

Where Morgan County Business Comes First

# BUSINESS MORGAN COUNTY LEADER

May 2011

PRE-SORT  
STANDARD  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 279

Mike Kirsch of M.T. Kirsch Construction

**Building a reputation  
on outstanding quality  
and customer service**

Photo by Dave Ashbaugh

Complete health care  
close to **Home**

(317) 831-1160  
StFrancisHospitals.org

 **Franciscan**  
ST. FRANCIS HEALTH

# Vision

*Vision: noun 4: Unusual wisdom in seeing what is going to happen.*

—Merriam-Webster Dictionary 1997

In this month's issue, our stories have hit upon another common theme prevalent in Morgan County Businesses and their owners. Last month we explored the theme of "Why" leaders are driven to create their businesses. And while we continue to ask that question, this month their stories have brought to light a second prevailing quality among them: Vision.

In this issue you'll read the story of two employees of a metal manufacturing plant who arrived one day to find the doors locked and their sales prospects they'd brought to the table cut out. Two talented machinists unemployed overnight. But in those circumstances, in that moment, George Barnes and Joe Johnson had a vision, and opened the doors to Mid America Manufacturing Solutions LLC less than two weeks later. In the two years since, they've employed several talented Morgan County residents while creating opportunities for creative, specialized design projects between companies throughout the Midwest. Without that vision, George and Joe could have gone home, sent off their resumes to other companies, but instead they established a business right here in Morgan County.

Without vision, the Jensen Brothers might still be installing pools for a living while their contracted employers reaped most of the benefits. But one day Dave Jensen placed a sign in the front yard of his Mooresville residence for Jensen's Pools. The sign was to advertise their above-ground pool installation service, but instead it drew carloads of customers to his home on a daily basis. Pool owners needing supplies. Concerned customers with a need they could not find elsewhere. Dave and Bob had a vision of how they could take their services further while serving Morgan County and surrounding communi-



**Jim Hess**

ties in a much bigger way than they had before. Now they operate a phenomenally successful Camby retail store off S.R. 67, employing their own crews of installation experts, while growing their customer relationships and the services they offer to levels far beyond what they imagined.

On March 22, the Greater Mooresville Chamber of Commerce honored the Jones Family Mortuary as Business of the Year. By extension, they honored the Jones Family for investing in the creation and construction of the Jones Crossing Banquet Center in 2007. Emcee Ryan Goodwin said that evening, "The Jones' had the courage and foresight to build it, when others knew we needed it but didn't know how." To me, courage and foresight sound like another great definition for "vision." The Banquet Center was the very place the Chamber hosted the Annual Dinner that night (filled to capacity, which is not a small aside). Since shortly after opening, it's also served the business community as the go-to location to host important community events such as the Chamber's monthly luncheons, the weekly Morgan County Rotary Club meetings, the Taste of Mooresville Annual event, and more recently, a charity Valentine's Day Dance not to mention, The Morgan County Business Leader's first-ever Cover Party. The Banquet Center might seem an obvious homerun in hindsight, but it took vision to go forward and make it a reality.

This month, we celebrate the vision of Business Leaders across Morgan County.

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at [www.bizleader.biz](http://www.bizleader.biz)

## BUSINESS LEADER

MORGAN COUNTY

ESTABLISHED 2006  
Vol. 5, No. 12  
Phone: (317) 418-7925  
Fax: (317) 745-2088  
E-mail:

[info@morgancountrybusinessleader.com](mailto:info@morgancountrybusinessleader.com)

**Publisher** Jim Hess  
**News Editor** Bob Sullivan  
**Copy Editor** Sherry Smith  
**Photography** Erricka Jones  
**Design/Production** Zachary Ross

Copyright 2011 ©  
Morgan County Business Leader  
All rights reserved.

### Contents

Vision.....	2
Do you "Groupon"? .....	3
Mooresville manufacturing plant turns disaster into opportunity .....	4
Budget.....	5
The third dimension of effective marketing communication: Developing your marketing presence.....	6
Pool expertise by the Jensen Brothers of Camby .....	7
Building a reputation on outstanding quality and customer service .....	8
Mooresville Chamber of Commerce Annual Dinner.....	10
Networking Opportunities .....	10
Godfather's Pizza is back.....	11
Martinsville Chamber hosts Senator Lugar roundtable.....	12
A true tale of two Mr.'s one to behold and one to beware .....	13
CFMC Announces 2011 Lilly Endowment Community Scholarship Program Recipients and Finalists.....	13
Regional Cancer Center receives 2nd Outstanding Achievement.....	14
The Keys to Your Success .....	14
Planner of note .....	15

### Attention Business Owners!

ANY Industry ANY Size...

## Are YOU Tired of Living with Despair?

ActionCOACH's PROVEN Systems Deliver Consistent Results:

- Positive Cash Flow & Solid Profits
- Time To Work ON Your Business & Enjoy a Balanced Life
- Strong Teams That Make Business Fun Again

Free Evaluation of YOUR Business!  
\$495.00 Value! Call Now! Ends 5/15!

"Roger's helped us to have HOPE again."  
~Dan, Owner, Plumbing Company

"I'm gaining control of my organization & my life!"  
~Mike, Executive Director



We GUARANTEE Our RESULTS!

Take a FREE Business Health Check at

[www.ActionCOACH.com/RogerEngelau](http://www.ActionCOACH.com/RogerEngelau)



**CALL NOW!** (317)908-5809



Christy Seng, Trafalgar Banking Center Manager | Dee Richards, Nashville Banking Center Manager | Travis Walker, Morgantown Banking Center Manager

## GETTING THE MOST FROM YOUR BANK.

To grow a business in Indiana, you need a financial partner. At First Merchants Bank, our dedicated business banking specialists offer local, responsive, customized solutions to meet your needs.

No matter what phase your business is in, we have experienced financial professionals that will work with you and your team to develop a sound financial strategy.

Your employees and community rely on you and your business, and you can rely on First Merchants, an Indiana bank serving Indiana customers since 1893.

**First Merchants Bank** 1.800.747.6986  
[WWW.FIRSTMERCHANTS.COM](http://WWW.FIRSTMERCHANTS.COM)

MORGANTOWN | NASHVILLE | TRAFALGAR  
812.597.4425 | 812.988.1200 | 317.878.4111



**Fast, Friendly, No-hassle Service.**

**KELLER'S OFFICE SUPPLY**

SUPER STORE PRICES  
HOMETOWN SERVICE  
[www.KELLERSOFFICESUPPLY.com](http://www.KELLERSOFFICESUPPLY.com)

10% off your order with web code: MCBL



over 40,000 items available for free next day delivery



# Do you 'Groupon'?

**Guest Commentary**  
**By Andrea Bradley-Stutz**  
**Co-Founder Ology, LLC.**

It's all over the web, and proliferating Facebook - the latest buzzword in the marketing game. Let me explain why it may actually be a buzz kill for your business, Groupon's basic claim to fame is that through 'group discounting', consumers can gain extreme buying power and receive enormous discounts on everything from fine dining to spa treatments to school supplies. The concept is simple: Groupon members buy-in for a selected offer at a local business. Groupon's website promotes deals between 50% and 90% off of regular retail pricing. When a minimum number of 'Groupons' for a specific offer have been sold to members, the offer goes live and can be redeemed at the participating business. It's easy to see why Groupon has gone viral - and the company could not have timed their launch better - who wouldn't love a 75% discount during a recession when your disposable income has virtually disappeared?

However, while Groupon is great, fantastic, and absolutely fabulous for the consumer - it's not nearly as rosy for your business. Before launching your own Groupon offer, consider this:

1. When you offer a product or service at discounts of 50% and above (and Groupon will strongly encourage offers over 50%, promising higher returns on new customers), you will permanently devalue the product or service to every Groupon

user, it's very unlikely that Mrs. Smith will return to your store and pay full price for an item that normally costs \$50 - if she got it for \$20 with her Groupon. She will simply look for the next Groupon offering the same discount on the same item - and will take her money there. It's dollars and cents - there is very little chance for brand loyalty when it's just a numbers game.

2. You will mortally offend (and rightly so) your existing, loyal customer base when you offer a huge Groupon discount to outsiders. The people who support your business on a regular basis return to you because they value the relationship - they believe in your product, they like your product, they feel good telling their friends about your product, and you've likely spent a great deal of time cultivating that relationship. With Groupon, you'll be giving at least 50% of your product away to people who have no vested interest in your business. They have a vested interest in the discount of the day. Additionally, discounts of 75% and more will actually pull traffic from outside your demographic area - and while Mr. and Mrs. Jones may be willing to drive to Mooresville from their home in Noblesville to get a \$65 dinner for two for \$20, they are not likely to make the same drive a month later to pay full price for the same meal. My Facebook news feed regularly lights up with alerts about this or that gi-normous dis-

count for sushi, pedicures, and Egyptian cotton sheets. Little is discussed about the business itself - it's all about 'the Benjamin's', as they say. Your loyal customers will be well ..... truly steamed about having to pay full price just because they are not members of Groupon - and worse, customer service can drastically suffer during Groupon redemption simply due to the larger volume of people coming through your business in a short time frame. Loyal customers may not be able to get appointments or tables - and are expected to pay full price. This is not a good scenario.

3. Groupon offers maximum discounts to members - and the business receives minimal returns, in exchange for offering your discount to its members, Groupon will be taking a hefty split of the price of your offer (if the member pays less than \$10 for a Groupon, Groupon keeps 100% of the fee). If your margin is already very tight, a Groupon offer can eliminate it completely - and if you are not careful, may put your business in the red for every single Groupon it redeems. Multiply that by the number of Groupons you may sell (if you Google this topic, you'll quickly see that redemptions can run into the thousands), and you can quickly see how participating in one ill-thought out Groupon offer can place your business in a financial position from which it will not recover - and your doors may close.

*Is Groupon right for your business?  
Consider carefully before joining the fray.*

Where does your  
bank call home?

SERVING MORGAN COUNTY SINCE 1890

HomeBank

FDIC

The advertisement features a red-bordered doormat with a tan center. The text is printed in blue and gold on the mat. The HomeBank logo consists of a stylized house icon above the word 'HomeBank' in blue. The FDIC logo is in the bottom left corner.



Joe Johnson and George Barnes

## Lose a job, start a business! Mooresville manufacturing plant turns disaster into opportunity

By Bob Sullivan  
Morgan County Business Leader

George Barnes and Joe Johnson were co-workers for a mid-size Indianapolis machining company near the former Indianapolis airport. Barnes was a sales rep finding new business for the company. Joe was a business development project manager and design engineer.

George remembers well the morning of March 31, 2009. "It was a Monday, payday, and a day we planned to close business on some promising opportunities," George recalled. "We arrived throughout the morning to find the doors locked, and all of us out of jobs without notice and without our final paychecks!"

Facing such a nightmare, most people would probably sever all ties to their former employer and concentrate on getting re-hired as soon as possible. "Joe and I immediately said, 'we can't abandon all these potential partnerships.' We had a medical products company looking to us to mass-produce a specialized part, and a deal on the table to create a prototype of a roller coaster train for [a future attraction for a major amusement park]." recalled George. At the same time, an ongoing project for the military had been abandoned the moment the company folded. "We immediately asked the reps for some patience while we figured out how we could help them." George said. "Fortunately, the property owners were sympathetic, and opened the doors for a few days, long enough to allow the contractors/former employees to retrieve their machinery."

Jump ahead to April 8, 2009—a little over a week after their employers had shut the doors. George and Joe had secured a company name and re-hired select former co-workers. George and Joe officially relocated to their current

location—a warehouse facility in Mooresville with a trailer office—the foundation to build upon and perform day-to-day business, plus handle many light manufacturing processes on-site.

"The prospects had no valid contracts, so we closed those deals ourselves," said George. "We didn't ask for this to happen to us. When some-

thing like this is thrust upon you, you learn right away you need to partner with other experts. You find the people you can trust, and you put your fists up and fight for each other."

George explains the array of services Mid-America offers. "We're a conduit for manufacturing processes. We can do a variety of machine tasks on-site, and we have connections throughout the Midwest to provide a full array of services beyond what we do here." Joe added, "I don't see us converting to a heavy machinery plant anytime soon. We have solid partnerships with companies quite capable of handling the larger tasks."

Joe explained their ideal client, "We're a great fit for a company with a product idea that lacks the expertise to follow through on the manufacturing. Our services go far beyond design. We build relationships by handling project management on all levels. Usually our clients have a design print. We'll look at it with an engineer's perspective and rework the design accordingly. We can work side by side with a company with a niche need, and coordinate everything from design to delivered product."

Mid America Manufacturing Solutions currently employs seven experts on-site. Since its formation, Mid-America Manufacturing has grown steadily and continues to enter into new corporate contracts.

George Barnes grew up in Dover, OH. He joined the army, where he trained as a helicopter mechanic and sheet metal manufacturer. His mechanical engineering career took him to Rockwell and eventually joined as lead mechanic at United Airlines in Indianapolis. George sold insurance briefly before joining the sales force of the mid-sized machining company. He and his wife of 29 years, Cathy, raised two children, Jessica and Danielle. George enjoys playing guitar.

Joe Johnson grew up in Southport. Armed with a B.A. in physics from DePauw and a BS in engineering from Purdue. His career path took him to Delta Faucet, Cummins, Pratt Whitney Aircraft, followed by a decade of small business ownership. Joe has two children, Jarrett, age 21, and Tiana, age 14.

### Mid-America Manufacturing Solutions LLC

George Barnes, President  
Joe Johnson, Vice President  
9811 N. Kitchen Road  
Mooresville, IN 46158  
317-223-7731  
By appointment  
gbarnes@midamericams.com  
Website coming soon  
Follow on Facebook!

# NOW'S A GOOD TIME TO DUMP YOUR WINTER PLUMP



## MOVE IT & LOSE IT!

**Team Competition**  
**No Fee**  
**Cash Prizes**  
**6 Week Program**  
**Begins April 25th**  
**Register Now**



**For more information visit**  
**[www.healthiermorgancounty.org](http://www.healthiermorgancounty.org)**

# Budget

“Debating 30 billion dollars of the national budget is like arguing over the bar tab on the Titanic”

I read that quote somewhere this week, and as funny as it sounds, it is truly sad. Even the most casual observer of the news knows we are in a serious debt crunch, and this administration is making it exponentially worse. This is not to say the previous guy wasn't expanding the debt, but this one has increased the size of the EPA alone by 36% in two years, according to the Congressional Budget Office.

Congressman Paul Ryan, Chairman of the House Committee on the Budget recently release a 73 page white paper “The Path to Prosperity” This document outlines the plan to bring the budget back to balance in 2015 and pay off the debt in 2050. They used the Heritage Center for Data Analysis for their number crunching. Some of the other key points: Cuts \$6.2 trillion in government spending over the next decade; reduces the top tax rate to 25% for individuals and companies; simplifies the tax code that they estimate Americans spend 6 billion hours and 160 billion dollars per year trying to navigate and of course defunds Obam-



**Tim Corman**

acare.

The prosperity elements are: \$1.5 trillion in additional real GDP growth over the decade, \$1.1 trillion in higher wages, salary, and income, and an average of \$1,000 per year in higher income per family, and unemployment down to 4% by 2015. These are lofty goals to be sure, but the business people I talk to are happy they are headed in this direction.

The CEO Confidence Survey jumped a massive 12 points from 50 to 62 in the fourth quarter of 2010 according to the “Conference Board”. We have spoken several times of the importance of confidence in the economy.

We can no longer burden future generations with the cost of retiree's endless health care costs. Social Security is just what it sounds like, a socialist security blanket for people who look to big brother to take care of them. Those people vote for big brother of course. We as a country have to realize that there is such a thing as “bad luck” and “misfortune”. There is such a thing as bad parents. People make bad choices. But nowhere in the U.S. Constitution or the Bill of Rights does it say it is the province or the responsibility of the government to pay for those events.

Tim Corman is an independent LPL Financial Advisor and LPL Registered Principal. He can be reached at Corman Total Investment Management (CTIM) 2680 E. Main St. Suite 233 Plainfield IN. 46168 317-837-5141 cell 317-414-0249. The opinions voiced in this material are for general information and are not intended to provide specific advice or recommendations for any individual. All performance referenced is historical and is no guarantee of future results. All indices are unmanaged and cannot be invested into directly. Securities are offered through LPL Financial Member FINRA/SIPC

*“If you think healthcare is expensive now, wait until you see what it costs when it's free”*

*P.J. O'Rourke (1993)*



## Meadow Lakes FULL CONTINUUM OF CARE

It is our pleasure to serve area seniors with a variety of housing and healthcare options!

- Garden Homes
- Assisted Living Apartments
- New Energy Wellness
- Moving Forward Rehabilitation
- Auguste's Cottage Memory Care
- Skilled Nursing Services
- Long-Term Care
- Hospice Care
- Respite Care

## Meadow Lakes

200 Meadow Lakes Dr.  
Mooreville, IN 46158

317-834-1791 [www.AmericanSrCommunities.com](http://www.AmericanSrCommunities.com)



In Business to *Write Business*®

We want to be your business partner when it comes to insurance protection. Contact us today for quality business protection from Auto-Owners Insurance Company. We'll take care of your business insurance, while you take care of business!

*Auto-Owners Insurance*

Life Home Car Business

*The "No Problem" People*®



Ken Rhoden  
Dean Mayfield  
Doug Henselmeier



Mayfield Insurance, Inc.

50 South Madison St.  
Mooreville, IN 46158

317-831-3575  
866-509-4733

[www.mayfieldinsurance.com](http://www.mayfieldinsurance.com)

# RECYCLE



317.539.2024 • 800.531.6752  
www.raystrash.com

## Top Tips from tiptopics.com

# The third dimension of effective marketing communication: Developing your marketing presence

Presented by Bob Chenoweth

So far in this series, we've covered how to define your target market and design your brand to appeal to that market. Coming up in future columns: How to devise your communications plan, and how to deliver your messages to create awareness and trust. But first...

### DEVELOPING

#### Your Marketing Presence

With your market defined and your brand established, it's time to tell the world (or at least that portion of it you wish to serve) about your business. You'll need to create your marketing collateral and website, and plan your real-world and online business-related social interactions. Your marketing presence should be brand- and message-consistent across all media. A potential customer reading your brochure should get the same essential message when they visit your website or speak with you in person. This doesn't mean that the wording must be identical, but even when nuanced for each medium, the "takeaway" should be the same: a clear image of what your company does and who can benefit by becoming a customer. Easy? No. Essential? Yes. Let's take a closer look:

#### Your Marketing Collateral:

I've been helping a property management company refresh their brand. They are keeping their company name, but their logo was terribly outdated, so that's where we started. Once the client fell in love with the new logo, they got excited to include it in their print collateral. Naturally, this included business cards, letterhead, note pads, service detailers and a tri-fold brochure. They also plan to use the logo on employee apparel. Printed marketing collateral can range from the largest billboard to the smallest ink pen given away at a trade show. Wherever your logo appears is a marketing platform.

We don't really have enough space in this article to discuss all the factors involved in determining your best marketing collateral options. These will be unique to your business and will, again, depend largely on the needs and expectations of your ideal client. Do your targets read this publication? Advertise here. Are they primarily online? Go there. Find them. Interact. Mix your media to engage your targets wherever they hang out.

#### Your Website:

Nearly all marketing platforms should drive traffic to your website. (Don't have one? Get one. Not sure how? Contact me.) Your website is where you can tell more of your story. It's where the information in your other marketing pieces can be reinforced and expanded.

While prospective customers might encounter your brand in various places, when they get to your website, it's typically a more intimate experience. They are there because they want to learn something about you and your business. Make it easy and rewarding for them by providing clear navigation and a conversational and personal tone in your content. Speaking of content, make



Bob  
Chenoweth

it "sticky" (relevant and helpful so the visitor will spend extended "quality time" on your site), and update it frequently to encourage repeat visits.

Today, websites can be created and managed via many platforms, some of which are relatively simple and inexpensive. There's never been a better -- or more essential -- time to build or update your website.

#### Your Business-related Social Interactions

Where do your prospects gather? Are they at craft fairs or garden shows? Go there. Are they at grand openings or Chamber events? Be there with them. Are they on Facebook? Twitter? Foursquare? If so, you should spend time there, too. But don't sell. Rather, engage them in conversation. Be personable, authentic and empathetic. Listen first and make a personal connection. If they need your services, they'll let you know.

Case in point: I recently met a physician at a networking event. We had a pleasant conversation that led to some questions he had about search engine optimization. While we only skimmed the surface that night, I followed up by email the next day with some things he should consider when optimizing his Web presence. Free information. No selling. Just being neighborly. But then he asked for a meeting and now wants a proposal for my content and design services. Hopefully, we'll do business together. Regardless, we know each other better and are positioned to provide referrals back and forth. It's all good.

#### The Bottom Line:

When you're in business, everything you do -- even customer service -- is marketing at some level. And yet today's best and most successful marketing isn't based on selling, but on relationship building. Want to succeed? Help people know, like and trust you. Solve, don't sell. Collaborate, don't coerce. Serve individuals, not "accounts".

Even with the purest motives, however, marketing is difficult, and doing it yourself can be tougher still. So if you have questions as you embrace the five dimensions of effective marketing communications, contact me. I'll be glad to help.

Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. A professional writer, content consultant and graphic designer, Bob also owns Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. To learn more, contact Bob Chenoweth at: Chenoweth Content & Design LLC 30 Greenwood Drive Mooresville, IN 46158 bob@chenowethnow.com (317) 831-7760 (Office) (317) 402-2613 (Cell)

# Pool expertise by the Jensen Brothers of Camby



Dave and Bob Jensen

By Bob Sullivan

Morgan County Business Leader

Brothers Dave and Bob Jensen have worked together as professional pool installation sub-contractors since 1988. This year, their Camby retail business along SR67 just south of Heartland Crossing enters its fourth season. “We worked together for a variety of places, mainly Watson’s,” Dave recalled. “We installed both above-ground and in-ground pools throughout Indiana, sometimes Chicago.”

Dave and Bob grew up in Merrillville, Indiana. “Bob had a friend in high school whose dad owned a pool installation business. After a couple of years, Bob assembled his own crew.—and sometimes dragged his little brother along,” said Dave, pointing to himself. “There’s a five-year difference between us, so I’ve been installing pools since I was 13.”

Bob obtained a BA in business from IU, and Dave attended classes at IUPUI. Bob hooked up with Watson’s in Indianapolis, and Dave joined him a few years later.

By 2000, Dave lived in Mooresville. “I had a house off S.R. 144,” Dave said. “While we were installing above-ground pools for Watson’s, we also ran our own in-ground pool contracting business under the name Jensen’s Pools on the side. Around 2004, I put a sign in my yard for Jensen’s Pools. I’d come home from work, and almost every day, there would be people parked at my home looking for pool parts. So I’d take orders for supplies and answer questions when I could. This kept happening for years, and I said to Bob, ‘we’ve got to start a retail place. This is ridiculous.’”

Dave and Bob have been business partners most of their lives. “That’s how we were brought up, very close. Family is important to us.” Bob observed, “You need someone you can completely trust, especially in business, and we’ve always been there for each other.” The brothers decided to make the retail store a reality in 2007. Dave said, “For years, I thought we’d continue as professional installers. If not for my encounters at the house, I would have never entertained the idea of a store. But so many strangers would show up, desperate for advice, because there was no one close with expertise.”

Dave notes, “A pool is an investment, they require a lot of time, and pool owners baby their pools. Keeping water clean is a challenge to new owners. You have to be a little chemist. Once water starts clouding, you need to get on top of that because it will only get worse, and becomes a mess pretty fast.”

According to Dave, the biggest challenge to retail ownership was securing a distributor. “We developed a relationship with Superior, and now we’re their biggest Indiana account. We were shocked at the amount of business in Camby and Mooresville. After a couple of years, Poolcorp, which owns Superior, saw our



## Jensen’s Pools and More/ The Backyard Place

**Co-Owners:** Dave and Bob Jensen  
7302 Kentucky Avenue  
Camby, IN 46113  
317-856-0600

### Hours of Operation

9:00 a.m.-7:00 p.m. Monday-Friday  
10:00 a.m.-6:00 p.m. Saturday  
11:00 a.m.-4:00 p.m. Sunday  
[reduced hours off-season, closed in January]  
Jensenspools@aol.com  
www.Jensenspools.com  
Follow on Facebook!

### Mark your calendars:

Saturday, May 14, 10:00 a.m.  
Pool Opening Class @ Jensen’s Pools

numbers and invited us to become a Backyard Place. You have to hit a high volume of sales before you receive such an invitation.”

Jensen Pools is a full service retail store, offering an array of above-ground and in-ground pools. “We offer full construction installation, change liners, open and close pools, and even offer weekly service. We also maintain a well-stocked parts department.” “We’re all about building relationships,” said Dave. “We offer free water testing.” Jensen’s territory includes: Brownsburg, Plainfield, Mooresville, Monrovia, Martinsville, Greenwood and Beech Grove. They also sell and service spas, though “there’s not a lot of demand for that,” said Dave.

During the summer pool season, Jensen’s Pools employ 15 retail workers and pool installers. And the brothers do their share of installations. “We fight to get out of here,” said Dave.

Bob and his family live in Plainfield. He and his wife of 25 years, Beth, are raising two children, Bobby and Jill. Dave lives in Mooresville and has a son, Blake, who attends Carmel High School. Dave enjoys skiing in January.



Photo by Dave Ashbaugh

# Building a reputation on outstanding quality and customer service

**By Bob Sullivan**

*Morgan County Business Leader*

"We've been in business for over 20 years, and for most of that time, we've sustained ourselves through positive word of mouth and referrals," said Mike Kirsch, founder of M. T. Kirsch Construction Company. "Our reputation is the pride of our business. We have learned how to function productively in the current environment and make every dollar count."

Mike was raised in Bloomington. To say that Mike grew up around construction would be an understatement. "My father's family has a history with construction that goes back over 100 years and encompassing multiple generations." According to Mike, a century ago, when a construction company took on a project, they harvested the timber, cut the wood, and constructed with the materials they brought to the job. "I have relatives who have done restoration work on buildings originally erected by our family," said Mike. "The desire to stay with construction seems to skip the occasional generation, because my father had no interest in it, but through the family, he connected me with a company in Bloomington for my first job as a site laborer. I moved up into supervision in about a month."

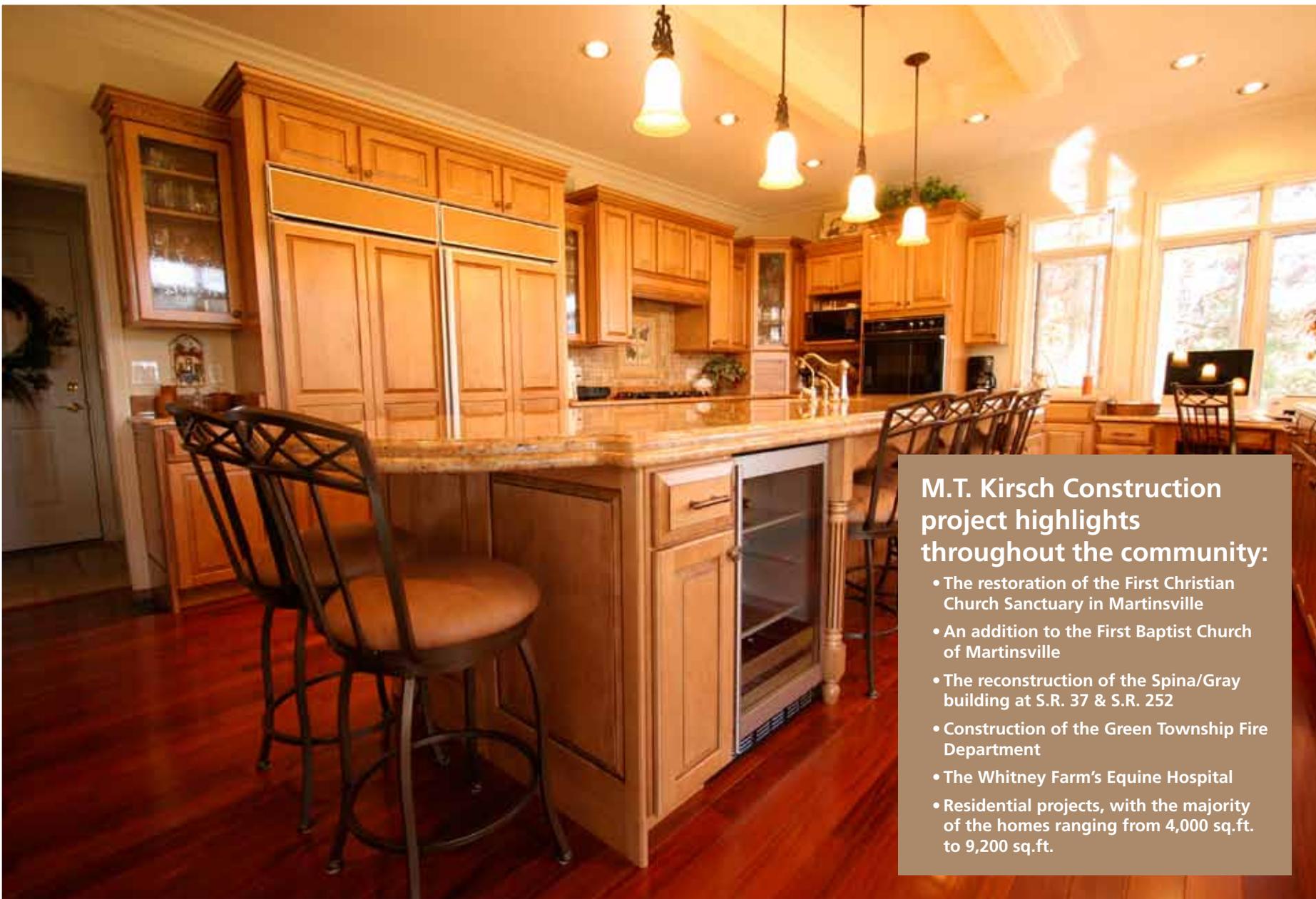
Mike moved to Martinsville in 1986. "My wife is from this area, and I started working for her father, Carroll Tackett, a contractor and custom home-builder," recalled Mike. In 1989, Mike was pursuing a four-year degree in architectural drafting and design through Ivy Tech. "My father-in-law was looking to retire, and started to groom me to come in with the company," said Mike. "It got to a point I had so much work, drafting designs day and night, I had to stop a few credits shy of the degree. Tackett taught me about custom cabinetry, woodworking, framing, foundations, how to estimate, order supplies, and how to handle the business side of construction."



When Tackett retired, Mike chose to start a business of his own. "I wanted to find my way on my own. A lot of what I wanted to do went in a different direction than where he'd taken his company." His father-in-law gave the decision his blessing.

Since 1989, M.T. Kirsch Construction has built its repu-

tation on the outstanding quality of its finished work. "We build with high-end finished material, targeting the custom home and quality commercial building projects. The pleasure for me through the years has been to see the look on the customer's face as the project nears completion, and they see the return on their investment. We also built our reputation on



### M.T. Kirsch Construction project highlights throughout the community:

- The restoration of the First Christian Church Sanctuary in Martinsville
- An addition to the First Baptist Church of Martinsville
- The reconstruction of the Spina/Gray building at S.R. 37 & S.R. 252
- Construction of the Green Township Fire Department
- The Whitney Farm's Equine Hospital
- Residential projects, with the majority of the homes ranging from 4,000 sq.ft. to 9,200 sq.ft.

attention to detail and accountability of cost, as well as keeping to schedule.”

Mike recounted a favorite story. “We won the contract to build a custom home, and months later, when we walked the clients through their new home for the first time, they took me aside and said, ‘We were terrified of even considering going forward with this project, because we were waiting for the nightmare to start. And it never happened.’”

According to Mike, “It’s encouraging to revisit projects completed almost twenty years ago and see they’ve held up so well because of the materials used and the integrity of the structure.”

On the current state of the local builders,

## M.T. Kirsch Construction

**Owner:** Mike Kirsch  
222 N Old State Road 67S  
Martinsville, IN 46151  
765-342-3420  
info@mtkirsch.com  
www.mtkirsch.com

Mike said, “A few years ago, we were often underbid by competitors on a project, but what tended to happen was they compromised on quality to do so. That sort of work ethic caught up with many of those contractors, and in this economy, a lot of them are no longer in business.”

Mike served on the Morgan County Habitat for Humanity in the mid-90s for over six years. “It was an incredible experience. They’re a dedicated group. They needed volunteers for a large number of projects. I served on the board for about five years. I eventually reached the point where my business needed more of my attention, and I couldn’t do both and remain effective, so I stepped down.”

In 2005, Mike and his teenage son visited the Tibetan Mongolian Buddhist Cultural Center in Bloomington. “The people were very open and friendly,” Mike said. “I was introduced to the director, Arjjarin Rinpoche, a fascinating man who’d been sent to a Chinese labor camp and was exiled in Bloomington. The Buddhist philosophical association dove-tailed into the approach I take with my customers. So I began to visit regularly. Starting in 2007, Rinpoche tasked us to take care of four or five different projects, and in 2009, he told me His Holiness



Photo by Dave Ashbaugh

the Dali Lama was paying a visit to Bloomington, and could I design a bed for him?”

Mike had never designed anything of the sort, but he sketched some ideas on the spot, and received approval to go forward with his design. “Of everything I’ve ever built, this was something one-of-a-kind.”

Mike and his wife Sandy have been mar-

ried since 1984. Their son, Evan, is graduating from Rose-Hulman Institute of Technology, and pursuing an additional medical degree in neuro-engineering. Their daughter, Regan, is a sophomore at Martinsville High School. “It looks like construction might skip another generation,” laughed Mike.

# Business Happenings

## Mooresville Chamber of Commerce Annual Dinner

By Bob Sullivan

Morgan County Business Leader

A full house of 220 guests gathered at the Jones Crossing Banquet Center for the Mooresville Chamber of Commerce Annual dinner, where they announced Donald Perry as the Mooresvillian of the Year, and Jones Family Mortuary and Jones Crossing Banquet Center as the Business of the Year.

During his introduction, emcee Ryan Goodwin observed, "It's [Donald Perry's] volunteer spirit that truly embodies the reason for this award. He's a long-time member of the Mooresville Church of God, where he's served on the board and has been instrumental in the Vacation Bible School programs. He's a member of the Morgan County Chapter of Gideon's International, a volunteer for Meals on Wheels, and a founding member of the Morgan County Sertoma Club."

Perry appeared touched by the recognition. "Volunteering is the best thing I've ever done in my life. I appreciate it and love you all."

Perry co-founded Perry Acoustics and was also instrumental in the development of Pioneer Country Estates subdivision in Mooresville.

Jones Family Mortuary, the 2011 Business of the Year, was formed in 1974. Owner Jeff Jones served as Mooresville Chamber President over 30 years ago. Goodwin noted, "Jeff and Lorri Jones have raised a passionate, Mooresville-centered family. Their daughters Trisha and Olivia, and sons Jeff and Josh, worked or have worked in the family business."

"In 2007, the Jones family took a big leap of faith [and] after many months of setbacks and remodeling...the family opened Jones Crossing Banquet and Event Center. For those who have been here a long time, you know just how important a facility like this has been to...the community. The Jones' had the courage and foresight to build it, when others knew we needed it but didn't know how."

During his acceptance, Jeff Jones said, "I was reminded of my greatest resources, my family and the community. We're so proud



Jeff Jones and Ryan Goodwin



Donald Perry and Ryan Goodwin

to be in this community and to have you all join us on occasions such as this."

Following the event, Chamber Director Mindy Moore acknowledged being thrilled with the Annual Dinner. "The feedback has been overwhelmingly positive. We sold out, respected our guests' time, and our auction raised over \$2,000.00 for the Chamber."

...

### United Way Reaches 2010 Goal

United Way of Morgan County raised \$109,000 in 2010, surpassing its \$105,000 goal! The county rallied around the Morgan County's Got Talent show this past February to contribute an

amazing \$8,138 to the event. Morgan County Programs and Services Include: the Barbara B. Jordan YMCA, Youth Connections, Boy Scouts, Girl Scouts, WellSpring Family Shelter, Coordinated Aging Services, and Mental Health America.

"The Morgan County United Way Advisory Board and 2010 Campaign Committee would like to thank the many individual donors and businesses that contributed," said Diana Roy, United Way Area Director. "Without your help, this would not have been possible in these tough economic times." To make a donation to United Way, call the Morgan County office at 765-349-9780 or donate online at [www.uwci.org](http://www.uwci.org).

## 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 is \$5. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

### Mooresville Revitalization Group:

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

### Morgantown Merchants Association:

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

### Networx:

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

### Rainmakers:

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

### Rediscover Martinsville :

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

### Rotary Clubs:

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

### Westside Chamber of Commerce:

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



Jessi Lalli and Bill Yutmeyer



Gurjit and Jessi Lalli

Photos by Elaine Whitesides

# Godfather's Pizza is back

*Jesse Lalli brings popular brand back to the community*

By Elaine Whitesides

Morgan County Business Leader

Amidst the bustling atmosphere of the busy Godfather's Pizza arcade and restaurant, Jesse Lalli calmly explains the vision he planned for his family and life. "We would like to build enough business for my family and the people who work with me to work them and benefit from them." He adds, "We would like to build a team of family and trustworthy people and I can then retire."

Well, retire again. He worked a full-time job and retired in 2004, at age 50. However, during his employment, there was always another business on the side.

Except for Sunday mornings, Lalli is now a vigilant business owner seven days a week, from early morning to late night. "I thought it was going to be a lot less (hours)," he chuckles, "I think with a job it was less." But then he adds, "In today's businesses if you are not present at your business, it's hard to survive."

He purchased the Pebbles Plaza on Monroe Street in Mooresville in 2006. He said the property was in decline but he saw it as an investment opportunity. Then the economy turned and several tenants moved. Lalli adapted and changed his direction.

Determined to achieve his big-picture dream, Lalli turned the proverbial sour lemon economy into a sweet lemonade opportunity when he opened the Godfather's Pizza in suites 4, 6 and 8 of the Plaza last December.

## Godfather's Pizza

410 N. Monroe St.  
Mooresville IN 46158  
Store phone: (317) 834-8090  
E-mail: godfatherpizza@att.net

His wife, Gurjit, had 18 years experience in the pizza industry and supervisory experience. "She's really a born leader," says Lalli. She oversees the operations and watches overhead and food costs. "It's tough, especially in a new business when it's not clearly visible to people."

"We thought Morgan County would be a place where we could invest that had the potential to grow a business like the pizza business," says Lalli. "We wanted something that was known in the past (because) we thought it would grow successful more quickly."

Not only did establishing the restaurant solve part of the Plaza vacancy problem, it signaled the return of a beloved Indiana institution. "Back in the 1980s Godfather's was a big name in Indy," recalls Lalli, "There were 22 stores then." His manager, William Yutmeyer, echoes Lalli when he says customers are excited to dis-

cover that Godfather's is back – and in their backyard.

Yutmeyer reports that in this region, Godfather's has seen 17 percent growth in the last 17 weeks. And as people are becoming more aware of the new Mooresville location, their individual store business is growing as well. They currently employ seven full-time employees and are looking for more.

Lalli says he has been happy with the response from the local community. "Our goal isn't to just make money," he says, "We like to be involved with the community where we can serve."

The dining room was full of customers with fundraising flyers for the Mooresville High School post-prom event. "It's good for business and it's good to help them out," says Yutmeyer.

"I believe in investing in children so they can grow up to be decent people," says Lalli, explaining why he and Yutmeyer have made such a point of working with schools, youth sports, churches and other community organizations in fundraising and with sponsorships. "We get involved in the community to benefit the kids."

They say the civic and business community is also important. They offer what they call the party room that seats up to 60. It has served frequently as a meeting room for local organizations and businesses.

"We do need the continued support of the community," Lalli says, adding, "We're here for the long run and to serve Morgan County."

Plans start at just \$39/month.

Looking for an **EASY** Way to Get **More Exposure for Less Money?**

Check out "Email Marketing Powered Up" by TipTopics!



Learn more at [www.TipTopics.com](http://www.TipTopics.com)

TipTopics LLC is proudly based in Morgan County.

TIM.CORMAN@LPL.COM 2680 E MAIN ST  
317-837-5141 SUITE 233  
317-837-5142 FAX PLAINFIELD IN 46168  
317-4140249 CELL

TOTAL INVESTMENT MANAGEMENT  
CORMAN  
**CTIM**  
TIMOTHY J. CORMAN  
LPL FINANCIAL ADVISOR

Securities offered through LPL Financial. Member FINRA/SIPC

**NOW LEASING OUR SIGNS!**

Leasing through *Sign Here!* is the practical and economical way to match your investment in signage with the benefits you receive from it over time.

**SIGN! Here!**

Give us a call today  
**317.856.2600**

# Martinsville Chamber hosts Senator Lugar roundtable

By Bob Sullivan

Morgan County Business Leader

On March 24, the Greater Martinsville Chamber of Commerce hosted a "Round Table" talk by Senator Richard Lugar at the Art Sanctuary (190 N. Sycamore).

The senator was introduced by Martinsville Mayor Phil Deckard. Senator Lugar delivered a prepared speech. Morgan County State-appointed attorney Pete Foley selected from a group of questions submitted by the audience and read them out loud for the Senator's response.

During his introduction, Mayor Phil Deckard noted, "[Lugar] has been continuously re-elected since 1976. [Among his many accomplishments,] as chairman of the Agriculture Committee...the senator built bipartisan support in 1996 for federal farm program reforms, ending the 1930's era of federal reduction controls."

## Highlights of Lugar's speech:

Senator Lugar referred to his grandfather, a Morgan County farmer, and his father, who farmed over 600 acres in Decatur and Indianapolis. "My wife and I lived on the farm for several years along Mann Road. We still have soybean and hardwood trees. I watch the market carefully as you do, every day. I mention these experiences because they've been informative when approaching job creation both in this country and as we expand business abroad."

Senator Lugar outlined that the U.S. must have a sound economy, must be competitive in the world, must be able to pay its bills, and have the latitude to take on the various principles and causes. "We are all deeply concerned with a deep recession. It's been felt in Morgan County with large employers folding in recent months, and will still be the case for some time to come."

Senator Lugar observed that long before we got into "stimulus spending", our country was running large deficits. We spent hundreds of billions of dollars more than we were taking in. Lugar explained the government has failed to pass a budget since 2009, and also has in place a "debt ceiling," forbidding the borrowing of money beyond \$14 trillion. According to Lugar, some estimates show the government could hit that debt ceiling in a couple of months.

Senator Lugar reflected on a similar scenario in 1995, when the Republicans had won a majority of the Senate, with Newt Gingrich as Speaker of the House. "Technically the government shut down...and the public, which had been in favor of stopping the deficit, changed abruptly, saying 'this is irresponsible.' It turned out to be a disaster for the Republican Party."

The Republican stance is to push the President for leadership on the budget, while the Democrats say 'Don't get in the President's way.' Meanwhile, the President is staying as far away from these issues as possible until re-election.

Medicare costs could depend on the President's health plan. Senator Lugar called the plan "far overreached," and rejects the mandate requiring that citizens sign up and as well as the expenses to implement it.

According to Lugar, the current food crisis is a benefit to Morgan County farmers as the price on corn, soybeans and wheat have doubled. Overall, it has a negative impact on pricing throughout the world.

Lugar listed many problems with our defense plan, with wars in Iraq and Afghanistan, and the public sentiment that troops have been there



Photos by Dave Ashbaugh

long enough. Add to that, we're now engaged in a conflict with Libya.

Questions and responses:

**Q: What is the role of subsidies in the current agricultural market and what will the future hold?**

A: My guess is that, given our preoccupation with overall budget problem, it's possible nothing else will come up for quite awhile. I have been in favor of getting rid of all subsidies.

**Q: What is your stance on the EPA regulation of CO2 emissions?**

A: I'm in favor of bills that ban the EPA from getting into the enforcement of CO2 regulation.

**Q: Discuss Washington's ability to help small businesses to start up, employ people, and pump money into the economy.**

A: It's helpful we've not increased taxes during this time. Prosperity ultimately comes back to Americans having more resources to spend and demanding [goods and services]. The creation of jobs and the building of discretionary income [should be the government's focus].

**Q: Is real tax code reform a priority? Is a consumption tax being considered?**

A: It should be a priority. Because of the budget crisis, [politicians] are skittish about anything to do with taxes. A consumption or value-added tax is in the discussion.

**Q: What is your stand on illegal immigration and the DREAM Act?**

A: Our borders should not be open. The Dream Act addresses children of illegal immigrants with exemplary public school performance. They did not come to the U. S. of their own volition and are talented. I support the Dream Act, which helps these children who en-



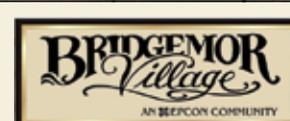
ter college or the armed services put them on a path toward citizenship.

**Q: Can we preserve the National Endowment of the Arts given the current budget situation?**

A: I fear the Endowment could take a hit, given current discussions. Those who have thoughts about that should convey them to your representatives swiftly.

Following the event, Chamber Director Jamie Thompson said, "We were excited to host Senator Lugar today. His office approached us with a scheduled stop in Bloomington and thought this would be a good time to visit with Morgan County, so they worked with us to set up this event."

## MAINTENANCE FREE RANCH CONDOS



Life is different here. With two-bedroom single story living homes crafted to enjoy life in a unique community. Meet friends at the pool. Gather in the clubhouse or just enjoy your own private courtyard. Take your newly discovered free time to embark on a new path.



100 Bridgemor Lane, Mooresville, IN 46158 • 317-831-8094  
www.bridgemorvillage.com

# A true tale of two Mr.'s one to behold and one to beware

Frustrations arise, I am sure, when the folks who work for you don't do what, how and when you want them to do. You can plainly see that your employees and independent contractors who work for you "should" know what, how and when to do the things you desire. The assumption is being made that the desired work is both morally and ethically right. But how can you correct the situation?

Let me share a personal experience of working with two vastly different people and how my efforts were either complimented or diminished by their actions, attitudes and words. For purposes of illustration I'll call them Mr. S and Mr. E to protect the innocent.

From the beginning, Mr. E was enthusiastic with idea after idea for me to accomplish. The enthusiasm was contagious and I was all on board! Things were starting to happen and boy did they! Mr. E was always quick to point out errors and areas of his dissatisfaction in the project and its progress. He consistently exaggerated his efforts and expenses in the project that we were working on together. Only after an intense feedback session where his methods were discussed and he was told that those methods were less than motivating did he say, "You're doing a good job." Which made me wonder of its sincerity. Looking back, since it never happened again... it was unfortunately a gesture to attempt to influence. I am sure he meant what he said... but it had to be drawn from him rather than flow naturally. Every call or contact has been a criticism, condemnation or complaint along with an exaggeration of his efforts.

Conversely, let's look at Mr. S's words and behavior. Ironically Mr. S is by far more demanding and has much higher expectations than Mr. E. These higher levels are usually reached or exceeded consistently. Here's how Mr. S works...



Jack Klemeyer

he begins by finding something, no matter how small, but not trivial, that he can point out where you are doing good. He gives specific sincere praise for the things that warrant praise. He puts forth a challenge and asks for specifically where he can give his help, input or support.

The results are much better for me and others who work with Mr. S, because he creates an environment where everyone wants to participate at 110%! His focus is on me and what I need versus what he has done or spent and exaggerations are never used. Behavior that Mr. S wants gets rewarded unwanted behavior gets discussed and corrected.

The lesson I've learned and want to share reminds me of a story told by the late Jim Rohn. Jim used to say that "... in the Bible there are two kinds of stories, there are the beholds and the beholds." He points out "...that the goal for (my) story should be to be more of a behold and less of a beware." I totally agree and I'm asking you to look at your words, actions and attitudes and see if maybe, just maybe you might be causing the behavior you do not want from your employees and independent contractors. Are you creating the right environment? Learn from both the beware of Mr. E and the behold of Mr. S.

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.

*His focus is on me and what I need versus what he has done or spent and exaggerations are never used.*

## CFMC Announces 2011 Lilly Endowment Community Scholarship Program Recipients and Finalists

Two students have been named recipients of four-year scholarships as the Community Foundation of Morgan County 2011 Lilly Endowment Community Scholars.

Tyler Huff and Daniel Kerstiens will receive full tuition for four years to the Indiana college of their choice and an \$800 yearly stipend for required books and equipment.

Huff is the son of Douglas Huff of Martinsville and Teresa Huff of Mooresville. He attends Mooresville High School, where he is a member of orchestra and several ensembles, National Honor Society, varsity tennis, French club, Fine Arts and Math Academic Teams, Junior State of America and the Gay Straight Alliance.

Huff plans to study neuroscience and pre-medicine in college.

Kerstiens is the son of John and Julie Kerstiens of Martinsville. He attends Martinsville High School, where is a member of the Academic Decathlon team and National Honor Society. He has participated in Spell Bowl and Academic Superbowl, and has tutored at Paragon Elementary.

Kerstiens plans to study aerospace engineering in college.

From over 50 initial applications, Huff and Kerstiens were chosen from five finalists nominated by the CFMC Scholarship Advisory Committee in February. The Lilly Endowment Community Scholarship Program for Morgan County criteria is weighted and based on academic performance, financial need, school/community activities and/or work experience, essay questions, a personal interview, and personal characteristics.

In addition to Huff and Kerstiens, finalists for the Lilly Endowment Community Scholarship were Amy Anderson and Sarah Newton of Mooresville High School and Ryan Schneck of Martinsville High School. Anderson was selected as the alternate in the event that Huff or Kerstiens are unable to accept the scholarship. Anderson, Newton, and Schneck will receive scholarships from the Community Foundation of Morgan County honoring their achievements.

The CFMC Scholarship Committee recommended the two nominees and an alternate to Independent Colleges of Indiana, Inc. (ICI) which manages the selection of the recipients for the Lilly Endowment. ICI is a non-profit corporation that represents 31 regionally accredited degree-granting, non-profit, private colleges and universities in the state.

The scholarships are the result of a statewide Lilly Endowment initiative to help Hoosier students reach higher levels of education within the state. Indiana ranks among the lowest states in the percentage of residents over the age of 25 with a bachelor's degree. There were 142 scholarships awarded statewide.

More information on the Community Foundation of Morgan County, Inc. is available online at [www.cfmconline.org](http://www.cfmconline.org) or by calling the foundation locally at (765) 813-0003 or toll-free at (855) 280-3095.

**Retail/Commercial/Professional Space Available  
Pioneer Pointe on East High Street**

**317-831-3629**

Competitive Rates in a High Occupancy Center



# Regional Cancer Center receives 2nd Outstanding Achievement

The Commission on Cancer (CoC) of the American College of Surgeons has granted its Outstanding Achievement Award to the Regional Cancer Center at Morgan Hospital & Medical Center as a result of surveys performed during 2010. MHMC also received the three-year award after its first survey in 2007.

According to Vicki Stoughton-Elliff RN, program administrator of the Regional Cancer Center, the team of medical professionals is responsible for the success. "This prestigious award recognizes our high standards in providing quality cancer treatment and places the MHMC amongst an elite group in the United States."

MHMC is one of a select group of 90 currently accredited and newly accredited cancer programs across the United States. This select group represents approximately seventeen percent (17%) of programs surveyed during this period. A majority of recipients are community-based facilities; however, teaching hospitals, NCI-designated Comprehensive Cancer Centers, Pediatric, and Network Cancer Programs also received the award.

"On behalf of our Board of Trustees and entire team, we first thank all our cancer patients, their families and to the entire Morgan County community for their meaningful support and trust of MHMC. This award recognizes the full scope, caliber and quality of our cancer care program as well as the skill and dedication of the MHMC team of professionals. And our thanks and congratulations is extended to our Medical Directors and all our doctors who engage in diagnosing and treating cancer, to our clinical staff, and especially to Stoughton-Elliff. Their expertise and talents are second to none and deeply appreciated" said MHMC President and CEO Tom Laux.

Established in 2004, the CoC Outstanding Achievement Award (OAA) is designed to recognize cancer programs that strive for excellence in providing quality care to cancer patients. The award is granted to facilities that demonstrate a Commendation level of compliance with seven standards that represent six areas of cancer program activity: cancer committee leadership, cancer data management, clinical management, research, community outreach, and quality improvement.

The level of compliance with the seven standards is determined during an on-site evaluation by a physician surveyor. In addition, facilities must receive a compliance rating for the remaining 29 cancer program standards. Ninety programs, including Morgan Hospital & Medical Center received the OAA as a result of surveys performed in 2010.

Established in 1922 by the American College of Surgeons, the Commission on Cancer is a consortium of professional organizations dedicated to improving survival and quality of life for cancer patients through standard-setting, prevention, research, educa-

tion, and the monitoring of comprehensive quality care. Its membership includes Fellows of the American College of Surgeons and representatives of 47 national organizations that reflect the full spectrum of cancer care.

The CoC's core functions include setting standards for quality, multidisciplinary cancer patient care; surveying facilities to evaluate compliance with the 36 CoC standards; collecting standardized, high-quality data from accredited facilities; and using the data to develop effective educational interventions to improve cancer care outcomes at the national, state, and local levels. There are currently more than 1,500 CoC-accredited cancer programs representing 25 percent of all hospitals in the U.S. and Puerto Rico. These CoC-accredited facilities diagnose and/or treat 71 percent of all newly diagnosed cancer patients each year. Receiving care at a CoC-accredited cancer program ensures that a patient will have access to the full quality spectrum of comprehensive cancer care close to home.

In addition, cancer patients' data are reported by each CoC-accredited cancer program to the CoC's National Cancer Data Base (NCDB), a joint program with the American Cancer Society (ACS). These data account for approximately two-thirds of all newly diagnosed cancer cases in the U.S. each year, and are used regularly to monitor the quality of patient care delivered in CoC-accredited cancer programs and to improve cancer care outcomes at both the national and local level.

The CoC provides the public with information on the resources, services, and cancer treatment experience for each CoC-accredited cancer program. This information is shared with the public on the Cancer Programs page of the American College of Surgeons website at <http://www.facs.org/cancer/index.html> and through the American Cancer Society National Cancer Information Center at 1-800-ACS-2345.

For more information about the Commission on Cancer, visit [www.facs.org/cancer/index.html](http://www.facs.org/cancer/index.html).

## The Keys to Your Success

### Are you on the right yellow brick road?

In the past I have shared a number of factors for achieving success in business and in life. I have talked about the importance of taking time to think about your personal and professional growth, and how critical it is to think and act strategically as a business leader. I've touched on the importance of setting goals and removing your personal baggage so you can add value to your business and private life. Above all, I've shared how you must take responsibility for your past AND your future.

Over the next few months I'm going to change the focus and start at the beginning. Yes, the beginning. Where ideas are just ideas. Where the best path is yet to be decided. Where success is the fabled Emerald City that lies down our own yellow brick road.

If you are just starting out, I'll share ways to help you find direction, create SMART goals, develop a strategic mindset, work effectively and -- eventually -- find success. If you are an experienced traveler on the road to success, the information may be familiar, but still relevant. After all, it's always wise to look around and keep your Emerald City in sight.

Where do we start? With one question: How do you define success?

Think about it. Take some time. Reflect on what you believe -- deep down -- is truly important. How would you most enjoy spending your time if you weren't so focused on driving down your current road? Would you devote more time to your spouse, your family, or even your dog?



**Thomas Barnes**

Would you play golf? Volunteer to help others? Travel?

Personal success isn't defined by a title, how much money we make, or even what others define as success. Personal success is just that: personal. It is the value we place on our choices, actions and results. Each of us will have a different definition, and that definition may change over time.

So whether you are just embarking on the journey toward your success, or charting a new course after already traveling a road or two, stay with me over the coming months. We'll take the journey together, defining success and navigating the right yellow brick road so you can reach your very own Emerald City. Want to get there faster, with personal attention to your goals? Contact me right away. I'll be glad to help you define success and chart your course.

Thomas Barnes is a mentor and strategic business coach with Indy Success Coach. For more information visit [www.indysuccesscoach.com](http://www.indysuccesscoach.com) or contact Tom directly at [tom@indysuccesscoach.com](mailto:tom@indysuccesscoach.com) or call (317) 332-4846.

**Our Best Service is Our Customer Service!**



**6078 E. SR 144 Mooresville**  
**317-831-6142**  
**jakesbs@msn.com**

### Adaptive Business Solutions

Single-source software, hardware,  
 network and service provider for  
 small to medium-sized businesses

Specializing in Distribution, Manufacturing and Accounting

**(317) 487-6402**

[www.absindy.com](http://www.absindy.com)

## MORGAN COUNTY OWNED & OPERATED



**The UPS Store**  
**YOUR COPY HEADQUARTERS**  
**317-821-8411**

**COLOR COPIES B&W COPIES**

**2-PART BLUEPRINTS**

**3-PART CARBON COPIES LAMINATING UP TO 24"**

**BUSINESS CARDS**

**COPIES AS LOW AS \$0.03 EACH!**

**8310 Windfall Ln. B | Camby, In. 46113**  
**Hours: Mon.-Fri. 9 a.m. - 7:30 p.m. Sat. 9 a.m. - 3 p.m.**

# Planner of note

## GREATER MARTINSVILLE CHAMBER OF COMMERCE - NEW MEMBERS

Brian Hunt  
Carpenter Realtors

Terry Collier  
Parkview Apartments

Renda Trimble  
Spice of Life Catering

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

## GREATER MOORESVILLE CHAMBER OF COMMERCE - NEW MEMBERS

Daphne Larson  
Money Mailer

Souls Habor Assembly of  
God Church in Plainfield

Susan Young  
Aimfire Marketing

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

## TOWN OF MOORESVILLE - BUILDING PERMITS

Brian Bray, S.R. 42, Room Addition  
Eugene Perry, Harlan Drive, Electrical Upgrade  
Danny Miller, Carlisle Street, Electrical Upgrade  
L.W. Martin, Neff Lane, Single Family Home & Additional structure  
Circle K LLC, East Main Street, Interior Remodel  
Marilyn Mercer, Brentwood, Electrical Upgrade

## TOWN OF MARTINSVILLE - BUILDING PERMITS

Dentex Systems, S.R. 39 Bypass, Remodel  
Skelton Builders, J.R. Wooden Drive, Commercial Remodel  
L.S. Stone Co., Country Club Road, Roof addition  
JRF Construction, Ohio Street, Restaurant Remodel

## MORGAN COUNTY - BUILDING PERMITS

Gerry Dilley, S.R. 39, New Modular Home  
Carl Van Rooy, S.R. 44, Mini Barn  
Janet Van Rooy, Nast Chapel Road, Mini Barn

Larry Reason, Kitchen Road, Pole Barn  
Jeffrey Miller, Whispering Mist Lane, Mini Barn  
Randy Baxter, S.R. 44, Remodel Residential Interior  
John Zupancic, Hassetown Road, Single Family Residence  
Micky Spradlin, Wilbur Road, Commercial Building

Sam Garrity, Wilber Lane, Residential Addition  
Clear Channel, Dillman Road, Billboard Sign  
Clear Channel, Old S.R. 144, Billboard Sign  
Idle Zone, S.R. 37, New Commercial Electric  
George Benton, Benton Lane, Pole Building  
Judy Swiecicki, Watson Road, Single Family Residence  
Jeffrey Hayes, Old S.R. 144, Pole Building  
Ryan Hoffman, Crooked Creek East, Electrical Upgrade  
Rick Finney, Union Street, Electrical Upgrade  
Dennis Keith, Bill Smith Road, Single Family Residence

Ashleigh Walters, Nast Chapel Road, Single Family Residence  
Jean Hodges, Godsey Road, Electrical Upgrade  
Spencer Depoy, Watson Meadows Lane, Swimming Pool  
David Wirey, Gold Creek Road, Pole Building  
Jason Bond, Rinker Road, Pole Building  
Dan Whitaker, Minor Court, Pole Building  
Michael Stockwell, C,R, 400 North, Pole Building  
Thomas Wilkins, Centenary Road, Single Family Residence  
Scott Townsend, Old S.R.67, Mini Barn  
Mark Breneman, S.R. 42, Pole Building  
Lawrence Schubert, Beech Grove Lane, Pole Building

Travis Perkins, Crooked Creek Drive, Patio/Porch Enclosure

## NEW BUSINESS FILINGS

William Poe, Clean Quest, 4455 Liberty Loop, Martinsville, IN 46151  
Sam Bales, Bales Chimney Sweep, 901 East Bryant's Creek Rd, Martinsville, IN 46151

Jenna Hathaway & Angela Selberg Lisby, Cake-Tastic, 10 No. Indiana St., Mooresville, IN 46158

Ben Throckmorton, Hometown Auction of Martinsville, 902 Sumner Ave., Martinsville, IN 46151  
Jonathon Herrington, Integrated Real Estate, 4930 West 7005, Trafalgar, IN 46181  
Walter Warren, Renew Construction, 1543 East Wade Street, Indianapolis, IN 46203  
Stephanie Mason, My Lil Hero, 165 Byram Blvd, Martinsville, IN 46151

## SHERIFF'S SALES

April 25, 2011  
Costin  
1468 Whitehorse Lane  
Martinsville, IN 46151  
\$258,453.77  
Feiwell & Hannoy  
(317)237-2727

April 25, 2011  
Covey  
12910 N Paddock Rd  
Camby, IN 46113  
\$107,108.11  
Feiwell & Hannoy  
(317)237-2727

April 25, 2011  
Robertson  
6873 E Old S R 144  
Mooresville, IN 46158  
\$165,321.49  
Mercer & Belanger  
(317)636-3551

May 16, 2011  
Livingston  
39 W. Walnut Street

Martinsville, IN 46151  
\$83,903.23  
Feiwell & Hannoy  
(317)237-2727

May 16, 2011  
Bowen  
889 S Grant Street  
Martinsville, IN 46151  
\$69,128.87  
Feiwell & Hannoy  
(317)237-2727

May 16, 2011  
Carrillo  
13981 N Bluff Creek Ct  
Camby, IN 46113  
\$230,089.36  
Feiwell & Hannoy  
(317)237-2727

May 16, 2011  
Hiner  
3905 Lower Patton Park Rd  
Martinsville, IN 46151.  
\$134,084.41  
Reisenfeld & Assoc.  
(513)322-7000

May 16, 2011  
Stevenson  
1017 Killian Drive  
Mooresville, IN 46158  
\$134,095.26  
Reisenfeld & Assoc.  
(513)322-7000

May 16, 2011  
Trimble  
13346 N Miller Drive  
Camby, IN 46113  
\$100,535.02  
Unterberg & Assoc.  
(219)736-5579

May 16, 2011  
Wilburn  
3480 Mt. Olive Lane  
Martinsville, IN 46151  
\$105,060.89  
Rodric Bray  
(765)342-6814

May 23, 2011  
Gibson  
630 Red Oak Way  
Mooresville, IN 46158  
\$133,468.49  
Septtymous Taylor  
(270)684-1606

May 23, 2011  
Laycoax  
13276 N Swayzee Ct  
Camby, IN 46113  
\$106,080.10  
Burke Constanza & Cuppy  
(219)769-1313

May 23, 2011  
Perry  
3410 Centennial Rd  
Martinsville, IN 46151  
\$123,682.18  
Reisenfeld & Assoc.  
(513)322-7000

May 23, 2011  
Wells  
11520 N. Gasburg Rd  
Mooresville. IN 46158  
\$123,881.66  
Doyle Legal Corp.  
(317)264-5000

June 6, 2011  
Wilson  
602 Peaceful View Drive  
Mooresville, IN 46158  
\$120,056.57  
Foutty & Foutty  
(317)632-9555

June 6, 2011  
O'Dell  
1609 Robin Rd.  
Martinsville, IN 46151  
\$105,060.89  
Rodric Bray  
(765)342-6814

June 6, 2011  
Baxter  
437 Baxter Ct  
Martinsville, IN 46151  
\$342,338.56  
Feiwell & Hannoy  
(317)237-2727

June 6, 2011  
Malott  
5306 Berean Rd  
Martinsville, IN 46151  
\$350,451.75  
Feiwell & Hannoy  
(317)237-2727

June 6, 2011  
Pirkey  
249 Lehr Drive  
Mooresville, IN 46158  
\$65,526.68  
Blommer Peterman  
(219)793-9680

June 6, 2011  
Hoff  
1394 S Sassafras CT  
Martinsville, IN 46151  
\$97,058.22  
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.

**317.696.1740**  
Bob@CopyBob.com www.CopyBob.com  
www.BizLeader.biz

**CopyBob**  
Bob Sullivan  
Business Writing Services

**MOORESVILLE AUTO & TIRE, INC.**

432 N. MONROE MOORESVILLE 831-1215







\$22.99

**SUPER SAVER**

includes...  
Lube, oil & filter change. Tire rotation.  
Brake inspection.  
Complete vehicle inspection.  
Free battery check.

6 MONTHS SAME AS CASH • [www.MooresvilleAutoandTire.com](http://www.MooresvilleAutoandTire.com)  
Monday-Friday 7:30am-5:30pm • Saturday 8am-1pm

# Embrace <sup>good</sup> Health



**Embracing good health has never been easier. Learn more at [StFrancisHospitals.org](http://StFrancisHospitals.org) or call (317) 831-1160.**

Making good health a part of your lifestyle just makes good sense—especially when leading-edge services are available right in your community. Franciscan St. Francis Health – Mooresville offers the level of advanced medicine you and your family deserve.

**Services offered at Franciscan St. Francis – Mooresville include:**

- 24-hour Emergency Department
- Award-winning Center for Hip & Knee Surgery
- Cancer Center
- Colorectal Care
- Cherished Beginnings Maternity Services
- Lab and Imaging
- Physical Therapy

 **Franciscan**  
**ST. FRANCIS HEALTH**