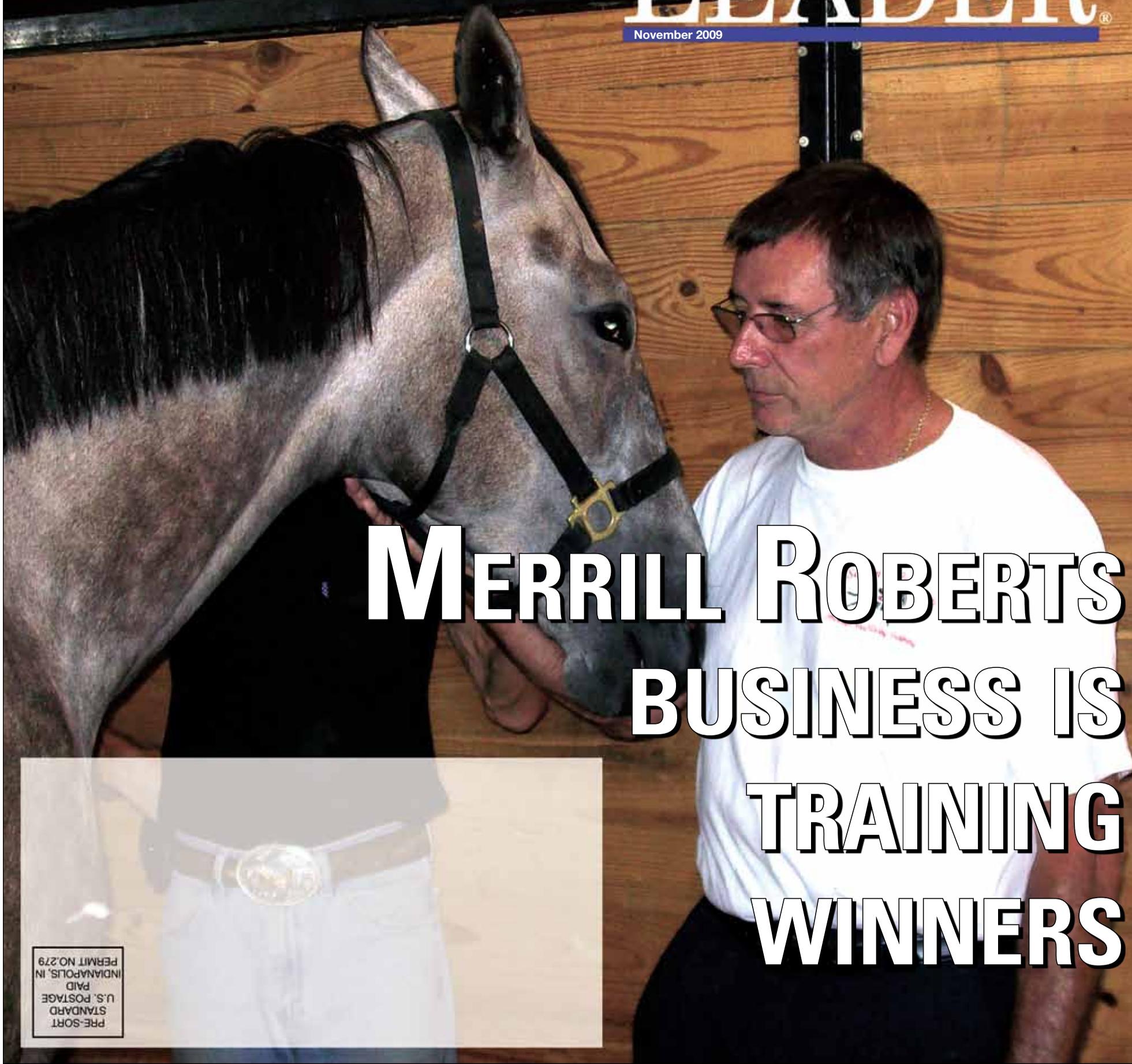


Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

November 2009



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NOVEMBER DAYS

5th
Thursday



Morgan County Habitat for Humanity presents it's fourth and final concert in the 2009 Gospel Concert Series featuring the Triumphant Quartet, '2009 Quartet of the Year' winners, on Thursday, November 5th, hosted at the new First United Methodist Church just north of Martinsville on SR 37.

The Concert will start at 7:00pm (doors open at 6:00pm). Tickets are \$10.00 and available at the Habitat office and First United Methodist Church. The church is located at 3150 E. Myra Lane, two miles north of the SR37 and SR44 intersection.

Habitat brings quality, well-known talent of various Christian music genres to the community in order to raise awareness and funds for Habitat's mission and bring a ministry for Christ through the music.

For more information contact the Habitat office at 39 W. Pike St in Martinsville or call 765-349-9003.

7:00PM



14th
Saturday



Better Life

Better Living for a Better Morgan County



Better Life Resources Fair Details

When: Saturday, Nov. 14, 10 a.m. to 2 p.m.

Where: Neil Armstrong Elementary School, 1000 Road 144, Mooresville

(On the north side of SR144, just east of SR67)

What: Booths representing a variety of service agencies and businesses that can help area residents with their personal, family, financial and other needs.

Special attractions: Free refreshments, giveaways, door prizes, "Kids Korner" for children provided by the Mooresville Public Library.

For more information on the fair, call Marty Spitz at St. Francis Hospital-Mooresville, 317-834-9539.

10 AM to 2 PM

14th
Saturday



Gary Kiser
Old Time Gospel and Folk Music Concert

Gary is a long-time resident of Indiana with family roots in Kentucky. He has been playing guitar for over 40 years and has added mandolin and dulcimer to his shows in recent years.

Gary specializes in old-time gospel, traditional and contemporary folk music and also likes country blues. He is a long time member of the folk music society and resides with his wife and three daughters in Speedway.

This concert is free and open to the public.

2:00PM

Morgan County Public Library 765-342-3451
110 S. Jefferson St., Martinsville, IN 46151



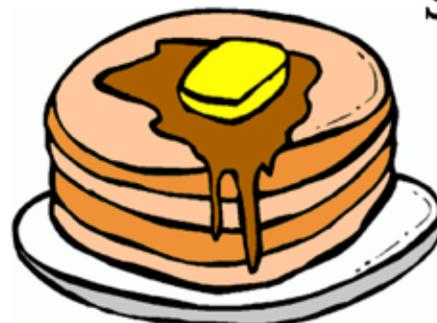
21st
Saturday

PANCAKE BREAKFAST

Jones Crossing Banquet Center

SR 67 & Allison Rd., Mooresville

7:30 AM
to
10:30 AM



**Mooresville Decatur
Rotary Club**

What can 16-percent do?

Last month I talked about the relative minority that affected the American Revolution. Of late the outrage of many has produced "Tea Parties", a reference to the Boston Tea Party that symbolized our first American Revolution. The recent parties have produced little but distorted media coverage, yet have not gone unnoticed by our politicians. Have they had the desired effect? It's hard to say at this point, but certainly not a major effect.

How then do we truly get the government's attention, in a legal and peaceful way?

Small business produces about 50-percent of the non-farm GDP.¹ Throw in that most farms are also small businesses, and that is significant. That translates into small business providing about half of the tax revenue to government. Through sales taxes, payroll taxes, including self employment taxes, and corporate income taxes, small business provides directly or indirectly about half of government receipts. We tend to think of taxes as being paid only by the consumers. That is true, but the goods and services that are taxed are from businesses. We also tend to ignore that about half of all consumer income is from small business. Entitlement payments to consumers are ultimately paid for by other consumers and their employers.

Hey, small business owners! If you feel that you are carrying the weight of the government on your backs, you're half right! Your customers are

burdened with less buying power because their pay checks are after-tax, and their purchasing power is further reduced by the taxes you must pass on to them in your prices. Vicious cycle! Federal government cost as a percent of GDP, already



Dave Stafford
Publisher

over 20-percent, is expected to be 40-percent by 2075.² That's just for the Federal Government. Add state and local taxes, and the idea of a flat tax is down right scary! A flat tax of 17-25-percent³ won't be nearly enough to sate the omnivorous government. Imagine a flat tax of 45-50-percent! If you wonder why the flat tax gets little traction, the politicians know how huge that number would have to be. It's much better for them to nickle and dime us to death, that way we won't revolt (too much anyway). Hidden taxes are paid without grumbling.

When you don't know that you are a slave, you are a slave none-the-less. At what percentage of your productivity taken away do you become a slave?

What are we to do? Throwing anything into the Boston Harbor is unlikely to work, and an environmental law violation probably. Ambushing the Red Coats is not only impossible now, but wrong on so many counts beside being illegal. Not paying taxes is not a wise choice. They'll just raise taxes to build all the extra prisons they'll need. It's not legal to not pay the taxes you owe. But what if you don't owe any taxes?

CONTINUED Page 4

When you do not know that you are a slave, you are a slave, none-the-less.

1. Source: *the Small Business Administration.*
2. Source: *the Congressional Budget Office*
3. Source: *too many flat tax "experts" to list, much less worth acknowledging.*

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at 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.

BUSINESS LEADER

ESTABLISHED 2006
Vol. 4, No. 5

All About Town Publications

211 East High Street
Mooresville, IN 46158
Phone: (317) 697-2893 Fax: (317) 831-2205
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Contents

From the publisher

What can 16-percent do?3

Columns

Dow Jones over 10,000.....4

Think outside yourself: Why you need a virtual assistant. .5

The top 5 reasons not to be self-employed7

Stories

Fifth annual Taste of Mooresville leaves pleasant aftertaste6

Consignment shop opens used bookstore in Merrill Roberts business is training winners.....8

Horses with another job10

A Care Net of support for crisis pregnancies.....11

New Martinsville Chiropractor creates practice he always wanted12

Jason Tower, your Pioneer Point American Family Insurance agent.....12

Work begins on trails and shelter house at Morgan

Nine years of honoring American Indian culture, traditions.....13

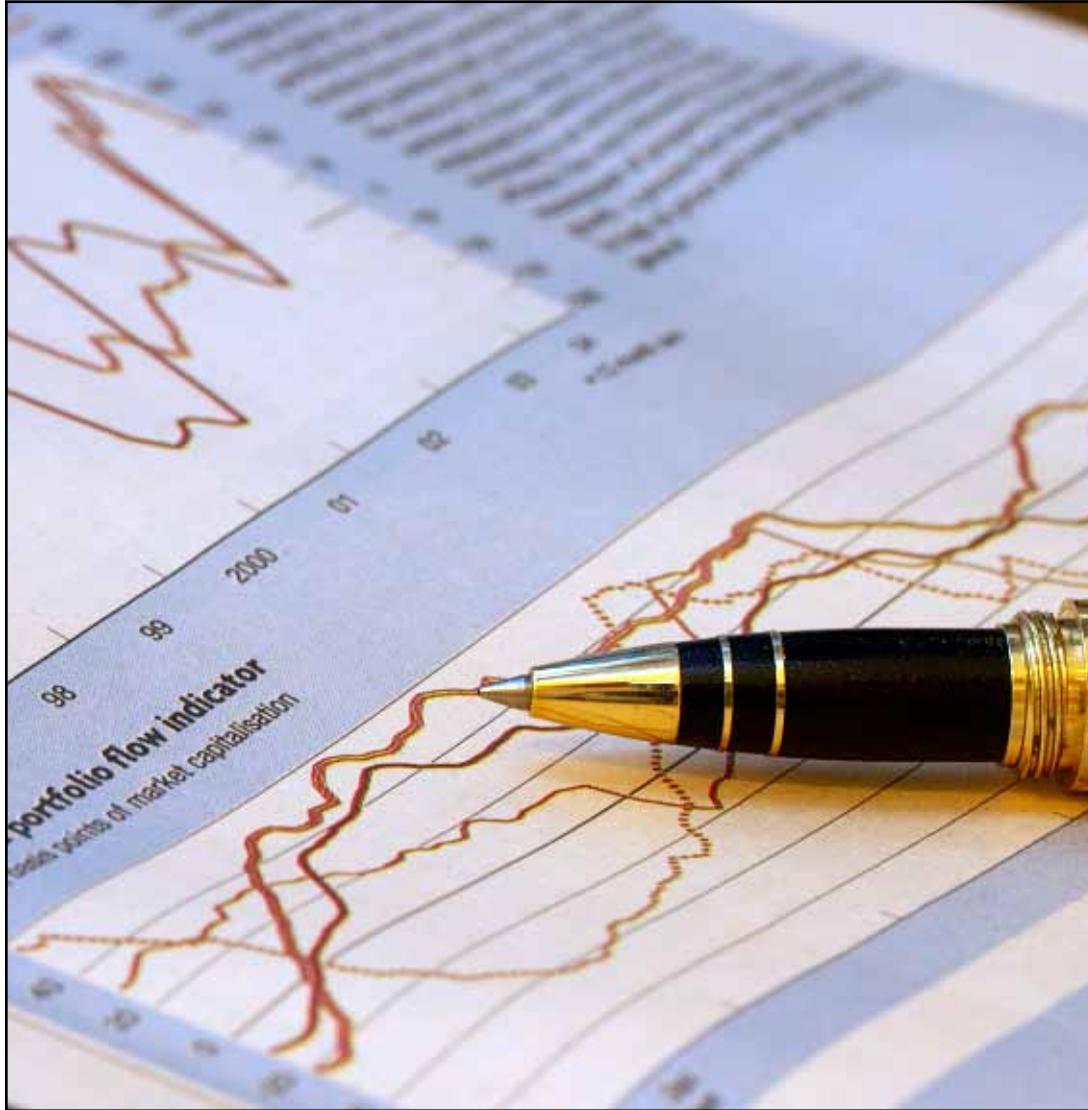
It's time to take care of you. And Clarian West gives you the time to make that happen. With early morning hours every weekday, and special Saturday morning mammogram appointments during the month of October, you'll get the care you need, the attention you deserve and a complimentary mug full of coffee from the Clarian West's Garden Café in celebration of Breast Cancer Awareness Month. Schedule your mammogram by calling 217-3272. To learn more about our remarkable program—and request FREE mammogram calendar reminder stickers—visit MyWest.org.



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 Clarian West Breast Care & Research Center

Dow Jones over 10,000



By the time this goes to press the Dow Jones Industrial Average will probably have broken through the 10,000 barrier. The Institute of Supply Management reported that their Manufacturing Index shows expanded growth for the second consecutive month and the Non-Manufacturing Index (service) which represents 80% of our economy beat the analysts and posted a reading of 50.9. Anything above 50 signals expansion.

The Commerce Department tells us that our trade deficit declined by 3.5% in September. But the Commerce Department also reported our 2nd quarter GDP was 14.1 trillion dollars with a deficit of 1.3 trillion dollars. That is simply unsustainable.

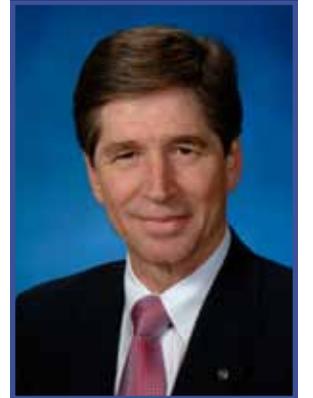
There are three ways to cut the deficit. The first is to grow our way out. Tax receipts should expand as the economy expands. President Reagan accomplished this back in the 80's as we were coming out of a terrible recession by reducing tax rates and regulation. President Clinton moved us into a budget surplus after he dropped healthcare reform, and reduced taxes. George W. Bush reduced the deficit in 2005, 2006, and 2007 with lower taxes right up until the credit markets seized, while paying for two wars.

The second way to reduce the deficit is to raise the nominal tax rates on businesses and individuals. We have proven over and over that this is not a good solution. Raising tax rates stifles growth.

The easiest way to reduce any deficit, government or personal, is to reduce spending. It is hard to fathom how we can cut healthcare costs by spending 800 billion dollars we don't have. This simple concept seems to have escaped most of our politicians in Washington D.C.

Many economists will agree that the two prerequisites for an economic recovery from the type of financial crisis we have witnessed are liquidity and trust. The Federal Reserve injected heretofore unseen amounts of liquidity into the markets in late 2008. Consumer Confidence has rebounded from the 20's in the first quarter to above 50 the last two months. There has been a 25 point jump in CEO Confidence, as measured by the Conference Board, from the first to second quarter.

Confidence is the key to a sustained recovery. Let us hope our legislators do the right thing.



Tim Corman
Financial Advisor

Tim Corman is an independent LPL Financial Advisor. He can be reached at Corman Total Investment Management (CTIM), 2680 E. Main St, Plainfield IN 46168 317-837-5141 cell 317-414-0249 Securities are offered through LPL Financial. Member FINRA/SIPC

“Giving money and power to government is like giving whiskey and car keys to teenage boys.”

- P.J. O'Rourke

FROM Page 4

Imagine if small business declares a week long holiday. A week when bosses and employees spend time at home, communing with their families, nature and God. No purchasing, no spending, no income, nothing that is taxable. Doing without the material world for a whole week, and devoting it to the spiritual world. Getting to spend time with the husband and wife and kids, quality time! Walking off those pounds we can all afford to lose in a park or the country side. Relaxing, reading, enjoying the simpler things in life. Getting to know your God a little better. Could we not as a country benefit from such a holiday?

The immediate reaction is, “I can't afford to take a week off! There

will be interest charges, payments are due, I need to work every day just to make ends meet!” Yes, a holiday will not be without sacrifice. Police, hospitals, firemen and many more services cannot shut down. Banks probably won't forgive interest accrued nor withhold interest paid for that week. The other small businesses who won't participate will steal customers. Shipping deadlines won't be met unless we work overtime.

Yes, there will be hardships and sacrifices. We will have to do without. Not many will join us. But we already are having hardships and making sacrifices, and already learning how to do without. The questions are; Will it make any difference? Will it even be noticed? Will it be worth it?

The answers: Yes, Yes and Yes! Certainly we cannot expect all

the small businesses to participate. Many will be sympathetic, but if 16-percent actually participate, the economic blow to the governments (all levels) will be very real! The slowdown this will cause will have all the news and political pundits attention, and don't expect them to participate, they don't even think they're businesses. As for worth, what is freedom worth?

Telling government to stop taking our money, time and freedom, in the only language they really understand, will not be easy. But not telling them will seal our fate, we will become full time slaves to the bureaucracies we have allowed to be created. Yes, it's now or never! May I suggest a holiday starting April 18th, 2010, the first Monday after our mass tribute to our rising masters?

*“If we don't leave our children a free country,
we have left them nothing.”*



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Think outside yourself: *Why you need a virtual assistant.*

Presented by Serina Kelly

Business success demands that you find ways to save time and money, and repurpose those savings toward strategic business growth. But how can you accomplish these goals when there's so much that has to get done? Think outside yourself: hire a Virtual Assistant.

VAs provide affordable virtual office support services to busy professionals like you. Here are just a few ways a VA can help:

Need to confirm weekly sales appointments?

You could fax or email the list to the VA, and the VA will make confirmation calls, note who has confirmed and who must be rescheduled. The VA can then fax or email your list back to you, so you can go about your sales calls with confidence.

Need to enter business card info into a database?

You could start by mailing the cards to your VA at regular intervals. The VA can then enter the data into your shared online database or into a separate file and send it via email attachment. With your contacts updated frequently, you can make the right connections more often.

Need to process routine paperwork?

You could call or email the VA with the information; the VA can then fill out the forms or other paperwork, and fax or email the finished documents to your office.

Need to evaluate employment applications?

You could fax or scan-and-email them to the VA. The VA can then verify each applicant's past employment, call the references, and even perform phone screenings. The VA can then report back the findings.

Need draft copy formatted?

Simply send the draft document as an email attachment to your VA. The VA will edit and format the document, and then return it as an updated attachment.

Want to promote your website?

Again, it's VA to the rescue. The VA can submit



Serina Kelly is the founder and principal of Admin Advantage, a virtual assistance company. Admin Advantage serves as a behind-the-scenes associate to enable small

business owners and operators to outsource time-consuming administrative projects so they can concentrate on growing their businesses. Serina – and Admin Advantage – are committed to helping clients get ahead and stay ahead. To learn more, contact Serina Kelly at: Admin Advantage, LLC (317) 203-7740 (office)

the site's URL, keywords, and description to various search engines on a routine basis.

Want to publish a newsletter?

You can provide your VA with monthly or quarterly content and mailing list info. The VA can take care of formatting and distribution. A skilled VA could even create content for you!

Want to know more about your competitors?

Have your VA do internet research and report the findings. This essential information can help your business succeed in today's competitive marketplace.

The Bottom Line:

These are just a few examples of how a VA can lighten your workload. What tasks should YOU delegate to a virtual assistant? To learn more, contact me. I'll be glad to discuss your specific needs and suggest solutions.

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bleader.biz



Fifth annual Taste of Mooresville leaves pleasant aftertaste

By Bob Sullivan
Morgan County Business Leader

"Our foot traffic was probably just a little under what we achieved last year" acknowledged Kerr Mann, a member of the Circle City branch of Kiwanis and coordinator of Taste of Mooresville since its inception five years ago. "However, given the inclement weather [It rained all day, and many areas of Morgan and surrounding counties were under a flood alert.], and the state of the economy, the turnout and show of support were still tremendous." Kari observed, "We had just as many sponsorships as previous years, just as many auction items, and more restaurants than ever," observed Kari.

Taste of Mooresville, an annual event hosted by Kiwanis, took place at the Jones Crossing Convention Center Thursday, October 8. Taste of Mooresville raises funds evenly divided into three equal "pools"—One-third goes to Riley Children's Hospital. The second "pool" goes to a selected local organization—this year, The Jackson Center for Conductive Education (Profiled MCBL June 2009), and the final third goes to various local kids organizations determined by the greatest need. Past recipients of funds from that "second pool" include the Boys and Girls Clubs of Morgan County and the League of Miracles.

At the time of this writing, the total raised for 2009 had not been finalized, but Kari said, "I'm certain we raised over \$12,000 combined for our charities." Comparatively, last year's event raised just under \$15,000, and all years combined raised over \$60,000 so far.

The Taste of Mooresville is an annual exhibition of food from restaurants located in the Greater Mooresville area. In the outdoor tent, attendees visit booths manned by local restaurant participants, whether single-location owners, chain restaurants or catering services. These booths divvy out savory samples of favorite dishes, new products and tasty desserts in a convention-hall layout. Attendees take their loaded plates into the Jones Banquet Room to enjoy their

Kari Mann
Kiwanis coordinator for Taste of Mooresville
Taste of Mooresville
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kmann@citizensbanking.com
www.tasteofmooresville.com

new discoveries, and generally spend the evening going back and forth. "The result is the equivalent of a three-course meal," observed Kari. Advance-purchase tickets were sold at various outlets for \$15 per person, \$20 at the door.

Along with the food sampling, local businesses donate a wide variety of services and products to auction off throughout the night.

The event has continued to build momentum, "In early 2005, we [members of Kiwanis] were brainstorming a number of idea for a fundraiser," recalled Kari. "We discussed a wine and cheese event, but I suggested that Mooresville has lots of terrific restaurants, and we might consider an event that gave them more exposure. The following month, they were asking me how my food event project was coming along, and that's how it fell to me to coordinate," laughed Kari.

This year, local radio personality on WZPL 99.5 and former WRTV channel 6 weatherman Paul Poteet appeared at the event, tasting a variety of samples from his own dedicated booth, featuring "Paul's Picks" and "Tweeting" the results to his dedicated following. "I have to credit Nicki Laycoax (of Squish Designs) for getting him to participate," said Kari.

Kari recalled the first event, held at the Kroger Shopping Center in 2005. "We had lines running out the door and down the sidewalk. We raised about \$6,000 that first year, which was very impressive for a first event."

Kari says "without a doubt, there will be a Taste of Mooresville next year. I think the community appreciates a fun night out and the restaurants appreciate the great exposure from the event."

Kari Mann is Director of Marketing for Citizen's Bank.

Selke joins MCBL and All About Town.Info

The Morgan County Business Leader is pleased to welcome Catherine Selke to the staff, joining Bob Sullivan and Dawn Tomey. Catherine will be wearing many hats, Sales Manager, Reporter and Photographer, and is also an accomplished web developer. She will be doing web design with All About Town.Info, MCBL's parent company. Catherine may be reached at 317-695-3428 or cselke@AllAboutTown.info.

MCBL submission policy:

The Morgan County Business Leader always welcomes submissions, be they news stories, comments or suggestions. Preferred method for text is files of type .doc or .txt. Pictures of type .jpg (.jpeg), .pdf, .png or .gif. Please do not submit .docX, produced by Microsoft Office 2007 by default. Please save the file using the Office 2003 or earlier file type. Conversion of submitted .docx is an extra step and has been known to lose information. In general, Office 2007 default file types are unreadable by a great many people and should not be used on files to be distributed. Microsoft Publisher files will not be accepted.

With that said, please continue to make story suggestions, we cannot be everywhere in Morgan County, and want to promote our wonderful county!

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

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

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

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

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

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

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The top 5 reasons not to be self-employed

Five years ago I was an employee. Then I was not. A few months later, employed once again. This time, I was employed by 'self'.

I had always wanted to do my own thing, be my own boss, not have to answer to 'the man'. Though it was a dream, it was never a goal I set out to achieve. Most likely because I really didn't believe it could ever happen.

So actually being self-employed was a 'happening', not a plan. When I started the business, I was aware that it would be an entirely different way of life. After all, I read books. I have an education in business – a Bachelor of Science in Business Administration and an MBA. I did my homework; I studied. I even got A's! But knowing something and living something are totally different.

There is nothing that can truly prepare you for the reality of being self-employed. You can read about it, hear others talk about it, and know people who do it, but until you live it, you don't really KNOW it. However, the more you learn about it, the more you'll be ready when you decide to make the move.

I asked a lot of entrepreneurs about self-employment when I was deliberating. The top five reasons people gave me to reconsider my decision to become self-employed are:

- a start-up doesn't usually turn a profit for a long time
- you work extremely long hours
- you wear at least 15 hats at all times
- a book can't be a business coach
- you need the "big guy's" opinion, then realize you ARE the "big guy".



Cindy Hartman

I have experienced each one of these issues, and with them came self-doubt. But once you get past the shock of realizing that everything people warned you about is true, you revisit your vision and goals, then get down to the business of self-employment. You can even start to view these negatives as positives. OK, reality check – I have decided that this way of viewing the issues is actually a self-survival technique.

Whatever it takes, you must have a positive attitude. And that makes the top five reasons to avoid self-employment mentioned above easier to deal with.

A start-up doesn't usually turn a profit for a long time. So be prepared for that. But also remember that a start-up isn't always a start-up – that's why they are called 'start-ups'. Eventually you'll see the red numbers turn black.

You work extremely long hours. Most people work long hours when employed by others, too. And when you're self-employed, you have control of when, and you can work any 23 hours a day you CHOOSE to work!

You wear at least 15 hats at all times. So? Hats are cool!

A book can't be a business coach. Agreed. If you need a business coach (everyone does), hire one. He/she will help you work ON your business while you continue to work IN your business. You'll have someone to hold you accountable to work toward and

meet your goals. But books do bring additional insight, ideas, thoughts and education. Read!

You need the "big guy's" opinion, then realize you ARE the "big guy". That's the toughest of all because the first time this happens, it scares the heck out of you! (Another reason to have a business coach.) Eventually, you'll be making decisions, the right decisions, because you have learned your business. And you're happy you made the choice of self-employment because you LIKE being the "big guy".

Being self-employed is a roller coaster ride, to say the least. As you grow, you'll know where you want to be and how you'll get there. Most importantly, you will believe in yourself. The top five reasons to avoid self-employment will go away or at least become manageable. And even with the ups and downs, the independence and pride of 'self' far outweigh the alternative.

Cindy Hartman is President of Hartman Inventory, a woman-owned business. Visit her web site at <http://www.HartmanInventory.com> to discover more reasons why you need a business or home inventory. Also view the Turnkey page to learn about the Hartman Inventory Systems, a complete turnkey business package; start and grow your own personal property inventory service. Cindy's blog, at <http://www.HartmanInventoryBlog.com>, discusses marketing, management, entrepreneurship and asset inventories.

Being self-employed is a roller coaster ride, to say the least. As you grow, you'll know where you want to be and how you'll get there.

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By Catherine Selke,
 Morgan County
 Business Leader

Located in the northeast corner of Morgan County and sprawled out over 187 acres of lush greenery sits MC Roberts Racing Stables, the home and training center to over 60 thoroughbred race horses. Taking just over a year to build, the farm was completed in December 2007 and has been evolving into a thriving breeding and training facility ever since.

Thoroughbred trainer and facility owner Merrill Roberts tells us, "We don't train these horses for pleasure riding. These are working horses, professional race horses. I am training them to be winners". Working just as hard as the horses he trains, Merrill has put in 10 to 12 hour days, six to seven days a week, since he began building his thoroughbred facility in the fall of 2006. The facility has a main barn that with 36 stalls and an indoor 64 foot diameter exerciser, and is also equipped with a mare barn with ten stalls, each with video surveillance that is used to record the progress of pregnant mares and foaling. Apart from the main barn, and the mare barn, the facility has an outside pen for play and two quarantine stalls used for any horse that becomes ill and is infectious. If the beautiful horse's grazing in one of the facility's nine pastures do not catch your eye, the impressive half mile dirt and turf race track is sure too. If you're driving that stretch of Mann Road early in the morning hours you might get lucky enough to catch one of these beautiful thoroughbreds in training on the facility's track. The facility has a high level of security and surveillance for the safety of the horses.

Roberts staff includes assistant trainer Jim Gabbard [pictured with Roberts], his two sons, Tim and Mike Roberts, several, grooms, a fierier, two veterinarians specializing in equine medicine, two full-time exercise riders, and a leg-man/woman (a person who tends to a thoroughbreds legs). These hands work hard at keeping MC Roberts Farm and the thoroughbreds running. "Everyone that works here is very important to the success of the facility and the horses," says owner Merrill Roberts, "Our days start at 5AM around here".

Every morning each stall is cleaned and the horses are fed. After the morning feeding the training begins and things start to get busy around the main barn. Merrill and his assistant trainer start the process of choosing upcoming races for each thoroughbred in training. Exercise riders and a well organized regime of hands

began the process of exercising and care of each horse. Each horse is trained on the track several days a week and each is exercised according to his needs which are determined by the trainer. The track requires opening daily. Opening is a process that consists of dragging the track, which breaks open the dirt, and hauling a roller by tractor to pack it. Sealing the track allows rain to roll from the surface, and is determined by daily weather conditions. After the morning exercising each horse is bathed, then placed in the indoor exerciser for cooling and drying. Afternoon feedings and watering begin soon after, followed by leg care, and any other special care required for each horse. Being the only 24 hour facility of its kind in Indiana, Roberts tells that his inspiration to build the training center for thoroughbreds was the opening of Hoosier Park and Indiana Downs. "I've always loved horse racing, I thought with two new tracks, more races to enter and bigger purses, building a breeding and training facility as I have would be a benefit to myself and the thoroughbreds I train. Most trainers have to haul their horse's to the tracks to train, I can train mine right here at the farm". Having a horse trained at an off-site track is a big advantage when the horse is brought to a race venue. Horses that aren't used to the track may misbehave, such as run the wrong way, and be disqualified.

Roberts started training horses as a young boy for barrel racing and rodeos. He has been training thoroughbreds for 12 years. Of the time, devotion and hard work he puts toward the operation of the farm and training of the thoroughbreds, what Roberts enjoys the most is, "The babies. Raising your own and training them to race, to be winners, that's what I like best".

So if you plan on visiting one of Indiana's race tracks in the future, check the program look for Merrill Roberts or MC Roberts Racing Stables. You will see horses with names like Stastasticsbest, Flat Out Rich, Majestic Jack, MC's Moving On, or one of many others. Give them a cheer, they have been training their whole life to cross that finish-line first and make it to the winners circle.



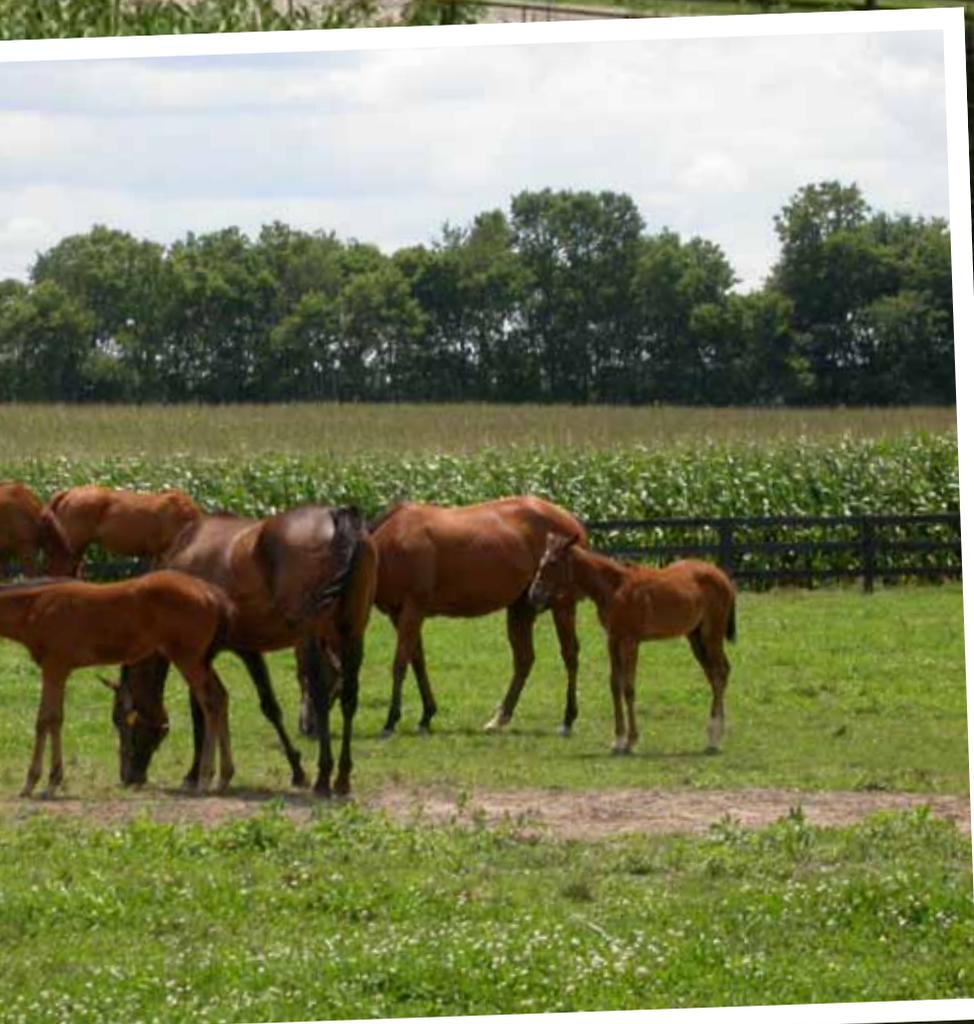
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Roberts doesn't believe in giving up on a horse because of illness or injury, and putting one down is the absolute last resort on his farm.

One of the most impressive aspects of this facility is the hard work, love, and devotion the horses receive from everyone at MC Roberts Racing Stables. Recently hands fought for days to save a young filly that had caught a fever. Working continuously around the clock and not leaving the sick little filly, groom Cindy Hartley iced her down, helped feed, and comfort her. Unfortunately the hard work, dedication and love were not enough to beat the fever and the filly passed. Everyone at MC Roberts Farm felt the loss.

In April of this year 9 babies were born. One mare was not producing any milk for her newborn foal, and the baby was starving to death. Roberts was not going to allow this to happen without a fight. In an effort to save the foal, two goats were brought in for milking. Every two hours for several weeks Roberts and his hands worked around the clock, hand feeding the baby from a makeshift bottle. The efforts paid off gradually. The feedings went to every four hours and as needed until the foal was weaned. With much relief, the colt is now a healthy weanling with no medical conditions and will soon start his gentling.

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Horses with another job



Photos courtesy of U.S. Army.

The Caparisoned Horse commonly referred to as the "Caps Horse" is considered one of the highest honors bestowed on a soldier. Led by a ranking officer, following the funeral procession of a fallen soldier, this riderless horse with boots set in the stirrups backward, symbolizes a soldier who will not ride again, looking back on his family for the final time.

Being a state of the art and centrally located facility, Merrill Roberts farm was chosen by the United States Army to be home to their caisson section. The Army also houses a caisson section in Arlington, Virginia in the Washington D.C. Area. All of the horses in the procession with the caisson are caparisoned, or decorated.

"We all know it is not a pleasant job they have, but an honor to lead our fallen soldiers to their final resting place." Roberts explains, "I feel honored and blessed to have these horses living on my farm, and to have shaken the hands of the men, and women who are their handlers." It is indeed an honor to host these horses in Morgan County.





A Care Net of support for crisis pregnancies

By Bob Sullivan
Morgan County Business Leader

Originally Crisis Pregnancy Center of Morgan County, Care Net is the result of a concentrated effort to reorganize, regroup and create a new awareness. Sherry Young, who has been affiliated with Johnson County's Crisis Pregnancy Centers since 1995, stepped in as executive director of Care Net's Morgan County offices in June 2008.

Sherry recalled, "The Pregnancy Center of Morgan County opened in Martinsville in January 1997, but the Center burned down in 2002. Mooresville opened their Center in 2001. From January 2007 and for over a year, Care Net Morgan County had no executive director. The lack of leadership resulted in an inevitable lack of interest and volunteers. Word got to me about the situation June 2008. I said I'd meet with them, and pray about it." One thing let to another and the Johnson County board offered Sherry's expertise to the Morgan County board. "It was supposed to be for a year, but last June, out of the blue, the Martinsville office space became available. I renewed my commitment to Morgan County and we got it opened."

Sherry describes Care Net as "an extension of the church. We are available in the community to be a kind, compassionate, resource in the midst of unplanned pregnancies for young women and families. We are a place they can come and not feel judged about their situation. We present factual information on all the options available, based on individual circumstances."

Care Net's services include:

- Free pregnancy tests

- Pregnancy options counseling and information
- "Earn While you Learn" and CHOICES Single Mom support programs
- Free day care opportunities
- Post-abortion counseling and Bible study
- And more.

"A girl at age 15, with a positive pregnancy test, has three choices, and they're all hard," observed Sherry. According to Sherry, each year, a million teenagers end up pregnant. 58% of them become parents. 40% choose abortion, and only 2% place for adoption. "One of the worst things for us to hear is, 'I wish I had this information when I was still pregnant, I would have made a different decision,'" said Sherry. "Our job is not to discourage abortions, but to make sure they receive accurate information on all their choices. No matter where you stand on the abortion issue, people will end up in pain as a result of their choices."

Care Net also takes a pro-active approach to encourage a change of behavior. "50% of requested pregnancy tests turn up negative," noted Sherry. "With a recent scare behind them, these girls are motivated to reevaluate their actions."

Care Net is a 501c3 nonprofit organization. "We need volunteers to expand the hours of our Morgan County Centers. Our "Earn While You Learn" store survives because of charitable donations, from baby bottles, diapers, furniture and more." The Morgan County facilities operate with three paid staff members and 25 volunteers.

Sherry raised two children and has six grandchildren. She enjoys reading and puppeteering. Sherry resides in Franklin.

Care Net Morgan County Centers

Option Line (24 hours) 800-375-HELP (4357)

69 N Colfax, Suite 2 Martinsville, IN 46151 765-349-9190 Tuesday 11 a.m.-7 p.m.	701 State Road 144 Mooresville, IN 46158 317-834-9776 Monday and Wednesday 11 a.m.-5 p.m. Thursday 11 a.m.-7 p.m.	730 Main Street Whiteland, IN 46184 317-535-6396 Monday-Wednesday 10 a.m.-5 p.m. Thursday 10 a.m.-7 p.m.
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Volunteers needed at all locations! Contact Sherry for details!
Care Net does not consider county of residence to those who need help.



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Business Development
Officer, Morgan County

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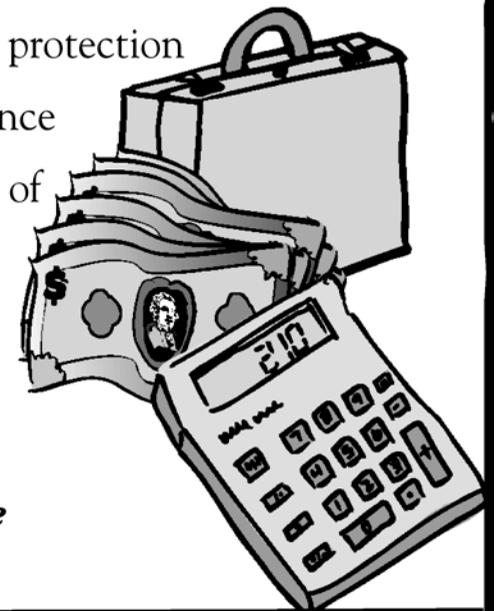
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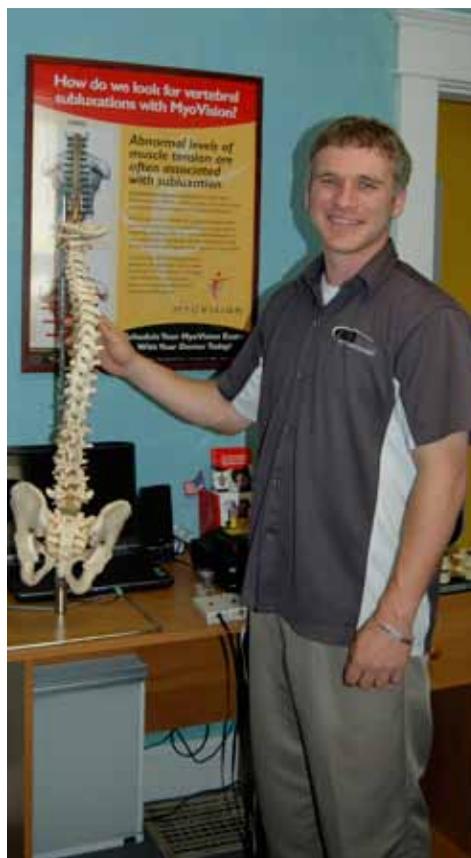
New Martinsville Chiropractor creates practice he always wanted

By Bob Sullivan
Morgan County Business Leader

A chiropractor with five years of private practice experience, Dr. Thomas Morehead relocated his office from Nebraska to Martinsville. "We treat both types of patients, those seeking immediate pain relief, and those undergoing treatment for long-term corrective care so the condition doesn't reoccur." Dr. Morehead encourages muscle therapy with his patients.

Since opening, Dr. Morehead says "Word of mouth has already been amazing. There's not a day goes that that someone doesn't just stop in. It's more than I ever would have anticipated." Dr. Morehead calls it "the practice I always wanted. I came from a much larger city, more business-like. Here, we're in a home environment, and the people are extremely friendly. I couldn't be happier." Dr. Morehead received his degree from the Logan College of Chiropractic in St. Louis.

In January, Dr. Thomas Morehead re-connected with his high school sweetheart, Stephanie Chamness, on Facebook. By August, he'd moved



to Martinsville and reopened for business September 1. Now his fiancé, Stephanie works as office director for the new location. They plan to marry this spring.

All About Chiropractic Care

Dr. Thomas Morehead
Owner/Doctor of Chiropractic
1440 E. Morgan Street
Martinsville, IN 46151
765-342-2000
Hours of Operation
8 a.m.-6 p.m. Monday-Thursday
Friday and Saturday by Appointment
allaboutchirocare@gmail.com



American Family Insurance

Jason Tower, Insurance Agent
213 E. High Street | Mooresville, IN 46158
317-834-3688
Hours of Operation
Monday-Friday 8:30 a.m.-5 p.m.
jason.tower@amfam.com
www.jasontoweragency.com

Jason Tower, your Pioneer Point American Family Insurance agent

By Bob Sullivan
Morgan County Business Leader

In mid-September, agent Jason Tower took over the American Family Insurance office at Pioneer Point in Mooresville. Jason joins the company with a 15-year background in sales.

Jason will handle most of agency's portfolio of plans with Leslie Christopher, who serves as both co-agent and office assistant. "Leslie worked with Jonathan (Elliott, the previous agent to occupy the office) since February, and she recently secured her insurance license in property and casualty insurance. So we can cover for each other and work together with clients as needed." Jason

hopes to bring on additional staff as business continues to grow.

"American Family offers the full gambit of insurance protection," explained Jason. "We offer one place to see to all your insurance needs, something you can't get online. You can get quotes and comparison shop, but you won't find someone to sit down and answer your specific questions and weigh all your options to find the best coverage for you as an individual. That's what we look forward to offering to the community."

Jason lives in Avon. He and Marion, his wife of 15 years, have two children, a 7-year-old son and 3-year-old daughter.

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Nine years of honoring American Indian culture, traditions

By Bob Sullivan

Morgan County Business Leader

Don Smith recalled, "I retired about nine years ago, and Paula said I had to find something to do. So in honor of my grandmother, a full-blooded Crow Indian, I opened up an American Indian store." Don and his wife Paula co-own Cripple Crow and Me in Morgantown. Don and Paula now operate two stores, the second location in Nashville, and they attend a Pow Wow every weekend through the summer.

"When I first opened, everyone thought I was crazy. But nine years later, we're still here, and we've outlasted a lot of businesses in Morgantown," noted Don. "The first year was slow, second year was better, and the third year was great."

"When we first opened, everything was hand-made. Then we went to New Mexico and that was the ruination of everything." Don's teasing remark refers to the discovery of handmade jewelry that Paula fell in love with, popular items which continue to sell steadily at their store.

Don and Paula approach their business with humor and love. When asked to describe their responsibilities, Don explained, "She tells me what to do and I do it. Seriously, she's behind me 100%. If it weren't for her, there's no way I could have done this on my own." Paula added, "He's the salesperson; I handle things behind the scenes."

Don acknowledges he serves a niche market. "Our beef customers are looking for buffalo and elk. They know what they want, they're looking for quality, they know that's what they'll get from us, and they don't mind spending the money. My American Indian customers know I offer high quality gifts and jewelry connected with and created by our culture, and they're willing to spend the money for it. I think to the general public, we're a 'browsing' novelty store but they might not buy as often. You'll see things here you don't see anywhere else."

Paula added, "Many of our customers are from out of the area, but not like typical 'tourists.' I think many of them know us from Pow Wows we attend regionally, and they understand the respect we have for the culture. And so they'll go out of their way to find us, or order from our website. Word-of-mouth has been critical to our success."

Don explained a typical Pow Wow. "For the American Indian, it's a spiritual ceremony and a way to embrace our native traditions. For everyone else, it's a festival with music and singing in the Native American language. They might not grasp the spiritual aspect. But we hold many of them with the public to educate and encourage and acknowledge our unity."

Before "retiring," Don worked as a heavy equipment operator, "Local 103 Operating Engineers, Indianapolis, Indiana." Don and Paula have been married for ten years. Paula currently serves as the Morgantown Court Treasurer. Don raised four children, has 12 grandchildren and 2 great-grandchildren, with a third grandchild on the way. Paula raised two children and has two grandchildren.

Cripple Crow and Me

Don and Paula Smith, Co-Owners
49 W. Washington Street | Morgantown, IN 46160
812-597-0966 | 866-496-0415
Hours of Operation: Monday-Saturday 9 a.m.-5 p.m.
www.cripplecrowandme.net



Change in location increases foot traffic to UPS Store

By Bob Sullivan
Morgan County Business Leader

The UPS Store, formerly located in Mooresville, moved to Camby in September, in front of Menards, between the Sprint and Starbucks shops. "Our lease was coming up, and we knew we had to remodel the store," said Guy "Nick" Cragen, owner of The UPS Store since June 2006. "I did some research and decided to relocate us to a location with higher foot traffic and shopping."

According to Nick, the new floor model allows them to offer customers more efficient service while utilizing less floor space. "We noticed an immediate change. Being next to Starbucks caused our foot traffic to boom. We're no longer strictly a destination location, but draw customers in the area originally running other errands. And we're not far from our previous location, so our 'regulars' adapted to the transition easily."

Nick purchased the store from Ruthann Spence, who owned the store when it transitioned from Mailboxes Etc. Ruthann still works in the store, with Merissa Branham completing their three-person staff. Nick resides south of Waverly.

The UPS Store's services include: UPS Shipping, packaging, mailbox, freight, copying, finishing and printing, notary, and wide format (blueprint) copying and laminating. The UPS Store also sells office, packaging and moving supplies.



The UPS Store – Camby

Guy "Nick" Cragen, Owner
8310 Windfall Lane, B | Camby, IN 46113
317-821-8411

Hours of Operation: Monday-Friday 8 a.m.-8 p.m.
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store3777@theupsstore.com
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SHERIFF'S SALES

OCTOBER 26, 2009

Porter, 3280 Country Club Rd, Martinsville, IN 46151, \$171,139.00, Feiwell & Hannoy, (317)237-2727

NOVEMBER 9, 2009

Stacy, 6409 N Forrest St, Quincy, IN 47456, \$67,689.57, Feiwell & Hannoy, (317)237-2727

O'Neal, 4405 Cramer Rd, Martinsville, IN 46151, \$224,689.29, Feiwell & Hannoy, (317)237-2727

Coin, 4681 E. Mahalassville Rd, Morgantown, IN 46160, \$95,378.75, Feiwell & Hannoy, (317)237-2727

Russell, 10352 N Rooker Rd, Mooresville, IN 46158, \$125,901.84, Foutty & Foutty, (317)632-9555

Cook, 20 N Baltimore Rd, Monrovia, IN 46157, \$65,144.94, Rodric Bray, (765)342-6814

Swopes, 1839 N Olive Church Rd, Paragon, In 46166, \$147,900.21, Foutty & Foutty, (317)632-9555

Carter, 4505 N West Drive, Quincy, IN 47456, \$103,879.27, Feiwell & Hannoy, (317)237-2727

Miller, 7860 Waverly Rd, Martinsville, IN 46151, \$118,846.16, Feiwell & Hannoy, (317)237-2727

Gallion, 6241 E. Ablington Ct, Camby, IN 46113, \$134,476.66, Feiwell & Hannoy, (317)237-2727

Harmon, Nast Chapel Rd, Martinsville, IN 46151, \$108,491.74, Rodric Bray, (765)342-6814

Cassity-Scott, 196 Cohen Drive, Mooresville, IN 46158, \$129,741.51, Feiwell & Hannoy, (317)237-2727

Bunton, 3590 Wilbur Rd, Martinsville, IN 46151, \$176,526.54, Bleecker Brody & Andrews, (317)574-0700

Dalton, 8515 N Briarwood Lake South Ct, Monrovia, IN 46157, \$50,866.72, Feiwell & Hannoy, (317)237-2727

Sawyer, 4381 E Rembrandt Drive, Martinsville, IN 46151, \$155,987.30, Feiwell & Hannoy, (317)237-2727

Lake, 6520 E. Aberdene Ct, Camby, In 46113, \$180,295.65, Feiwell & Hannoy, (317)237-2727

Duncan, 811 Westbrook Drive, Mooresville, IN 46158, \$104,547.33, Doyle Legal Corp, (317)264-5000

Bunch, 229 E Harrison St, Mooresville, In 46158, \$64,920.90, Unterberg & Assoc, (219)736-5579

NOVEMBER 16, 2009

Young, 8405 McWhorter Rd, Martinsville, IN 46151, \$127,245.00, Doyle Legal Corp, (317)264-5000

Walker - Maxwell, 889 E. Jackson Street, Martinsville, IN 46151, \$92,927.46, Rothberg Logan & Warsco, (260)422-9454

Nenedjian, 6030 New Harmony Rd, Martinsville, IN 46151, \$170,110.83, Nelson & Frankenberger, (317)844-0106

Critchfield, 2550 Ballinger Rd, Martinsville, IN 46151, \$125,826.10, Spangler Jennings & Dougherty, (317)571-7690

Scroggs, 2720 E. Teresa Drive, Martinsville, IN 46151, \$116,379.61, Feiwell & Hannoy, (317)237-2727

Thomas, 1750 Hadley Rd, Mooresville, IN 46158, \$108,114.33, Feiwell & Hannoy, (317)237-2727

Williams, 1440 Comancho Lane, Martinsville, IN 46151, \$373,297.75, Feiwell & Hannoy, (317)237-2727

Networking Opportunities

Martinsville and Mooresville Chambers Small Business After Hours:

Small businesses are hosting a Businesses After Hours Oct. 29th at 5:30 to 7:30 PM at Jones Crossing on SR 67. Lots of nice door prizes, a large cash door prize, networking, hors d'oeuvres and a cash bar.

Martinsville Chamber of Commerce:

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

Martinsville Downtown Merchants Association:

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

Mooresville Chamber of Commerce:

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

Mooresville Revitalization Group:

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

Morgantown Merchants Association:

The Morgantown Merchants Association meets on the second Monday at 7 PM at the Fire Station. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997. More information on Morgantown is available at www.MorgantownIndiana.com.

Networking Business Women of Morgan County:

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

Rainmakers Meetings:

On the second Friday at 7:30 AM at the Holiday Inn Express in Martinsville at Burton Lane and SR 37.

On the second Tuesday at 7:30 AM at The Coachman in Plainfield, at 267 and I-70 (East side of 267).

Rainmakers has 40 meeting per month, including noon and evenings, for more information visit www.GoRainmakers.com.

Rotary Clubs:

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



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