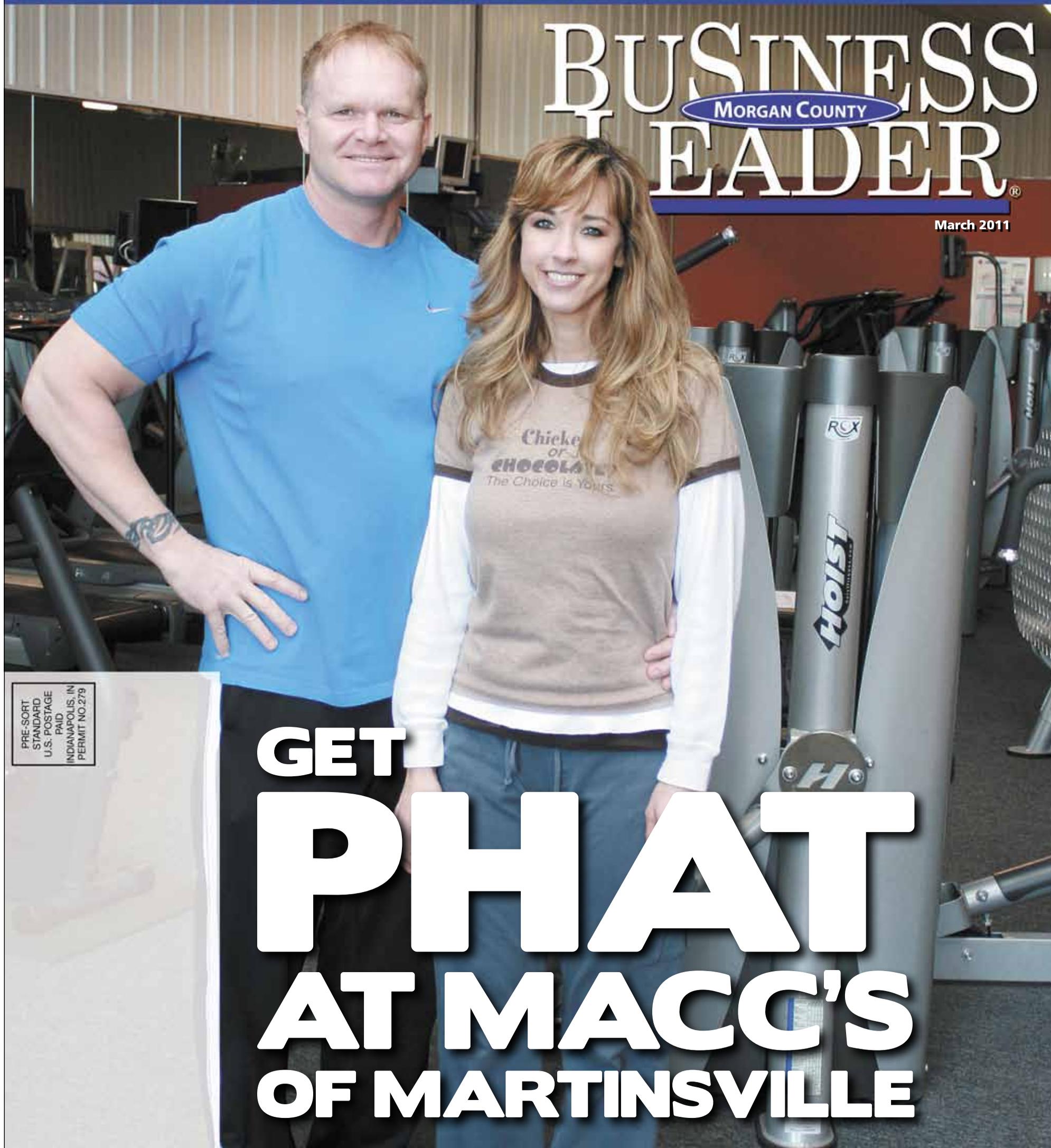


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MORGAN COUNTY

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Chasing dreams

About four years ago I found myself being the editor of this Morgan County Business Leader, and later that year the publisher. It seemed natural, having lived over half my life here and being involved with the chambers and a number of civic organizations. The best part has been promoting our local businesses and seeing Morgan County grow through thick and thin. There is no prettier, more generous and more down to earth place I know of, certainly in central Indiana. Soon the League of Miracles field will start construction, a place for special needs kids and adults all over Indiana to play league sports. Only a place like Morgan County would work so hard for the benefit of all. That is only one example of our spirit. It truly shows what our people are made of: great stuff!

Writing and editing about a place I love is easy, yet I have other pursuits I love as much. One of them, besides my family obviously, is theoretical physics. OK, it's not your average hobby, but what can I say? Without boring you, subatomic topology is of prime interest to me. The theory I have worked on for decades may be coming to fruition. A key component of that theory is that gravity is not a force, and has been very well substantiated. The next stage is to de-



Dave Stafford

termine if it does, as I suspect, lead to a new and plentiful and clean energy source. Yes, I'm a major geek, but a happy geek. I must pursue my dreams, and so should all of you.

And so I am stepping aside as Publisher, having found the right person to take my place. Many of you know Jim Hess, publisher of the Town Planner calendars. He has a true affection for Morgan County, and he knows the business. If you go on line to www.bizleader.biz, you will find him on the cover story of March, 2010. You will also find him at lots of business events in the county. At Jim's pleasure, I may from time to time contribute, but know that my love of our fair county will never diminish. Believe me, the dusty halls of academia are no match for our spring and fall scenery, the egg heads there are no wiser than my neighbors here, nor is their spirit any bolder!

Trust in God to open doors, and that He will not force you to go through, that is your choice.

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HELP MAKE MORGAN COUNTY A HEALTHIER PLACE TO LIVE, WORK, AND PLAY

The Healthier Morgan County Initiative's (HMCI) goal is to "enhance the health and well-being of Morgan County residents." Beyond participating in HMCI's programs, you can help by contributing suggestions on new health improvement activities for HMCI and our communities. Over the past years we have developed, sponsored, and participated in various events, including:

- Programs and Activities for Tobacco Prevention & Cessation
- County-Wide Outdated Medication Collection & Destruction
- Move It & Lose It - Exercise and Walking Program for Adults
- Pounding the Playground - Program for All County Elementary School Children to Encourage Walking and Exercise
- Dump Your Plump - Team Exercise and Weight Loss
- Cardio/Pulmonary Screening
- Business Wellness Survey
- Assessment for Seniors Health Needs
- Health Programs Directed to Underserved Residents
- Health Education Programs Symposiums for Educators
- Support of Local, County, and State Health & Wellness Initiatives
- Health Improvement Columns in Newspapers
- Asthma Programs for Schools
- Diabetes Screening & Education
- Erin's Garden - A Garden Project for Elementary Schools
- Kids Cook - Healthy Recipe Cookbook for and by Elementary Students
- Guide to Health and Human Services in Morgan County
- Child Immunization Program
- Senior Expo

HMCI welcomes your suggestions and program ideas on improving our health and wellness. Contact us at www.healthiermorgancounty.org or P O Box 342, Mooresville, IN 46158.

We acknowledge and appreciate the support of The Kendrick Foundation for the improvement of the health of Morgan County.

Deficits, deficits, deficits

"Deficit. It's too damn high." This is the slogan recommended by Jimmy (Rent. It's too damn high) McMillan for Mitch Daniels in an upcoming ad sponsored by "The Student Initiative to Draft Daniels" Slogan or not, truer words have never been spoken. The question of the day is what to cut?

Congressman Todd Rokita said recently on a local radio program that he would like to pare back the federal budget to 2007 levels and then cut another 20%. "Like we did in Indiana" A current House bill would trim 100 billion dollars from this year's budget. In that bill the Department of Ag takes a 22% hit, the EPA's budget is cut by 30% and the White House budget would be lightened by 122 million dollars including defunding the "Global Warming Czar" and the "Healthcare Czar".

The "Spending Reduction Act of 2011" which is being proposed in the House would: defund Obamacare and save 80 billion dollars, eliminate all remaining "stimulus" spending for a \$45 billion savings, and eliminate or reduce over 100 specific programs for a 330 billion dollar savings over 10 years. It would also reduce the federal workforce by 15% through attrition.



Tim Corman

Just trimming the federal vehicle budget by 20% saves \$600 million a year, and cutting the federal travel budget in half saves 7.5 billion dollars. Thank you Nancy Pelosi!

All of this talk of budget cuts and adult behavior in Washington has sparked a rise in confidence. The Conference Board reported consumer confidence up at 60.6 from a reading of 53.3 in December, a huge jump. Investor confidence was a little harder to gauge. "State Street" has investor confidence sagging in January "Market Edge" has it rising and Rasmussen Reports says it is generally flat. Anecdotal evidence tells me investors are cautious short term (technical correction) but bullish longer term. Some business owners are telling me that their backlogs or work in progress is double

or triple what it was in 2010.

Certainly the federal budget deficit is going to be the biggest news on the investment horizon for the foreseeable future. Reducing the size of government is the easiest way to keep the US economy chugging forward. Every dollar spent by government is a dollar taken from the private sector. And remember. Government employees don't really pay taxes. They just rebate some of our money.

Just a parting thought. Close your eyes and imagine Mitch (The Blade) Daniels in the White House for four years. Dow 20,000???

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

"Foreign aid might be defined as a transfer from poor people in rich countries, to rich people in poor countries"

Daniel Casey (1992)



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Top Tips from tiptopics.com

The first dimensions of effective marketing communications: Define your target market

Presented by Bob Chenoweth

Last month I introduced the “Five Dimensions of Effective Marketing Communications”: 1) Defining your target market, 2) Designing your brand to appeal to that market, 3) Developing your marketing presence -- online and offline, 4) Devising your communications plan, and 5) Delivering your messages to create awareness and trust.

We’re going to take a closer look at each of these, starting from – you guessed it – the beginning:

Identifying Your Ideal Customer

To measure and achieve success with your marketing communications, you must clearly define your ideal customer. As I noted last month, this essential step can be the most difficult. It sounds easier to say, “We can serve or sell to anyone and everyone.” After all, if you define your market so broadly, the world will be your oyster, right? Probably not. While narrowing your market to a smaller, even finite group sounds like a recipe for missed opportunities, in fact, the opposite is true.

Let’s start with an allegory: Imagine a group of strangers on a sidewalk before a hospital. A bus comes by and one of these strangers steps into its path. After the screeching of tires and heart stopping screams and gasps of disbelief, the reality settles in: someone is badly hurt. A woman steps forward and kneels next to the victim. She yells out, “Someone get help.” (Remember, they’re in front of a hospital.) But no one moves. The crowd stands paralyzed by shock, with each individual assuming that someone else will take the lead.

Now picture the same situation with one small change. This time the kneeling woman turns and spots a young man with long legs, who looks like he could’ve been a sprinter on the college track team. She points directly at him and yells, “You, run into the hospital and tell the receptionist we need help now!” The man turns and does as he is told. Seconds later, emergency personnel appear on the scene and a life is saved.

The same dramatic difference can happen with your business if you provide clear, concise directions to your referral sources so they’ll know EXACTLY who it is you want to meet and serve. So, how can you get that specific?

Do Some Soul Searching

Understanding and identifying your ideal customer starts with understanding yourself, your business and your product or service. Ask and answer questions like these:

- What are you selling? Who needs it? Who wants it? Who can afford it?
- Is your product or service unique or a commodity? If it’s a commodity, can you make it more unique and appealing to a specific group?
- Do you have competitors? If so, how do they position their product or service? Can you differentiate from them?
- What is your “secret sauce,” your unique skills or competitive advantages? Who would be most likely to appreciate (and even pay a premium for) these differentiators?
- Who already buys from you? How did you attract them? What traits do they have in common?

Think in “Graphic” Terms

Now that you have narrowed your focus a bit, drill deeper by analyzing your potential markets

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



Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. To learn more, contact Bob Chenoweth at: TipTopics LLC 30 Greenwood Drive Mooresville, IN 46158

in terms of geographics, demographics and psychographics.

Is your business truly location-dependent, or can you serve customers anywhere via the Internet? Such a determination helps you gain **geographic** focus. **Demographics**, on the other hand, might require deeper analysis and decision-making. Can you narrow your potential targets based on gender, age, marital status, number of children, income, education level, etc.? You should also consider **psychographic** traits: your potential targets’ beliefs, attitudes, loyalty, ambitions, dreams and emotions. Related to psychographics are your targets’ behaviors (lifestyle and purchasing). Consider these as well.

Use Tools and Resources

You’ll probably need help quantifying or deciding which potential markets hold the most promise. Ask a librarian for resources to help you learn more about potential market demographics and psychographics. Find which keywords are popular on Google on Twitter. Dig into Facebook to learn more about user segmentation.

The Bottom Line:

Again, identifying your ideal customer might be difficult, but after considering all the factors, you should be able to create a statement like this:

We work with Morgan and Hendricks County independent insurance agents between 35 and 50 years old who have had their own agency for at least five years.

Does such a succinct statement limit you to serving this specific market? Of course not. But it does give referral sources a place to start, a way to help. And referrals are your foot-in-the-door to a potential client who can then be an even greater referral source.

In future articles, we’ll explore the remaining dimensions of effective marketing communications. Till then, contact me if you’d like to learn more about defining, designing, developing, devising and delivering the kinds of business and marketing communications that can help your business connect and succeed.

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DEALING WITH A DISASTER

Keeping your business afloat

Catastrophes happen on a daily basis, and all companies must have a plan in place to stay in business. You might be a new company, with just a few months under your belt, and having invested your life savings to pursue your entrepreneurial dream. Or possibly you are a well-established, extremely successful business owner. Either of these scenarios - and all those in between - could be at risk of survival if your business is destroyed. Often the destruction happens in seconds. A fire, earthquake, tornado or other disaster can and does happen.

Are you prepared? The Institute for Business and Home Safety states that when disasters force businesses to shut down, 25% will never reopen. So how do you keep your business afloat if you become a victim of a disaster?

A business continuity plan is essential. The Houston Area Research Center cites these statistics in support of the investment of time and money into creating a plan:

- 35-40 percent of businesses without a continuity plan never reopen when disrupted by a disaster.
- Every dollar spent on disaster preparedness **saves \$7** in recovering disaster-related economic losses.

Your ability to reopen quickly is imperative. The sooner you are back in business, the less you'll suffer from lost revenues. Customers will be retained because they are aware you're down time will



Cindy Hartman

be minimal. And, extremely important, is how this will impact your employees. As a business owner, you'll want to get them all back to work so they don't experience a financial hardship on their families.

When creating your business continuity plan, there are many questions to ask and then answer. Here are my top 10:

1. What disasters could we face (natural and man-made)?
2. What operations are critical to open quickly?
3. Do we have a data backup in place to be able to access our records from any location?
4. Who are our key resources (utilities, insurance agent, CPA, etc.)?
5. Who are our key suppliers and do they have a business continuity plan?
6. Do we have a relationship established to ensure we will be

one of the first served if we experience a wide-spread disaster (tornado or flood vs. one-building fire)?

7. Where can we set up a temporary location, and who will direct the process?
8. What supplies, inventory and equipment will be needed immediately?
9. Is our employee call chain up to date, and does each employee know what their role is in our disaster plan?
10. Do we have an inventory of all of our assets so we can complete an insurance claim quickly and thoroughly, and maximize the claim for proper financial recovery?

Though this is just the tip of the iceberg in business continuity planning, it is a good start to begin the necessary steps for preparedness. Without a plan, the odds are far greater that you will not re-open if you're forced to close. It can be a time-consuming process to complete a thorough business continuity plan. Investing in a firm to create it for you will ensure it is finalized quickly and professionally.

Cindy Hartman is President of Hartman Inventory (www.HartmanInventory.com), a woman-owned business that provides business and home inventory services. She is also an owner of Business Continuity Planning Specialists (www.BCPSpecialists.com), a service established with the small business owners' needs and budgets in mind.

Though this is just the tip of the iceberg in business continuity planning, it is a good start to begin the necessary steps for preparedness.



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Decorative inspiration for your home

By Bob Sullivan

Morgan County Business Leader

Sharon Morgan started with Signature Homestyles 30 years ago, offering direct sales home décor products for the modern home. A typical Signature Homestyles catalog is chock full of a startling variety of decorative baskets, shelving, bottles, vases, storage bins, organizers, frames, and other accessories to inspire and organize the home. "The first step in helping any home is to clean the clutter first. After that, we decorate the home, colorizing while accessorizing with storage and baskets and items already on-hand at the home. Overall, I'm about helping people find their potential, whether its creating a beautiful home or doing what they love to do." Sharon says she's happy to offer one-on-one consultations with her customers on request.

Sharon grew up in Brooklyn, Ind., and has lived in Mooresville most of her life. She worked at J.C. Penney in Speedway in the 1960s as a manager their apparel department. "I was brought on as one of the first woman managers in a male-dominated company," Sharon recalled. "They didn't have the large home interior section then that they do now." After four years, with the birth of her third child, Sharon transitioned to being stay-at-home Mom.

Sharon returned to the workforce via direct sales. She recalls her first attempt as being less than successful. "It was during the gas crisis of the 70s. [I was selling] an additive for your gas to get more mileage out of it. I stuck it out for two years. It was a failure. But I learned a lot."

Sharon recalled meeting Signature Homestyles founder Madalyn Johnson in 1981. "We met at the Ramada Inn near the [Indianapolis] Airport." Signature Homestyles, founded in 1971 in Chicago, Illinois, was struggling. "Madalyn was open, easygoing, and sincere, just a lovely lady. I felt more comfortable in those few hours than I had the previous two years with the other company. They asked me to see what I could do. I had a vision to build up an organization with a ground-floor opportunity. I got excited, and I have no idea where this came from, but I said to her, 'I'll bring on 100 recruits within 90 days. I actually had 103.'" Since then, Signature Homestyles has gone on to tremendous success and has proven lucrative to Sharon personally. Today, Sharon's recruits span 42 states.

Sharon explained, "Signature Homestyles is a retail business. We market to homeowners, introducing our products in a group party. Then we schedule individual consultations, where some people become customers and others can begin training to start their own business at the consultant level."



Sharon is excited about the Signature Homestyles Candle Fundraiser program: a huge assortment of \$10 scented candles. Fifty percent of the revenue goes toward the cause of your choice. According to Sharon, "The program started last July, and has raised close to \$300,000 already for a variety of good causes."

Sharon and her husband Tadd raised three children, Melina, Jason, and Ashley, and have

seven grandchildren. Ashley and Melina are also Signature Homestyles recruiters.

Signature Homestyle

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GET PHAT AT MACC OF MARTINSV



By Bob Sullivan

Morgan County Business Leader

Angie McGregor doesn't have to think hard to recall the toughest challenge she and husband Marvin faced as new business owners pursuing their dream to open a fitness center. "The [June] 2008 flood hit the building —only two weeks before our planned grand opening! The storm shattered the front windows, and the building filled with water." Angie recalls shedding many tears that day when they discovered the facility knee-deep with floodwater. "That was a drastic thing to have happen at any point, let alone when your future is wrapped up in the initial investment. We couldn't see it at the time, but we were lucky in many respects. Most of our heavy equipment hadn't arrived yet. In fact, just a couple days before, we had concerns because the equipment had been delayed in shipping, and it turned out to be a lucky break. Much of the floor was empty. And as a result of water discoloration, we installed carpet, which adds to the aesthetic and sound-dampening of the facility."

She also credits their landlord for working alongside them in the days after the flood to replace their sinks, dry out the space and help restore the facility. The flood set the opening of Phat Macc's Fitness back to September 2008.

Marvin Macgregor, who had worked with Chrysler since 1996, accepted a buyout settlement when their Illinois plant shut down. Angie recalled, "We invested

the money, and then ret a big chunk of it into th wondered if the fitness opened."

"Marvin and I are hig Angie. "I was born and t ended Martinsville Hig Mooresville." Angie lau by his picture, it says, 'S own gym.' Although we out of our way to make out that we could."

Angie recalled, "Mar Then they closed the In moved to Illinois. I wor Then they closed *that* p to our families, and sud our own business looke a reality."

Angie says Marvin ta ness than she does but t style, which continued did things together—hi sports—he's probably p and muscle building. M

Phat Macc's Fitness

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Premium mulch springs from lumber business going back four generations

By Bob Sullivan

Morgan County Business Leader

Forest Commodities, an independently operated sister company of Wooley Lumber, manufactures and distributes premium mulch, topsoil, compost, and playground turf for commercial and consumer use. Company President Dan Wooley oversaw the development and growth of Forest Commodities starting with its inception in 1997.

Forest Commodities offers 15 varieties of mulch. They bring in cypress from Florida and cedar from Tennessee; however, all other product is produced locally in their Martinsville plant. The company distributes mulch to landscapers and garden shops all over Indiana, plus parts of Ohio and Illinois. "We work with several municipalities across the state, plus IU and Purdue University," said Dan. "Our playground covering, TenderTurf[®], is used all over the Midwest."

"Forest Commodities came about as an opportunity to create our own mulch from the bark byproduct from the [Wooley Lumber] sawmill. For years, we sold the bark to another manufacturer, but when we couldn't reach an agreement, we entered into mulch production ourselves." Dan Wooley, then an executive at Wooley Lumber, oversaw the creation and development of Forest Commodities. "We quickly realized the supply from Wooley Lumber would not sustain our needs, so we reached out to other sawmills. Today we purchase bark product in business partnerships with sawmills all over the state of Indiana."

Dan explained, "We built this company on the purity of our product. 'Premium' mulch indicates a high quality of natural bark in the mixture, and ours is as close to 100% bark as possible. Unlike many of our competitors, we'll never use fillers in our mix. That's why we have so much repeat business." Mulch is a preferred product by landscapers and gardeners because of its effectiveness in killing weeds and retaining moisture as well as its aesthetic appeal. According to Wooley, "We produce the widest range of colors of any mulch manufacturer."

On TenderTurf, Dan recalls, "We were approached to subcontract a playground turf. Turf of that sort needs to pass ASTM (American Society for Testing and Materials) standards to meet government approval. The purpose is vitally important—to

cushion the fall of a child. We invested in new processes to create a quality product we were proud of. After a couple of years, we couldn't come to a mutually equitable agreement to renew our partnership, so we entered into the market directly. TenderTurf has grown a lot since we introduced it in 2002. Schools, municipalities, churches, parks—we move a lot of it!" TenderTurf is used in two playgrounds at Pioneer Park in Mooresville.

Dan's great-grandfather, John Wooley, founded Wooley Lumber in Indianapolis in 1952. The company has operated a sawmill factory in Mooresville since 1953. "I'm the fourth generation brought into the family business. I loved it from the time I was a child." Dan formed Forest Commodities following many years at the Indianapolis plant in a supervisory capacity.

Jeremy Noel, outside sales manager and public "face" of Forest Commodities, joined the company in July 2009. Jeremy frequents the Mooresville Chamber of Commerce, tradeshow, and community events on behalf of the company. "Jeremy helped raise our visibility the last couple of years," praised Dan. "Our ten employees and five drivers are all key positions to our success." Jeremy joined Forest Commodities with a background in heavy equipment sales. He lives in Mooresville with wife Sarah, son Preston (age 5), and daughter Peighton (age 9).

Forest Commodities

President: Dan Wooley
1789 South Old State Road 67
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765-349-3291
877-536-3402

www.forestcommodities.com

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First Merchant's Bank employees give back to their community

First Merchants Bank locations in Mooresville and Morgantown participated in a Holiday donation drive where more than \$175 was collected for the benefit of the Carrie Clayburn Memorial Fund in Morgantown and Mooresville's Churches in Mission.

Employees were given the opportunity to wear jeans at work every Friday and Saturday in November and December by making a donation to the local charity of their Banking Center's choice.

Along with cash donations to the Carrie Clayburn Memorial Fund and the Churches in Mission, both Banking Centers also collected over 75 canned good items for the Churches in Mission and the Morgantown Food Pantry.

Mike Hurst, Regional President of First Merchants Bank expressed, "We are incredibly fortunate to be able to give back to the Morgan County communities that we serve. It's so important to support the causes

of our local non profits, as they provide a positive presence in our community."

A First Merchants tradition since 1893, we proudly continue to serve our communities, businesses and families. We're not only your financial partners; we're your neighbors, big enough to meet your needs, yet small enough to care.

Networking Opportunities

Martinsville Chamber of Commerce:

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

Mooresville Chamber of Commerce:

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

Mooresville Revitalization Group:

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

Morgantown Merchants Association:

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

Networking Business Women of Morgan County:

NBW of MC meets on the second Thursday at 11:30 AM at the Mooresville School Administration Building next to

the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti Owen at 317-856-9801.

Networkx:

Networkx meets weekly on Thursday at 7:30 AM at the Comfort Suites at Kentucky Avenue and 465. Call Rick Groce at 317-724-4348 for more details.

Rainmakers:

On the second Tuesday at 7:30 AM at Stone Creek Dining Company at Metropolis Mall, Plainfield. Rainmakers has 50+ meeting per month, including noon and evenings, for more information visit www.GoRainmakers.com.

Rediscover Martinsville :

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

Rotary Clubs:

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

Westside Chamber of Commerce:

The Westside Chamber addresses the business needs of Pike, Wayne and Decatur Townships in Marion County. Check website: www.WestsideChamber.com for next event.

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Molding students by creating a space that inspires

By Bob Sullivan

Morgan County Business Leader

Jolee Chartrand dreamed of one day of creating an inspiring studio space for herself, one she hoped would be equally inspiring to a group of art students under her guidance. For years, she put that dream on hold, content to create a studio in a corner in her home. Then a brush with a life-threatening illness caused Jolee to reprioritize her life.

Jolee remembered visiting 51 High St. in Mooresville for the first time in 2001. "An artist can work anywhere, but it's much easier to create if the space moves you," said Jolee. "I knew I'd found the home for my future school."

Jolee received her degree in psychology and human resources from Washington University in St. Louis, Mo. She pursued a career in corporate human relations that spans over 25 years and continues to this day. In the late 1980s, she entered into a business partnership to purchase a chemical company in Indianapolis. "We held two residences, one in Missouri, the other in Indy, and we commuted back and forth for almost a decade," Jolee recalled.

"Shortly after getting my degree, I had a chance to take a clay-working class. I was so tired of books, and I wanted something more hands-on. Of course, I started the class, and I was hooked," said Jolee. "So I continued to take classes. I bought my own kick-wheel, then my kiln (a pottery oven), and slowly added pieces to my own little home studio. My husband (Michael Falkowski) loved it because every year for Christmas he could buy me a new piece of equipment."

In 1997, with the kids (Shannon and Derrick) now grown, Jolee and Michael moved permanently to Monrovia. "I started attending shows, but I was still just playing around."

Jolee discovered the Indianapolis Art Center in Broad Ripple. "I'm still a perpetual student; I don't think I'll ever stop learning. But this was where I'd crossed from being a novice. I started receiving recognition from people I admired, and they treated me as



their peer. I started collecting ribbons and awards and selling my art with some regularity."

From 1999 to 2000, Jolee was sidelined with the illness. "I had a lot of time to reflect on my life. People spend so much of their time setting goals for next year, and usually those are the personal goals most important to us. Then when you're facing the possibility of not having a next year, it changes everything."

Within a year, Jolee had a business plan assembled for what she envisioned as an "artist incubator" pottery school. In 2001, the first Monrovia Mudworks classes were in session. "I did a dry run with a few friends and held a guinea pig class. I figured out what I was effective at and what I needed to adjust."

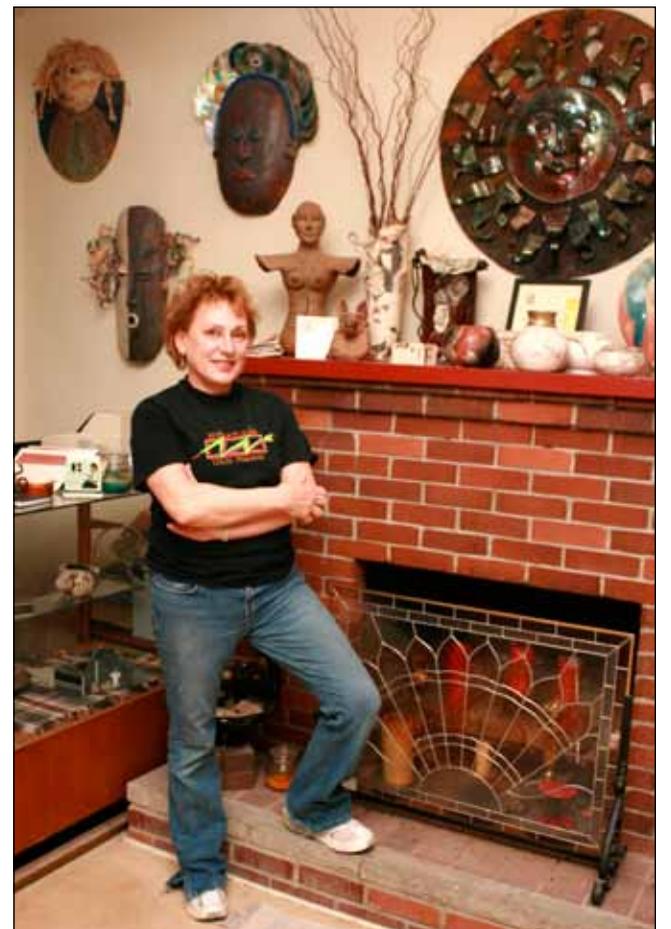
As the school grew, Jolee tapped into the business and art community, which she discovered is much larger than many people suspect. "Morgan County is full of incredible talent," Jolee observed.

"Art for the public is like a perpetual first date," quipped Jolee. "What you create is so personal. You're pleased and surprised when people like it, and you're quite wounded when they don't."

Jolee admits the current economy has delayed her hopes of being a full-time potter and taking an early retirement from corporate America. "People have to make choices, and not everyone can stay enrolled in pottery classes if they face more basic struggles."

On teaching and business ownership, Jolee says, "I smile when people say, 'I wish I could set my own hours and be my own boss.' Any person who runs a business, no matter the occupation, works long hours. If you want to have a business, you'd better plan on making it your life."

Jolee's classes restart in March, and run in 6 to 8 week cycles. "I'm looking for new instructors in photography and stained glass,"



she noted. "But as of now, I hold a Monday clay-wheel class, a Wednesday class in hand-building and clay sculpturing, and Friday night is our experienced potter clay-fest, which is an independent study. Many of those students have been with me since the beginning." Jolee is accepting students for all three classes.

Jolee has three grandchildren with a fourth on the way. "The love of art must have skipped a generation, but the grandkids and I had a great time over the holidays working with the clay."

Jolee also works with the Irish Setters Club of America. "I rescue, foster, and place dogs in homes all over the United States. I feel strongly about animal rescue. If you think about the contributions animals have made to mankind, we should be ashamed of how we treat them."

Monrovia Mudworks

Owner/Artist: Jolee Rene Chartrand
51 East High St.
Mooresville, IN 46151
317-834-2486
Mudpuppy2001@earthlink.net
www.monroviamudworks.com



Presenting your locally owned Mooresville Coffee House

MoJava provides locally owned coffee house atmosphere and fare

By Bob Sullivan
Morgan County Business Leader

When did you open?

December 4, 2010, Victorian Christmas. It was important for me to open in time for one of the biggest community events of the year. My family handed out beverage business cards on the street. We had a lot of visitors, and [due to the snowy weather] sold a lot of hot chocolate that day!

What's on the menu?

We offer a variety of flavored coffees, but we keep it simple. We make hot and cold food, sandwiches, and soup (made every morning) and

our food is made-to-order, using foods from local distributors. The barbecue beef, chicken salad and daily soups are my own recipe, some passed down from family. Our bread is baked fresh every day, and comes from a nearby baker. My daughter helped create the salad recipes.

We have free Wi-Fi and an environment ideal for quiet conversation. And, we are already meeting requests for business catering. We created a menu that purposefully doesn't compete with offerings from surrounding restaurants.

What inspired you to open a coffee shop?

I have a background in customer service going back 20 years, and I've always loved to cook. I'm a breast cancer survivor, cancer free for two and a half years. I wasn't happy in my career, but I didn't know what to change. My husband started brainstorming with me. We had a vague idea for a restaurant. We saw this space was for rent, and we refined the idea to a coffee shop. We signed

the papers July 10. We loved the location because it puts us near local merchants.

Who comes to the MoJava Coffee House?

We see a lot of college and high school students during the day using the Wi-Fi, plus business professionals. During lunch, it really picks up—I think because we offer an environment where friends can visit over good food and not compete to have a conversation. Business started steady and is growing fast, entirely by word of mouth.

What brought you to Mooresville?

I'm a Texas girl. My husband has family in Indy, and we lived up near Ben Davis for many years. We moved to Mooresville for the small town atmosphere. We were fans of Zydeco's. I waitressed at Zydeco's until opening MoJava Coffee House. [Zydeco's owners] Carter and Deb [Hutchinson] have been tremendously supportive.

MoJava Coffee House

Owner: Robin Brinkley
18 North Indiana St.
Mooresville, IN 46158
317-831-4151

Hours of Operation
Monday through Saturday:
6 a.m. to 2 p.m.
Sunday: Closed

Mojavacoffeehouse1@gmail.com
Follow on Twitter and
Urbanspoon Mooresville (32 votes;
96% "liked" as of this writing)

Kendrick Foundation, Inc. announces spring grant cycle 2011

The Kendrick Foundation, Inc. has opened its spring grant cycle for 2011. The application window will run from January 14 through March 15.

Applicants must be non-profit 501(c)(3) organizations, public schools, churches, or governmental entities located in or serving Morgan County. Kendrick funds health and health care-related projects.

Applying for a Kendrick grant is a streamlined two-step process. Prior to submitting a grant application, a Letter of Intent form must be submitted. This form and an explanatory brochure are available on the Kendrick Foundation Web site at [www.kendrick-](http://www.kendrick-foundation.org)

[foundation.org](http://www.kendrick-foundation.org). The foundation will only accept full grant applications from those organizations which were approved through their Letter of Intent.

Letters of Intent must be physically received in the office of the Kendrick Foundation by March 15, no later than 4 p.m. The Kendrick Foundation office is located in the Academy Building at 250 N. Monroe St., Mooresville, IN 46158, in care of the Community Foundation of Morgan County, Inc. Applications can also be dropped off at the main office of the Community Foundation of Morgan County in Martinsville at 56 N. Main St.

Formed with the proceeds of the sale of Kendrick Memorial

Hospital in 2001, the Kendrick Foundation was created to support health-related programs in Morgan County. Support includes providing scholarships and making grants for health-related projects in Morgan County, which may include community health care programs, hospice programs, health care education and training, and tax-exempt medical and health programs.

More information on the Kendrick Foundation is available online at www.kendrickfoundation.org. Individuals may also call the Kendrick Foundation at (317) 831-1232 or toll-free at (855) 280-3095.

Planner of note

GREATER MARTINSVILLE CHAMBER OF COMMERCE – NEW MEMBERS

Rebecca Minnier, Our Town Properties
Ron (Spanky) Lanfair, Charlie's Drive-in
Zondra Griffin, Martinsville Community Band
Ron Tedrow, Rooftop Solar Partners
Torry Hamilton, Rainbow International
Restoration & Cleaning
Catherine McKown, Photography by Catherine
Todd Huff, Todd Huff Printing
For more information visit: www.MartinsvilleChamber.com

GREATER MOORESVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MooresvilleChamber.com

WESTSIDE CHAMBER OF COMMERCE – NEW MEMBERS

For more information e-mail: westsidechamber@gmail.com

TOWN OF MOORESVILLE – BUILDING PERMITS

Dale Zigler, Walton St, Sunroom, \$23,528
Pro Build Co., Old S.R. 67, new Construction, \$1,876,178

CITY OF MARTINSVILLE – BUILDING PERMITS

Cowboys Consolidated Services, N Main St.
Retail Spaces
Mike ray & Chris Phillips, Locust Dr.
Residential Addition, \$140,000

MORGAN COUNTY – BUILDING PERMITS

Elsner Larry, 3820 Leonard Rd, Pole Building
White Materials, S R 42, Commercial Building
Elsner Larry, Leonard Rd, Billboard Sign
Macpherson Wanye, I-70, Billboard Sign
Keiffer Brian, Centennial Rd, Residence, \$250,000
Stephens Matthew, W Big Hurricane Rd, Pole Building
Wesbanco Bank Inc, Parker Rd, Residence
Clear Channel Outdoors, Waverly Rd, Off Premise Sign
Clear Channel Outdoors, S R 37, Off Premise Sign
Campbell Jamie, Hall School Rd, Pole Building, \$55,000
Mosier Helen, Grounds Rd, Pole Building
Perkins Warren, Smith Ln, Residence

NEW BUSINESS FILINGS

Jena Brummett, Brumstics, 4989 Little Hurricane Rd, Martinsville, IN 46151
Julane Beetham, Julane Lund music LLC, 8859 Goat Hollow Rd, Mooresville, IN 46158
Gary Padgett, Proseed Landscaping, 4255 E S.R. 144, Mooresville, IN 46158
Marshall Harrison, Harrison and Company, 4463 E. Allison Rd, Camby, IN 46113
Devin Pitman, Pawn Plus, 639 S.R. 39 Bypass S, Martinsville, IN 46151
Wachovia Equity Servicing LLC, Wes Holding Corp., 450 E Boundary St., Chapin, SC 29036
Mike Miller, Assurance Maintenance LLC, 1086 Westwood Dr, Mooresville, IN 46158

Robert Downey, Alpine Environmental INC, 1715 W Foxcliff Dr S, Martinsville, IN 46151
John Bowman, Imemorialgarden Com LLP, 958 barker LN, Martinsville, IN 46151
Patrick Pearson, Wetzel Trace Kennel, 7850 Wetzel Trace, Martinsville, IN 46151
Nancy Lee, Nancys Auto Value, PO Box 37, Monrovia, IN 46157
Nancy Lee, Nancys Trading Center, PO Box 37, Monrovia, IN 46157

SHERIFF'S SALES

February 28, 2011

Ream, 3123 W. Meadowbend Lane, Monrovia, IN 46157, \$134,522.12, Reisenfeld & Assoc., (513)322-7000
Napier, 3290 Maple Turn Lane, Martinsville, IN 46151, \$162,101.89, Burke Costanza & Cuppy, (219)769-1313
Cunningham, 1740 Market Street, Martinsville, IN 46151, \$92,295.38, Burke Costanza & Cuppy, (219)769-1313
Sabella, 319 Indiana Street, Mooresville, IN 46158, \$126,191.41, Burke Costanza & Cuppy, (219)769-1313
McGuire, 183 N Jefferson Street, Martinsville, IN 46151, \$239,346.77, Andrews Harrell Mann Carmin & Parker, (812)332-4200

March 7, 2011

Tolle, 7165 N Kivett Rd, Monrovia, IN 46157, \$74,331.64, Mercer & Belanger, (317)636-3551
Haggard, 2006 Conservation Club Rd, Morgantown, IN 46160, \$31,644.15, Doyle Legal Corp., (317)264-5000
Hughes, 7769 E. Foxhill Drive, Camby, IN 46113, \$143,705.47, Doyle Legal Corp., (317)264-5000
Willis, 4860 E. S R 144, Mooresville, IN 46158, \$134,381.09, Doyle Legal Corp., (317)264-5000
Brattain, 155 Church Street, Mooresville, IN 46158, \$104,016.08, Unterberg & Assoc., (219)736-5579
Lambert, 4825 St Rd 37 S, Martinsville, IN 46151, \$202,174.92, Unterberg & Assoc., (219)736-5579
Ridener, 6455 Red Day Rd., Martinsville, IN 46151, \$129,904.69, Unterberg & Assoc., (219)736-5579
Hanson, 6270 Clay Street, Martinsville, IN 46151, \$84,397.77, Feiwell & Hannoy, (317)237-2727
George, 3180 N. Hurricane Hills W, Paragon, IN 46166, \$113,517.93, Reisenfeld & Assoc., (513)322-7000

March 14, 2011

Pierce, 8637 W State Rd 42, Monrovia, IN 46157, \$125,807.80, Johnson Blumberg,

(312)541-9710
Hill, 240 Morton Street, Morgantown, IN 46160, \$38,522.36, Unterberg & Assoc., (219)736-5579

March 28, 2011

Hankins, 5295 Parker Rd, Martinsville, IN 46151, \$99,336.35, Feiwell & Hannoy, (317)237-2727
Geraci, 172 Justin Drive, Mooresville, IN 46158, \$97,717.65, Reisenfeld & Assoc., (513)322-7000
Williams, 2201 E. Canterbury Ct, Martinsville, IN 46151, \$205,477.59, Reisenfeld & Assoc., (513)322-7000
Zimmerman, 6851 Waverly Rd, Martinsville, IN 46151, \$144,599.26, Unterberg & Assoc., (219)736-5579
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 cashiers check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.

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

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

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

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

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

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

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In business energy and focus equate to success

Believe it or not there are only two things you need to succeed in business according to research conducted over a number of years.

Highly effective executives and owners were studied over a 10-year period and of all the possible characteristics only the two emerged.

You might think the characteristics might be things like leadership, emotional intelligence, management skills or even business acumen but all those guesses would be incorrect. The two characteristics I am talking about are energy and focus. Surprised?

I am sure that you are already familiar with these two but you may not have paid much attention to them until now.

Energy, the ability to move, think and act in a deliberate and expedient way. Focus, the ability to stay on task and know which, in the sea of things, are the things that matter most.

As researchers do, they grouped the results into a matrix and labeled the categories into four separate quadrants with energy being measured on the Y (vertical) axis from low to high and focus being measured on the X (horizontal) axis from low to high.

Here are the results of the study:

- High focus, high energy people were described as Purposeful.
- High focus, low energy folks were seen as detached.



Jack Klemeyer

- Low focus, high energy people were described as Frenzied.
- Low focus, low energy folks were seen as Procrastinators.

Now I personally disagree with the last label, being a procrastinator myself, I know I have energy and focus I just wait until the last minute to exercise the traits! So let me explain to remove any misconception of the meanings of the labels.

The Frenzied: A full forty percent of the managers studied fell into this grouping. They are distracted by the overwhelming tasks that face them daily. They are highly energetic but low in focus. Their need for speed and do-it now causes them to be unreflective. Consciously concentrating their efforts on what truly matters would allow them to achieve more.

The Procrastinators: Thirty percent of those studied procrastinate on doing the most important work. They lack both en-

ergy and focus, which causes them to major in minor things. Stuck on handling the minor details versus what could make a real difference in their organization.

The Detached: Only twenty percent were seen in this grouping. They can be focused but have no energy and this causes them to appear aloof, tense and apathetic. Finally, The Purposeful: Only ten percent of those studied actually got the job done! They are highly focused, energetic and stay calm, reflective and in-charge amid all the chaos.

This means that ninety percent of managers, owners and leaders fail to act purposefully in their everyday work. You can improve whichever category you might fall into by just a doing a couple of simple things. Use your willpower, discipline and clarity of purpose to fuel your energy and focus. Doing this will enable you to execute to take action and ignore distractions on the things that matter. Even when you might be uninspired by the work at hand and tempted by other opportunities you will be able to maintain energy and focus through your use of will power, determination and clarity of purpose.

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

This means that ninety percent of managers, owners and leaders fail to act purposefully in their everyday work.

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