition, please contact Jeff or Jod Woods of Economy Heating and Air Conditioning at 317.831.5279

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TOWN OF MOORESVILLE - BUILDING PERMITS

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Rob Annee, Blackwood Court, Residential Remodel
Robert Allen, Greencastle Road, Residential Accessory
Kevin Albertson, Jefferson Street, Residential Electrical
American Sunspace, White Ash Trail, Residential Addition
Chris Dufour, Markland Drive, Residential Electrical
Richard Thompson, White Ash Trail,

Residential Remodel
Charles Brown, Bunker Hill Road, Residential Remodel
Joshua Brown, Jefferson Street, Residential Remodel
Alan Joe Shepherd, Allman West Street, Residential Electrical
Neer Development, 536 Bridgestone Drive, New Residential Home
Neer Development, 538 Bridgestone Drive, New Residential Home
Steven Alumbaugh, S.R. 144, Residential Remodel
Rich Bowen, Indiana Street, Commercial Addition

MORGAN COUNTY - BUILDING PERMITS

Bill Szeckly, Henderson Ford Road, Patio Enclosure
Robert Osborne, Hall School Road, Electrical Upgrade
Jimmy Tinsley, Harrison Street, Electrical Upgrade
Dean Combs, Paradise Court, Garage
Courtney Fredrick, S.R. 67, Residential Remodel
Sam Anderson, Whispering Mist Lane, Garage
Tim Atwood, Foxhill Drive, Mini Barn
Homeward Bound Properties, Nast Chapel, Electrical Upgrade
Darrell Brown, Belt Lane, Electrical Upgrade

Chad Richardson, Paddock Road, Electrical for Accessory
Chris Thrasher, Brandywine Lane, Garage
Greg Bader, Hinson Road, Storage Building
Carolyn Kindred, Main Street, Residential Remodel
Harold Brawley, Harrison Street, Electrical Upgrade
Madison Twp. Fire Dept, Landersdale, Billboard Sign
IU Trustees, S.R. 67, Commercial Demolition
Town of Paragon, Main Street, Electrical for Accessory
Kevin McIntosh, Mt. Zion Road, Single Family Residence
Greg Saylor, Centennial Crest Drive, Deck
Dunn Painting & Rentals, S.R. 67, Electrical Upgrade
Jerry Lowry, Watson Road, Swimming Pool
Scott Audry, Parker Road, Residential Addition
Barron Smith, St. John Road, Garage
Ronald McGrew, Woodland Court, Garage
Ronald McGrew, Vista View Parkway, Single Family Residence
Timothy Dunbar, Hillsborough Court, Restoration
Larry Welty, Letterman Road, Electrical

Upgrade
Stanley Stegemoller, Old S.R. 37, Mini Barn
Scott Brown, Summer Ridge Court, Single Family Residence
Aaron Kivett, McClure Road, Electrical Upgrade
Jeff Brahaum, Fields Avenue, Deck
George Vanblaricum, Goat Hollow Road, Carport
Marquette Dalton, Centerton Road, Electrical Upgrade
Mike Stiver, April Court, Garage
Amy Garrison, Bryants Creek Road, Electrical Upgrade
Robert Walker, Kivett Road, Garage
Garry Leonard, Lower Patton Park Road, Electrical Upgrade
Jamie Campbell, Hall School Road, Electrical Upgrade
Debra Rice, Market Street, New Residential Electric
Niki Vandervort, Justin Drive, Electrical Upgrade

New Business Filings

Sheryl Perez, Trinkets & Treasures
David & Dionne Fleener, Fleener Mowing
Brent Neal, Inovated Games
Travis Lee Camden, Travis Lee Camden, Inc
Bernadine Smith, Frog & Toad Bakery

Danielle Pate, Mary Kay Beauty Consultant
Elizabeth Olivier, Bethy Books and More
Stephen & Vicki Gerber, Steve Gerber Insurance Agency
Varinder Sahi, One Great Stop Express Mart
Tony Tillberry, Tony the Toolman
Blue & Green, LLC, Orange Leaf Frozen Yogurt
Tedroco, Inc, Tedrow Records, Tina Wools, Utters
Tonja Schult, Schult Realty

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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Expert Emergency Care Returned Keys to Where His Heart is.

At 83, Keys Lowder is a former Navy man, a longtime employee of Indiana Power & Light and a fulltime farmer who tends his 250 head of cattle “sunrise to sunset, every day.” Then one night he started feeling chest pains. “I’ve always been strong and healthy, but I just didn’t feel right.” He was stabilized in the Emergency Department at Franciscan St. Francis Health – Mooresville, and then had open heart surgery at the St. Francis Heart Center – Indianapolis. “They couldn’t have treated me better. It’s the only place I would go,” he says, before heading out to bale hay, mend fences and feed the cows.

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