

Where Morgan County Business Comes First

# BUSINESS LEADER

MORGAN COUNTY

March 2013



Mia Neal and Nichelle Neal Dalton

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# FROM THE PUBLISHER

## Finding good help these days

As I am out talking with Morgan County businesses on a regular basis, I hear several common themes of struggle with owners. One of these issues is the recruitment and retention of employees. "You just can't find good help these days." The old adage goes back a long way, decades before I'd even entered the work force. However, I find myself talking about this topic with other business owners I meet, and the extraordinary planning and effort it takes to find "good help these days."

Our greatest resources are the people that work for us and with us. But how can we attract, identify, retain, and develop the employees that influence the bottom line? At first, it seems like a small priority to focus on hiring when you are dedicated to the operational challenges. But recruiting, interviewing, selecting, and orienting new employees are specific skills. The more effort you put into the hiring process, the more overall success you will have.

Start with a proper job description. The very process of hiring the right employee can actually help you review your operational goals and issues in a way that you may not have considered before. A job description takes a look at exact responsibilities, requirements, and customer interaction. A manager should always review the selection criteria to identify both the concrete and intangible requirements of a position. You can easily find a basic job questionnaire online to help you evaluate the work environment, as well as any other criteria you wish to consider.

The job description doesn't just help you attract the most qualified candidate. A description



**Jim Hess**  
Owner & Publisher

made up of a solid foundation of requirements and expectations will help you effectively communicate to a candidate during the job interview. During the interview, ask questions with open-ended situations which require the candidate to

speak to their own behavior. It is also important, if not most important, to assess their level of creativity, initiative, and how well they understand their own strengths and weaknesses. The best candidates will know how they can most effectively impact your company, and they will have relevant experiences to prove it.

Try to get several different perspectives of a candidate. This might include multiple people in the organization involved in your hiring process. Ultimately, a candidate's skills and experiences, expectations of the role, and even personality can have a greater impact to the overall success of a company than simply filling the role.

ply filling the role.

If you're not already embracing a comprehensive approach to hiring, you should take a second look as soon as possible, because a strong workforce is critical to every aspect of your day-to-day operation. Your goal should be to hire the best person you can, for every open position. It may take longer to evaluate, and ultimately to place, a worker. However, when the correct employee is placed in the correct job, the result will be stability, consistency, and satisfaction for both your business and the worker.

As a business leader, a strategic approach to hiring can fundamentally change the way you do business; attracting and retaining high quality employees will most certainly positively affect your bottom line.

## Our greatest resources are the people that work for us and with us.

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### Contents

Finding good help these days.....	3
Addressing all your landscaping needs. Even palm trees.....	4
Social Marketing: 6 ways to make it more effective.....	5
Local coaching helps businesses expand, becomes an expanding business.....	6
The one thing you always need to remember.....	7
Hannah Business Coaching offering "Growth Plan Workshop".....	7
Commitment to the Community.....	8
St. Francis Health Manager still awed to witness Cherished Beginnings.....	10
Business differentiation through 'little things'. 11	
"How to Apply" Grant Seminars Offered.....	11
Ivy Tech Community College celebrates grand opening of new Mooresville location; made possible through local investment.....	12
Networking Opportunities.....	12
Citizens Bank employees donate to the Morgan Co. Humane Society.....	13
Rethinking the telephone.....	13
Planner of note.....	14
IU Health Morgan Hospital March 2013 Screenings.....	15



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#### By Bob Sullivan

Morgan County Business Leader

"We do anything connected with ground maintenance," said Keith Smith, who formed Allscape Landscaping and Lawncare in Plainfield in 1998. "We provide the same attention to both residential and commercial property, so there's no project 'too small' or 'too large' for us." Keith says warehouses and restaurants are his largest commercial customer base, including the properties of all Pizza Huts of Central Indiana. He lists his territory as Indianapolis and surrounding counties.

Keith lists among their services: snow removal, mowing, laying fertilizer, pulling weeds, Christmas lights, cement hardscapes...and even live palm tree rentals.

Yes, palm tree rentals. Keith explained his interest in adding this unique commodity to his services. "I was working as an installer for a guy who owned the palm tree company. It intrigued me. In 2005, he sold it to someone in Mooresville, and I bought it shortly after." But how do palm trees fit into his business model? "We treat it as a separate business. And most importantly, it gives us work to do in April and May, before our season really kicks in." In defense of palm trees, Keith, said, "Who doesn't like to have a drink on their outdoor patio under a palm tree? We target people with pool decks, concerts, and clients throwing big parties. The sales started off steady, and it grows every year."

Keith grew up in Plainfield. "I started in landscaping as a freshman in high school," Keith recalled. "I stayed with it through high school and college. I looked forward to getting out of class and getting outside. I was having a blast. I stayed in landscaping as an employee for local companies. After a few years, I decided to take it to the next level. It was a combination of frustrations. I didn't feel the customer service from management was what it should be. Plus, why work for another company's benefit when I could do the exact same thing calling my own shots?"

So inspired, Keith started Allscape in March 1998. "I operated out of small warehouses, on the north side, in Plainfield, and in Monrovia." Starting off, Keith remembers, "It was slow. For awhile, I was just mowing grass. It took some time before we broke into more landscaping opportunities, but once they started, the word of mouth spread and it took off fast."

In 2009, Keith purchased farm property in Mooresville and consolidated the business to its current location. Keith recalled, "I'd wanted to find a base of operations close to Plainfield, Mooresville, & Bloomington, and easy road access to downtown. I was driving past this property on my way home from Monrovia when I saw the owner putting out the 'For

Sale' sign. I pulled over, we had a conversation, and we sealed the deal shortly after."

Along with decades of landscaping experience, Keith is a certified Hardscape installer. Examples of Hardscape include patios, decorative sidewalks, & retaining walls. They generally are often used to create boundaries between earth landscaping features, or Softscapes.

"This business has a lot of ups and downs. There're a lot of people out there doing this job, so when I leave the house in the morning, it's work. When I come home, I continue to work until the day is over. My friends complain that I rarely get out. The way I look at it, a lot of people go to work and they don't love their job. I look forward to what I do, every day. That's the enthusiasm anyone should bring to their work. This isn't for everyone, and when I hear people complaining about the labor, I

always say, 'If you don't absolutely love what you do, you should get out.'"

On customer service, Keith, observes, "I've been cautious over the years not to allow ourselves to grow too much, too fast. I want to be available to my customer to do our best work. A new business agreement is a pact of trust that I'm going to deliver on what I promise. We please customers while consistently producing attractive work that others notice. That combination grows our business. Our business is 85% referrals, and this past year has been our best yet."

Allscape has two full-time employees, plus about five part-time contractors during the season. "I hire local high school kids to give them the same chance that I had growing up."

Keith has a 10 year old daughter. True to his nature, he enjoys anything outdoors, particularly hunting and water sports.



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# Social Marketing: 6 ways to make it more effective

Today social media and marketing have changed the way we do business. Many businesses do not take the time to evaluate how to execute on these platforms. The results from social marketing can be vastly different depending on how the details are carried out. So whether you have just begun on social marketing, or you use it daily in your business, here are 6 ways to make it more efficient and work to your advantage.

## KNOW YOUR AUDIENCE

You may or may not be reaching the same people through social marketing as you would with a more traditional approach. Your message should be tailored to the platform that you have decided to use. No matter what platform you are using, your audience may cover a large demographic range, but they will all be looking for a quick way to learn about your business. Be aware that although your message should be customized, it should not be completely different from your traditional marketing message. Customers want to understand one voice, and should not be confused by conflicting communication. Know who you are trying to reach through social marketing and why.

## INTERACT AND RESPOND

The advantage to social marketing is that you can have a much better perspective upon what your customers want and need. Your marketing platform should allow for comments, suggestions, and questions. Think of it as a new way to build relationships with your market. Today's consumer is much more likely to reach out directly to you, and you should be available to them. This is not simply another way to broadcast.

## COMPLIMENT, NOT REPLACE

Social marketing should fill in any gaps that your traditional strategy cannot fill. It should never replace your entire plan. Your content should build trust and encourage customers to approach your business for more information. It

can also be a way to increase your ability to ensure quality customer service, which may not be a current focus of your traditional methods.

## BUILD A LIBRARY

It can seem like a big commitment to engage in social media while always having enough material and valuable content. Stock pile information, tips, articles, customer questions, and lists for easy access and fresh material. Set a schedule so that your followers can expect a new flow of interesting information, on time. When you have a schedule decided it will be easier to set aside time to generate several posts of information at once, and store them.

## BUILD A COMMUNITY

Networking through social media allows for more connections as well as visibility and deeper conversations. You can even create content for your platform by assembling valuable input from a community of followers, customers, and interested competitors. Your community can also result in branding your company and referrals. Focus on engaging the precise people, and your community will work even more effectively for your business.

## TELL YOUR STORY

Finally, people want to do business with someone that they know. Social marketing allows you to explain the work you do and what you stand for. Customers want to feel invested in your work, and you have the opportunity to explain how that affects your daily strategy. With any luck, you will also be able to share other people's experiences with your company as well.

So let's get to it! We have a great opportunity to use social marketing effectively and create even more value for your customers.



Julia Kauffman

Julia Kauffman is a Human Resource Professional. She graduated from Indiana University – Kelley School of Business with concentrations in Human Resource Management and Economics. She currently works as an Analyst in Compensation Planning and Execution at KAR Auction Services, Inc.



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### By Bob Sullivan

#### Morgan County Business Leader

"When I started, I thought I would help struggling business owners. I soon learned that struggling businesses tend not to reach out for help," said Certified Business Coach Roger Engelau, co-owner of Hannah Business Coaching. "Most of my clients are successful people who call on me when their business becomes more complex. They add people; their revenue goes up; they have more customers; they need more complex accounting systems. They work longer hours until their personal lives suffer. My clients need guidance on how to manage their success so they can grow in a healthy way."

Roger targets owners of small businesses, and is growing a manufacturing client base. "The biggest challenge for most entrepreneurs is that, as they built their business, they were in direct control in all aspects of that business. I help them understand that their role has to change, and assist in figuring out what approach makes the most sense."

Susie Engelau, Hannah Business Coaching's C.O.O., marketer, and Roger's wife, has 30 years of experience in leadership training. Susie notes, "Roger's plate is almost entirely full. We're on the cusp of the same growth we see in our own clients."

Roger grew up on the south side of Indy. A Southport High School graduate, Roger's academics earned him an appointment to West Point Military Academy. Roger graduated as a Second Lieutenant of the U.S. Army and with a B.S. in engineering, plus a commitment of five years of military service. "I served three years in Germany in air defense missile systems. I came back as a basic training company commander and left as a captain." Roger later earned an MBA in Business Administration from Anderson College.

Roger worked in Baltimore, Maryland, in sales for top-tier corporations Proctor & Gamble and Clorox. He transitioned to a small manufacturing firm. "I loved manufacturing and the flexibility a small business offered," said



Susie and Roger Engelau

Roger. "The company reorganized, and I helped turn the corporation around. It was one of my first experiences in helping a business reverse a downward trend."

Roger returned to Indianapolis in 1998 and married Susie in 2000. Roger and Susie grew up as next door neighbors and dated briefly in high school. He recalled, "I came to town for a family reunion. I was going through a divorce and Susie, living in Mooresville, was already divorced. We met on my visit and we reconnected. Soon thereafter I moved to Mooresville."

After high school, Susie had majored in Music Voice Performance and frequently sang in programs at I.U. She also received a General Studies

degree from IUPUI. Susie worked for Indiana National Bank (and various ownership and name changes for the same institution) in sales management and as a leadership trainer.

Roger joined Citizen's Gas in Indianapolis to help reverse their lagging sales and marketing department. He did the same for one of their subsidiary companies. He helped form Develop Indy, an economic initiative under Mayor Ballard.

With the initiative in good hands, Roger stepped back. He and Susie considered their options, and offering their expertise as business coaches made the most sense. "Our combined skills are ideally suited to addressing the various

challenges that help businesses turn around and reach the next level." Roger received his business coaching certification, and he and Susie started Hannah Business Coaching in 2010.

Looking over their recent growth, Roger noted, "We're now experiencing the same growth dilemmas that our clients have when they contact us. So now I follow the same advice I've been passing along to our clients." Susie added, "We have our own business coach. We wouldn't be without one. We believe that having an outside perspective is an invaluable resource."

Susie still pursues her singing, and as a couple, they enjoy traveling and are actively involved in the United Church of Christ on the south side.

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# The one thing you always need to remember

For the past few years businesses have been hunkered down weathering a struggling economy and an unclear direction.

The focus has been on KPIs...you know, Key Performance Indicators, downsizing, rightsizing and doing everything to do more with less, from less. The old "what have you done for me lately" adage became more and more the mantra of many small businesses, owners and entrepreneurs toward their employees and contractors.



Jack Klemeyer

But there is one thing so important

that, by itself, it can and will increase morale and productivity in almost any firm of any size. That one thing? Celebrate victories! Take just a minute and tell those who have done good work, "Good job!" and "Well done!"

Jeff taught me this lesson although it was years after the fact that I began to understand the power of the lesson. Jeff was a personal computer sales rep who worked under my dictatorship, er, I mean management.

While I was multitasking, that is to say, typing something into the computer and listening to Jeff tell me about the sale he had just made, I destroyed him! Completely took him down to a whimpering shadow.

Jeff was going through the entire sale he had just made, and it was a grand sale. The only thing he missed was selling a box of printer paper. As he was telling me his success I plainly, without looking, without acknowledging his achievement, asked if he sold them a box of paper. The next thing I heard was Jeff, sniffing. No, he was cry-



ing. I had burst his bubble of excitement in doing a great job and of trying with all his might to impress me.

I have to admit at the time, I dismissed his emotional breakdown as weakness, but that was my great error. From what I have learned and experienced from being in Jeff's shoes many times, I now know with all my being that when a good deed is done, it is time to celebrate! Take a minute and give a high five.

Unfortunately I see this one critical step missed all too often as I work with small businesses. So take from me what I had to learn at the school of hard knocks. Stop, take a minute and celebrate the victories. Write a note of congratulations, send some flowers, make an announcement, do something, anything to show you noticed – and what's more, that you appreciate the achievement!

Jack Klemeyer is the founder and head performance coach of GYB Coaching ([www.gybcoaching.com](http://www.gybcoaching.com)). Contact him at [Jack@GYBcoaching.com](mailto:Jack@GYBcoaching.com).

## Stop, take a minute and celebrate the victories.

### Hannah Business Coaching offering "Growth Plan Workshop"

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## Just another reason...





# Commitment to the Community

Martinsville sisters continue the legacy at Neal & Summers Funeral

**By Elaine Whitesides**

*Morgan County Business Leader*

It was the desire to keep the family business going that compelled Thomas Neal's eldest daughter, Mia Neal, to begin studies at Mid-America College of Funeral Service in 1983. She joined him at Neal & Summers Funeral and Cremation Center as a licensed funeral director in 1988. "I thought I wanted to run the family business," she said, adding, "The people side of it is my blessing."

Thomas's youngest daughter, Nichelle (pronounced Nick-ell) Neal Dalton completed her studies at the same school and joined her father and sister in the family business in 1990. During her second year at Indiana University, she said, "I took a good look at what my father had established and so I thought I wanted to carry on the family legacy and continue the friendships that my father had gained over the years."

"Dad was very proud and appreciative of what the community had provided," Nichelle said. "How do you not come back and carry that on?"

It's impressive when a business can say it has been open for 45 years. The Neal & Summers Mortuary opened in April, 1967. At the helm were Thomas E. Neal and James Summers. In addition to providing funeral services, the pair also operated an ambulance service to residents of Martinsville and the surrounding area. Neal and Summers worked side-by-side and each served as county coroner through the years. Summers retired in the early 1980s.

According to Mia, she considered the two men the "dynamic duo." She said she still hears stories about rides in those ambulances and the care with which the two men treated families, especially those whose sons were buried during the Vietnam War era. The connection with families is a bond inherent in this family business.

"I was always a people person," Mia said. "I love to work with families, visit with them and I have formed really, really good relationships with people. When people say that we make it easier, I feel blessed. It's a huge hurt, so I can't imagine a director making it easier, but if I have helped, that's wonderful."

When Mia and Nichelle joined the business in 1988 and 1990 respectively, they say it seemed like people figured the "Neal girls" had come back to "help out" their dad.

That may have been due to the nature of operating a family business where everyone pitches in to do whatever needs to be done. This business is never closed. The hours are long and unpredictable.

"Our situation is so unique for a couple of reasons," said Nichelle, "in small community businesses we do everything; we paint, plant flowers, we change our own light bulbs. And in a family business, all the family has served in some capacity at some time."

Another reason is that funeral directors are stereotypically men. And, it is a traditional belief that male funeral home owners pass down the business to their sons. That has changed and is no better evidenced than at Neal & Summers in Martinsville, for



Thomas Neal had no sons. Of his children, he had two daughters who have taken over the ownership and operation of the business.

The number of females entering the profession has steadily increased and recent statistics show that more than 57% of mortuary school graduates are women. The number of female funeral home owner/operators is growing as well.

Although it's taken a while for women to be viewed as fully qualified professionals in the role, the two ladies who own and operate Neal & Summers Funeral and Cremation Center are committed to the industry and what they can bring to their community.

#### COMMITTED TO COMMUNITY

That commitment was evidenced in the aftermath of the tornado that struck Martinsville in September, 2002. Their father had retired in 2000 and although they could count on him to help when they needed an extra hand, the "Neal girls" were in charge. Then

# ment unity

and Cremation Center

## Neal & Summers Funeral and Cremation Center

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munity were worried about whether we would continue in operation before Neal & Summers was rebuilt," Mia said. The community was asking us if we could be counted on and without hesitation the answer was, "of course!"

"Within a couple of days we had talked with all the churches asking if we could use them for services, office space and arrangement conference rooms. We filled a 15-foot trailer with everything we could salvage out of the building and that was how we became a mobile funeral home for 10 months."

"After the tornado," Mia said, "we were exhausted with building a building and running a mobile funeral home. There were times when we were scattered all over town with funerals and services in two or three places. It was a chaotic way to run the business."

"But never once did we consider shutting the doors," Mia said. There was a moment when they considered moving locations, but Mia said, "We didn't because people wanted to come back to the same place. It was a big enough change that the building would be different. I'm thankful that we didn't. I can't imagine being in a new location."

Again, it came back to family and community. "The nature of the business is something that people appreciate," Mia said. "Dad and Jim, they formed such a connection with the community. So staying in Martinsville, I wanted to maintain what my father worked hard to build and give the families in the community continuity."

"It was a good thing that came out of the disaster," she explained. "We increased the parking lot. We were able to put everything on one level and make larger bathrooms. We changed the layout and increased the square footage."

### HONORING LOST LOVED ONES

That's not all that has changed since opening the doors of Neal & Summers in 1967. The two "Neal girls" are providing what some might see as a woman's touch to their service to the community.

Fewer funerals bridge days, cremations are more common and services are now often perceived as a celebration of a life. Personal possessions, photos and celebration of life videos are more common. The pair helps bereaved family members cope in the days following a loss and encourage families to find unique and personal ways to honor the person who has died.

Funerals are important says Nichelle. "I'm taking care of the living," she explains. "There are people who need to see their loved one in a pleasant environment, a better state. They need to see the people who loved the deceased as well. They need the hugs and it's good to hear the remembrances of others. I believe in that."

On the first Sunday in December every year, they hold an annual Service of Remembrance at Sexton Hall at St. Martin of Tours Catholic Church. Personal invitations are sent to families who they have served during the year. Those families are presented with glass blown angels to honor their loved ones and celebrate their lives; however, anyone can attend the candle lighting ceremony and service.

The pair even provides pet cremations. "How do we say no?" Nichelle said. "Because the families we serve love their pets. I have a great appreciation now for how much love people had or shared for their animals."

"This is a family business in a small town and we're so blessed. It is a delicate balance between emotions and running a business," said Nichelle, but with conviction in her voice, she adds, "this building is for this community."



Nichelle Neal Dalton and Mia Neal



the tornado tore away the roof and demolished Nichelle's home behind the business.

Reeling from the devastation, Mia said, "We had no power, no phones, the mortuary and Nichelle's house had been destroyed and so we were at our parents' home".

The first death call came the day following the tornado. When they got that call from a family who needed their services, there was no question that they would take care of that family. "We just had to figure something out," Mia said. "We had to act quickly to figure out what we were going to do and how we were going to do it."

"We still had a hearse, a van, the preparation room and the garage. Jamie Meredith with Meredith-Clark Funeral Home in Morgantown came by to survey the damage and offered to help us. The Costin Funeral Chapel helped out, too."

Then calls began coming in. "People in the com-



# Franciscan St. Francis Health Manager still awed to witness Cherished Beginnings

## Cherished Beginnings Franciscan St. Francis Health--Mooreville

Stephanie Brock, BSN, RNC-OB  
Clinical Manager, OB  
1201 Hadley Road  
Mooreville, IN 46158  
317-834-5044  
Stephanie.brock@franciscanalliance.org  
www.FranciscanStFrancis.org

### By Bob Sullivan

Morgan County Business Leader

Stephanie Brock has managed Cherished Beginnings at Franciscan St. Francis Health-Mooreville – the hospital's dedicated birth delivery department -- since 2007. But her connection to the wing goes back prior to its opening, when she trained alongside the premier nursing staff in the fall of 1999, preparing for opening day in January 2000. Looking back, Stephanie considers herself blessed to have been a part of so many Cherished Beginnings with the patients she's assisted through the years.

Stephanie grew up in Brownstown, in southern Indiana's Jackson County. "I wanted to be a medical examiner," she said, citing the popular television show "Quincy, M.E." as the inspiration for her early career goal. Though her goals shifted as she progressed through high school, she remained focused on the medical field. As a freshman, she wanted to be a brain surgeon. In her junior year, she wrote a term paper on AIDS, "because HIV& AIDS was such an epidemic [at the time]," she explained. "Later, I wanted to be a missionary physician and practice overseas."

After graduating from Brownstown Central High School in 1986, she studied pre-medicine at Hardin Simmons-University and Indiana University for a year. In 1987, she put school on hold and got married. Stephanie then entered the nursing field in 1991 when she received her LPN license from Ivy Tech in Columbus. Upon graduation she moved to Martinsville. In 1999, she became a Licensed Registered Nurse with an Associate's Degree.

Stephanie joined Franciscan St. Francis in 1995, working shifts at the Beech Grove and Indianapolis campuses. Growing up as a Christian, she cites the hospital's mission and values as the deciding factor to pursue a position with them. "It was a God thing. I grew up scared of nursing homes, but worked in a long-term care facility early on. Each step of the way has been guided by a higher power."

Meanwhile, in April 1999, Kendrick Memorial Hospital was well under way with plans to build on a new obstetrics wing to its existing facility. They hired Dawn Scott, a managing nurse with five years experience in operating labor and delivery units. "It was a huge opportunity, to go from managing an existing department to creating a program from the start," Dawn recalled. "I had a say in the design. I guided the policies and protocol and hired my own staff. Beyond being a safe facility for mothers and the newborns, I wanted an environment easy for the staff to work in, and I wanted the department to be an attractive addition to the community." As part of their initiative to stand apart and speak to their community focus, Dawn and the marketing team



Dawn Scott & Stephanie Brock

collaborated to give the new wing with a unique name that spoke to their goals in the community. The name Cherished Beginnings came from this brainstorming.

Dawn said, "Kendrick wanted to fill a need for expanded services to a growing community, and they saw women's services as underserved. So along with the addition, they were creating expanded mammography and gynecology services." In January 2000, just as the annex opened, Franciscan St. Francis acquired Kendrick, and the hospital became a St. Francis campus.

Stephanie, who lived in Martinsville and carpooled to Ivy Tech in Indianapolis, saw the new unit as a terrific opportunity, and joined their staff in late 1999. For a short time, Stephanie split shifts between Mooreville and Indianapolis, and with the acquisition, she was permanently assigned to the new department, making her one of the premiere staff members of the wing.

"We cross-trained 8-10 hour days for two months before the department opened," Stephanie said. "We learned C-sections, labor, the nursery, everything connected with the department, so that when the wing opened, we were fully prepared, with Dawn available to oversee our assignments."

Dawn recalled, "The patient volume when we opened was about double what we expected the first year, which was terrific. We had 10 deliveries in January and about 40 in July."

In 2007, Stephanie earned a bachelor's degree in Nursing, qualifying her for the role as manager of Cherished Beginnings a year after Dawn accepted a promotion within the hospital. "I work

with a great group of women," Stephanie said. "We all care about of each other as a family. But seeing a baby being born, to be witness to God's creation, is an amazing thing. All these years later, to be able to share that with families is still a real blessing."

Stephanie has embraced the role the hospital plays in the community and practices those values at a personal level. She served as captain for the first three years of the Franciscan St. Francis-Mooreville Relay for Life team, which started in 2000. She joined her unit at the Fall Foliage

Festival Parade float in 2010 and 2012, winning the President's Award in 2012. She teaches pre-natal classes and actively trains her nurses at several levels. Stephanie was recognized in 2008 and 2009 by the Indianapolis Star's "Salute to Nurses" program.

Stephanie and her husband, Steve, a Paramedic and EMS Coordinator at Brown Township Fire Department, reside in Martinsville, where they raise their children, Lucas, age 17, and Kara, age 15.

## CHERISHED BEGINNINGS FACTS

- Cherished Beginnings opened with 8 rooms, and expanded to 12 rooms in 2004 to meet the community need. Today, the unit offers 13 private rooms.
- As of March 1, 2013, Cherished Beginnings is the only fully-staffed OB Department in Morgan County.
- Cherished Beginnings has a staff of 11 doctors and 30 nursing staff.
- Cherished Beginnings offers full-service Labor, Delivery, Recovery, and Postpartum care, with continuity of care offered within a single room.
- Cross-trained nurses in 12 hour shifts are assigned to specific patients to encourage familiarity and bonding between patient and staff for the duration of the stay.
- Cherished Beginnings' Level 2 Special Care Nursery allows for care of newborns with special medical needs, such as respiratory support or I.V. Therapy.
- While many units are cutting back on lactation programs, Cherished Beginnings has two staff lactation consultants.
- Cherished Beginnings' Car Seat Program offers car seat inspections for patients and for the community, free of charge, by appointment.
- Cherished Beginnings offers screening for postpartum depression before the mother goes home, and can offer professional therapy follow-up where needed.

# Business differentiation through 'little things'

I will often ask clients how they will be different from their competition. What will make you stand out from other businesses that offer similar products and services? Their kneejerk reaction is often "I will be priced less than my competition", but a low price strategy by itself is generally not a sustainable competitive advantage that is profitable.

I will often encourage them to think about their interactions as a consumer, and consider some "best practices" of companies that they do business with. What impresses you as you buy goods and services in the marketplace? From my own personal experience, here are some observations that I often make to my clients to stimulate their thinking:

#### Enhance Your Product (Inexpensively)

– While visiting Crawfordsville years ago, I stopped by a small "mom & pop" ice cream store. I ordered a soft serve ice cream cone, and it was served with a cherry on top. "I didn't order this with a cherry", I said. "Yes, this is just the way we do it around here" was the reply. You know, they didn't have to do that. It was a "little thing", but it was their small way of making themselves slightly different than the major ice cream chain competitor down the street.

**Connect With Your Customers (Initially)** – My wife & I visited a new steak house in Indianapolis when it first opened, and when we entered, we were asked by the greeter if this was our first visit. After being served a fine meal, the store manager then personally brought us our

check, "It's my understanding that this is your first visit—we appreciate your being with us this evening." You know, he didn't have to do that. It was a "little thing", but his taking those 30 seconds to talk with us made a big closing impression and significantly enhanced our overall dining experience.

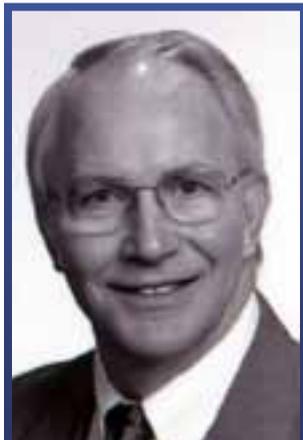
#### Touch Base With Your Customers (Periodically)

– I used to live in South Bend, and had some auto repairs completed by a local muffler shop. A few days later, I receive a phone call from the owner, "I just want to thank you for stopping by and seeing us last week—any problems with your car?" You know, he didn't have to do that. It was a "little thing", and I can tell you that I continued to receive similar calls after many subsequent service visits, either from the owner or the store manager—I can assure you that they would still be servicing my vehicles if I now didn't live a hundred or

so miles away.

I would encourage you to think about positive experiences that you have had in being a customer, and then try to creatively incorporate some of those practices into your own operation. By perhaps adding some "little things" that don't cost much money, you can go a long way toward differentiating your business in the minds of your customers, and thereby helping you achieve your long-term growth goals.

Larry White / Business Advisor / Central Indiana Small Business Development Center (ISBDC)



Larry White

## What impresses you as you buy goods and services in the marketplace?

### KF Kendrick Foundation, Inc.

#### "How to Apply" Grant Seminars Offered

Two free seminars will be offered in February to help inform groups how to best apply for grants from the Kendrick Foundation. The 2013 spring application cycle opened Feb. 8, closing on Mar. 8, with plenty of time for non-profit organizations, churches, schools and government units to prepare applications. The Kendrick Foundation distributed approximately \$1 million in grants last year for healthcare-related projects affecting citizens of Morgan County.

The first seminar will be presented on Tuesday, Feb. 19 at the Kendrick Foundation offices at the historic Academy Building, 250 N. Monroe St. in Mooresville. A second seminar will be offered on Wednesday, Feb. 20 at the Community Foundation of Morgan County offices at 56 N. Main St. in Martinsville. Both seminars will begin promptly at 6:30 p.m. and last for an hour or less. The same seminar will be offered in each location.

Sessions are led by Tom Zoss, executive director of the CFMC. Zoss encourages organiza-

tions interested in applying to plan on having a representative attend one of the sessions. He noted that in the past some applications submitted could not be considered for reasons that were explained during one of the seminars.

Formed with the proceeds of the sale of Kendrick Memorial Hospital assets in 2001, the Kendrick Foundation was created to support health-related programs in Morgan County. Support includes providing scholarships and making grants for healthcare-related projects within the county, which may include community health care programs, hospice programs, health care education and training, and tax-exempt medical and health programs.

Application forms for the grants are available for download on the Kendrick Foundation website at [kendrickfoundation.org](http://kendrickfoundation.org). Applications will also be mailed upon request by calling either foundation office. Individuals may also call either CFMC office toll-free at (855) 280-3095.

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# Ivy Tech Community College celebrates grand opening of new Mooresville location; made possible through local investment

Ivy Tech Community College today celebrated the grand opening of the college's new Mooresville location at 204 Southbridge Street.

The new location was made possible by an investment of more than \$3 million from the town of Mooresville and Morgan County. Ivy Tech now occupies the former site of Ace Hardware in the Southbridge Crossing Shopping Center which was renovated to allow the College to offer additional classes, student study and break room space, computer labs and more. The new location replaces Ivy Tech's former location in Mooresville High School.

"We have enjoyed a wonderful relationship with Ivy Tech for many years in our community and are pleased to be able to offer a more visible presence for the college. The new location provides even greater opportunities for our citizens to further their education or sharpen existing skills. There's no doubt that a successful Ivy Tech positively impacts the town of Mooresville and surrounding communities," said George Watkins, Mooresville Town Council President.

Harold Gutzwiller, President of the Mooresville Redevelopment Commission, added, "This new facility will provide an affordable option for additional Mooresville and area residents to align their skills with those needed in today's economy by obtaining additional education or honing their existing skills."

The new facility has a dominant location in the community with easy accessibility from Indiana State Road 67. The new site will offer just under 10,000 square feet consisting of four state-of-the-art classrooms, two computer labs, a faculty work room and student break room.

Thanks to the Morgan County Commissioners and the Morgan County Council, a new scholarship is also available for Morgan county residents with a total \$100,000 in scholarship awards available through 2017. Students interested in applying or learning more about the scholarship can visit [www.ivytech.edu/scholarships](http://www.ivytech.edu/scholarships). Specific eligibility information is available under the "Central Indiana" drop down.

"Our county recognizes that investing in the education of our citizens is the best value we can find in today's ever-changing labor market," said Morgan County Councilman Jeff Quyle added. "This opportunity to utilize our Economic Development Income Tax revenue to help encourage and assist any resident of the county, fresh out of school or returning to enhance skills, is a wonderful



Hannah Lummis, Ivy Tech Student; George Watkins; Kathleen Lee; Jeff Quyle; Peggy Mayfield, State Representative; Harold Gutzwiller, Mooresville Redevelopment President

collaborative chance to work with Ivy Tech and Mooresville, and we are happy to be a part of this on-going partnership. We all will receive dividends from this for years to come."

Ivy Tech's enrollment of students living in Morgan County has increased from 543 students in the Fall of 2011 to 1,198 students this Spring semester.

"We have a strong student base in Morgan County, so it was important for us to provide our students with a state-of-the-art facility and the flexibility to offer both day and evening classes," said Dr. Kathleen Lee, Chancellor of Ivy Tech's Central Indiana region. "We are extremely grateful for the support of the Mooresville and Morgan County community to ensure students have greater access to educational opportunities."

Ivy Tech President Thomas J. Snyder, added, "We applaud the community for their investment in Ivy Tech and more importantly in the investment of education and training for the area residents. During these difficult financial times there are limited resources

to allow for the expansion of the community college. Moving forward partnerships with local communities, including investments from those communities, will be a must in order to locate the community college in additional locations."

There are still several class options available at the new Mooresville site, with classes beginning in March and May. To learn more about the steps to enroll at Ivy Tech, visit [www.ivytech.edu/applynow](http://www.ivytech.edu/applynow).

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

## 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](http://www.MartinsvilleChamber.com)

### Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch (\$7 members, \$10 non-members) For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

### Networking Business Women of Morgan County:

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

### Morgan County Toastmasters Club:

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

### Rediscover Martinsville :

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

### 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](http://www.b-p-e.org).

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# Citizens Bank employees donate to the Morgan Co. Humane Society

Citizens Bank recently made a donation of \$1,000 to the Morgan County Humane Society. The check was presented to the Director of the organization, Alyssa Kaley, by Robert Kinder, Senior Vice President, on behalf of all the employees at Citizens Bank.

Mr. Kinder stated, "This donation is part of the bank's commitment to our community and employees. We have a committee made up of employees from across the organization and they wanted to do something special to give back to the community. The committee organized a vote to allow employees to choose the not for profit organization who would receive the donation and the Morgan Co. Humane Society received the most votes."

The money will be used to help provide food, blankets, toys, cleaning materials, and necessary medical needs of many abandoned animals. The Morgan County Humane Society is a not for profit organization that promotes the humane treatment of all animals. They operate an animal shelter, provide animal control and spay and neuter programs for Morgan County.

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.



From left, Alyssa Kaley, Director of Morgan County Humane Society, holding Campell the dog who is available for adoption. Citizens Bank employees: Robert Kinder, Senior Vice President; Tonya Dagostino, Branch Manager; Vanessa Scott, AVP Consumer Loan Officer; and Kimberly Harmon, AVP Zone Manager.

## Rethinking the telephone

There's one on every desk, a half dozen in your home and probably one in your purse or pocket at this very moment. The telephone is among the most pervasive of modern technologies. We can use this network to reach and touch someone almost anywhere on the planet at any hour of the day. The telephone has incredible value. It's also among the most effective ways to destroy productivity.

To understand the depth of this problem we can look at the history of the device. The popular legend is that the very first words uttered over the wires were those of panic. When Alexander Graham Bell accidentally spilled a jar of acid, he barked orders to his assistant: "Watson, come here. I need you."

That initial call was foreshadowing for trillions of conversations. We use the telephone to communicate, but in doing so we often use it to interrupt each other. That's why the most important and effective technique for increasing your telephone productivity is one you already know: don't always answer a ringing phone. Instead, check the caller ID. Balance the benefit of a conversation against losing your current train of thought. Considering letting the caller go to voicemail. Failure to answer an incoming call is also succeeding in concentrating on the task at hand.

Likewise, be judicious about making outgoing

calls. If your objective is to relay precise information, send an e-mail. Spoken words might make it to the brain more quickly, but written words will be perfectly preserved and can be more easily duplicated and forwarded. The real value of the telephone is urgency and interaction. If you don't need a fast answer or a conversation, do your best not to dial.

It's neither possible nor advisable to ignore all telephone calls. We don't want to be stereotyped as the person who never picks up. If you'd rather not endure an interruption, answer the phone with an immediate promise to call back in ten minutes. Or, respond with an offer to set an appointment to speak later. If you treat the telephone like a conference room, it can be a realm of productivity instead of constant frustration.

We achieve our best work through concentration. The

telephone may allow us to react more quickly to emergencies and communicate across vast distances, but that familiar ringing sound is one that asks us to stop what we are doing and deal with something new. Improve your productivity. Rethink how you manage the telephone.

Robby Slaughter is a principal with AccelaWork. He speaks nationally on productivity, time management, and employee engagement. His latest book is "The Unbeatable Recipe for Networking Events." Visit [www.accelawork.com](http://www.accelawork.com)



Robby Slaughter

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# Planner of note

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Cyndi Wyatt  
First Presbyterian Church -  
Martinsville  
Jennifer Blankenship  
Morgan House Apartments  
Suzanne Mittenthal  
Knobstone Hiking Trail Association

For more information visit: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

## GREATER MOORESVILLE CHAMBER OF COMMERCE WELCOME NEW CHAMBER MEMBERS!!!

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Country Inn & Suites  
Fite Plumbing, LLC  
J & J Specialty Vehicles, LLC

For more information visit: [www.MoorevilleChamber.com](http://www.MoorevilleChamber.com)

## TOWN OF MOORESVILLE - BUILDING PERMITS

Shae Company, 12642 & 12652  
Lakeside Court, Residential Duplex  
Sheridan Auto Sales, Main Street,  
Signage  
A1 Japanese Steakhouse,  
Southbridge Street, Signage  
David Moore, Harrison Street,  
Demolition  
Laura Phillips, Carter Street,  
Residential Electrical  
Shae Company, Commons East  
Drive, New Residential  
Shae Company, Shae Lake Drive,  
New Residential  
Kerry Wagoner, Neitzel Road,  
Residential Remodel  
Mike Curry, Dake Lane, Residential  
Electrical  
James Castor, Indianapolis Road,  
Commercial Accessory  
Mark Hunter, Dutch Drive,  
Residential Accessory  
James Thompson, Washington  
Street, Residential Electrical  
Mike Curry, Morningstar Drive,  
Residential Electrical

## MORGAN COUNTY - BUILDING PERMITS

Mike Ray, Big Rock Road, Single  
Family Residence  
Matthew Foley, Turkey Track Road,  
Mini Barn  
Frederick Courtney, South State  
Road 67, Residential Electrical  
Adam Van Roy, Nast Chapel Road,  
Single Family Residence  
Woodland Point Academy,  
Woodland Point Drive, Billboard  
Sign  
Barnard Amos, Highland Road,  
Deck  
Mark Schiefer, Low Gap Road,  
Garage  
Clint Cohen, Gray Road, Pole  
Building  
Tom Smith, Old S.R. 37 North, Pole  
Building  
Chris Griffy, Old S.R. 37 North,  
Electrical Upgrade

Dan & Monica Ennis, Egbert Road,  
Porch Enclosure  
Thomas Bell, Arthur Road,  
Residential Addition

## NEW BUSINESS FILING

Regina Canada, Beer 30 Bar &  
Grill, 10302 Prosperity Circle,  
Camby, IN 46113  
Jeanne McLeish, Color Works,  
67 E Main Street, Mooresville, IN  
46158  
Michael Conley, The Handyman  
Can, 10523 Heartland Blvd.,  
Camby, IN 46113  
Marcus Norwood, Protechus, P.O.  
Box 1008, Mooresville, IN 46158

## SHERIFF'S SALES

Chester Carrie  
8000 N Country Way  
Martinsville, IN  
March 4, 2012  
\$336258.44  
Doyle Legal  
317-264-5000

Jason Hart  
12575 N Gasburg Rd  
Mooreville, IN 46158  
March 4, 2012  
\$126217.06  
Krison & Assoc  
574-272-1000

Justin Hickman  
4701 Buffalo Ct  
Martinsville, IN 46151  
March 4, 2012  
\$61207.24  
Septimous Taylor  
800-684-1606

Lisa Poe  
12844 N Paddock Rd  
Camby, IN 46113  
March 4, 2012  
\$153944.36  
Mercer Belanger  
317-636-3551

Stephen Smith  
6877 E SR 252  
Morgantown, IN 46160  
March 4  
\$205954.31  
Doyle  
317-264-5000  
Frank Williams  
8325 Haggard Ct  
Martinsville, IN 46151  
March 4  
\$413785.17  
Johnson Blumberg & Assoc  
317-541-9710

Derek Young  
1188 Autumn Dr  
Mooreville, IN 46158  
March 4  
\$129967.23  
Doyle  
317-264-5000

Jennifer Fields  
1256 Deer Lake Ct  
Martinsville, IN 46151  
March 4  
\$92424.33  
Reisenfeld & Assoc  
513-322-7000

William Cornett

5098 SR 252  
Martinsville, IN 46151  
March 11  
\$87776.53  
Feiwell & Hannoy  
317-237-2727

Michelle Hammons  
6098 N Rhodes Rd  
Martinsville, IN 46151  
March 11  
\$132820.30  
Feiwell & Hannoy  
317-237-2727

Travis Harris  
13414 N Largo Ct  
Camby, IN 46113  
March 11  
\$125233.95  
Unterberg & Assoc  
219-736-5579

Ronald Sprague  
11416 N Creekside Dr  
Monrovia, IN  
March 11  
Unterberg & Assoc  
219-736-5579

Robert Means  
6387 E Clarks Hill Ct  
Camby, IN 46113  
March 11  
\$233781.43  
Feiwell & Hannoy  
317-237-2727

Shane Colwell  
360 N Graham  
Martinsville, IN 46151  
March 11  
\$126128.99  
Feiwell & Hannoy  
317-237-2727

William Bayh  
6861 Hearth Lane  
Martinsville, IN  
\$85844.05  
March 11  
Reisenfeld & Assoc  
513-322-7000

Donna Freeman  
1358 Crabapple Ct  
Martinsville, IN  
March 11  
\$120273.57  
Reisenfeld & Assoc  
513-322-7000

Carl Reed  
10255 Arend Rd  
Martinsville, IN 46151  
March 11  
\$94083.56  
Unterberg & Assoc  
219-736-5579

Jeffrey Todd  
7938 E Foxhill Dr  
Camby, IN 46113  
\$103073.42  
March 11  
Unterberg & Assoc  
217-736-5579

Alfonso Sabella  
319 N Indiana St  
Mooreville, IN 46158  
March 18  
\$126191.41  
Burke Constanza & Cuppy  
219-769-1313

Billy Shepherd  
13590 N Cox Rd  
Camby, IN 46113  
March 18  
\$119167.87  
Reisenfeld & Assoc  
219-736-5579

Ronald Clunie  
2581 E Sunset Lane  
Mooreville, 46158  
March 18  
\$86271.90  
Unterberg & Assoc  
219-736-5579

William Crooks  
7614 E North Dr  
Camby, 46113  
March 18  
\$83262.84  
Feiwell & Hannoy  
317-237-2727

Sheldon Dobbs  
115 Hillview Dr  
Martinsville, 46151  
March 18  
\$102245.84  
Feiwell & Hannoy  
317-237-2727

Phillip Grimes  
6201 E Runnymede Ct  
Camby 46113  
\$145429.89  
March 18  
Feiwell & Hannoy  
317-237-2727

Kevin Groover  
891 Lincoln Heights Dr  
Martinsville 46151  
March 18  
\$137921.82  
Unterberg & Assoc  
219-736-5579

Michael Marshall  
5280 Wilbur Rd  
Martinsville 46151  
\$140210.07  
March 18  
Unterberg & Assoc  
219-736-5579

Benny Sampley  
331 McClure Blvd  
Mooreville 46158  
March 18  
\$174747.16  
Unterberg & Assoc  
219-736-5579

Rick Smith  
1108 Delwood Dr  
Mooreville, 46158  
March 18  
172152.43  
Reisenfeld & Assoc  
513-322-7000

Michael Hull  
110-14 Endsley Dr  
Mooreville 46158  
March 25  
\$96237.54  
Feiwell & Hannoy  
317-237-2727

Joel Kennedy  
992 E SR 42

Mooreville 46158  
\$154283.44  
March 25  
Feiwell & Hannoy  
317-237-2727

Dana Bailer  
6351 E Rockhill Ct  
Camby, 46113  
March 25  
\$158478.69  
Doyle Legal  
317-264-5000

Caleb Couch  
11763 N Everett Rd  
Monrovia  
March 25  
\$169511.65  
Doyle Legal  
317-264-5000

Valerie Garrett  
5840 Paradise Lane  
Martinsville 46151  
March 25  
\$128803.12  
Doyle Legal  
317-264-5000

Roy Harrison  
2710 Grey Fox Dr  
Martinsville 46151  
\$201239.42  
March 25  
Doyle Legal  
317-264-5000

Michael Prewitt  
13103 N Jenna Ct  
Camby 46113  
March 25  
\$115366.64  
Charles Miller  
317-488-1421

Donna Corbin  
81 North Dr  
Mooreville 46158  
\$101588.85  
March 25  
Foutty & Foutty  
317-632-9555

Nikki Fletcher  
189 N 4th St  
Martinsville 46151  
March 25  
\$123661.64  
Unterberg & Assoc  
219-736-5579

Peter Williams  
13340 N Brick Chapel Dr  
Camby 46113  
March 25  
\$124618.54  
Unterberg & Assoc  
219-736-5579

Jeannie Bieber  
4578 E Sunnyslope Dr  
Martinsville 46158  
April 1  
\$144791.71  
Reisenfeld & Assoc  
513-322-7000

Ross Brummett  
260 W Garfield Ave  
Martinsville, 46151  
April 1  
\$118342.83

Johnson Blumberg  
317-541-9710

Joseph Frentz  
430 W Pike St  
Martinsville 46151  
April 1  
\$77918.22  
Feiwell & Hannoy  
317-232-2727

Robert Newman  
7686 SR 44  
Martinsville 46151  
\$50768.46  
April 1  
Bleeker, Brodey & Andrews  
317-574-0700

Chad Peck  
10619 W Cash Rd  
Quincy  
April 1  
\$68818.29  
Foutty & Foutty  
317-632-9555

Michael Richardson  
5721 W Yale Rd  
Monrovia  
April 1  
\$100443.16  
Reisenfeld & Assoc  
513-322-7000

June Bug Development  
4488 N Banta Rd  
8490 Banta Rd  
Martinsville 46151  
\$1683984.80  
Aldering, Castor, Hewitt  
317-236-6262

James Sasse  
621 Parkside Dr  
Martinsville 46151  
April 1  
\$210961.60  
Unterberg & Assoc  
219-736-5579

Roy Lui  
13323 N Brick Chapel Dr  
Camby 46113  
April 8  
\$113993.03  
Feiwell & Hannoy  
317-237-2727

Christopher Tunitis  
1890 Orange St  
Martinsville 46158  
April 8  
\$109960.72  
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 cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.



# Morgan Hospital

## March 2013 Screenings

Indiana University Health Morgan Hospital recognizes the importance of maintaining one's good health. During the month of March, the IU Health Morgan Hospital Regional Cancer Center will offer breast, skin and colorectal cancer prevention screenings. These screening are free of charge.

The following screenings offered from Noon to 1 p.m.:

- **March 1:** skin and breast screening – Frank Workman, MD
- **March 7:** breast screening – Lisa Korff, MD
- **March 14:** breast screening – Lisa Korff, MD
- **March 15:** skin and breast screening – Frank Workman, MD
- **March 21:** breast screening – Lisa Korff, MD
- **March 22:** skin and breast screening – Frank Workman, MD
- **March 28:** breast screening – Lisa Korff, MD
- **8 to 11 a.m. on March 29:** Colorectal – Jeffery Amodeo, MD,
- **11 a.m. to 1 p.m. on March 29:** Colorectal – Claire Scheele, MD

Please call 765.349.6533 to schedule.

Located in Martinsville, Indiana University Health Morgan Hospital offers personalized patient care and a wide range of diagnostic and treatment services. A recipient of the American College of Surgeon's "Outstanding Achievement Award" ranks the Regional Cancer Center among the top 15% in the US. IU Health Morgan Hospital is also fully accredited by the Joint Commission on the Accreditation of Healthcare Organizations, College of American Pathologist, and the American College of Radiology. To learn more about IU Health Morgan Hospital, visit [iuhealth.org/morgan](http://iuhealth.org/morgan).

As the only nationally recognized healthcare system in Indiana, Indiana University Health is dedicated to providing a unified standard of pre-eminent care. A unique partnership with Indiana University School of Medicine – one of the nation's leading medical schools – and the depth of experience from the most complete network of highly skilled specialty and primary care physicians, gives IU Health unparalleled strength in delivering assurance to patients. Discover the strength at [iuhealth.org](http://iuhealth.org).



# COVER PARTY

### And you're invited...

We hope you can join us for Morgan County Business Leader's April Cover Party sponsored by First Merchants Bank. Come for food, fun and networking at the Business Leader's Premier Cover Party. Connect with your community's business leaders, enjoy appetizers, and win prizes in this fast-growing, business-to-business networking event, as we honor cover subjects:

**Tuesday, April 23 • 5:30 to 7:30 pm**  
**Showtime Cinema, 300 Southbridge Street,**  
**Mooreville 46158**



RSVP by Monday April 22 at [rsvp@morgancountybusinessleader.com](mailto:rsvp@morgancountybusinessleader.com) or by calling (317) 418-7925.



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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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