

*Where Morgan County Business Comes First*

# BUSINESS LEADER<sup>®</sup>

MORGAN COUNTY

November 2008

EMERGENCY

## St. Francis Mooresville Expands to 24 / 7 ER Capabilities

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



**Vaulted gifts from Morgantown P11**

An All About Town Publication

St. Francis Hospital – Mooresville is expanding your view of health care

**ST. FRANCIS MOORESVILLE**



To Our Customers,

The national news media has created a lot of discussion regarding the safety and soundness of the banking industry. While other financial institutions may be struggling, Citizens Bank is financially healthy in every respect and I want to provide you with every assurance that you are depositing your money in a safe place.

At Citizens Bank, we do things the old-fashioned way:

- We know our borrowers and make loan decisions one borrower at a time.
- We make prudent loan decisions. We verify income and require down payments on mortgage loans.
- We have a diverse loan portfolio. **Sixty percent** of our loans are to individual consumers. We do not have a concentration of loans to any one borrower or industry.
- **We don't make sub-prime loans.**
- We operate as a conservative bank. Our total bank capital is **\$34.5 million**. This is more than **double** the capital needed to be considered "well capitalized" by industry standards.
- We are profitable. We posted earnings of \$1.3 million through June 30, 2008.

As the humorist Will Rogers quipped many years ago, "In times like these, I'm more concerned about the return **of** my money than the return **on** my money." Peace of mind cannot be measured in dollars and cents – **IT IS PRICELESS**. As a customer of Citizens Bank, you can rest easy.

You have worked hard to accumulate your assets and we are committed to protecting them and making your money work for you. If you have any questions regarding your personal portfolio or think that we could be of assistance to your family or friends, please contact me directly at **317-831-9669**. We appreciate your business.

Sincerely,

Lynn T. Gordon  
President



Member  
FDIC

[www.citizens-banking.com](http://www.citizens-banking.com)



**Artesian Square Branch**  
1604 South Ohio St.  
Martinsville • 765-342-0395

**Brooklyn Branch**  
East Mill St.  
Brooklyn • 317-831-2110

**East Morgan Branch**  
1360 E. Morgan St.  
Martinsville • 765-342-3303

**Heartland Crossing Branch**  
10503 Heartland Crossing Blvd.  
Camby • 317-856-9800

**Monrovia Branch**  
35 W. Washington St.  
Monrovia • 317-996-2250

**Plainfield Branch**  
2402 E. Main St.  
Plainfield • 317-839-9899

**Town Center Branch**  
480 Town Center Dr.  
 Mooresville • 317-831-9630

**Avon Branch**  
100 North S.R. 267  
Avon • 317-272-6175

**County Line Road Branch**  
2334 E. County Line Rd.  
Indianapolis • 317-881-8045

**Eminence Branch**  
S.R. 42  
Eminence • 765-528-2205

**Main Office**  
33 N. Indiana St.  
 Mooresville • 317-831-0110

**Morton Avenue Branch**  
1098 S.R. 39 Bypass & Morton Ave.  
Martinsville • 765-342-6600

**Smith Valley Road Branch**  
1675 W. Smith Valley Rd.  
Greenwood • 317-883-0662

**White Lick Branch**  
445 S. Indiana St.  
 Mooresville • 317-831-1792

# And now a little traveling music

A family commitment has sent me on a tour of the West, 17 states in all, of great personal value. It provided a number of unexpected ancillary delights and insights as well. I listened to CD's, and not the radio, and only turned on the TV once, to check the weather at the Grand Canyon. Therefore, I missed the market "panic". Oh shucks! There I was, driving along in ignorant bliss while we befell the financial world.

I noticed the corn and wheat crops looked very bountiful as they were being harvested. Gas prices were getting down, as low as \$2.33, and the roads were full of trucks hauling goods and tourists trying to impeded them. Stores were open, shoppers came and went, and every small town seemed to have activity. The country looked pretty good as I drove by. Even in Canada, where gas cost \$5 per gallon, everything looked normal, people going about their lives as usual. I stopped in rural New Mexico one night, shut off the lights, and sat awhile star gazing. The Milky Way is still there, stretching from horizon to horizon. All seemed well in Heaven and on Earth, life was going on.

Aside from the occasional bumper sticker and yard sign (the vast majority pro-McCain), politics didn't diminish the trip. I over heard no conversations at gas stations, restaurants or motels about the stock market, only the usual, crops, weather, politics and family matters. There were empty stores and factories to be sure, but people were going on with their lives. There was no panic in their eyes that I saw. The news media should be required to drive through "fly over" territory, you cannot see someone's eyes from 40,000 feet.

The trip also provided several humorous and insightful moments:

I learned to drive through small towns before selecting a motel, choosing the one that had the most lights working on their signs.

New Mexico advises drivers before each and every hill that "Hill Blocks View". They also have signs reading "Lights on for safety". You can't read those signs at night if you have your lights off.

The difference in price in motels seemed to be whether the Kleenex comes in a box or on a roll. The most expensive, in Brook, Alberta, was the least comfortable and noisiest.

Missouri is working on it's intellectual image. Virtually every interchange boasts a book store,

although they don't seem to have any for children.

Canadians drive like maniacs in this country, but are the most polite drivers at home.

Every state and province had farms of huge wind mills.

There were a great many foreign languages spoken at sightseeing stops in the parks. I even overheard some British ladies, who must have believed that no one around could understand what they were saying.

Despite many, many offers, I did not sample "Delicious Fresh Jerky".

Oklahoma has the worst Interstate pavement, and lots of it.

Donuts are unknown west of the Mississippi, except in Canada.

Everyone, everywhere, was friendly to a solitary traveling stranger.



**Dave Stafford**  
Publisher

*The news media should be required to drive through "fly over" territory, you cannot see someone's eyes from 40,000 feet.*

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

Dave Stafford is the publisher of the Morgan County Business Leader. You may contact him at (317) 697-2893 or by e-mail at [dave@allabouttown.info](mailto:dave@allabouttown.info).

## BUSINESS LEADER

ESTABLISHED 2006  
Vol. 3, No. 4

All About Town Publications

211 East High Street  
Mooreville, IN 46158  
Phone: (317) 697-2893 Fax: (317) 831-2205  
email: [info@bleader.biz](mailto:info@bleader.biz)

### Publisher & Editor

Dave Stafford

### News Editor

Bob Sullivan

### Design/Production

Zachary Ross

Copyright 2008  
©All About Town Publications  
All rights reserved.

## Contents

### From the publisher

Stories of encouragement and hope for our county .....3

### Editorial

Optimize your website for top search engine ranking .....4

### Flood Stories

Flood tests the strength of rock company .....5

Double disaster can't keep Family

Restaurant down .....6

Harris Bank helps community while addressing branch flooding .....7

Flood waters destroy equipment, strengthen resolve .....8

Sections

Success Story .....10

Planner/Of Note .....11



 Clarian West Medical Center

## Find the right match.

**217-DOCS** is a free physician referral service that helps match you with the Clarian West physician that's right for you — meeting your medical needs and personal preferences, close to home.

# Why experts make poor writers (and what to do about it)

By Bob Sullivan  
www.copybob.com  
Morgan County Business Leader

When preparing the company message for advertising such as catalogs, brochures, press releases or websites, the thinking at some organizations is they should tap their experts and assign them the task of writing the content. It makes sense to utilize the smartest ones in the room to create the message, representing the company's products or services.

But what happens when the experts take on the task of composing the company's communications? Here are a few pitfalls that trip companies up when experts go outside their expertise and compose business content:

Good business writing is more than attaching sentences. Many otherwise-intelligent people think because they can compose a fairly decent email, they're ready to tackle corporate business writing. This is like a medical student saying that because they've dissected a few frogs, they're ready to perform major surgery. Business writing goes

beyond good sentence structure--it's about looking at your product or service from a customer's perspective, not your own. Which brings me to...

Expertise without perspective is a liability. Technical experts tend to write using insider "jargon", unnecessary facts or shortcuts. Mechanics, printers, financial advisors--experts in any specialized field--run the risk of losing their target audience by confusing the reader.

Funneling the content. Because they're so close to the project, the expert often can't separate the important benefit from the trivial detail. While the stainless steel ball-bearing wheels on your company's carrying caddy might distinguish you from your competitors, but a professional copywriter can better determine if that fact really needs mentioning in the three-panel brochure. Such details may be better saved for the follow-up sales call.

Less is more. Any good business writer knows white space is your friend. Most people won't read huge chunks of copy, no matter how well-written or engaging. An amateur writer thinks any information placed on the page will be read, so the

more words squeezed onto the page, the better. Readers will barely skim such text-filled monstrosities before tossing the piece in the trash.

Fear of the CEO. Few brave employees will dare go on record about the boss's weak writing skills. In today's economy, workers have legitimate fears about the consequences of offering such an honest critique. That's not to say a company can't take advantage of their high-powered executives. Assembling a creative team to work with the CEO places accountability on all team members, and also creates backbone in members who don't want their name attached to a failing project.

Teaming your corporate experts with a business writer helps you navigate the tricky pitfalls of creating successful advertising copy, saving you money and keeping your marketing project on deadline.

If your company is struggling to find its message, or your project is bogged down in its own expertise, call a business writer to help. You can reach me at 317-918-0029 for a free consultation.

## Starting a business: Startup, startup kit, turnkey package or franchise

Do you feel lost and insignificant in the corporate world? Do you have an independence that screams, "I want to do my own thing!"? Then possibly owning your own business is the answer.

But where do you start? Can you do it all on your own, do you need constant assistance, or are you somewhere in between?

There are 4 main options: starting on your own, buying a startup kit, purchasing a turnkey package, or investing in a franchise. There are wide variances, but during my research before starting my own business, I found some major differences.

### Startup

A startup is a new business, started without assistance. Whether you have a business partner or not, you're on your own, without guidance or knowledge from someone already in the business. (Of course, a business coach or mentor could provide this, but that's another topic.) You choose what you want to do, and where and how you want to do it. You create your policies, procedures, processes. You create your marketing materials, decide who your target market is and figure out how to market to them. All creation and execution is in your hands. This is a daunting task, and often takes much more time and money to get started because of the extensive ramp-up caused by the learning curve.

### Startup kit

The first step above starting on your own is pur-

chasing a startup kit. These vary from just a brief how-to guide to a comprehensive manual and often document templates to help with the processes. Many times other items might be included; for instance, a website, resources or shared information. The cost can be minimal up to thousands of dollars. The key here is the word "startup", which indicates you'll receive upfront help, but then you'll be on your own. There is no contract, because the purchase of the kit is the end of the transaction. This type of purchase can be helpful for those who want to be completely independent, but want the assistance to get started.

### Turnkey business or turnkey package

Are you wanting independence, but also prefer help with the startup plus continued support? Then a turnkey business, sometimes called a turnkey package, is most likely for you. InvestorWords.com states that a turnkey business includes everything needed to immediately start running the business. The business can be implemented with no additional work required by the buyer (just by 'turning the key'). Normally you'll receive a contract because of the association that continues beyond the startup phase. Some turnkeys have options to renew, which brings additional benefits. You'll find turnkey packages that are barely more than a startup kit. Others can be favorably compared to a franchise because they include websites, news-

letters, marketing materials, equipment, hands-on training and continued mentoring and support. There is a wide variation in turnkey packages; the pricing can range from hundreds to tens of thousands of dollars.

### Franchise

A franchise, according to InvestorWords.com, is a business organization in which a successful firm - the franchisor - enters into a continuing contractual relationship with franchisees operating under the franchisor's trade name. Usually with the franchisor's guidance is in exchange for a fee. The assistance you receive from most franchises is all-inclusive from marketing to office procedures to location of your store to how you conduct your daily business. If you want to own your company but know that you'll need continued assistance and support, this is probably the best choice. Most, if not all, require a background check and financial qualifications.

No matter what you choose, you usually get what you pay for. Compare before buying! Whether you start your own business from the ground up, purchase a franchise, or buy something in between, remember that the success of your business is up to you. It rests entirely on your shoulders, and your determination, hard work and perseverance create your outcome.

Cindy Hartman is President of Hartman Inventory LLC, a woman-owned business that provides business and home inventory services. She and her husband Mike also own Hartman Inventory Systems LLC, a complete turnkey inventory business package for those who want to establish their own inventory company. <http://www.HartmanInventory.com>. Read Cindy's blog at <http://www.HartmanInventoryBlog.com>



Cindy Hartman

*No matter what you choose, you usually get what you pay for. Compare before buying!*

**BUSINESS LEADER**  
MORGAN COUNTY

## Contact our editorial board

To contact a member of the *Morgan County Business Leader's* editorial board, please e-mail him or her at the address provided:

### Scott DeCoursey

Telecom. system sales and service  
Nuance, Inc.  
[scottdecoursey@nuanceinc.biz](mailto:scottdecoursey@nuanceinc.biz)

### Susan Lowe

Sales & Marketing  
Hometown Publishing  
[slowe@hometownpublishingllc.com](mailto:slowe@hometownpublishingllc.com)

### Nick Parkevich, MPA, CFRM

Director of Marketing & Development  
Damar Services, Inc.  
[nickp@damar.org](mailto:nickp@damar.org)

### Bruce Richardson

Insurance agent  
State Farm, Mooresville  
[bruce.richardson.gqqt@statefarm.com](mailto:bruce.richardson.gqqt@statefarm.com)

### Julie A. Stigall

Account Executive  
First Data Merchant Services  
[julie.stigall@firstdata.com](mailto:julie.stigall@firstdata.com)

### Diana Stromley

Bell's Biscuit & Basket Boarding Kennel  
[sunburst@cortc.com](mailto:sunburst@cortc.com)

**Would you like to be on the Morgan County editorial board e-mail [dave@allabouttown.info](mailto:dave@allabouttown.info)**

**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@businessleader.bz](mailto:info@businessleader.bz).

## Protecting yourself against identity-related theft

Presented by Penny Lutocka

Are you at risk for financial loss due to identity-related theft? Most of us are. And when the economy tightens and gas prices rise, scam artists get even more desperate -- and creative. That's the bad news. The good news is that you can fight back. Here are a few tips that might help you avoid the potential financial devastation of identity-related theft.

### Don't give out confidential or sensitive information via phone or email.

Scam artists have gotten more and more sophisticated in their abilities to appear legitimate. But truly legitimate financial and credit institutions should never ask for your social security or account numbers via unsolicited phone calls or emails. Period. If you do get such a request, don't divulge sensitive information your bank or creditor should already have.

### Take bill payments directly to the post office.

That little flag on your mailbox may be red, but it's as good as a green light to thieves who want your confidential information. Don't give them the chance. Instead, whenever you pay bills by mail, take your payment envelopes directly to the post office or an official postal pick-up box. It's easy enough to swing by such a location on your lunch hour, and it may save you time, trouble and money.

### Leave non-essential cards at home.

Do you carry your social security card with you? Insurance cards? What about your credit cards; do you carry all of them all the time? Chances are, you'll practically never need your social security card, and will need your insurance cards infrequently. As for your credit cards, do you really need to carry several everywhere you go? Play it smart; leave non-essential cards in a safe place. They'll be there when you need them.

### Know what's in your purse or wallet.

Carrying fewer cards, of course, makes it easier to know what you had on hand if your purse or wallet is breached or stolen. Carry less and you might even notice if a single card is missing. Regardless of how many cards you carry, periodically take stock and make sure none are missing.

### Carry your confidential information protectively.

Even if you wouldn't freely give out your credit or account information to a stranger, how protective are you of that information in public? Do you hide your keystrokes when entering your PIN at an ATM or debit card machine? You probably should. And what about your wallet? If you carry it in your back pocket, consider moving it to your front pocket; it's much more risky for a pickpocket to enter your field of vision to steal from you. Chances



A partner with London Witte & Company, LLP, Penny Lutocka is a Certified Public Accountant, Certified Fraud Examiner and Certified Financial Planner. Her expertise includes

fraud prevention, detection and investigation. To learn more about this topic, contact Penny Lutocka at: London Witte & Company LLP Chase Tower 111 Monument Circle, Suite 3880 Indianapolis, IN 46204-5117 (317) 634-4000 (Office)

are they won't take that chance...or your money.

### Scrutinize your statements as soon as you receive them.

How closely do you review your monthly credit card and bank statements? Would you know if an unauthorized charge showed up? If you don't check listed purchases and other charges carefully, you may get taken while criminals get rich. So study your statements, but if you see an unfamiliar charge, don't panic. First, think about purchases you might have made on that date. Did you buy something at a mall kiosk or a local festival? If so, the vendor's name might not be one you immediately recognize. But if you're certain you did not purchase the listed item, contact your bank or credit card company immediately. You'll probably have to submit an affidavit stating that you did not incur the charge; and your credit card company should issue you a new card. Sure, it's a hassle, but less of a burden if you catch the fraudulent activity quickly.

### Dare to be a cut-up.

In other words, shred your discarded confidential information. Just as thieves will invade your outbound mailbox, "dumpster divers" are not above sifting through your trash to get your account numbers, credit card cash advance checks and more. Play it safe; get a shredder (it's a good investment) and use it regularly.

### The Bottom Line

You've worked hard to make money, save money and establish good credit. But thieves and scam artists are working just as hard. You can keep the upper hand with a bit of healthy paranoia, a dose of common sense, and a few ounces of prevention. If you think you've been victimized by fraud or simply want to learn more about growing and protecting your finances, call me. I look forward to listening to your needs and seeing how I can help.

As originally presented on TipTopics.com. Copyright 2008, TipTopics LLC. All rights reserved.

### Mooresville Chamber of Commerce:

The regular monthly meeting is Thursday, Nov.20th from 11:30 AM to 1:00 PM. The new 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](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 email to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)



## WIN FIELD LEVEL COLTS TICKETS!

Register today at [www.raystrash.com](http://www.raystrash.com)

for your chance to be a part of the Trash for Cash promotion at an Indianapolis Colts game in the new Lucas Oil Stadium. The lucky winner will receive four field level tickets, a Colts Jersey, and a chance to win \$1000 in cash!

# Ray's

## TRASH SERVICE



Commercial Waste and Recycling Hauling – Residential Waste and Recycling Hauling – Industrial Waste and Recycling Hauling – Construction – Roll-off Services – Demolition – Land Clearing – Document Destruction – Concrete Crushing – Mulch

Buyers of: Scrap Metal, Office Paper, Plastics, and Cardboard

Clayton, IN 46118

Phone: 317.539.2024 | Fax: 317.539.7022

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

# Attention to service keeps clients for decades



By Bob Sullivan  
Morgan County Business Leader

For over 30 years, Diversified Cleaning Services has been providing janitorial services for commercial and corporate locations across Central Indiana. "While attending Martinsville High School, I worked for Pioneer Maintenance, a commercial cleaning company," explained Co-owner William Clark. "After graduating in '77, I became a supervisor, helping to run the business."

Indiana was experiencing a recession in '78, and starting his own business at the time was a mixed bag of comforts and risks. "It was a field I understood, and jobs were scarce at the time. I always wanted to work for myself, and my experience at Pioneer defined the service I'd pursue," said Clark. "I didn't know anything about running a business, but I took the leap that if I could super-vice it, I could run it. But I had nothing to lose by trying."

Clark admits he "stumbled through" his first five years before finding his niche. "I was still a kid, and I had to learn the hard way how to make a business grow. But through trial and error it eventually became successful."

Clark says he learned a lot from Ken Hancock, owner of Pioneer Cleaning, who helped give him his start. "I was a kid who needed a lot of guidance, and he's always been available with advice to guide me along."

When he started, Clark pursued commercial sites, and soon provided services to 40 large supermarkets across Central Indiana. "To keep services manageable, the bulk of our business remains a 50-mile radius of Martinsville," said Clark.

Diversified Cleaning Services strives for high quality. According to Clark, "our clients know once they work with us, they won't have to worry about their services anymore. We prove ourselves over time by providing cleaning they can rely on for years. Our superior service makes them a happy client."

Clark advises, "If you really want to do something, you only lose if you quit. If you keep learning and growing, you'll eventually succeed. Nothing worth having comes quick and easy, which is a lesson a lot of new business owners forget."

Diversified Cleaning Services employs 35 people, who work in teams across the city, generally after 5 PM until 3 AM. According to Clark, the

economy has affected his business in some small ways. "Client hold off on some deep cleaning services we offer, such as on tile and grout, carpets, etc. But cleaning services are always needed, so we're fortunate there."

While supervising at Pioneer Maintenance, William supervised several teams of employees, including Linda York, who in 1980 became his wife as well as co-owner of his business. "She's been my partner in business as well as in life. I handle the clients, and she keeps the books in order to make sure I don't get in trouble," Clark joked. William and Linda raised one son, Jeremy, who owns Puma Computers Service and Repair in Martinsville.

Today, Diversified Cleaning contracts a large variety of commercial and corporate clients. "We handle almost any type of building," said Clark. "Retail sites, banks, churches, huge manufacturing facilities, high rise buildings, power plants, car dealerships and more. We can provide references from companies who have retained our services for decades."

## Diversified Cleaning Services

William Clark, owner  
2009 Morgan Street  
Martinsville, IN 46151  
765-342-9862  
800-533-7099  
wkclark@diversifiedcleaning.com  
www.diversifiedcleaning.com

## 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.")*

**Writing to raise the bottom line of your business.**

# CopyBob

Bob Sullivan  
317.918.0029 • bob@copybob.com

view writing samples at  
[www.copybob.com](http://www.copybob.com)

**Business Writing Services**



X-ray:

X-traordinary:

Diagnostic & Imaging Technology at

**Morgan Hospital**  
& Medical Center

More Advances. More Care.

# Second generation plumber brings quality and value without compromise

By Bob Sullivan  
Morgan County Business Leader

"My father John Stokes started the business about 40 years ago. He retired in 1998, and I've been running it ever since," explained Jerry Stokes, owner of Stokes Services Plumbing and Remodeling in Martinsville. "I'm a one-man operation, with my wife, Christina, running the office."

Stokes grew up in the Plainfield area, where Stokes Plumbing had established itself with a long list of satisfied customers. But "my wife and I had been looking for a place in the beautiful hills of Martinsville for several years, and we finally found a place two years ago," said Stokes. "We love Morgan County. We love the people, and feel right at home out here."

Though Plainfield isn't far from Martinsville, Stokes calls it "like another state. It's amazing. We used to take trips to the woods of Kentucky or Tennessee, and now we don't have to."

One challenge brought on with the move was re-establishing their customer base. "People like to support the local guy, so we lost some customers, but that's how it should be," Stokes concedes. "I bring 32 years of experience with me, and a couple years ago, I diversified my services to include remodeling. I've pretty much seen and fixed it all."

Stokes takes pride in bringing quality and value without compromise. "Word of mouth can make or break you. And in today's economy, we're feeling some of the pangs. People are less inclined to upgrade or remodel than they normally would be,



## Stokes Services Plumbing and Remodeling

Jerry Stokes, Owner  
Martinsville, IN 46151  
Live Message No.: 765-349-1781  
Direct Cell Phone: 317-331-8794  
stokesservices@att.net

but everyone has the occasional repair that has to be addressed."

Stokes started working side by side with his father when he was still in high school. "Immediately after I graduated, I saw no reason to go to college and spend my parents' money when I'd be happy in the plumbing trade," Stokes recalled. "I enjoyed working with my father, which turned into a passion for the business, and knew one day I wanted to take on the business for myself."

At age 19, Stokes was the youngest journeyman plumber licensed with Indiana up to that time. "You were expected to go through four years of trade school, but I passed all the tests early," Stokes recalls making early customer visits and being asked, "are you old enough to be doing this?"

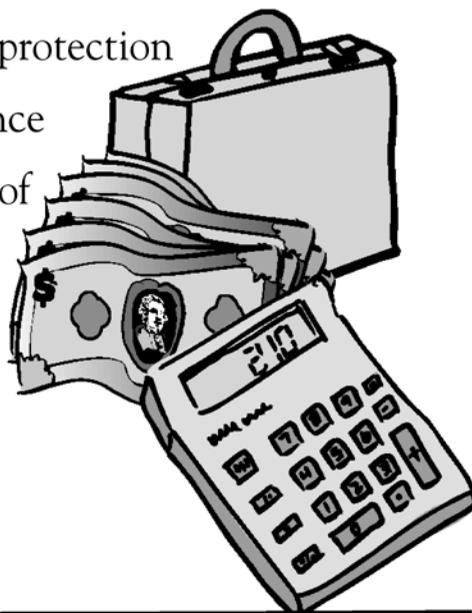
As a one-man, full service plumber going home to home and carrying the tools of his trade in his truck, Stokes sees no reason to keep a storefront. "It keeps the overhead to a minimum. People are always very satisfied, and then I hand them the bill and hear them say, 'is that all?'"

Christina and Jerry Stokes raised two sons, Ryan, age 27, and Brandon, age 23. At this time, neither son is interested in the plumbing trade. "The buck will probably stop with me," Stokes laughs. Perhaps granddaughter Alexys, age 5, will take over one day as the third generation plumber/business owner.

In addition to serving Morgan County's plumbing and remodeling needs, Jerry Stokes donates his skills to various Habitat for Humanity housing projects.

## We make your business insurance our business.

**W**e 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®

Mayfield Insurance, Inc.  
50 South Madison St.  
Mooresville, IN  
(317) 831-3575 | 1-866-509-4733  
www.mayfieldinsurance.com

## Save up to \$3,500 on your commercial real estate closing costs.\*

BUSINESS BANKING



Purchase, improve or refinance your commercial real estate with National City now through December 31, 2008, and we'll pay up to \$3,500 in closing costs. Use your commercial real estate loan for owner-occupied real estate, apartment buildings with five or more units, and other investment real estate. In addition, bring new business checking account balances to National City and we'll use them to increase the closing costs we'll pay for you.

Here's how much you can save:

Combined loan/business checking balance	Closing cost savings
\$250,000 - \$499,999	up to \$1,000
\$500,000 - \$999,999	up to \$2,500
\$1,000,000+	up to \$3,500**

We offer flexible financing options to meet your needs, including fixed rates up to 15 years and amortizations up to 25 years. In addition, our loan process moves quickly from application to closing.

For more information, contact your local Business Banking Officer, Jay Moan, at 317-267-7869, or call 1-888-NCB-4BIZ (622-4249).

Apply by December 31, 2008.

**National City**

\*Automatic deduction of payment from National City business checking account required to receive offer. Business checking account eligibility applies to funds not currently on deposit at National City Bank (maximum \$100,000) and must be on deposit at the time of closing. Loans subject to credit approval. Minimum loan \$250,000 and maximum loan \$3,000,000 for owner-occupied real estate and \$2,000,000 maximum for investment real estate. Offer applies to new loan proceeds, not a National City refinanced loan, and is not available for line of credit requests. Offer not available for Business Mortgage Express.

\*\*Closing costs over \$3,500 may apply. Closing costs may include appraisal fee, flood determination, environmental inspections, lender's title insurance, survey, filing/recording fees and property reports. Applications must be received by 12/31/08 and close by 2/15/09. Offer, which may be withdrawn at any time, may not be used in conjunction with any other offer.

NationalCity.com • National City Bank, Member FDIC • © National City Corporation

31155/DCL

# St. Francis Mooreville Expands to 24 / 7 ER Capabilities

By Bob Sullivan  
*Morgan County Business Leader*

Back in 2000, when St. Francis first purchased the campus of Kendrick Hospital, the corporation committed the facilities into a full-service 24/7 hospital with ER capabilities. Years later--occasionally distinguished by major parking lot detours as the infrastructure took shape--Mooreville officially launched the expanded facility.

"The community wanted ER services for Morgan County," said Jared Stark, now in his fourth month as director of St. Francis Mooreville. "An ER facility, however, is not something that can go up quickly. This is the result of the past eight years of effort and a \$42 million investment from St. Francis Hospital to move in that direction."

According to Stark, St. Francis' urgent care services, PromptMed, has been increasing in volume for several years, at least partly due to the increase in population in the immediate area since the late 1990s. "Clearly, the hospital is committed to providing the resources to meet that demand."

While some benefits to the community are clear, others are unknown. Here are just a few:

- 24-hour access to full-service hospital care.
- 24-hour X-ray services with expanded capabilities.
- 16 ER rooms, including 2 trauma rooms.
- Expanded hospital coverage from specialists to include specialists.
- The addition of an 8-bed Intensive Care Unit.
- Now a 400,000 sq foot facility--an increase of 100,000 sq ft from the previous design.
- Expanded room and equipment at on-site laboratories.
- All single-patient private rooms while increasing capacity by 10 beds to 83.

## St. Francis Hospital- Mooreville

1201 Hadley Rd  
Mooreville, IN 46158  
317-831-1160  
[www.stfrancishospitals.org](http://www.stfrancishospitals.org)  
[About Us tab, Mooreville]  
[martin.spitz@ssfhs.org](mailto:martin.spitz@ssfhs.org)



## There's More To Our Diagnostic & Imaging Tech

- Highly expanded capability to treat acute cases without the need to transfer patients to another hospital.
- New 3-story visitor coffee bar and gift shop.

“We’ve kept a dialog with local fire and police departments to make them aware of our expanded capabilities for a smooth Emergency Department opening,” said Stark. “We’re very fortunate to be a part of such a large organization which allows us to tap the resources from the Beech Grove and Indianapolis campuses. Having such access allows us to utilize specialists and services that might not have been provided here otherwise.”

St Francis redesigned the two main inpatient and outpatient areas, expanding floor space and upgrading all the equipment while increasing staff. The hospital started the process in 2006, and the areas have run at full efficiency since April 2008.

“We have a tremendous amount of physician talent,” said Stark. “Our main conversations with the physicians and staff involved deciding the most efficient procedures to transfer patients to where they needed to be, and having those processes in place by the time we implemented each new capability.”

Stark’s plan as executive director of the Mooresville campus is to ensure that the hospital continues to expand its capabilities in all areas. “We’re going to continue to grow on the good reputation of quality and the capacity for care that we’ve established. We’ll continue to identify areas where we can provide the high-quality service the community demands from us and put those services in place.”

On September 30, The Mooresville Chamber of Commerce co-sponsored an official ribbon-cutting ceremony to officially launch the opening of the ER facility. An enthusiastic crowd of around 100 people attended the event. During the event, St. Francis unveiled a plaque thanking the Kendrick’s Foundation for their \$500,000 contribution to the construction of the ER--the largest single donation in the Foundation’s history.



Mae Cooper and Norman Connel of the Kendrick Foundation receiving a plaque from Robert Bradey, CEO of Central Indiana Region and President of St. Francis Hospitals.



## Full-service hospital facts:

Before now, about 1,200 residents of Morgan County per year, particularly those living in the northern area, were transported outside of the county by ambulance for emergency care. Now, high-quality emergency care is available right in this community.

St. Francis Hospital–Mooresville’s Emergency Department is an access point for the Emergency Heart Attack Response Team (EHART) initiated by physicians and staff at the St. Francis Heart Center. The faster a heart attack patient is admitted into the hospital’s catheterization lab for treatment, the better the chances for survival. EHART dramatically improves the hospital’s door-to-intervention time.

An earlier \$20 million investment in the Mooresville campus included the addition of the Medical Office Building with an Endoscopy Center, Ambulatory Surgery Center and physician offices, plus the addition of a Cancer Care Center and new labor and delivery suites.

The Mooresville Campus remains the home of the renowned Center for Hip & Knee Surgery, rated #1 in Indiana for joint replacement surgery by HealthGrades, the leading healthcare ratings service. The center also ranks in the top 5% in the nation for joint surgery, and has been a 5-star rated hospital for joint care for the last 9 years. The Center performs nearly 2,000 joint replacements each year, and is a recognized leader in joint replacement surgery. Hundreds of surgeons receive training in the latest techniques and methods for implantation of joint implants at the campus.

The hospital’s Women’s Center offers 13 private labor, delivery, recovery and postpartum care rooms, two Caesarean surgical suites and a Level-2 Nursery.

The full-service campus also provides cancer care, urgent care and other specialty services.

Technology Than Meets The Eye.

**Morgan Hospital**  
& Medical Center  
More Advances. More Care.

# Food, walking and lots of TLC from pet sitter

By Bob Sullivan  
Morgan County Business Leader

The idea of starting a pet sitting service first came to Janet Abbott as she pursued opening a pet supply store in downtown Martinsville. She sought the counsel of a local advisor from SCORE (Service Corps of Retired Executives) and found that rent and utilities made the prospect prohibitive to her budget.

"I knew I wanted to work with animals in some way, as I've always had empathy for them, and pet sitting made the most sense," explained Abbott. "We incorporated in April 2006, had a couple newspaper articles, and started distributing business cards and brochures."

Abbott is certified with NAPPS (National Association of Professional Pet Sitters), and described the training as "very interesting." The training included education about animal sicknesses and treatments, as well as advice on setting up service. "We learned, for instance, not to give out our home address, because then you become a drop-off for unwanted animals." This tid-bit led to destroying her original advertising materials. Other useful advice? "Don't use a company car on visits, as that's a tip off to neighbors a house is currently unoccupied."

Some of Abbott's more extraordinary clients include a green-winged McCaw, a three-foot South American tropical bird whose night-working owner wanted the bird to have company in the evenings. She's also cared for chickens, goats, and horses while dog-sitting on a client's farm. Currently, Janet sits with a "ghost cat," a shy animal that refuses to venture out from under the

bed. "All I see are eyes looking back at me."

A typical house visit takes 30-45 minutes. This includes walking, exercise, play time, litter box cleaning and disposal of waste, food and water changes and any other needs. "I charge a flat rate, so if I notice any problems or needs, I take care of everything I find while I'm there."

## Abbott's Pet Sitting Service Inc.

Janet Abbott, Co-Owner  
PO Box 1761  
Martinsville, IN 46151  
765-342-1359  
[www.abbottspetsitting.com](http://www.abbottspetsitting.com)

Abbott services keeps steady weekly customers, but most of their work depends on season. "We picked up a lot in June, with people going on vacation and out of town for weddings, vacations and reunions, and the holidays are very busy." Other clients include professionals with unpredictable schedules who call that afternoon for an

evening visit because they're unable to get home until late. "Throughout the year, we handle about 35 clients, and we're growing."

Janet attributes her steady growth to positive word of mouth from established clients. "I think pet owners are more willing to try us when they find out about our certification, and also see we're mature adults. We take the time to thoroughly check on their pet and patiently work with the animals in ways teenagers might not."

Janet and Kenneth Abbott co-own the service. While they're both certified, Janet handles most of the visits while Kenneth handles the bookkeeping and technology.

High school sweethearts, Janet and Kenneth moved to Martinsville over 38 years ago from the southeast side of Indianapolis. Kenneth recently retired from Columbia House in Terre Haute as a computer network programmer. They raised two daughters, Dina and Amanda. The Abbotts also own three cats: Fred, Grace and Henry.



## WE SUPPORT MORGAN COUNTY BUSINESS

*Diversified Cleaning Services*

30<sup>th</sup> Anniversary

Business & Commercial References Provided

1-800-533-7099

**COURTLAND**  
Title & Escrow, Inc.

Located here in your county seat  
Resolving real estate title issues with personal care and consideration

[www.Close-My-Deal.com](http://www.Close-My-Deal.com)

**(765) 342-2400**

**Jake's BODY SHOP**  
1975

6078 E. SR 144  
Mooreville  
831-6142  
[jakesbs@msn.com](mailto:jakesbs@msn.com)

**BUSINESS LEADER**  
MORGAN COUNTY

**YOUR AD HERE**  
Seen by 2800+ Businesses  
**ONLY \$50**  
Call Dave  
(317) 697-2893



*We can help make this a reality.*

Trust us for your business banking needs.



**Amber Foster**  
Commercial Loan Originator  
(317) 777-5773

**HomeBank**  
There's no place like Home.  
[www.homebanksb.com](http://www.homebanksb.com)





### Olde Vault Building Gift Shoppe

Mike and Donna Muller  
Co-Owners  
170 W. Washington Street  
Morgantown, IN 46160  
812-597-0650  
Mon-Sat 9 AM-5 PM  
(Summer Months Tues-Sat)



## Vaulted gifts from Morgantown

By Bob Sullivan  
*Morgan County Business Leader*

The Olde Vault Building Gift Shop in Morgantown sells items for all occasions, including textiles, home decorations, purses, jewelry and Christian books and gifts. The gift shop is 2000 square feet. "The old barrel vault is in the middle of the front room," explained building owner Mike Muller, "whether it was a bank, or a restaurant, or the shop it is now, the vault is a permanent, distinguishing feature. It's no wonder they named the building after it."

Muller, who has a fondness for historical buildings, recalled a conversation he had with his wife Donna in September of 2003. Donna, who worked in retail for 15 years, wanted to retire and open her own store in Nashville, IN. "We were sitting at Kathy's Cafe, and noticed the 'For Sale' sign on the Olde Vault Building. I brainstormed an idea on the spot to buy the building for her, which she could run as a gift shop while giving me a restoration project to work on."

While the plan was simple, taking steps to get information on purchasing the building proved the opposite. "I couldn't get the real estate company to talk to me," Muller said. "I was persistent about sending emails, but it took until March 2004 to get a friend who worked in real estate to contact the right people and move forward on the purchase."

According to Muller, the Olde Vault Building was constructed in 1905 by the First National Bank. In 1929, it became the First State Bank

until 1969. The bank relocated but left the space, complete with the large barrel vault, behind. Various restaurants took over the space between 1969 and 2004.

Renovating the building prior to opening the store included tearing out the floor and re-plastering many of the walls. Muller did the work himself. "I love the architecture of old buildings, and how well they're constructed. The building was in very good shape, probably because it was a bank for so long."

The Olde Vault Building Gift Shoppe opened for business in May of 2005. Donna runs the store day to day, while Mike handles the maintenance and covers for Donna when needed. Mike describes the store business as steady and growing, and anticipates no major changes in the future.

On working in the store, Donna said, "Most of our customers are from the area, and many of us have become friends. They'll come by just to say 'hi', and we've gotten to know each other on a personal basis, which has been a blessing."

Mike and Donna both credit the Morgantown Merchants' Association for helping them with their store planning and providing many ideas helpful to their business.

Mike and Donna Muller grew up and met on the south side of Indianapolis, and moved to Nashville in the 1970s. An engineer his entire career, Mike is preparing to retire from Cummins Fuel Systems at the end of 2009. Mike and Donna raised 6 children, have 11 grandchildren and 5 great grandchildren.

# East coast podiatrist helps hoosier's aching feet

By Bob Sullivan  
Morgan County Business Leader

"A common question I get is, 'Why Podiatry,'" said Dr. Francis J. Bean, senior partner of the Foot and Ankle Center in Mooresville. "When I was in medical school, an upperclassman told me podiatrists would be in high demand for the next several years." Other attractive factors included establishing an individual practice, fairly regular hours and relatively few emergencies.

"I see all age groups, and many sports-related injuries. You treat a lot of specific problems, with few chronic conditions," said Dr. Bean. "We also help people every day with annoyances that grow into problems--ingrown toe nails, wart therapy, bunions and much more. We also fit custom footwear for diabetics and people who spend a lot of time on their feet."

Dr. Bean takes a personal approach to his patients. "What would I recommend if this patient were a family member? Would I suggest this treatment?"

A Massachusetts native, Dr. Bean graduated from Saugus High School in 1974, just north of Boston. He received his undergraduate degree from St. Aselm College in Manchester, New Hampshire. His podiatry studies took him to Chicago, where he received his doctorate from the Illinois School of Podiatric Medicine. His surgical residence brought him to Westview Hospital in Indiana.

"Of the five podiatry programs available at the time, the Illinois School offered the best surgical training, and Westview offered exposure to the latest surgical techniques," explained Dr. Bean.

Dr. Bean entered group practice in the Greenwood/Southport area. After a year, he entered a full partnership with his friend Dr. Richard Thatcher. Over a ten-year period, Dr. Bean and Thatcher established

seven locations, and split their practice. The schedule of keeping track of four separate offices took its toll. "Because of supplies, logistics, personnel and other factors, I knew I needed to consolidate."

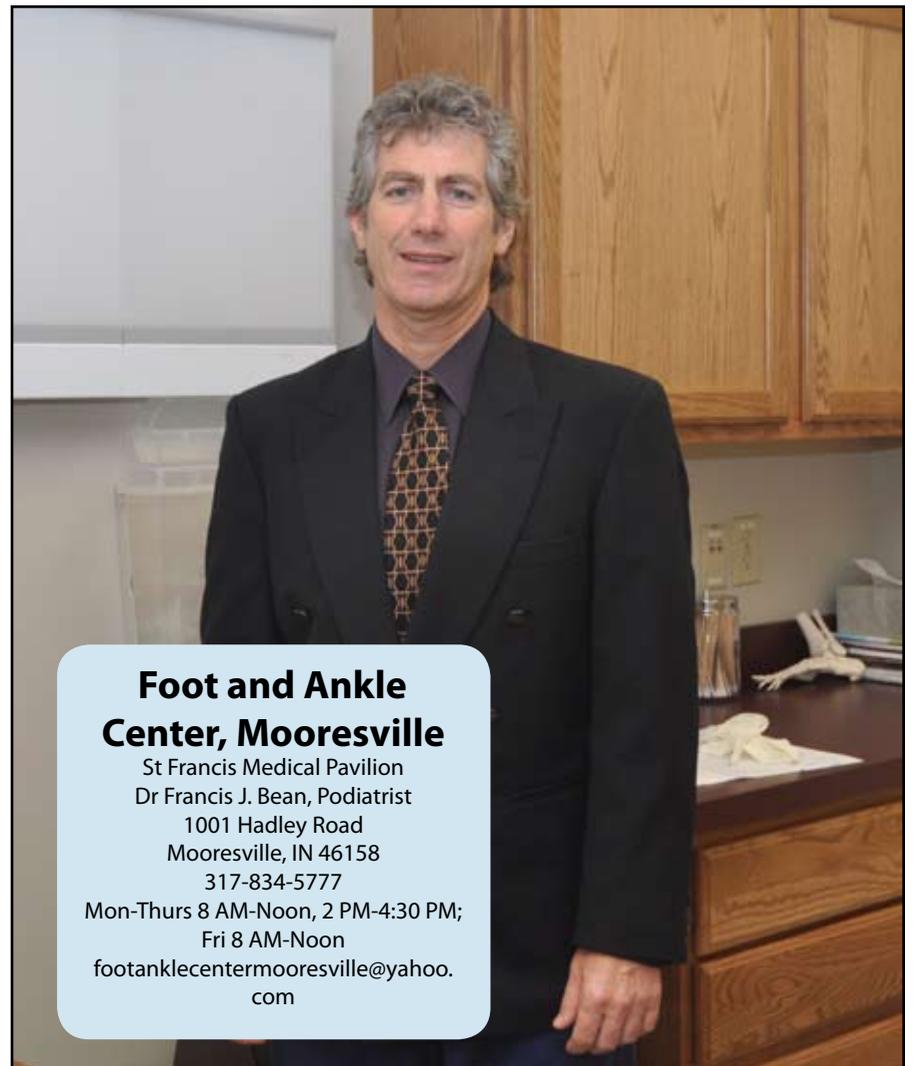
In 1997, Dr. Bean accepted an offer to set up an office in the Professional Building at Kendrick's Hospital in Mooresville. Dr. Bean closed his other offices. "I became part of a growing community, surrounded by a receptive group of family practitioners, and an accommodating and highly trained orthopedic department. We meshed very well."

In 2000, St. Francis took over ownership of the Mooresville Campus. "The community was experiencing a huge population growth. St. Francis had the resources to meet that growth."

On the merger, Dr. Bean observed, "St. Francis worked with our established strengths and built upon them. We're now a full-service hospital, which the community badly needed. We've served the community well, and we're going to exceed what we've done in the past."

In 2006, Dr. Bean brought on associate Dr. Scott Neville. "Among his other accomplishments, Dr. Neville was chief resident at Yale University. He keeps our practice on the cutting edge of technologies and techniques. And our philosophies mesh." With the establishment of an emergency room, Dr. Bean and Neville are the default physicians for foot and ankle injuries coming through ER.

After graduating medical school, Dr. Bean had planned to return to the east coast. "I grew to find Indy attractive as a growing, young city. It's showing its own personality and culture. We have one of only 11 full-time orchestras in the country, and lots of great sports teams. We even have a world-class rowing program at Eagle Creek, which is a sport I've recently taken up and enjoy immensely."



## Foot and Ankle Center, Mooresville

St Francis Medical Pavilion  
Dr Francis J. Bean, Podiatrist  
1001 Hadley Road  
Mooresville, IN 46158  
317-834-5777  
Mon-Thurs 8 AM-Noon, 2 PM-4:30 PM;  
Fri 8 AM-Noon  
footanklecentermooresville@yahoo.com

**JOHN EHRHART**  
BUSINESS DEVELOPMENT OFFICER  
317.834.4100

## ADDING VALUE

Everyone needs somebody, in banking we know that to be true. Lincoln Bank continues to add value to relationships by offering real people for solutions. People like JOHN EHRHART who are genuinely interested in helping our community prosper.

**LINCOLN BANK**  
Member FDIC  
LINCOLNBANKONLINE.COM

There's More To Our  
Diagnostic & Imaging Technology  
Than Meets The Eye.

**Much More.** Vividly clear images and clinical testing for accurate diagnosis—quickly. The advantage of our advanced technology? Pinpoint precisions to identify the problem—and provide you with the best treatment solution.

Before you know it, you're spreading your wings and getting back—to life—to health.

Diagnostic & Imaging Technology at  
**Morgan Hospital**  
& Medical Center  
More Advances. More Care.

# Arts to find "sanctuary" in Martinsville renovation project

By Bob Sullivan  
Morgan County Business Leader

Two years ago, Ron Stanhouse, a Bloomington restaurant owner and real estate developer, financed and oversaw a successful renovation of a condemned building into an upscale hotel in partnership with the Bloomington Arts Council. Now known as Baker Place, the building includes an art gallery in the lobby to display the work of Indiana's artists, which proved to be a tremendous draw and success.

Last year, Jamie Thompson, Director of the Martinsville Chamber of Commerce, asked Stanhouse to look into similar revitalizing projects for the Martinsville area. "Bloomington wants to be known as an arts destination," said Stanhouse, "and it may not be obvious, but Bloomington and Martinsville have much more in common with each other than Indianapolis."

Stanhouse recalls, "my first impression was, this is a beautiful little square with a little imagination, and my second was, they don't have any organizations to get excited about it. Martinsville has the people, the building, the history, and a story to tell. So partnering with the Bloomington arts council was an easy first call. And it happened very fast."

Stanhouse expressed concern that Martinsville's historic buildings receive protection from demolition. "The existing buildings can be saved and respected to maintain the history of the area without demolishing and destroying that history. The foundations are strong. An investment in renovating what already exists keeps the historic beauty and is far cheaper than destroying and stWith that mindset, Stanhouse purchased the 17,000 square foot First Methodist Church Building at 190 N Sycamore, which he has renamed Art Sanctuary. "We'll convert the structure into an artist studio/display gallery with 20

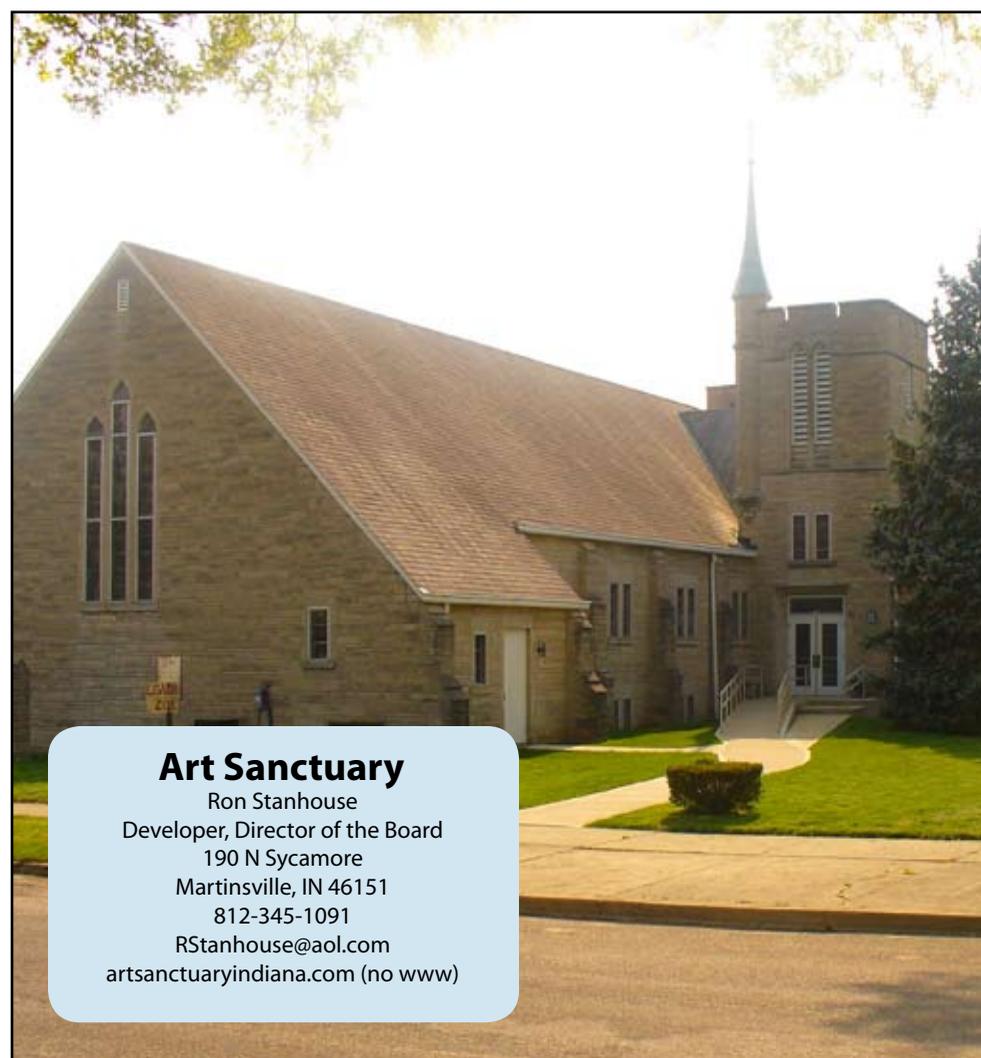
or more individual studio rooms ranging from 200-500 square feet, rented to local artists," explained Stanhouse. "Local artists can rent a 'creative office' for themselves for painting, sculpting, jewelry making--whatever their outlet." The main sanctuary is 3000 square feet, with the same space available downstairs in the Fellowship Hall. Stanhouse envisions these rooms as art galleries which can double as banquet and reception halls.

According to Stanhouse, the renovation would be relatively easy, and will be completed in a matter of months. "I'd like to see Art Sanctuary host a function as early as six months from now," said Stanhouse. "At a time when art studios are hard to come by in Bloomington and downtown Indy, Martinsville is an attractive midway point for a large population of artists who need the space and the exposure."

Partnered with the Bloomington Arts Council and the Martinsville Chamber of Commerce, Stanhouse has taken steps to move forward with the renovations. "Because I own the building outright, I can push this along and avoid a lot of committee decision making and roadblocks that would delay the work." Stanhouse is in the process of forming a 501c-3 nonprofit organization to oversee Art Sanctuary. "The organization will set the policies, rent the space, schedule showings, and in all other ways oversee the administration of the facility. The important thing is to get it ready and turn it back over to the local community."

Stanhouse sees Art Sanctuary as a cornerstone, first step to revitalizing the Martinsville community. "The next step is to populate the Arts Sanctuary committee with passionate volunteers from the area who want to see this happen."

Stanhouse is actively looking for local volunteers with to make Art Sanctuary a vital part of downtown Martinsville. Interested persons are invited to contact him directly using the methods provided in the contact box.



## Art Sanctuary

Ron Stanhouse  
Developer, Director of the Board  
190 N Sycamore  
Martinsville, IN 46151  
812-345-1091  
RStanhouse@aol.com  
artsanctuaryindiana.com (no www)

### Martinsville Chamber of Commerce:

The Chamber's May meeting is Friday, Nov. 21st, 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)

### Martinsville Downtown Merchants Association:

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

### Morgantown Merchants Association:

The Morgantown Merchants Association meets Monday, Nov. 10th 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](http://www.MorgantownIndiana.com).

SUPER SAVER

Includes....

- Lube, Oil & Filter Change
- Tire Rotation
- Brake Inspection
- Complete Vehicle Inspection
- Free Battery Check

29.99

Get Ready NOW for Winter and Higher Gas Prices

90 DAYS  
SAME AS  
CASH

MOORESVILLE  
AUTO & TIRE, INC.

432 N. MONROE    831-1215  
MOORESVILLE

Monday-Friday 7:30am-5:30pm • Saturday 8am-11pm

6 W.

## Main Street Photography

**Main Street Photography & Greendell Mulch are Teaming up for Family Fun!**

Pumpkin Patch Pictures!

Get your pictures taken having fun in Greendell Mulch's huge Pumpkin Patch and beautiful scenic location.

Special Pricing!  
Free Session!

CALL TODAY TO SCHEDULE YOUR APPOINTMENT!

(317) 831-3544

DON'T FORGET ABOUT GREENDELL'S HAY RIDES AND CORN MAZES!

LOTS OF FUN FOR THE FAMILY!

FOR INFORMATION CALL  
(317) 996-2826

WWW.6WMAINSTREETPHOTO.COM  
WWW.GREENDELLMULCH.COM

## United Way hires new Morgan County director

*Youth as Resources director Diana Roy promoted to lead fundraising, community activities*

October 9, 2008...Diana Roy has been promoted to lead of Central Indiana's (UWCI) community and fundraising activities in announced Ellen K. Annala, UWCI president.

Roy succeeds Peggy Furniss who resigned as Morgan County Area Director in June. United Way's Morgan County Office is at 109 E. Morgan St. in Martinsville, 765-349-9780.

Roy was promoted from Youth as Resources (YAR) coordinator, a position she has held since August 2001. During her tenure, YAR has funded 80 youth projects involving 1,740 youth volunteers.

In that capacity she was successful in raising funds for grants to benefit youth, notably in the area of drug and alcohol prevention and awareness. also staffed the marketing committee for YAR, helping develop public service spots to expand awareness and visibility efforts for the program throughout the region, according to Paula Shepley, YAR director.

"For many residents, Diana is the face of," said Annala. "Working with her board of youth and adult leaders, she has spearheaded efforts to raise money for our early childhood literacy programs. She maintains excellent contacts in each community, including government, funders, schools, faith-based and professional organizations.

Having lost her own home in the June floods, quickly got to work helping others. She referred her neighbors to services, directed volunteer youth groups to help her neighbors tear out drywall in their houses, and volunteered as a United Way Torchbearer to tell the story of how was involved in both immediate and long-term recovery efforts.

"We are absolutely thrilled with Diana's selection for United Way area director," said Kathy Whitney, chair of Morgan County's United Way Advisory Board and vice president, National City. "Her qualifications align strongly with the needs of . She already has great presence in our community, and we believe she will have great success in her new role."

A Mooresville resident, Roy had previously served as a public rela-



tions/education assistant at . She has extensive experience in youth services having taught an anti-drug and violence prevention program for the YMCA and recently served as director of Prime Time of Morgan County, the local coordinating Council for the Governor's Commission, Drug-Free Indiana. In that capacity, she helped the county acquire a federal drug-free community's grant for nearly \$100,000 for five years.

Roy has been recognized locally for volunteer work at The Haven Youth Center in . And, in 2001 she was voted "Businesswoman of the Year" and presented with the National Athena Award at the Mayor's Annual Dinner in February, 2000.

Roy is the parent of two adult married daughters.

## Marlow joins Royal Title

By Dave Stafford  
*Morgan County Business Leader*

Royal Title Services is pleased to announce Michelle Marlow has joined the firm as Marketing Closer. Marlow recently moved to Morgan County from Lowell, Indiana. Marlow has 11 years experience in the title business, including title searching, examining, closing and marketing.



"It was a new opportunity for me. Royal Title was the only offer I received that is adding staff and offices. In this market, that's unusual. Royal has been locally owned and operated for over 50 years, they are the oldest title company in Martinsville. They serve all 92 counties in the state out of 6 offices in the Indianapolis area."

Marlow has joined both Chambers of Commerce and Business Networking International as well as MI-BOR. "I have a different approach. I want to help you grow your business, I don't want to just hand out pens and donuts, I want to be an asset to your business."

Marlow has two sons, ages 2 and 5. She enjoys coaching her son's little league team, playing softball and the piano, going to the park, camping and hiking. Her other interests include Habitat for Humanity, Breast Cancer Awareness and Relay for Life.

Michelle Marlow, Marketing Closer, Royal Title Services; 128 E. Morgan St. Martinsville, IN 46151 ; Office Phone: 765-342-0123; Fax: 765-349-4050; Michelle.Marlow@royaltitle.com; www.royaltitle.com



TipTopics is the *easy way* for your business to...

- ▶ Showcase your services and expertise
- ▶ Stay "top of mind" with current contacts
- ▶ Strategically target and reach new prospects
- ▶ Boost web exposure and tap into the power of integrated video and pass-along marketing
- ▶ Enjoy exceptional value and savings over traditional marketing media

Learn more about TIPTOPICS PEAK-PERFORMANCE E-MARKETING at [www.tiptopics.com](http://www.tiptopics.com), then call 317.831.7760 or 1.888.GET.TIP.1 [ 1.888.438.8471 ]

TipTopics LLC is proudly based in Morgan County and serves the Indianapolis area and beyond.



**Make your business take off!**

Find out how with the Chamber of Commerce!

Visit them at [www.Mville.info](http://www.Mville.info) or

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

and [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com)

Chamber Member Spotlight

**Lisa Arnold**

Chief Operations Officer, Home Bank

**Business Woman of the Year**

**765-342-6695**

**HomeBank**  
There's no place like Home.





The League of Miracles of Morgan County is building a sports complex for children and adults with disabilities. Our vision for the League of Miracles is to provide a place for disabled persons of all ages to play a number of sports with complete accessibility.

**KICK OFF FUND RAISER DINNER**

**Saturday, November 8<sup>th</sup> 2008, 6-9 PM**

**Glenn Curtis Gym in Martinsville**

**880 South Main Street**

**Sponsored by Mooresville Decatur Rotary Club**

**Guest Speaker: Jason McElwain**

For ticket information, to donate to the auction or to become a part of this uplifting mission, please visit our website:

[www.LeagueofMiracles.org](http://www.LeagueofMiracles.org) or  
email us at [info@leagueofmiracles.org](mailto:info@leagueofmiracles.org)  
or call **317-694-7165** or **317-697-2893**.



[www.LeagueofMiracles.org](http://www.LeagueofMiracles.org)

# It's time for the blueprints to come down.



## **Our newly expanded campus is ready for you.**

Our new facilities are open and waiting to care for your family. We're now a full-service hospital, featuring both exceptional patient amenities and the most advanced technological capabilities. Offering everything from private rooms to state-of-the-art surgery suites, we've worked hard to ensure every aspect of our campus delivers the personalized, quality care you deserve, right in your backyard.

**For more information, visit [StFrancisHospitals.org](http://StFrancisHospitals.org)  
or call (317) 834-9539.**

**Olaf Johansen, M.D.**

Surgeon, Kendrick Regional Center For Colon & Rectal Care

 **ST. FRANCIS MOORESVILLE**