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BUSINESS LEADER[®]

MORGAN COUNTY

May 2009

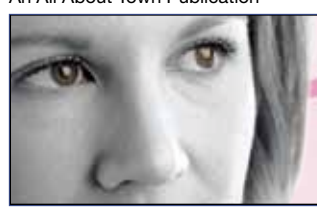
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The Greater Mooresville Chamber of Commerce 15th Annual Golf Classic ~ June 10, 2009

Dear Sponsor/Golfer,

The Greater Mooresville Chamber of Commerce will hold its 15th Annual Golf Classic on Wednesday, June 10, 2009. The proceeds from this event in part fund scholarships awarded to local graduating seniors. The event is expected to attract over 120 participants from throughout central and south central Indiana.

Location: Eagle Pines Golf Club registration & lunch (**Fried Chicken, chips & fruit**) from 11:30am -12:30pm. Shotgun start at 12:45pm. Complimentary **Steak Dinner immediately following** event. We are pleased to offer you the opportunity to participate in this event and promote your business by any of the following ways:

_____ Golfer (NEW ~ LUNCH PROVIDED!)	\$ 65.00	<div>For the day of the event:</div> <div>_____ Mulligans \$5.00 <u>(Limit two per golfer)</u></div> <div>_____ Skirts \$5.00 <u>(Limit two per golfer)</u></div> <div>_____ yard sticks \$20.00 <u>(Limit one per team)</u></div> <div>_____ “Get out of Dodge”\$5.00</div> <div>(These cards allow you to get out of sand, water, the rough, or trees ~ Limit one per golfer)</div>
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(Golf combo includes hole sponsor, radio sponsor and foursome)		
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Deadline for information and payment is June 1, 2009. If you have any questions, please call Mindy at the chamber office 317-831-6509. Please check appropriate blank (s) above and return this form with your check made payable to:

Mooresville Chamber of Commerce
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Mooresville, In 46158

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Address _____

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Contact Name & Daytime Phone _____

Foursome:

Total amount due: \$_____ Amount paid: \$_____

New and old odds and ends

This month the Morgan County Business Leader is adding more columns, hopefully you can get your coffee break extended under the excuse of "Continuing Education".

We are pleased to add **Tim Corman** of City Securities Corporation. Tim has done wonders for my portfolio, and offers insights to the market you won't get elsewhere. Many of the nuances of the market affect even the small mom-and-pop businesses, and while they can seldom change the economic atmosphere, at least they can be informed of what's happening.

Al Hornaday, Brown Township Trustee, in the first of many columns about politics. Normally we shy away from political views (except my own), however, government is starting to have a much heavier hand on the business community. That Hornaday is quite pragmatic also suits those of you who reside here, but businesses must start paying attention to local politics as well.

Diane Huerkamp, of Mooresville Library fame, will be alternating with the Morgan County Library on aspects of library operations in the county. The two libraries are a tremendous asset for business here, and the price is exceptional... Free! These times call for frugality, and powerful resources that are free beg the question, "Why are they so underutilized by business?"

Our usual contributors are still here, and are also providing information to help keep Morgan County the dynamic environment small business needs.

Enough of the new, now for the old.

Public servants make the poorest governing officials. Period. They should not be in a position to control their own jobs. That's what small business owners do, to varying degrees of success, but not with the ability to use public money to fund their operations. Having authority over your own boss sounds like a silly pipe dream in the private sector. In government it's down right scary. It will

also lead to dictatorial attitudes by those who no longer have to report to higher authorities.

Those types are easy to spot. They go where they want, do what they want, and have only disdain for anyone in their way. In a mayoral system, be it mayor or town manager, the top local official must answer to the town council, a checks and balance system of sorts. Without a mayor, the town council fills both the legislative and executive functions. And there is no recall provision. When the same town council is public employees by majority, the problem is even worse. The Indiana legislature is considering making such a practice illegal with good cause. Regardless of the public employee serving on the council issue,

Mooresville needs to separate the legislative and executive functions.

It's the same old politics, except now we have Boss Hogg and Roscoe P. Coltrane wrapped up in one.

And now for some even older issues.

This month the Mooresville School Corporation is facing a building referendum. When asked recently as to my opinion, I said I was ambivalent. True, as a resident in the district, my taxes will be effected, but I cannot say I will not get some value from a better school building. I actually get some value out of seeing one side get up to the fight. It shows spirit. Too bad much of that spirit was lacking many years ago when the Mooresville Town Council removed a significant portion of the improvements in town from the schools tax rolls. I'm talking about the Tax Incremental Financing, of TIF, district. Property improvements in that district pay taxes only to the town. None of the extra revenue goes toward the schools, library or parks. Very few understood the future impact back then on the schools, only a couple of citizens and the lawyers from Indianapolis who sold us that bill of goods. Why do I bring that up now? Because it's aggravating a fight this month.

Poor choices call for better education.

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Mentoring is a key component of success

With today's economic condition, there are lot of people being terminated, laid off, downsized, rightsized or just plain losing their means of income. Many are considering starting their own business.

This is not a bad time to do this, as it brings a feeling of control over your destiny. Many are pulling money out of retirement plans, or borrowing the money from them. Though it's important to consult with your financial adviser, this might also be a good time to do so – at least you're investing in yourself rather than seeing it just 'go away' due to the loss of the value of your investments.

If you're deciding whether to start your own business, buy a franchise or other type of business opportunity, there are 3 key people you can't afford not to hire when you start a business...a CPA, an attorney and a business coach. I totally agree with this statement.

During our start-up phase, we didn't think we could afford to hire professionals. We were so wrong! In fact, it cost us more in the long run because we had to go back and redo some of our work. The business coach, though – or lack of one – was our biggest cost factor (in the terms of lost revenue). Of course, we can't put a dollar amount to it, but we know we would have grown faster, lost less money and received revenues sooner, if we had a business coach from the beginning.

This brings us to the topic of a franchise, turnkey or other packaged business opportunity. Often people feel that it's too expensive to purchase one, and choose to begin with just a start-up kit or entirely on their own. A high quality, all-inclusive business package will cost more than a start-up or minimal-value "business in a box" which just includes a few components. Remember that value isn't always in the box!

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Cindy Hartman

A high-value package will include marketing tips and tools to help jump-start your business. Without receiving this knowledge, you'll have to learn it all by trial and error. And during your first few years in business, you'll have questions, need motivation, want someone to kick ideas around with.

The owners of business packages who offer continuing support and consultation will provide that for you. In essence, they will be your business coach and mentor.

Now let's return to the statement about all-inclusive packages being "expensive". What will a business coach cost you? Most charge between \$200 and \$500 per hour. Just two hours a month, and you'll have invested between \$5,000 and \$12,000 your first year. And it is rare that just one year of coaching is all that is needed. Most successful business people retain a coach on a continuing basis. Why not have that cost included in your startup funding?

The packages that include consultation or mentoring are in essence providing you with a business coach. The owner who is mentoring you will be providing specific assistance

because they know the business, know the industry and have learned it the hard way – by experiencing it first. And knowledge provides value beyond any price tag placed on the business package.

Cindy Hartman is President of Hartman Inventory LLC (www.HartmanInventory.com), a provider of business and home inventory services. She and her husband Mike also own Hartman Inventory Systems LLC, a business package for those who want to establish their own inventory company. Cindy is also VP of Rainmakers Marketing Group and enjoys writing and speaking on her industry, entrepreneurship, networking, marketing and small business. Read Cindy's blog, at www.HartmanInventoryBlog.com.

Markets rallies on consumer confidence

The stock markets have rallied nearly 20% since their March 9th lows. This is important because stock prices are one of the leading indicators to reliably predict trends in the economy. The market's rally is not due to corporate earnings going up or unemployment going down, because that currently is not the case. They will rally simply because there is confidence for a move in that direction.

That confidence is drawn from the fact that the Federal Accounting Standards Board (FASB) passed significant rule changes regarding mark-to-market accounting. You probably won't read about this in the newspaper. It won't be talked about on the network news channels. This announcement has helped drive this recent rally, especially in bank stocks. This single rule change will do more to stimulate the economy than any "Stimulus Plan".

The mark-to-market rules were originally put in place on futures contracts. A trader would take a position in a futures contract and deposit money with the exchange, called a margin. This protected the exchange from losing money. At the end of each trading day, that position was "marked-to-the-market" and money was either added to or subtracted from the traders account. A futures contract may have no value or a negative value (i.e. you can lose more money than you invest). Mark-to-Market rules were expanded to other financial instruments after the Enron scandal and currently include mortgage instruments.

Before this rule change, banks were being forced to value mortgage instruments such as Collateralized Mortgage Obligation(CMO), Collateralized Debt Obligation (CDO) and Mortgage Backed Security (MBS) at pennies on the dollar or with no value. Even though these instruments are able to provide cash flow unless every mortgage in that group defaults and the underlying real estate has value, these instruments could be deemed valueless because there was not a daily market for them. The lack of daily markets and the old valuing method lead to weak bank balance sheets. Now that banks can more fairly value their assets, their balance sheets should improve. We have seen some banks give back Troubled Asset Relief Program (TARP) money to keep the government at a distance. This has helped drive a rally in the markets.

"The one thing we learn from history is that we learn nothing from history."

Friedrich Hegel (1770-1831)

Tim can be contacted at tcorman@citysecurities.com. These views and opinions are not necessarily shared by the management or employees of City Securities Corporation.



Tim Corman
Financial Advisor

LETTER TO THE EDITOR

Dear Mr. Stafford:

I have read, over the last couple of years, the very well written articles in the *Business Leader* describing businesses in Mooresville and surrounding area. I have especially enjoyed your editorial comments.

As the son of a former syndicated newspaper columnist, Dr. George W. Crane, I have especially enjoyed your common sense, down-to-earth, editorials. That is the same approach my father used in his column, "The Worry Clinic," which ran for 55 years.

Though I have been in the private practice of psychiatry here in Mooresville for 28 years, I have learned more about local businesses in the last two, thanks to the *Business Leader*, than I have learned in the preceding 26.

Keep up the good work!

Sincerely yours,
David G. Crane, M.D.

Yes, we want your letters



Readers of the *Morgan County Business Leader* are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to info@bleader.biz.

Revealed: The secret to expert marketing

Presented by Bob Chenoweth

Okay, no beating around the bush. The secret to expert marketing is (drumroll, please)...delivering the right message to the right targets at the right time. Achieve that and you'll make the right connections to grow your business. Simple, huh? Well, maybe not.

As with most facets of business, simply having the "secret" formula doesn't guarantee successful implementation and results. A treasure map is meaningless if you have no vehicle to reach that pot of gold. When it comes to succeeding with marketing communications, you'll need both a roadmap (your own carefully planned adaptation of the "3 Rights" formula) and a reliable vehicle (your best mix of marketing media). Let's take a closer look:

The right message.

What makes a marketing message the right one? First, it must take into consideration not only your goals, but also the needs and desires of your target audience. Before you get too far in crafting the message, ask yourself this question: "Will this audience care about this topic?" If they wouldn't, you've got two choices: change the audience or change the message.

If your message goals and the needs of your audience are in alignment, it's time to think about tone and content. Make no mistake: today's audiences are savvy and can spot a relentless sales pitch a mile away. As sales guru Jeffrey Gitomer notes in his "Little Red Book of Selling," people don't like to be sold something, but they do love to buy. The most effective way to tap into this desire is to provide information with inherent value — for free — without the heavy sales pitch. By crafting such a trustworthy message, you'll position yourself as an expert and a "go-to" resource. The result? When the receiver of your message has a need for your service or product, he or she will be more inclined to consider you their provider of choice. Of course, it's okay to include in your message a subtle call to action; think of this as a personal invitation to begin -- or fortify -- a relationship based on information, trust and respect.

The right targets.

If you are confident that your message is the right expression for your particular brand of expertise, but your current marketing targets might not be likely to respond, you should probably find a better way to reach better targets. Unlike mass media's scattershot approach (firing in all directions at once, hoping to wing a handful of targets), targeted print publications like Morgan County Business Leader can help focus your business-to-business efforts. Likewise, if your success depends on targeted appreciation for your expertise, you should also consider adding new media to the mix. This approach can include email marketing and social media.

Email marketing, if done poorly, can simply add to the noise of mass media. However, when used correctly -- and ethically -- to share messages of value, email marketing can be a tremendous way to stay "top of mind" with your contacts. It is also measurable. By learning who opens and reads your messages, you gain "actionable" data



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 about this topic, contact

Bob Chenoweth at:
TipTopics LLC
30 Greenwood Drive
Mooreville, IN 46158
(317) 831-7760 (Office)
(888) 438-8471 (Toll-Free)

from which to strengthen connections to your best customers and prospects.

Social media alternatives (think Twitter, Facebook, LinkedIn, etc.) can help you deliver your message to people who are actively seeking your specific message or expertise. Whereas email can bolster your existing sphere of influence, social media can help expand it through an ongoing stream of communication in online communities.

It's important to note that both email marketing and social media (specifically, blogging) require a continuing time commitment and the ability to present yourself professionally. If you can't dedicate yourself to both of these requirements, however, you can still benefit from new media...with a little help. Seek a service like TipTopics or find a professional ghost blogger to help you send the right message to the right targets at -- wait for it -- the right time.

The right time.

Traditional media can indeed be an effective outlet for timed message delivery. Sale ads usually arrive in your mailbox just in time, don't they? Seasonal periodicals or well-placed PR for events can also be essential to reaching the right audience at the right time. Likewise, email marketing can also hit a target's inbox at just the right moment. But if your most important message demands building trust and respect over the longer term, if it requires recognition of your expertise and services, consider posting content to the Internet; this can make you findable 24/7/365 (If you craft your content with the right keywords for easy discovery, that is).

The Bottom Line:

By implementing the "3 Rights" formula with the right media mix (the essential fourth "right"), you can build solid, long-term, trust-based business relationships. If you'd like to explore how your business might benefit from adding new media to your traditional marketing efforts, give me a call. I'll be glad to help.

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By implementing the "3 Rights" formula with the right media mix (the essential fourth "right"), you can build solid, long-term, trust-based business relationships.

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The local fish bait story

By Bob Sullivan
Morgan County Business Leader

Charles Hillman opened the Hillman Bait and Tackle shop in 1954. "Hillman told me he began [the business] in the garage and had the shop added on for \$1,500," explained Perry King. "I don't think it's significantly changed since, except for necessary upgrades and maintenance. I know I didn't make many changes." Perry is the third owner of the popular bait shop. Steve Strawder purchased the business from Hillman around 1990, and Perry King purchased it from Strawder in 1997. "I can confidently say this is the oldest bait shop in all of Morgan County," said Perry.

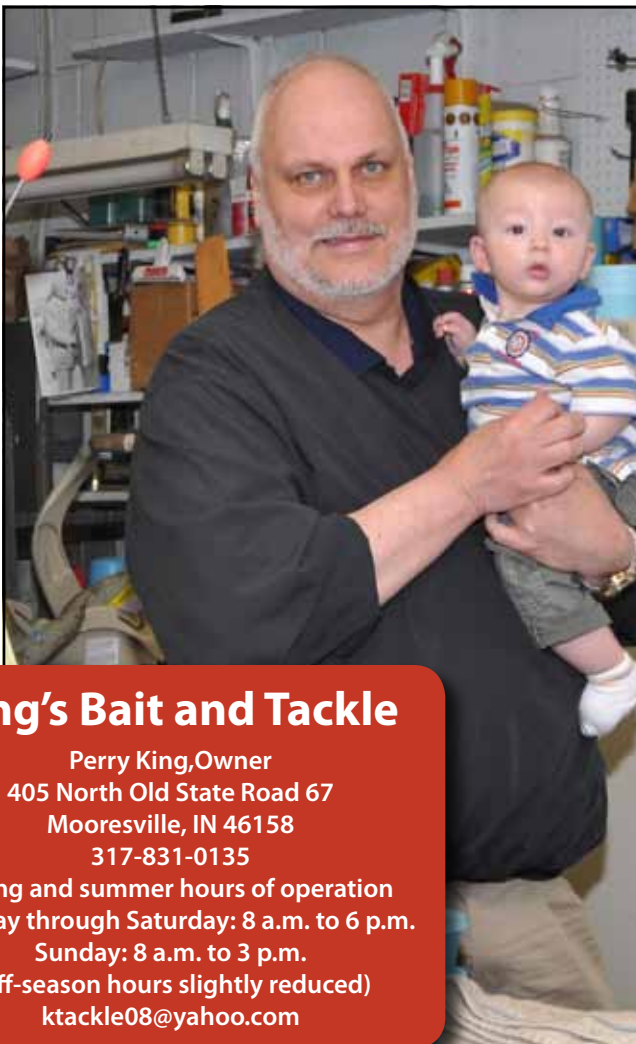
Physical problems forced Perry, a lifelong Mooresvillian, to end his career as a truck driver for Mayflower Transit in 1993. "I worked in the office for a couple years, and then they moved the office to St. Louis. It just so happened that the bait shop had a For Sale sign up at that time."

Perry King and his father Deward had grown up fishing together at the local hot spots and were regular customers of the bait shop. "Back then, there was no air conditioning. You went to the lake and fished until sundown so the house would cool off." So, when the business was for sale, Deward bought the property and Perry took over the business.

Perry describes his inventory as addressing all equipment and live or artificial bait needs for the crappie and bluegill fisherman. "I carry some artificial bait for bass plus a great deal of inventory for catfish, which populate the White River. We sponsor the Duracats tournament (see the information block) and sell a custom pole for it."

Perry calls his father his secret weapon. "He comes out each morning and meets with his friends. It's a social time, and Dad likes counting the night crawlers, so I'm happy to let him do it."

Perry admits he doesn't provide as much hunting equipment as the previous owners have, but he plans to stock archery equipment for bow hunters this fall and winter. Those seasons extend his business to keep him



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\$135 entry fee

April 18—Worthington—White River at 7 a.m.
May 16—Clinton—Wabash River at 6:30 a.m.
June 27—Paragon—White River at 6:30 p.m.

Go to www.duracats.com for details
and the complete schedule.

busy outside of fishing season.

Perry takes pride on being a one-man business. "If any of my customers have any questions, the owner is taking care of them."

The economy has affected fishing in the past year. "People are sticking with combo reels and waiting to upgrade. I'm not stocking as many high-end poles until I see a turnaround. But I can order whatever a customer needs. I have no competition selling live bait, either from other shops or the local box stores (like WalMart), so that's been my advantage. The flood didn't hurt me personally, but Cataract Lake was shut down for the month of June, which hurt sales 40%."

Perry's local roots run deep. His grandfather was one of the first blacksmiths in Mooresville back in the 1800s. His father used to be the foreman for Smitherman's Farms and (Poultry) Hatchery, located where the Miller's Building is now. In the 40s and 50s, the Hatchery sold eggs to Eli Lilly as they developed the polio vaccine. Perry's daughter Kerrie lives in Monrovia. His daughter Valerie recently graduated from the IU School of Nursing. He has one grandson, Lane, less than a year old.

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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	Town Center Branch 480 Town Center Dr. Mooresville • 317-831-9630	White Lick Branch 445 S. Indiana St. Mooresville • 317-831-1792

Politics as usual

By Al Hornaday
Morgan County Business Leader

The time has come for our legislative leaders to put the people of Indiana first. Presently they place their political party number one, their own self interest and what the lobbyist want after that, then they give consideration to the taxpayers.

One example is government reform; they are not about to do away with township government. They have too many old buddies in that position, the leader of the house's law firm partner represents township governments. They use the argument that twp. government is close to the people, it sure is, but what do they accomplish? We have a welfare system that is state tax supported, how many do we need? Outside of that the only other responsibility they govern is fire protection, and that has a real need to change to a more organized and uniform system county wide.

Years ago when we traveled by horse and buggy and the trustees were responsible for many aspects of government, including the school system, they were a vital element. As times moved forward and their responsibilities were taken away, the state still left the trustees in place. We have in the state of Indiana 1008 trustees managing two areas; poor relief and fire protection. For the most part the fire protection is handled by a volunteer fire dept, and the trustee just writes a check couple times a year to the volunteer organization. There are several townships that do have career fire departments and provide EMS service, but they are struggling to keep adequate staff to provide 24/7 coverage. It is difficult, if not impossible, for smaller twps. to provide EMS protection. Just look at our county, Gregg and Madison twps. have to fight to obtain emergency loans to stay in operation, Washington twp. provides emergency medical service through Rural Metro on a contractual basis and Brown is sustaining at this time due to their heavy run load.

One of these days in the not so distant future, volunteers will not be available. Due to training and time requirements, what will our smaller twps. do to provide just fire protection? They cannot afford

*The bottom line is this:
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tell them it is time to forget politics and
lobbyist, and start working for the folks
who elected them, the taxpayers.*

career people now for EMS. That is just one of the many reasons our legislators need to address this matter before it becomes a crisis. The only real solution is county controlled emergency services.

Another point regarding reform and twp. Trustees; the basic cost of providing poor relief from the twp offices is staggering. If you consider cost of office, etc., even in the metro areas like Indianapolis. It cost \$1.69 for ever \$1.00 of assistance they provide, and I assure you that in smaller twp. offices that provide less that \$2500.00 in assistance the cost is overwhelming and does not justify their existence. A third grade math student could easily see where taxpayers dollars could be saved by elimination of these offices.

It all boils down to politics and the unwillingness on the part of our legislators to do what would save taxpayers money because of personal and self satisfying reasons. They cannot justify their failure to act on the reform bill, they have a lot of excuses, but no hard objective reasons for not acting on this legislation.

Another part of this legislation that needs attention is the part regarding employees of a unit of government serving on the board or council that regulates their job and salary. This is presently allowed by our state statutes and is a serious conflict of interest. This piece of legislation needs to be enacted immediately, the way it is now, a certain department can get control of the governing body, regulate wages, pensions and replace their boss. And there is nothing anybody can do about it until the next election. By that time, the municipality could have suffered irreparable damage to their budget and operating structure.

The bottom line is this: it is time to call or write your legislators, tell them it is time to forget politics and lobbyist, and start working for the folks who elected them, the taxpayers.

Al Hornaday is the Brown Township Trustee. You may contact him at (317)-831-1734.



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**"2009 - Honoring the memory of
Susan R. Brooke, Habitat Volunteer"**

Saturday, June 13, 2009

(Rain Date June 14, 2009)

Eagle Pines Golf Club - Mooresville

Times: Check-in/ Registration: 12-12:45PM——1:00 PM Shot-Gun Start

TEAM REGISTRATION FEES: Sign up & Fee Deadline Fri. May 29, 2009

ENTRY FEE- PER GOLFER.....\$80.00

Fee includes: Golf, Cart, Goody Bag, Soft Drinks on Course, Door Prizes, Auction & Awards Dinner at Poe's Cafeteria

MULIGANS.....\$80.00 MAX. of 4 @\$5.00 PER GOLFER = 4 X \$20.00

TEAM YARD STICK.....\$20.00

TEAM SKINS CONTEST.....\$20.00 50/50 Pay-out for Skins Won

TEAM SKIRTS.....\$20.00 Tee from Red's on all Par 5's

TOTAL FOR FULL TEAM PARTICIPATION - \$420.00

(a \$40 Savings from Individual Signup)

SPONSORSHIPS

Diamond Tee Sponsor - \$2500.00

Marker at all 18 tees- Name in all news reports & advertising – Opportunity to distribute promotional materials – Two Foursomes.

Gold Tee Sponsor - \$1250.00

Marker at 9 tees- Name in all news reports & advertising – Opportunity to distribute promotional materials – One Foursome.

Silver Tee Sponsor - \$625.00

Marker at (4) tees - Name in all news reports & advertising – Opportunity to distribute promotional material - (2) golfer entry fees.

Bronze Tee Sponsor - \$300.00

Marker at (2) tees – (1) golfer entry fee

Tee Sponsor - \$100.00 Marker at (1) tee

HABITAT FOR HUMANITY, PO BOX 1929, 39 WEST PIKE STREET, MARTINSVILLE, IN. 46151

Questions - Call Bob at 765-349-9003

belliott@morgancountyhabitat.org

www.morgancountyhabitat.org



3rd Annual Charity Golf Classic

~~2009 - Honoring the memory of Susan R. Brooke, Habitat Volunteer~~

Saturday June 13, 2009

Eagle Pines Golf Club - Mooresville

REGISTRATION FORM



TEAM NAME: _____ (Example= 'Acer Golfers')

		<u>GOLFERS</u>	<u>MULLIGANS</u>	<u>YARDSTICK</u>	<u>TEAM SKIRT</u>
1.	_____@	\$80.00	\$20.00		
2.	_____@	\$80.00	\$20.00		
3.	_____@	\$80.00	\$20.00		
4.	_____@	\$80.00	\$20.00	\$20.00	\$20.00

Total For FULL TEAM Registration - \$420.00

(a \$40 Savings from Individual Signup)

SUBTOTALS:

TOTAL: \$

TOURNAMENT RESTRICTED TO THE FIRST 144 GOLFERS!

Please complete form and return by **May 29, 2009**, with fees and sponsorships to:

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PO BOX 1929

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MARTINSVILLE, IN. 46151

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CHECK OUT THIS FISHY BUSINESS!

Ozark Fisheries: A

By Bob Sullivan
Morgan County Business Leader

"The Martinsville flood in June caused a lot of levy damage, and we lost a lot of broodstock, including half our brooders (male breeding goldfish)," said Larry Stevens, owner of Ozark Fisheries. "Overall, this business is fairly recession-proof. It's something like that happens, and it's a reminder that nothing is completely immune. While the loss of brooders is still affecting the overall fish population in the area, Ozark Fisheries has, so far, managed to meet the ongoing requests of all the customers throughout the nation. While the floods caused concern for the fishery, the business has not—at least so far. "Kids have a basic need to take care of pets, and goldfish is a simple and inexpensive alternative to a dog or cat."

Ozark Fisheries maintains two farm locations—one in Missouri and one here in Martinsville. Between its two locations, Ozark Fisheries is the largest producer and distributor of goldfish and koi in the nation. "We sell several varieties of goldfish, and we sell koi in all sorts of colors, in both the regular and butterfly varieties. Goldfish and koi are the most popular freshwater, coldwater varieties of fish. Ozark Fisheries also distributes crawdads, Japanese trapdoor snails, bullfrog tadpoles, and rosy red minnow feeder fish.

According to Larry, approximately 70% of their fish go to wholesale distributors, and the rest go directly to retail stores. "The biggest change in the industry is the "mom and pop pet store" getting pushed aside for the box-store chains. They have the advertising dollars, but they compete on price. So, it's been both good and bad."

Back in 1890, a Martinsville man named Eugene Sherman built a few

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Environment
for
Hatching.**



**Leroy Stevens
working in the
ponds. Has been
with Ozark for
43 Years.**



**Loading
and
Shipping
Area.**



Fun Fishery Fa

The Ozark Fisheries Martinsville farm covers over 800 acres, including

How do you mail fish from the farm to their destination stores? For Ozark Fisheries places a gallon and a half of water and three to six pounds of fish in a bag, the rest of the bag with pure oxygen and clip it off. The populated bag is placed in a cooler (or an ice pack if shipping to a hot climate) with instructions that the box must be kept cool and the fish arrive safe and sound with an almost 100% survival rate.

Fish stock is maintained by selecting specific healthy male goldfish and koi, breeding them with bred females, and harvesting the eggs of multiple generations. Fish breeding at Ozark Fisheries is heavily dependent on activity between April and June.

During the active mating season, the 60 Ozark incubators combine to produce up to 400,000 young fish in a single day. Ozark Fisheries sells every fish that

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and to schedule a visit.**

A Martinsville Fish Story

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Believe it or not, by overnight delivery.
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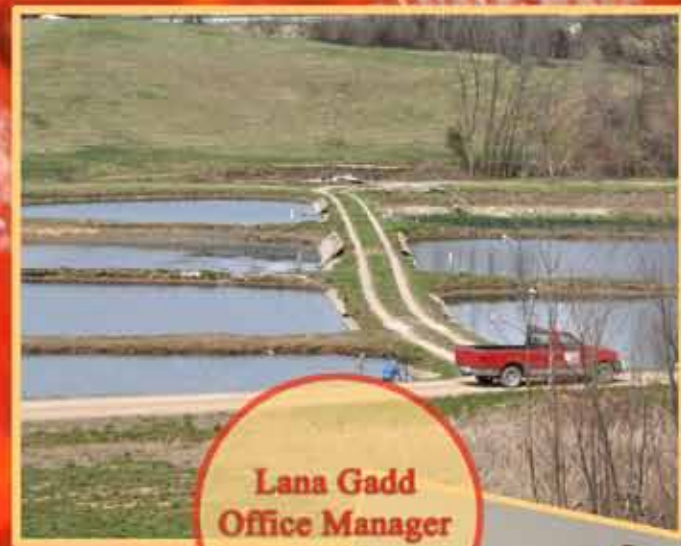
started breeding goldfish. While goldfish had been common in China for centuries, they were an oddity to those in the United States. Because of Sherman and the fishery, then known as Grassy Fork, the goldfish-as-a-pet concept took hold across the nation. Sherman ran the farm until the 1940s, when Stanley Byrum, a popular sports hero in Martinsville, inherited the business from Sherman.

"In 1926, my grandfather started Ozark Fisheries in Missouri, 15 miles south of Lake of the Ozarks," explained Larry. "We're a family business, and I'm the fourth generation." Grassy Fork and Ozark Fisheries coexisted as the top two major freshwater fish farms in the nation. "When Byrum retired in 1970, Ozark Fisheries purchased Grassy Fork, and to this day maintains both sites." He boasted, "The Martinsville Ozark Fisheries site is the oldest continuously operating fish hatchery in the United States."

Comparing a fish hatchery with other types of livestock farming, Larry noted that technicians inject the brooders with a hormone that induces spawning, and then release the fish in a spawning tank with mats covering the pond floor. Eventually they remove the egg-covered mats from the tank. The eggs hatch out at a 95% success rate, compared with a roughly 25% survival rate in nature. "We carefully control the environment to ensure that almost all the eggs hatch out in three days," said Larry.

Larry joined the family business in 1997 after leaving a 15-year career in commercial real estate development. "I knew I had a family business, so I could pursue my own interests," Larry recalled. "Plus, I knew I'd have more to offer if I had some business world experience under my belt. I was educated in the city, had done business in the city, and had to adjust to working out in the country. They tried to run me off in the first year or two," Larry joked, "but I stuck with it."

Shortly before this article went to press, the Morgan County Historical Preservation Society finalized the purchase of the original Grassy Fork Office Building. It has plans to stabilize and restore it for future development. According to Joanne Stutgen, president of the Society, "the Grassy Fork structure is always at the top of the list in County Fair surveys. Citizens want to see the building saved and put to good use." The Society is moving forward quickly with structural repairs. Because the property is now protected, the society is seeking a preservation-minded buyer.



**Lana Gadd
Office Manager**



**Larry Cleveland
here showing employees
extortionately beautiful
coy fish.**



Ecofriendly business partners with Martinsville HS

By Bob Sullivan
Morgan County Business Leader

"We produce a bedding mixture created for large farm animals," explained Pine Feathers owner Sharlene Jewel, "although customers have used it for rabbits and dogs."

The bedding machine used to produce the Pine Feathers product was invented in England. "In 2003, we had a horse on our own farm that was stall-bound, and we found out about their product on the Internet. I had been looking to start a business, and I was impressed with the product. I wanted to manufacture and distribute it locally," continued Sharlene. She began distributing the mixture in 2004. At the same time, she renovated a section of a barn on her property to accommodate the mixture machine, which would allow her to produce the bedding locally. She installed the machine in 2006 and has been manufacturing her own mixture ever since.

Sharlene now competes with five other U.S. distributors. To stay competitive, she adjusted the mixture, thinning it out to make it easier to rake. "What we produce is significantly different from the original mixture produced in England and from other United States distributors."

Pine Feathers' patented mixture is a combination of recycled cardboard and newspaper. The manufacturing process renders the mix into a dust-free, easy-to-decompose alternative to wood chips. "We also added the pine scent because customers told us they missed the smell from the wood."

According to Sharlene, Alpaca livestock farmers love the Pine Feathers formula because the mixture is made of larger pieces that don't get tangled in the animals' thick fur. The mixture is also an attractive alternative for bedding down show animals. "If you bring a white horse to a show and you bed them down with straw or wood, they usually end up with yellow or soil-colored knees and need to be bathed. The Pine Feathers mix doesn't stain."

Sharlene observed, "Wood product is tied to the housing market, so [its availability] is diminishing, and the price is rising. When you keep your animals in the stall for most of the winter, there just isn't always enough wood mix to last."

Pine Feathers is working with Martinsville High School on a



Pine Feathers Corporation

Sharlene Jewel, Owner/Manufacturer
6275 State Road 44
Martinsville, IN 46151
765-349-1315 or 317-446-9900
Hours of Operation
Monday through Friday: 8 a.m. to 5 p.m.
sharlene.jewell@pinefeathers.com
www.pinefeathers.com

pilot project to raise funds for school activities by supplying her with raw materials. The students recycle cardboard and newspaper products and bring the bins to her business. There are lots of advantages to the school and community. "[The project] teaches the students good recycling habits, frees up the dumpsters, and keeps the cardboard out of the landfill. Plus, we pay, so it becomes a fund-raising opportunity for the schools. If the schools take off with this, it's a win for everyone."

In addition to encouraging recycling, the Pine Feathers product is ecofriendly. Newspapers no longer use the metallic ink that leached pollutants into the soil. Because of its contents, Sharlene's product decomposes more quickly than other bedding products.

Sharlene's primary marketing has been over the Internet and through attending horse shows. "Word of mouth and making connections work best. There are some myths about our product floating around out there. For instance, newspapers haven't used metallic ink for many years, but some people might not know that. They have questions about whether the mix will break down in the soil." Through Internet and personal contact, Sharlene can educate her customers and share her green thinking.

Sharlene grew up in Beech Grove and moved to Martinsville with her husband in 1989 to raise horses. An x-ray technician at Methodist Hospital, Sharlene is passionately involved with the Agapé center in Cicero, where disabled or at-risk children benefit from bonding with horses.

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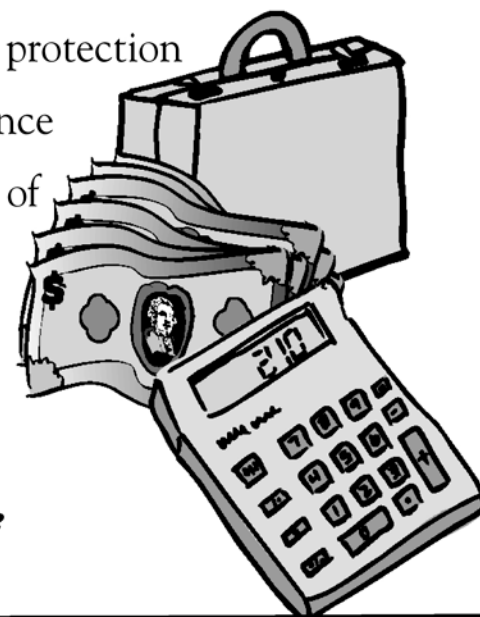
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Morgan County Recycles

By Bob Sullivan
Morgan County Business Leader

After years of being one of three counties under the umbrella of the West Central Indiana Solid Waste District, Morgan County chose to form its own department in January 2008. "It wasn't a case of breaking away because of any dissatisfaction," clarified Director and Controller Leonard Huffman. "Our county leaders saw financial and organizational benefits in forming an organization committed exclusively to Morgan County's needs."

Leonard cites the Toxaway Day events as an example. "In previous years, we could hold only one event a year. For the first time, we're holding two: one in Mooresville and a second in Martinsville a few months later. It's an important event that builds awareness and offers incentives for people to collect their recyclable wastes."

The Solid Waste District has three employees: Leonard, Carla Allen, and part-time assistant Casey Belcher. Leonard says Carla and Casey "do a terrific job while meeting the county's goal of doing more for less."

The biggest push for the organization is educating county residents and instilling good conservation habits in future generations. Leonard explains the push for education. "Carla Allen works for us as well as the water conservation district. She goes to all the elementary schools in the county to present our program to the students and inform them of the importance of recycling and composting."

The organization is also responsible for maintaining recycling sites at the Martinsville City Transfer Station, Monrovia Elementary School, and Paragon Town Hall. Those sites were very busy after last year's flood. According to Leonard, more than 240 tons of debris a day were disposed of during the first week—and more than 440 tons a day were handled during weeks 2 and 3.

Leonard has lived in Morgan County for over 20 years and a career in public service going back more than 30 years. He has worked for the Indiana Department of Commerce, the Morgan County Health Department, the Indiana Unclaimed Property Division, and as the Morgan County Emergency Preparedness Coordinator. He also served in the U.S. Air Force for 4 years.

Morgan County Recycling Sites

Martinsville City Transfer Station
Monrovia Elementary School
Paragon Town Hall

Mooresville Spring Toxaway Day

Saturday, May 16
Mooresville High School
8 a.m. to 1 p.m.

Martinsville Fall Toxaway Day

Saturday, October 17
Martinsville High School

—Both events are for Morgan County residents only.
Bring your recyclables for proper disposal!

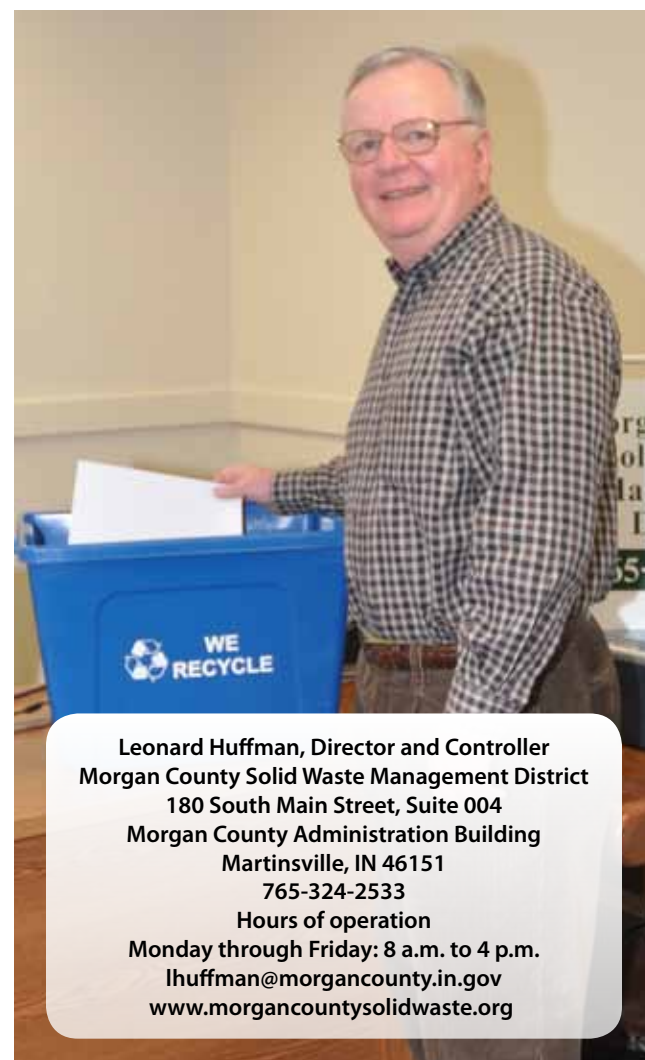
Free disposal of the following items: old fuels, anti-freeze, motor oil and filters, adhesives, driveway sealer, pesticides, herbicides, fertilizers, pool chemicals, varnish, car batteries, oil-based paints, paint thinner and remover, computer components, fluorescent tubes, ballasts, household cleaners, acids and bases, rechargeable batteries, and weed killers.

Limited quantities of tires can be disposed of without charge. There is a small fee for additional tires, depending on size and type of tire. Visit the event for details.

Disposal of these items require a charge: stoves, washers, dryers, water heaters, microwave ovens, humidifiers, dehumidifiers, refrigerators, freezers, and televisions. Charges vary by item. Visit the event for details.

Unacceptable items during Toxaway Day: asbestos, lab chemicals, propane tanks, explosives, ammunitions, firearms, medical waste, radioactive materials, alkaline batteries and latex paint. Waste Management experts will be at the events to discuss how to handle these items.

Mark your calendar now!



Leonard Huffman, Director and Controller
Morgan County Solid Waste Management District
180 South Main Street, Suite 004
Morgan County Administration Building
Martinsville, IN 46151
765-324-2533
Hours of operation
Monday through Friday: 8 a.m. to 4 p.m.
lhuffman@morgancounty.in.gov
www.morgancountysolidwaste.org



Jones Crossing Banquet and Event Center

Contact Jeff Jones @ 317-831-0200
Contact Jason West @ 317-557-8377

Friday, May 8, 2009

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Building your small but mighty writing reference library

As a writer and proofreader, it's important to be aware of the many accepted writing guides and reference materials. Contrary to popular presumption, most professional writers and proofreaders don't leave a 70-lb Webster's Unabridged Dictionary and matching Thesaurus perpetually open on two huge wooden stands in a darkened reference room, consulting them with reverent two-handed turnings of thick parchment.



Bob Sullivan
Editor

Whether you write for a living, or create content to enhance your profession, you can form a small and inexpensive reference library of paperbacks to answer almost all of your questions. (Besides, you need the Internet for something!)

First, let's discuss some of the most popular style manuals. Here, the corporate writer has the advantage of the freelancer, as a company is likely to choose one style manual and stick with it, while a freelancer may need to consult different manuals if clients

express a preference.

The Associated Press Stylebook: One of most popular manuals of style (my personal favorite), the AP Stylebook lists topics alphabetically in a dictionary format, making referencing easier than manuals that sort subjects by chapters and subtopics. Created by journalists for journalists, the AP Stylebook is versatile enough to adapt to most forms of business writing. \$20 new

The Chicago Manual of Style: The AP's closest rival as a "final word" resource, the Chicago MoS also

Whether you write for a living, or create content to enhance your profession, you can form a small and inexpensive reference library of paperbacks to answer almost all of your questions

sorts its material alphabetically. The Chicago MoS offers several options and choices by topic. Versatile enough for almost any writing task, the Chicago MoS is widely accepted as the primary guide for scholarly research documents. \$35 new.

The MLA Handbook is indispensable if your freelance business or profession includes the creation of high school and college research papers.

Medical and Technology reference dictionaries are usually not

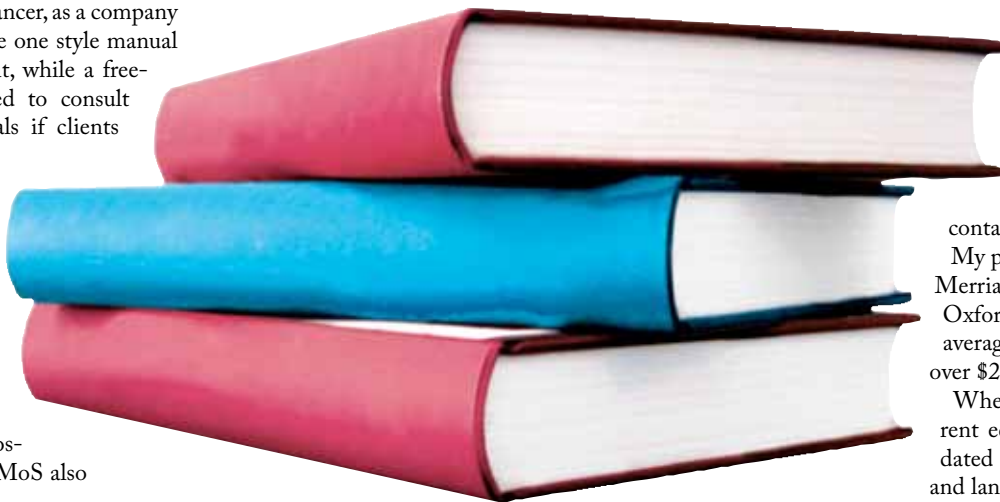
necessary unless you specialize in writing in these fields. Most general reference books offer enough medical and technology terms to satisfy most layman business writing.

As a backup style reference (and this is perhaps showing my age) I have a fondness for The Elements of Style by William Strunk and E.B. White—a stripped-down rulebook a little over 50 pages that reduces dozens of confusing grammar rules to a simple "best" choice. You can still find this "classic" tiny reference book for around \$10 new.

Desk references: Merriam-Webster, Roget, and Oxford all print paperback versions of a dictionary, thesaurus and spelling dictionary. I highly recommend keeping both a dictionary and a spelling dictionary handy. More often than not, I reference a dictionary to check spelling. Spelling dictionaries are easier to navigate than their counterparts, and since they don't print definitions, a fairly small paperback contains entries equal to a much larger dictionary.

My personal favorite combination, for various reasons, is the Merriam-Webster Dictionary, the Roget's Thesaurus, and the Oxford Spelling Dictionary. You can buy each volume for an average of \$8 apiece. That's a powerful reference set for a little over \$20.

Whether you buy new or used, make sure to buy the current editions. Plan to update volumes as they become outdated (roughly every ten years) to keep up with technology and language trends.



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Paintball Indiana scores a bulls-eye

By Bob Sullivan
Morgan County Business Leader

"I purchased these grounds 3 years ago because what started out as a hobby got out of control," Chris Herring, who owns and runs Paintball Indiana, joked. "I started playing at age 18, and this was one of my 'home' facilities. I had a good relationship with Brad Killion, the previous owner. Brad ran the facility along with [having] a full-time job; and something had to give. When he was ready to sell, he contacted me."

Paintball Indiana, the only outdoor arena facility in Morgan County, spans 20 acres, with six arenas created by natural woods and man-made obstacles and divided by high-hanging fine-meshed safety netting. The arenas accommodate players of all skill levels and teams of varying sizes.

Chris recalled, "When I first took over, we started an active marketing campaign, focusing on youth groups, bachelor parties, birthday parties, and corporate outings. It helped grow the business." Chris admits that the late summer months last year were rough. "When gas prices rose, the disposable income teenagers usually had ended up in the gas tank." In spite of being so close to the river, Chris said the June flood only forced the facility to close for a week. "We get floodwater all the time," Chris explained. "That flood gave us a few more inches than we're used to, but it also drained off fast." In the end, Paintball Indiana showed a slight increase in business in 2008, though Chris admits, not as much as he hoped. "In 2009, we've seen the post-winter growth we were hoping for, and we're a little ahead of where we were this time last year."

Though the paintball season is from April through October, Paintball Indiana is open year-round, with dedicated players competing in cold, rainy and snowy weather. To start play, Chris and his staff assign fields based on availability, often combining individuals and couples to create teams. "Each tournament begins with one of our paintball experts taking the teams through a safety and orientation talk. He'll help anyone adjust equipment and explain proper use. During the match, he serves as referee."

For new or beginning players, Paintball Indiana rents standard



equipment and trains players on its use. The facility partners with Indy Extreme on the north side, which provides the rental equipment. "We're also mindful of matching teams with similar skill levels. We want to grow the sport, and there's nothing positive about a team of first-timers getting trounced by a highly skilled team."

Chris says his customers are 50 percent teenager and 50 percent adult enthusiasts. Children under 10 years of age are not allowed to play paintball. He recommends that parents of teenagers engaging

in the sport talk frankly with their children about safety concerns. "You need eye protection, and you need to keep it on during game-play. There is considerable danger to the eyes if you don't wear protection. We're very cognizant of that and emphasize it constantly. We've never had an injury at this facility. The parent needs to make sure their child understands and will obey the safety rules."

The paintball is a packet of gelatinous grain and food coloring that expands on impact. A "hit" might sting (layered clothing helps) and is easy to spot (keeping players honest), but is otherwise harmless. The paint used is nontoxic and biodegradable and is quickly reabsorbed into the environment.

Having started playing at age 18, Chris has a deep-seated love for paintball. "What I love is how you can adapt your play to fit to your own style and personality. You can approach it athletically or recreationally and be equally successful. There was a misperception a few years ago that paintball players were all survivalist types. The truth is, any of your neighbors might play. It's a fun family outing. Corporate offices might divide teams by department and play. If you enjoyed playing cops and robbers as a kid, this holds a lot of appeal."

According to Chris, you can compare paintball to golf. "You can never master it. No matter how good you get, there's always someone who presents a new challenge."

Chris attended IUPUI and then transferred to Marion College in pursuit of a business degree. At the same time, he attended business management classes at Xerox while working there. He says the classes, along with his management experiences for a carpet cleaning company, served him well. "Xerox takes customer service very seriously, an attitude I've taken into this business."

Chris recalls his first date with his wife. "I told her I play paintball, and if that was a problem, let me know now." That was 9 years ago. Chris and Nicole both work at Paintball Indiana. During the week Chris runs the facility with three part-time employees. Nicole runs the register on Sundays and is employed at Eli Lilly. The Harrings live in Fishers and have two children, Rachel (age 5) and Alex (age 3).



Paintball Indiana

Chris Herring
3287 State Road 67
Martinsville, IN 46151
317-339-7531

Hours of operation
Walk-on sessions: Saturday and
Sunday from noon until 5 p.m.
Private games: By reservation any time
chris@paintballindiana.com
www.paintballindiana.com

The next big thing, Change

By Diane Huerkamp
Morgan County Business Leader

The current buzz word is CHANGE. There are several meanings which define the word change, any dictionary will offer these synonyms; transform, vary, amend, or modify; to alter or make a difference in the state or condition of a situation, future. Professionally, for me, change suggests new beginnings, turning over a new leaf, or to quote our newly elected President the 'audacity of hope'. Public libraries should be a resource to facilitate the next revolution of reform, a place of connection and information. This is a goal of the Mooresville Public Library.

During these nebulous times, many folks are concerned about personal finances, employment, and simply meeting their basic needs. The role of the library within, and the services it offers to, the community continues to evolve. As a library director, it is my interest and responsibility to investigate and enhance user services and provide unmediated and independent access to library services, materials, and information. To ensure our residents have the opportunity for a better quality of life, libraries must provide access materials, online resources, and new technology. New technologies provide better service to library users by simply offering access to what our patrons' need, when they need it, and how they want it.

In an effort to participate in this wave of change public libraries continue to deliver a variety of benefits to our community, both direct and indirect, the benefits are, but not limited to; improvement in literacy to social engagement. For the residents to Mooresville/Brown Township, they have a wealth of resources at their local library.

For the professional and/or business customer, MPL provides a FREE wireless environment, an 18-station fast Internet connection to the World Wide Web and access to 2003 and 2007 Microsoft Office Suite, the Business Resource Center, a variety of business related workshops, a large community room with up-to-date technology, and the Got Access merchant partnership. We offer computer classes, resume writing workshops,

and a variety of business workshops.

The statistics of illiteracy in America is staggering; the library offers emergent, early literacy programs, and adult literacy programs with certified tutors.

Our youth services department team encourages and promotes lifelong learning and provides enhanced literacy programs, as well as offering an array of social and learning environment programs.

To counter the hardships related to today's declining economy, libraries are a stimulus relief providing no cost alternatives for entertainment. Aside from traditional services, the library has scheduled programs, such as gardening, watercolor classes, yoga, monthly book discussion groups, knitting clubs, and board game sessions. A large collection of more than 8,000 DVDs, audiobooks, Playaways, video games, and computer ROMs which patrons may check out for seven (7) days at no costs! We even serve popcorn on Fridays.

MPL services expand beyond our walls with off-site activities and services. MPL collaborates with Miller's Merry Manor, Meadow Lakes and Worthington facilities, YMCA, daycare providers, Pioneer Park, our schools, and home-school workshops.

Libraries and librarians are experts at adapting to change. For decades, a proud tradition of providing and delivering services has sustained during the evolution of change. In a mere thirty years, technology and communication has dramatically changed and expanded the function(s) of libraries. Although the mission of the library has remained the same the method and delivery of our services continues to evolve. As our local economy is as unique as our community, the Mooresville Public Library continues to provide the 'I' in libraries> information, imagination, inspiration, and innovation. The staff invites you to come explore the resources available. Mooresville Public Library is your GOT ACCESS information headquarters and strives to meet the recreational and professional needs of our community. Visit us at 220 West Harrison Street, by phone 317.831.7323 or www.mooresvillelib.org.

To counter the hardships related to today's declining economy, libraries are a stimulus relief providing no cost alternatives for entertainment.

10 things I learned in business

By Steve Scalph
Morgan County Business Leader

As Sign Here reaches its 10th year in business, I thought it might be fun to talk about ten things that I learned by being in my own business. When I mentioned this to a friend, she exclaimed "Only 10!" Well, yes, it is more than 10. Perhaps a better title would be "The 10 things I learned about business TODAY".

Answering the Telephone

Years ago I heard Zig Zigler say that if you call 10 businesses randomly out of the phone book, you would have no idea who or what business you were speaking with because of the way people answer the telephone. I tried this and sure enough, it is true.

We prepare a script and train our employees to use this script. One of things I suggest doing is having people stand up when the phone rings or think of something that makes them smile. Sometimes a small mirror strategically placed so that you can see yourself works well.

One of the scripts that we had the most fun with was "Hello, this is Sign Here. How can I make your day brighter?" There was usually a pause or a chuckle, but this got the conversation off on the right foot. The best response I got was "I think I am going to make YOUR day brighter. I have money for you." She did make my day brighter.

Of course, the reverse is true at times. I remember a call one-day that went something like this.

Thank you for calling Sign Here. This is Steve. How can I help you?

Do you make signs?

(pause) Yes, this is a sign company. (I was half way expecting some type of response like the ones we gave when I made prank calls as a child – before caller ID or touch tone phones – am I dating myself? – when we would call a store and ask if they had Prince Albert in a can?)

I need a business sign. How much are they?

What size and is it interior or exterior? Is it illuminated?

I don't know the size. What is illuminated?

It may be best if I came by to do a survey at your location for a sign. What is your address?

I don't know.

(Sensing that was going no where, I realized this was a good time for a referral to an unfriendly competitor) Your best bet is to call STEDMAN SIGNS in Avon. You will want to ask for BURT because he specializes in these types of signs. His number is 555-1212. You have a great day!

Steve Scalph is the owner of Sign Here! You can contact him at (317) 856-2600 or steve@signheretd.com

One of things I suggest doing is having people stand up when the phone rings or think of something that makes them smile.



Thursday, May 28th • 4 - 7 pm

Join us for a casual networking opportunity, meet fellow professionals and establish long-lasting business relationships.

Food and beverages will be served and raffle prizes awarded.

 **Worthington House**

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by Assisted Living Concepts

10799 Alliance Drive • Camby, IN 46113
(317) 856-6224 • www.alcco.com




PICTURED LEFT TO RIGHT: Sharon Durham, Jim O'Bold, Sandy Gammon, Beth Boltz, Shiela Taylor, Troy Crum, Janna Kruml, John Ehrhart

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While our signs have changed, our commitment to customer service and our community remains steadfast.



First Merchants Bank

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www.firstmerchants.com



Back row, left to right. Angie Poynter, George Poynter 3rd Row, L-R Dawn Reynolds, Jerri Burrnette, Kevin O'Farrell, Joe Jennison, Beth Mulbarger, Cheryl Howard, Mary Weber, Middle Row, Left to right. Carrie Warriner, Bill Burnette, Betsy Yeo, Tina Jennison, Sharron Hein, Diana Hernly, Tonya Merrit Front: Little Girl

Relay for Life: Runs again in Morgan County

By Bob Sullivan
Morgan County Business Leader

Relays for Life, held in various areas throughout the country every year, serve as a major fundraiser for the American Cancer Society (ACS). Much of the money raised at these events goes directly toward research and support of cancer-related programs, such as assistance for low-income patients to receive screenings.

In support of this great cause, Morgan County hosts not one, but two events every year. Volunteers form teams that pledge to have one member walking at all times during the 24-hour period. Those teams raise money by finding sponsors in the community. According to Dawn Reynolds, PR chairman for the Mooresville event, how teams choose to raise funds is their choice. "Some might concentrate on collecting corporate sponsorship, others on individual donations. Some throw yard sales; we've had a range of creative ideas."

According to Dawn, team registration is "up from last year at this time." She added, "Teams are

Martinsville Relay for Life

Begins Saturday, June 6, at 9 a.m., and continues for 24 hours
Morgan County Fairgrounds
Event Theme: The 80s
www.relayforlife.org/MartinsvilleIN
To form a team for the Martinsville event, contact Betsy Yeo of the American Cancer Society at 317-344-7845

supposed to be registered by April 14, but if you're thinking of getting a team together, we won't turn anyone away."

Much of the entertainment at the Martinsville and Mooresville Relays won't be finalized until much closer to the events, but plans are for spectators to have plenty to do during both Relays. Both events include fireworks, a deejay, and live music. "There's always lots of dancing; it's a big celebration for the survivors as well as those no

longer with us," observed Dawn. St. Francis Hospital will hold free health screenings during the Mooresville event. Spectators at either Relay will have plenty of food, drink and souvenir options, with portions of all purchases going to the ACS.

This year marks Mooresville's 10th Relay for Life event and Martinsville's 14th. Both events were rained out last year due to the weather event that caused the '08 flood. "We still had a few of the most dedicated out there until the weather made it impossible to continue," recalled Chairman Kevin O'Farrell. "In years past, the event ran from 4 p.m. Friday until 4 p.m. Saturday. The 4 p.m. start time makes it difficult for volunteers to [attend] the survivor's dinner and opening ceremonies—especially those who have to work. We're hoping this change [starting on Saturday morning] will make it easier for more people to participate."

Kevin hopes the current economy will not have a negative impact on participation. "It's an incredible cause, and the need is great. Our committee is dedicated and committed to making this year a huge success. We hope as the event draws closer,

Mooresville Relay for Life

Begins Saturday, June 13, at 9 a.m., continues for 24 hours
Mooresville High School Track
Event theme: Sports
www.relayforlife.org/MooresvilleIN
To form a team for the Mooresville event, contact Committee Chairman Kevin O'Farrell at 317-443-3454

everyone in the community remembers that anyone, at any time, can be stricken by cancer."

Anyone interested in participating in the Martinsville Relay for Life should contact Community Representative Betsy Yeo of the American Cancer Society at 317-344-7845. To participate in the Mooresville event, contact Kevin O'Farrell at 317-443-3454. For the latest updates concerning either event, check the Web sites listed in the information block.



GREATER MARTINSVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MartinsvilleChamber.com
Old National Bank – Michelle Allen

GREATER MOORESVILLE CHAMBER OF COMMERCE – NEW MEMBERS

For more information visit: www.MooresvilleChamber.com
Anytime Fitness – Daniel Kuznarsky, USA
Family Restaurant – Tonya Villos

TOWN OF MOORESVILLE – BUILDING PERMITS

Meka Enterprises, Jennifer Hymer, 10674 Kitchen Rd, remodel, \$70,000
John Hunt, 699 State Rd 267, wood frame, \$10,000
Tamer, Abdella, 477 Town Center, commercial remodel, \$200,000
Larry Mayes, 5742 E Orchard Rd, pole barn, \$30,000
Peterman Electrical, Phillip Eddison, 390 Indiana Way, electrical meter turned on Bryant Hopwood, Shae Co Inc, 5480 E Commons Dr, residential construction, \$180,000
Janet Zimmerman, Hostin Bible, 2783 Sunset Lane
DGH Inc, AT&T, 1452 Rooker Rd, electrical, \$50
DGH Inc, AT&T, 2727 Hadley Rd, electrical, \$50
DGH Inc, AT&T, 200 Maple Lane, electrical, \$50

MORGAN COUNTY – BUILDING PERMITS

Teresa Brungard, 6800 Beechgrove Rd, remodel/addition, \$10,000
Millard Johnson, 6781 Berean Rd, storage building, \$10,000
Mark Mauck, 8405 Big Bend Rd, electric meter upgrade
Rick Ruddach, Michael Matthews, 4444 Buffalo Ln, pole barn, \$10,000
Smith, Megan Zweck, 4990 Cragen Rd, family residence, \$3,000
Tommy Arthur, 4045 Cramer Rd, pole barn, \$30,000
First United Methodist Church, subdivision sign
Matthew Wakefield, 3603 E Rembrant Dr, family residence, \$190,000
John Walker, 249 E Woodfield Ln, pole barn
William Howell, 1620 Fox Dr, family residence, \$150,000
Michelle McDonna, 7862 Foxhill Dr, elec/ meter upgrade
Norman Hyatt, 4060 Henderson Ford Rd, deck
Robert Thelen, 8636 Highland Rd, garage, \$6,000
Curry Electric, Charles Perry, 7050 Landersdale Rd, elec/meter upgrade
Morton Buildings, Don Claffey, 5508 Lincoln Rd, pole barns, \$35,000
Richard Zimmer, 8191 Maple Dr & 8193 Maple Ln, elec/meter upgrade
TK Constructors, Ryan Phillips, 5785 N Blazing Star Rd, family residence
Clow Restoration, Thomas Voeller, 4015 N Foxcliff Dr W, elec/meter upgrade

North American, Cybil Teeters, 12720 N Gasburg Rd, family residence, \$115,000
Inspiration Homes, Rick Teverbaugh, 11205 N Kitchen Rd, family residence, \$280,000
4-D Builders, Mike Robertson, 3206 N Lewisville Ln, garage, \$11,000
James Elliott, 6538 N Tutterow Rd, family residence, \$20,000
Alliance, Thomas Carter, 4646 Old Morgantown Rd, pole barn
Forest Rawlins Costruction, Teresa & Joseph Martin, 2640 Old SR 37 N, addition, \$15,000
Jason Maxwell, 3609 Old SR 37 S, pole barn, \$8,000
Luann Swan, 8230 Pocket Hollow Rd, pole barn, \$2,300
David Findley, 1585 S Hickey Rd, elec/ meter upgrade
Michael Murphy, 1071 S Old SR 67, mini barn, \$6,000
Ryan Thomas, 5705 SR 252, addition/ garage, \$3,500
Steve Watkins, 2130 S SR 67, demo
Graber Construction, Herschel Wallace, 7880 Skunk Hollow Rd, pole barn, \$34,940
Michael Pruitt, 3655 Sloan Ave, garage
Samuel Willard, 4595 Turkey Track Rd, elec/meter upgrade
John Dimos, 4355 Upper Patton Park Rd, elec/meter upgrade
Pool city, Tom Cooper, 5880 Volunteer Ln, swimming pool, \$10,500
Maximum Service LLC, Faith Meaor, 4185 Williams Rd, room addition, \$77,588

NEW BUSINESS FILINGS

Britt Automotive, Becky Britt, 2289 E Morgan St, Martinsville, IN, 46151
Moonlight Fence and Deck, Don Eakle Jr, 4219 Mohawk Trail, Martinsville, IN, 46151
D’Royal Orchids, Lisa Debaets, 880 Catholic Cemetary Rd, Martinsville, IN, 46151
Morris Quality Guttering, Charles Morris, 1768 N Olive Church Rd, Paragon, IN, 46168
American Camp Foundation, American Camping Foundation Inc, Ice Miller Black Maintenance, John E Grimes Sr, 7365 N Stafford Ln, Martinsville, IN, 46151
Pathfinder Judgment Recovery, Daniel Lee Fluhr, PO Box 1043, Martinsville, IN, 46151
Albertson Motorsports, Aaron D Albertson, 2010 Blue Bluff Rd, Martinsville, IN, 46151
Little Creek Solutions, William A Lamb, 9746 Union Rd, Mooresville, IN, 46158
JD & Associates, Jeff Dilley, Harris NA Cramer Tree, Nate Cramer, 3325 Pine Blvd, Martinsville, IN, 46151
Mooresville Mowing, Dean & Jacqueline Emmons, 4360 Jordan Rd, Martinsville, IN, 46151
Art Works of Martinsville, Sarah A Hedges, Harris Bank
K and T Auto Sales, Vanmeter Cindi, K&T Auto Sales, 1040 S Morton Ave, Martinsville, IN, 46151
Lucky 7 Development, Andrew R Witham, 3609 N Devon Dr, Martinsville, IN, 46151

SHERIFF SALES

April 27, 2009
Boulton, 3120 W. Crosscreek Dr, Monrovia, IN 46157, \$119,462.93, Foutty & Foutty, (317)632-9555
Bowen, 4740 Cramer Rd, Martinsville, IN 46151, \$151,813.99, Reisenfeld & Assoc, (513)322-7000
Brummett, 259 S. Lincoln St, Martinsville, IN 46151, \$48,148.57, Burke Costanza & Cuppy, (219)769-1313
Day, Brandywine Lane (4.190 acres), Martinsville. IN 46151, \$30,531.67, Bose McKinney & Evans, (317)684-5000
Harris, 560 S Cherry St, Martinsville, IN

46151, \$90,190.63, Feiwell & Hannoy, (317)237-2727
Mahan, 126 W. South Street, Mooresville, IN 46158, \$122,849.04, Bleecker & Brodey, (317)574-0700
McMichael, 363 Northeast Street, Mooresville, IN 46158, \$125,051.92, Feiwell & Hannoy, (317)237-2727
Moody, 6145 Crooked Creek Drive, Martinsville, IN 46151, \$95,330.20, Feiwell & Hannoy, (317)237-2727
Nemzek, 106 Camellia Ct, Mooresville, IN 46158, \$128,649.83, Reisenfeld & Assoc, (513)322-7000
Price, 239 N Pine Street, Morgantown, IN 46160, \$88,700.41, Feiwell & Hannoy, (317)237-2727
Stacey, 6409 N Forrest Street, Quincy, IN 47456, \$67,698.57, Feiwell & Hannoy, (317)237-2727
Byers, 1320 Maple Court, Martinsville, IN 46151, \$94,102.58, Unterberg & Assoc, (219)736-5579
Rivers, 660 Gardner Ave, Martinsville, IN 46151, \$75,358.29, Unterberg & Assoc, (219)736-5579
May 11, 2009
Larison, 5019 N Templin Rd, Martinsville, IN 46151, \$215,133.41, Phillip Norman, (219)462-5104
Stetcher, 2675 Annily Ct, Martinsville, IN 46151, \$95,838.11, Rothberg Logan & Warsco, (260)422-9454
Thacker, 5856 S. Bear Wallow Rd, Morgantown, IN 46160, \$115,578.26, Septimious Taylor, (270)684-1606
Haviland, 2975 Cabin Row Rd, Martinsville, IN 46151, \$60,149.69, (219)769-1313
Harris, 78 Lake Hart, Mooresville, IN 46158, \$37,756.98, Gray & Friend, (260)407-7130
Hargraves, 6597 Hall School Rd, Monrovia, IN 46157, \$107,618.23, Feiwell & Hannoy, (317)237-2727
Deweese, 139 Magnolia Street, Martinsville, IN 46151, \$67,166.58, Feiwell & Hannoy, (317)237-2727
Belcher, 5721 W Yale Ferguson Rd, Monrovia, IN 46157, \$99,567.63, Burke Costanza & Cuppy, (219)769-1313
Ehram, 110 W. Main, Monrovia, IN 46157, \$62,571.76, Reisenfeld & Assoc, (513)322-7000

Morning, 6030 E. Terhune Ct, Camby, IN 46113, \$215,509.40, Feiwell & Hannoy, (317)237-2727
May 18, 2009
Lee, 3053 W Meadowbend Lane, Monrovia, IN 46157, \$136,992.24, Johnson, Blumberg & Assoc, (312)541-9710
Kutchback, 9576 N Raymond Ct, Mooresville, IN 46158, \$163,887.43, Feiwell & Hannoy, (317)237-2727
Sherer, 339 Bridge St, Mooresville, IN 46158, \$64,608.70, Feiwell & Hannoy, (317)237-2727
Huber, 5485 Big Hurricane Rd, Martinsville, IN 46151, \$123,947.13, Feiwell & Hannoy, (317)237-2727
Lynch, 1103 Tomahawk Place, Martinsville, IN 46151, \$102,930.37, Feiwell & Hannoy, (317)237-2727
Ingram, 8678 N Briarhopper Rd, Monrovia, IN 46157, \$118,726.39, Feiwell & Hannoy, (317)237-2727
Sines, 617 Peaceful View Drive, Mooresville, IN 46158, \$171,889.51, Feiwell & Hannoy, (317)237-2727
Demunbrun, 133 E Washington Rd, Mooresville, IN 46158, \$113,921.61, Krisor & Assoc, (574)272-1000
Stewart, 5785 Berean Rd, Martinsville, IN 46151, \$135,985.03, Mercer Belanger, (317)636-3551
Kings Way Konstruction Inc, 347 E. Mahalasville Rd, Martinsville, IN 46151, \$99,331.42, Rodric Bray, (765)342-6814
Zeiner, 602 Meadows Drive, Mooresville, IN 46158, \$107,547.78, Foutty & Foutty, (317)632-9555
Bolin, 871 Edgewood wDrive, Mooresville, IN 46158, \$79,434.71, Foutty & Foutty, (317)632-9555
Smith, 3530 Barbara St, Martinsville, IN 46151, \$117,361.12, Doyle Legal Corp, (317)264-5000
Sheese, 639 Red Oak Way, Mooresville, IN 46158, \$125,771.27, Reisenfeld & Assoc, (513)322-7000
Coin, 4681 E Mahalasville Rd, Morgantown, IN 46160, \$95,378.75, Feiwell & Hannoy, (317)237-2727
Fry, 13324 N Miller Drive, Camby, IN 46113, \$88,197.88, Feiwell & Hannoy, (317)237-2727
Martin, 202 Whitelick Rd, Mooresville, IN

Networking Opportunities

County-wide Business After Hours:

May 8th at Jones Crossing from 5 to 11 PM. Cocktails, food and networking, then live music by Jackson Stone Blues Band at 7:30.

Martinsville Chamber of Commerce:

May’s guest speaker is Lt. Governor Becky Skillman on May 15th.
The Chamber’s meets on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. Lunch is \$5. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: www.MartinsvilleChamber.com

Martinsville Downtown Merchants Association:

For information contact Pam Badger, The Candy Kitchen, 765-342-6390

Mooresville Chamber of Commerce:

The regular monthly meets on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of SR 67 and Allison Road. Lunch is \$5, and is sponsored by Dave Doyle of Big-O-Tires. 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 email to AutumnWhispers@earthlink.net

Morgantown Merchants Association:

Morgantown’s 96th Annual Memorial Day Parade, May 17, 2009 at 1:30 p.m.
Floats for Veterans to ride, short program to Honor Veterans at in front of the Veterans Memorial
For a parade entry call the Town Hall at 812-597-4626 or Phyllis Cooper at 812-597-4562.
The Morgantown Merchants Association meets on the second Monday at 7 PM at the Fire Station. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997. More information on Morgantown is available at 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.

Rainmakers Meetings:

On the second Friday at 7:30 AM at Daman’s Grill at Kentucky and 465;
On the second Tuesday at 7:30 AM at Chateau Thomas Winery in Plainfield, at 267 and I-70.
Rainmakers has 30 meeting per month, including noon and evenings, for more information visit www.GoRainmakers.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, SR 67 and Allison Road, Camby.



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Learn more by visiting us at StFrancisHospitals.org
or by calling 1-877-888-1777.



**St. Francis Hospital
Mooresville**