

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

November 2012

Mark Emerson
and Tracy Davis

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Staying Agile

October marked The Business Leader's 4th semi-annual cover party. As I was completing all the details, I began to reflect on what makes these small businesses and others like them successful. We all know that staying relevant in the business world is a constantly revolving responsibility. But how can a business rise to meet the needs of new customers while developing relationships with current ones? It can be a daunting task. There is always pressure to create and find the next best thing. What are the steps that small businesses need to take in order to stay agile in an ever-changing market? I decided to do a little research and compile a few areas of focus.

First of all, creating superior value for customers should always be on top of the list. Identifying key strengths and best practices should be foundational in your business plan. In other words, being innovative and agile does not always mean completely reinventing yourself. Make sure your business is not distracted by the pressure for something "new", but rather builds upon the already secure foundation. Superior value comes from doing what you do best.

Innovation is another focus for any business trying to stay responsive to their customers. This involves introducing new ideas, products, and services, in a more efficient way, not necessarily a completely different way. All new ideas should enhance and encourage the services tailored to your current customers. Make sure that any adjustment to your business plan creates excitement and energy for your already existing services. Innovation should compliment what you already do well.

It is also necessary to grow and reach out

into new markets. This can be done many ways, but it starts with increasing the respect for your products and services. Many small businesses differentiate themselves by their unique service-oriented goals and reliability.

When a business focuses on their reputation and the enviable "word of mouth" advertising, the clientele is sure to grow. Once the merit of the business has been established, it will be much easier to determine the areas in which you can improve. When you can identify new markets and potential that has been untapped, you can focus your development in that direction.

Specialized training and collaboration from others in your industry can also fend off a stagnant business. There are resources available in every industry that can help rediscover secondary skills of the owner as

well as the employees. Training can add value to your current business that has never been considered. Partnering with experienced professionals can shed new light on old problems, as well as invigorate the current plan. New perspectives and new energy can be gained by additional knowledge. Find more ways to gain from the resources around you.

The next time you feel overwhelmed, or simply perplexed, at the need to reinvent yourself, remember to be deliberate with your focus and evaluation. As you continue to execute your strategic objectives this year, keep in mind that staying agile must align closely to your specific overall goals. This is a process as the business evolves, but can be exciting! The need to evaluate these areas of your business constantly revolutionizes the business and develops an awareness of an ever-changing market.



Jim Hess
Owner & Publisher

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By Bob Sullivan

Morgan County Business Leader

Rodney and Pamela Ennis don't call themselves co-owners, rather, Rodney explains, "I'm the owner on even days, she's the owner on odd days. On the even days, things go well." Pamela added, "On the odd days, things go great!"

Rodney elaborated, "I've been shooting all my life, so I'm the primary, and Pam shoots when I'm not here. Pam's experience is in drama and modeling." Rodney explains why this makes them such a great team. "Pam works with our clients and focuses on the creative. She talks with them, gets to know them, draws out their personality, gets them comfortable expressing themselves in front of the camera. I work on the technical, the focus, the lights, getting the details right so the special moment she helps the client create is captured forever."

Rodney's family came from Martinsville, but shortly before he was born, his parents moved to the south side of Indy, Southport, where Rodney grew up. He attended college at DePauw University, then the University of Indianapolis, obtaining a business degree. "I took underwater photography, and fell in love with it. To shoot underwater, all the elements--lighting, focus, the equipment, the lens, have to line up just right, and so it trained me to be a strong technical photographer." In the meantime, Rodney has built up a 20-year career with the airline industry, primarily as a pilot--previously with ATA, now with Southwest Airlines.

Rodney's family's roots in Martinsville go back several generations, including an "Ennis Brothers Photography" business dating back to the early 1800s.

Pam was raised in Houston, Texas, and received a degree in drama from Sam Houston University. She acted in local commercials, modeled, and performed in Community Theater. "His brother married my best friend," Pam explained, "and our families all told us they knew we would be a match." Rodney added, "Everyone changed the story later to say they knew our personalities were *odd enough* to be a match."

Pam and Rodney married in 1999, and moved to Martinsville in 2001. "I wanted to return to the area; it got in my blood. So I made sure I introduced Pam to it in the fall," said Rodney. "She said, 'this is beautiful' and I said, 'Great, because a realtor's going to meet with us in a little bit.'"

Settled into Martinsville in 2002, they started shooting portraits for friends, including their church directory. Rodney recalled, "More and more often, people kept asking why we weren't shooting professionally. Then in 2006, we worked together on the same shoot, and discovered this symmetry between us, and that's when we decided to make it a business."



Pamela and Rodney Ennis

On their home studio, Rodney explained, "Our home was designed with a business in mind, with office space. It was owned by a physician before us. All we had to do was bring in the lighting and wireless system." Rodney and Pam shoot with Nikon D3 cameras and partner with Roberts Imaging of Indianapolis. "We oversee all our post-production," said Rodney.

Prior to meeting Rodney, Pam did not have any prior photography experience, but is now quite comfortable with the equipment and brings her own creative flair to her "solo shoots." "We each bring a lot to the business," said Rodney. "I know without her, it would be a dismal failure. The combination of my camera and her influence on the clients brings something more to the sessions. We aspire to shoot something that's going to move the client when they see it, and most of the time, that's what happens."

Rodney explained how a professional photographer makes all the difference, particularly on special events. "Take a wedding, for instance. Churches are always under lit and you get one chance to get the lighting correct, to set the focus, and to make sure you capture that moment. If you miss it, there's no 'redo' on a wedding day."

Ennis Photography built up its local high school senior clients quickly. More recently, they've held shooting sessions with Martinsville Middle School sports teams, with a terrific response from the teams.

Rodney and Pam both hold down jobs with flexibility built in, allowing them to schedule studio shoots, with weddings and other special events usually on the weekends. Rodney is an airline pilot, and Pam teaches drama at Mooresville Christian Academy. They are raising one daughter, Lear. They enjoy long-distance hiking and spending time outdoors.

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How to get a guaranteed-strong return on every marketing dollar

Develop your Unique Selling Proposition

Too often I see business owners market without a strategy. They take an occasional ad in a trade journal, local newspaper or chamber, put an ad in the yellow pages, or create a flyer or direct mail piece. When one activity doesn't bring in more business, they drop it and try another.

It's haphazard marketing and it doesn't work. Worse, it costs you money. You can and should expect that nearly every dollar you spend on marketing brings you more business and more profit. Don't market without a strategy.

A good marketing strategy contains your Target Market defined. If you don't know who you're trying to reach, how can you expect to reach them, know where to find them, or know how to connect with them? Your marketing strategy also contains your Guarantee. Don't run screaming into the night

over this! It's a myth that customers will rip you off by taking advantage of your guarantee. Offering a guarantee increases your customers' confidence in your product by reducing any risk they perceive. A guarantee builds trust.

At the core of your marketing strategy is your USP, your Unique Selling Proposition. It's often the more difficult component to develop but if you don't know what makes you special, how can you possibly convince a potential customer you are? Your USP is the one thing that's truly different about you, or at least the one thing that you can promote as being different. If there's nothing unique about you, people will only buy from you because of convenience or price. You'll never be able to raise your prices—if there's anyone doing it cheaper, people will buy from them.

Determine Your USP (Unique Selling Proposition)

A successful USP is unique, exciting to your target market, something that'll get people talking, and that can't be easily copied. Maybe you have a "special ingredient" or you install and deliver for free.

If you're a seafood restaurant, you'd be hard-pressed to stand out. But if you had live entertainment, free drinks from 5 -7 pm, and the best view in town, that would be worth promoting. One of my manufacturers received positive comments from a customer regarding their ability to re-engineer a product to significantly reduce processing times and improve the end product. It has become his USP and it really resonates with his target market!

Start by asking yourself, "What is it that makes us stand apart from the rest?" Your uniqueness can be a real or perceived difference in one of 7 areas: Quality—Price—Service—Delivery—Speed—Convenience—or Experience. To discover and craft your uniqueness, think deeply about your industry, market, competition, and your own processes. To guide your thinking,

you can download my "USP and Guarantee Creation Tool" at <http://bit.ly/USPTool>

One way to create a perceived difference is to tell the market HOW you do what you do. Marketing is about perceptions—you may be the same as your competition but you can market HOW you do what you do as a point of difference. Look at the oft-told story of Claude Hopkins and Schlitz Beer...

Schlitz was falling behind the competition and hired legendary advertiser Hopkins to help. His first step was to deeply understand the industry, the company, and the product. He learned that they started with water from 4000-foot wells they'd dug to get the purest water, used yeast only from the same mother yeast cell that had undergone 1200 experiments to get the best flavor, cooled the beer in rooms of filtered air, passed it through costly whitewood pulp filters, cleaned every pump and pipe twice a day, and they sterilized each bottle four times.

After Hopkins concluded that Schlitz's advertising should tell people about these purification steps, the Schlitz people replied that all brewing companies do it about the same way. He convinced them that the first one to tell the public about it could turn it into a successful USP and he went on to create an advertising campaign that took Schlitz to #1 in 6 months.

Chances are, many of your competitors' USP's make "undistinguishing" claims...boring statements of motherhood and apple pie – Our systems are the fastest in the industry, We have the friendliest team of people, We use only natural ingredients, We have access to the lowest prices, or Our engineers have the most experience.

Hopkins didn't tell people Schlitz' beer was pure...he showed them! Here are some good USP examples:

We have a unique 9-step inspection program to insure you get the right part every time
365-day returns – Free shipping both ways – 24/7 customer service

We're not just the best plumbing company in town—we're the only one certified in XYZ and QRS –or-- we're the only one who offers a no-hassle, money-back guarantee –or—we're the only ones who concentrate 100% on drains –or-- we're the only ones who donate \$.05 of every dollar to the House of Light for Children

You can develop your USP in just a few hours. Once you know it, tell the world and tell it loudly. You'll become unique in your market and attract new clients.

Roger Engelau is central Indiana's sought-after coach to business owners in every industry. He applies his significant business expertise to help business owners improve their business, income, and lifestyle. His clients enjoy record profits. Go here to book a complimentary consultation <http://bit.ly/timewithRoger> Roger is Head Coach and Owner of Hannah Business Coaching dba ActionCOACH based in Mooresville. RogerEngelau@ActionCoach.com www.ActionCoach.com/RogerEngelau 317-908-5809



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John Ehrhart and Herb Haggard

Brad Lindsay and Sheree Hess

Chris Page and Jim Hess

Business Leader and First Merchants Bank present cover stories at semi-annual party

By Bob Sullivan

Morgan County Business Leader

On Tuesday, October 9, the *Morgan County Business Leader* held its six-month cover party to celebrate its May-October cover stories. Sponsored by First Merchants Bank and catered by Pipers Café of Southport, guests from all over the county gathered at the newly-opened Showtime Cinemas in Mooresville. Cello soloist Heather Poe provided ambiance as local business guests networked and socialized in the theater's foyer.

Owner-publisher Jim Hess emceed the celebration, in which he recognized the following recipients:

May: Diane Heurkamp, Director, Mooresville Public Library: "As a librarian, my passion is to provide resources to our community, whether for leisure reading or research. I applaud the *Morgan County Business Leader* for its similar mission. The *Business Leader* has a pulse on the community, with perspectives that are shared by professionals of their field...this valuable resource...delivers unbiased information on the community, spotlights leaders in the community, and they themselves are community-oriented. I was honored to be the...cover, and am in amazing company. Thank you to the Business Leader for highlighting the Library in May. Thank you from the director of your award-winning local library." The Business Leader profiled Heurkamp and the library in May 2012 as part of the library's 100 year celebration.

June: Sharon Durham, Manager, First Merchants Bank, Mooresville: Business Banker John Ehrhart said, in part, "We wouldn't be here tonight if it weren't for the work of the *Business Leader*. I think you'd all agree with me that Jim Hess deserves a round of applause for



Jim Hess, Stephanie and Rodney Parks, John Skelton of First Merchants Bank



Jim Hess, Dr. Kirk Yegelehner, John Skelton of First Merchants Bank

getting this newspaper where it is." Changing his focus to Sharon, Erhart said it was a pleasure to work with her in the years they had together. She's been in Mooresville since 2004, as manager of the branch for the community, for the Lion's Club and Kiwanis Club." Durham made the Cover the month of her retirement, concluding a 47 year career. She is currently vacationing in Florida.

July: Blue Ribbon Committee, Dan Moore, CEO of Home Bank, Lynn Gordon, CEO of Citizens Bank: Martinsville Councilman, Middle School Principal, and member of the Blue Ribbon Committee Eric Bowlen accepted the award on behalf of the committee.

Bowlen said, "Dan and Lynn have done a nice job in getting members of the community together from the business arena, private citizens, and schools to the same table to start having a discussion about what is best for Morgan County. If Mooresville prospers, Martinsville prospers [and vice-versa]. It's a regional dynamic that we all want to be a part of. By bringing these ideas to the forefront, we're going to make Morgan County as prosperous as we possibly can. I really appreciate Dan and Lynn stepping forward and taking the lead. Here are two guys in the same business, fierce competitors, who are showing this is about more than just making money. There's a legacy for those who are going to come after us."

August: Rodney and Stephanie Parks, Parks Outdoor Maintenance: "We are a couple working together," Stephanie Parks said on accepting the award. "We've been working together for a long time and we still get along. I just want to thank you for honoring us. We've been in Morgan County for a long time. We hire within Morgan County, and shop Morgan County businesses."



Jacque Swisher, Bob Elliott, Eric Bowlen, Jamie Thompson



Angela Kath, Johnnie Robbins, Susan Lowe

September: Frank Olin, Owner, AQUA-Pro Systems, LLC: Olin was unable to attend. Jim Hess explained, "Frank was covered in mud and installing a generator, and said there was no way he was going to show up looking like that. The great thing about Frank, as many of you have experienced with the current economic situation, is he's had to re-invent himself....Expand, diversify, and find ways to embrace that flexibility while staying true to his core business."

October Cover: Kirk Yeagerlehner, Owner, DDS, Bluff Creek Dental: "I want to thank Jim Hess and First Merchants Bank for the opportunity," said Dr. Yeagerlehner as he accepted his award. "It took me kind of by surprise when

they asked. It was great to be able to have my story told, and I want to thank the people that work with me, my hygienist Gina Holland and my office manager Joyce Stoner. I couldn't do it without them...We're proud to serve the people of Morgan County. It's a big opportunity, also, to help serve the men and women in the military [during my two tours of duty in the Army Reserves]. When we're gathered together celebrating, take a moment to think about the servicemen in places [where it's not as fun.]"

The party marked the fourth consecutive twice-yearly event for the publication, which is rapidly growing into an anticipated "new tradition" for businesses across the county.



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Just another reason...



Heart and Pride at home in Mooresville

By Elaine Whitesides

Morgan County Business Leader

Morgan County residents may know that Miller's Merry Manor has been in Mooresville for the last 30 years, but they may be surprised to learn a few things about the business.

In 1964, Wallace and Connie Miller purchased a former County Home. Their original vision was to provide long-term healthcare for the aging. That vision blossomed and in 1982, the Millers purchased the Country Nursing Home in Mooresville renaming it Miller's Merry Manor. Then in 2005, the organization created Miller's Senior Living Community with the addition of another building with 49 independent and assisted living apartments.

Today it is a company that now provides long- and short-term care, rehabilitation therapy, transitional care and most recently, home health care.

Miller's Senior Living and the Community

Miller's Senior Living is an active part of the community they serve. They sponsor up to four community events each month with Community Relations Director Tracy Davis fulfilling that mission. From a pumpkin festival to the annual fashion show, Davis says, "We're always doing something for the residents and community so they come to know about our facility and the offerings we have. We do a lot of community outreach."

"It goes both ways," adds Executive Director Mark Emerson. "It's good for our residents to have people in and out of the building, but also, we like to bring people into our facility to showcase what we can do."

"We feel like we are a part of the neighborhood and we are here to provide solutions to the elderly and their families. We have been a part of the community for 30 years and we take pride in being in Morgan County."

It is what the people at Miller's Senior Living can do for the community as a whole that is important to Emerson. He says, "Can you imagine you are 75-years-old and you have to go in for a knee replacement? You're trying to get out of the hospital and function. What would you do if you didn't have nursing care? We try to be proactive regarding the community. We want to educate the community in what we can provide to those people who have a need."

A Different Kind of Company

Shortly after the expansion in Mooresville, the company underwent a major change. The Board of Directors decided to form an Employee Stock Ownership Plan (ESOP), meaning that the eligible employees became beneficial owners of the business operations of the company. It is only one of three employee-owned long term care companies in the United States, and is ranked in the group of largest employee-owned companies in the nation.

"We're very proud of the fact that we are employee owned," Emerson says. "Everyone has a say, everyone contributes to a common cause. We are building a company together."

A facility like Miller's Senior Living is more than a business; it is a home for people. According to Emerson, the fact that Miller's Senior Living is an ESOP business makes a difference. "People take more pride in their jobs



and more pride in the care they give residents because it is ultimately a reflection of who they are. The objective is excellence in care. It sets us apart."

Miller's has been known for quality in Indiana and been highly ranked in the state says Davis. She says, "We are big on choices and will do whatever we can to meet individualized needs."

One way individuals receive customized attention is in continuum of care. "We have the resources to help individuals in whatever stage they are in," says Emerson.

Emerson and Davis say the stigma of nursing homes is slowly changing. Emerson explains, "A nursing home is not just a place for the elderly to go for the rest of their life. There is a whole rehab side. The majority of our turnaround residents are here for a short term to complete the rehab process and then return home."

The company recently began offering home health care services under Miller's Home Health Care Solutions. "When someone goes home," says Emerson. "Home Health evaluates them and they go home with a plan to maintain the highest level of independent functionality."

"We're continually growing," says Emerson. "We're always reorganizing our company to fit the demand. The home health aspect was that next step we were missing." He adds that the company is constantly evolving in other ways like partnering with local hospitals to provide services.

Staff Ownership Making a Difference

The number of employee/owners at Miller's Senior Living in Mooresville is usually around 130 people. Davis says, "Our staff is compassionate and you can't teach compassion."

"It all boils down to if your heart is in the right spot," says Emerson. "It's a lot easier when you have a good team and the support of the corporate level. I couldn't do this without the team that's here."

A lot of time and attention goes into hiring. "We like to groom a lot of our employees. We bring someone in and provide education and training so they can become

certified nursing assistants (CNA) and then we continue to educate and train so that employees can work up through the ranks. We promote from within."

This business is one of the most highly regulated industries in America. Emerson says that it takes time to build experience and ownership and with newly trained employees. Both clients and the company benefit from the quality of care that comes with well-seasoned and long-term employees.

They want to hire and keep good employees. The ESOP encourages people to stay with the company. But it's not all about wages and benefits to many who do stay for years.

"You can pay me all sorts of money," says Emerson, "but until you find something that makes you happy, you won't be fulfilled. With a company like Millers who truly cares about employees and the service you are providing to elderly folk in need, it's just something that words cannot describe."

"I can attest to that," adds Davis. "I do the external marketing – chamber meetings, community events – our reputation supersedes itself in the industry. Everywhere I go people have good things to say about our community and that makes my job easier. I believe in our community."

Miller's Senior Living Community

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“It all boils down to if your heart is in the right spot. It’s a lot easier when you have a good team ... I couldn’t do this without the team that’s here.”

-Mark Emerson

3 lessons from a female racecar driver shows racing is a business, too

Recently I listened to a very interesting interview that I thought was going to be about open wheel racing. My client, Sheryl Matthys, is hosting a monthly membership networking event called Successful Women Made Here and Sarah Fisher was her first guest speaker. I quickly realized Fisher is much more than just a racecar driver. Sarah is a team owner, an entrepreneur, a mother as well as being the fastest – and youngest – woman ever to qualify for the Indy 500. She is only the third female to compete in open wheel/Indy Car racing.

I learned Sarah Fisher had many things to share that would benefit every businessperson I know. I'd like to share three significant points from her interview.

First, develop a culture in your business based on your values and perspective. Fisher said she consciously works every day to create a very specific culture in her business that reaches all the way from the crew on the floor who works on the cars to the office where all the business deals are negoti-

ated. It's based on respect. She told a story from her past. Her family was a working family and in order to buy the best parts for her racing machine (a go-kart at the time), they would buy their clothing from a second-hand shop. One of her classmates cornered her about a trendy pair of jeans she wore to school one day and she became the center of jokes and humiliation. She remembers how that made her feel and today it is the basis of how she expects everyone on the team and in the business to treat others including fans and sponsors. She holds herself and everyone on the team responsible for making others feel respected and honored and if they don't, there are repercussions.

Next, take the proper time to select new employees making sure they will fit and complement the culture you have created in your business. According to Fisher, it takes time to find just the right people to add to the team. They have to fit in and support the culture. At Sarah Fisher Hartman Rac-

ing, the culture is like family. For years they have had "Crockpot Wednesdays" where everyone shares lunch together. The number of crockpots needed has increased over the years as the team has grown. She shared that she takes the necessary time to hire just the right people. In fact, sometimes she waits more than a year to add someone to make sure the fit is perfect.

The last point I want to share was Fisher's point about treating the media as your friend. She admitted that in her youth, she wasn't comfortable or excited about dealing with the media. It was an aggravation. But in 2008 when her sponsor evaporated, the media rallied on her behalf and it was that support that made it possible for her to line up on the grid for the Indy 500 and other races that year. She said that made her realize that the media is there to help the people they feature and her perspective and willingness to work with them changed.

Fisher has built a successful business based on what is important to her – a culture of respect, a feeling of family and a willingness to share with her fans and support others – and all these points can be applied to businesses in any industry – even yours.

Jack Klemeyer is the founder and head performance coach of GYB Coaching (www.gybcoaching.com). Contact him at Jack@GYBcoaching.com.



Jack Klemeyer

Next, take the proper time to select new employees making sure they will fit and complement the culture you have created in your business.

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Is your business strapped for cash to grow and the banks are not interested?



You may consider Crowd Funding.

This idea came about in the Social media realm and brings back into focus a practice that has been used in the emigrant communities for decades. Many of our great ethnic neighborhoods and small businesses were started by Entrepreneurs. They acquired start up money from the neighbors and families in the community to open that dress shop or bakery in the neighborhood. Now the time tested practice has gone "social" so you can connect virtually with thousands of like minded individuals to fund your project.

In fact, some of these successful social media campaigns were attracting over six figures in funding. Some companies and investors wanted a way to award stock to stakeholders without going public. In March the U. S. Congress passed the Crowdfund act into law. This law will allow companies to raise up to \$1,000,000.00 in funding per year by issuing shares for equity in the company. This method should be reserved for larger capital needs but legitimizes the social media venue that is better known for raising smaller amounts of capital using a donor model. Kickstarter, IndieGoGo and Kiva are some examples of this phenomenon.

When you donate to a company on Kickstarter or IndieGoGo, for instance, you have no ownership stake. It is customary to get a promise of good service or a product/service discount in return for your investment when the project attains its funding goal. If your project is not yet ready to offer an investment structure to prospective stakeholders, Kickstarter or IndieGoGo may be a great option. These sites have preferred categories and charge fees ranging from 5-9% of funds raised. To succeed it is necessary to have a well

designed, impactful social media campaign.

Recently Localstake was formed to give business owners an affordable means to raise larger amounts of capital. The web based business utilizes standardized formats and contracts with guidelines to help you develop three types of security offerings: debt, equity, or revenue sharing agreements. You can prepare and pitch your project to local investors in our community. It also allows local investors with some extra cash to help their community grow. The site is a source investors can search to make better decisions on what companies to support with their investment dollars. With Localstake there are some advantages:

- They are located here in the community. You can actually talk to one of the partners to help you decide if it is right for your company.
- They have easy to use online tools to help you formulate your offering and raise capital in a responsible manner with minimal fees.
- After successfully acquiring investors they offer tools to keep the investors engaged so you have a longer term relationship
- They have a screening process to help find quality offerings and reduce fraud which helps to attract good investment dollars.

If you are interested in exploring one of these avenues take a look at these websites.

- www.kickstarter.com
- www.IndieGoGo.com
- www.localstake.com
- <http://www.sec.gov/answers/smallbus>

And contact us at the ISBDC to help you decide if it is right for your company. Remember that the ISBDC is here to help your business work smarter. Visit www.isbdc.org to learn more about all of our small business services.



Marti Chestovich

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Our website was copied and what I did about it

I use Google Alerts, as many professionals and small business owners do, to find information based on various key words of their industry. One of the many benefits I've realized is that it allows me to find articles and blog posts I've written that are posted by others. I sometimes write and thank them for sharing, as it is definitely a form of flattery when someone re-posts your writing - and shares it properly (linking and giving credit).

Using Google Alerts also helps me easily stay up to date on the home inventory industry. I can scan the information quickly to find useful information about the various needs for a home or business inventory.

I was recently reading my daily Alert when I noticed that a new home inventory company had been established. It is always interesting to me to review these new sites, see where they're located, and how they're providing their service, etc.

Was I surprised when I clicked on this specific link and was looking at "our" website, but under their domain name! The only thing that was different was the name of the company! I was shocked. Then I was angry! They had copied our site! And not just the content, they had also copied the code, photos, color scheme - everything. It was an exact copy! Copyright infringement at it's "finest".

Once all the emotions subsided, I showed Mike, husband and business partner, what I had discovered. It was interesting watching him mentally download what he was seeing, and going through all the emotional stages I had just completed.

Once I got a grip on the reality of the situation, we had a huge decision to make: what to do about it!

The first thing I did was call our business coach, J.Sewell Perkins. She is a great mentor and advisor and exactly what I needed. It is important to handle this type of issue - and any issue for that matter - properly and professionally.

We decided that it's possible this person didn't know that it was illegal to copy others' information (I'm surprised to learn that many think if it's on the internet, it's fair game!). We wanted to give this new business owner the benefit of the doubt, so we chose to contact her.

When looking at WhoIs.com, the only name

available was the technical advisor. Therefore, I sent a letter to him via email and registered letter stating our findings and requesting that the site be taken down in accordance with the Digital Millennium Copyright Act of 1998. We requested that he sign and return the agreement by a specific date. He emailed and stated

that he was creating this site as a favor for a friend who is starting a home inventory business. He admitted that it was a shoe-string operation that they liked our site design, and decided to use it as a basis to start from. He continued to state that they did not respect our privacy, and hoped that it wasn't compromised. He also promised to return the signed agreement promptly.

I don't know about you, but if I got a letter of this type, I would take it seriously. He didn't! We didn't hear from him by the deadline, so additional research was my next step. I was able to locate the owner of the company

through a search on the internet that took me to a LinkedIn page. A second letter was sent out with a request for immediate response, letting the owner know I had not heard from the web developer.

Rather than hire an attorney, we chose to handle it this way because, based on the words the web developer used (shoe-string), we had to assume that funds were at a minimum for them and a lawsuit would be fruitless. Plus, as with others who have experienced copyright infringement, all we wanted was to have the site taken down and that they create - and pay for - their own material. It is not just the copied work that is at issue here. The time and money spent on creating the website, writing the content, etc., runs into the tens of thousands of dollars. This is theft, plain and simple.

At the same time, I also notified the hosting company that this site was infringing on our copyright. I was required to provide proof of our date of copyright and also send screen shots of both websites, validating my claim.

By this point, this was taking up a huge amount of my time, which would be much better spent working on our business! I see why others pay a company to handle these issues! (We now have all of our websites protected and monitored by DMCA.)

We finally received the signed agreement,

stating they would cease and desist using our website code and content. They also promised to take their site down immediately. But did they?

A few days later, I checked the URL and the home page had an "under construction" notice. This made me believe that they had complied with our request to cease and desist the copyright infringement of our home inventory service website and all was settled.

For some reason, though, a few days later I felt a need to do a little more digging. Unfortunately, I found that the site was not taken down, nor even edited at this point. The only change made was the home page!

This proved to me that they still had the intention to use our site and content as their own. At this point, I notified our webmaster, as her name and contact link was in the footer of this website. Though we have the copyright, she didn't want her name associated with someone who was not willing to abide by the Digital Millennium Copyright Act.

This has been a process that I hope to never have to go through again. And unfortunately, it's not over. I will continue to watch for their site to go live - hopefully with new content!

There is one other issue I must mention here. We also own a turnkey business package company, Hartman Inventory Systems. Similar to a franchise, we provide, among many other items, a complete marketing package which includes a website. Our Hartman Inventory service company website is the template for these sites, which means that our Group Members purchase the right to this website design and content. We must pursue those who infringe on our copyright for ourselves, but also for those who have properly and legally invested in the rights to this material! Additionally, if others use our site and/or content, the confusion of association could happen. In essence, we are protecting our Group Members' rights as well as our own.

With the plethora of information on the internet today, this will remain an issue. All business owners must be diligent in fighting this cyber theft. We spend too much time and effort building our companies to allow anyone to steal our most important asset - our intellectual property!

Cindy Hartman is President of Hartman Inventory, a woman-owned business that provides business and home inventory services. She and her husband Mike also own Hartman Inventory Systems, a complete home inventory turnkey business package for those who want to establish their own inventory company. Cindy writes a blog for each company and is also a freelance writer on topics of disaster preparedness and recovery, small business, product reviews, marketing and networking.



Cindy Hartman



O'Neal

HomeBank

There's no place like Home.

New staffing positions announced by Home Bank

Home Bank has announced the following new staffing positions for its team:

Emily O'Neal has assumed the position of Collector in the bank's loan servicing department. O'Neal attended the University of Southern Indiana and received an A.S. in business administration from Ivy Tech Community College. O'Neal joined Home Bank in 2006 as a Customer Service Representative at its Grand Valley office. She subsequently served in supervisory positions, including Drive-up Supervisor at the Main Office and Assistant Branch Manager (Mooresville branch). O'Neal is a graduate of the Morgan County Leadership Academy and has also served on the planning committee for the "Women in Control" financial education series sponsored by the Community Foundation of Morgan County. She currently serves on the Board of Directors for the Art Sanctuary in Martinsville.

Jennifer Richardson has assumed the position of Banking Location Service Manager at the Grand Valley Branch. She joined the team at Home Bank in 2008 as Drive-up Supervisor at the Main Office. She then served as Assistant Manager at that location. In addition to her years of service at Home Bank, Richardson also brings 5 years of banking experience at other institutions to her new position. Richardson is actively involved with her church.



Richardson

Ryan Ferguson has assumed the position of Relationship Manager at the Grand Valley Branch. Ferguson joined the bank in 2007 as a Collector in the loan servicing area. He is a graduate of International Business College with a B.S. in business administration. He attends Spirit of Life Church, serves as a volunteer with Habitat for Humanity of Morgan County, and is also the 1st Vice President of the Martinsville Noon Lions Club.



Ferguson

Home Bank is a mutual, community banking institution founded in 1890 with offices in Martinsville and Mooresville, Indiana.

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Leading employees to health

When it comes to your business, production depends on the effectiveness of your employees. "Take away my factories but leave my people, and we will have a new and better factory." -Andrew Carnegie

Have you ever had an employee call in sick, need to be put on physical restrictions of job duties or start to slip up due to lack of concentration or focus? How do pain medications alter a person's cognitive capabilities? How do these things affect their effectiveness or productivity? How do they affect how the members of your team communicate with fellow co-workers or customers? How does this affect your over-all performance and bottom line? As an employer and a leader, it is your responsibility to educate, promote and encourage healthy habits and lifestyles of your employees to ensure they can give you 100% when they're on the job. It is important to make this fun and attainable for all employees. Consider things like a "biggest loser" contest, a daily 10 minute morning stretch routine (performed as a team), giving them articles or e-mails you've read

on health related topics perhaps related to their field. How about swapping healthy recipes, walking during lunch or inviting an expert to come in for a lunch hour to talk for 30 minutes on a particular topic? There are hundreds of ideas you could incorporate into your company wellness pro-

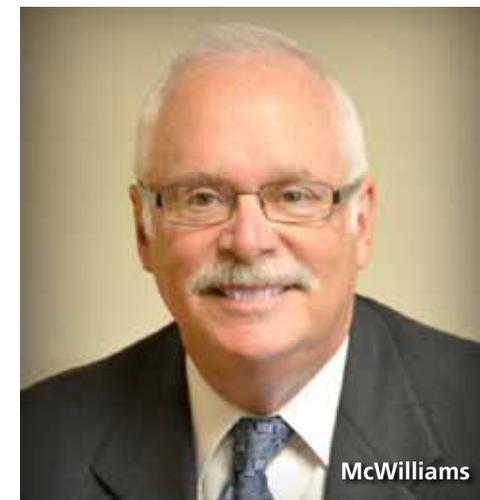


gram! Set goals and reward employees for attaining them. Not only will this improve the life of your business, but the lives of your employees in and outside of your business. Remember, even when they are not at work they are still representing you!

I am not just talking about physical health. I'm talking about creating a healthy and energizing environment. An environment that employees and customers look forward to coming to, where they feel inspired and want to perform at their best! How do you get started? Simple, lead by example! How healthy and energized are you? Your business is your livelihood and you should use this as your motivation to get started. Help your employees find their motivation and watch your people and your business grow!

Dr. Ryan Dailey is a Chiropractor at Kirkling and Dailey Chiropractic Offices. He helps individuals and businesses reach their health goals with chiropractic and wellness services. He can be reached at 317-831-3877 or at www.moorevillec.com.

Dr. Ryan Dailey



McWilliams

McWilliams joins team at Home Bank

Dan Moore, President and CEO of Home Bank SB, has announced that Trent McWilliams has joined the bank's staff as Regional Manager. McWilliams has been in the banking industry for over 38 years, most recently serving for fifteen years as the Senior Vice President of Business Development in a community bank. He has been active in several community groups including Rotary International, Leadership Johnson County, and United Way of Johnson County. McWilliams was also involved with the Franklin Chamber of Commerce, being named that organization's "Man of the Year" in 1999. He received a B.S. from Indiana State University and has participated in numerous banking education courses over the span of his career.

Home Bank is a mutual, community banking institution founded in 1890 with offices in Martinsville and Mooresville, Indiana.

Not only will this improve the life of your business, but the lives of your employees in and outside of your business.

Networking Opportunities

Martinsville Chamber of Commerce:

The regular monthly meeting on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: www.MartinsvilleChamber.com

Mooresville Chamber of Commerce:

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

Networking Business Women of Morgan County:

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

Morgan County Toastmasters Club:

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

Rediscover Martinsville :

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

Mooresville Revitalization Group:

For more information on how you can get involved with Mooresville Revitalization Group community events or activities visit www.MooresvilleRevitalization.com or contact Lori Cole at Autumn Whispers Health and Harmony 317-831-7817.

Morgantown Merchants Association:

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

Rotary Clubs:

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

Business Networking International:

Morgan County Connections meets every Wednesday Morning at the Mooresville Public Library, 220 West Harrison Street, from 8:00am to 9:30am. For more information call Angela Kath at 317-445-9827.

Business & Professionals Exchange:

This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at West Central Conservancy District, 243 S County Road 625 E, Avon. More information at www.b-p-e.org.

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Great American Smoke Out

The Great American Smoke Out will be Thursday, November 15. This annual event, sponsored by the American Cancer Society, is to encourage smokers to quit for one day – the Smoke Out day. It our hope that tobacco users can commit to quitting for the day, and build on that momentum to quit for good.

Encourage your employees to become quit smoking.

Everyone benefits with potential increased productivity, less sick days and lowered insurance claims. The Great American Smoke Out is a perfect day to encourage workers to be smoke free.

Following are a few ways that your workplace can participate in the Smoke Out.

Set up Smokeout stations where smokers can trade cigarettes or spit tobacco products for chewing gum, breath mints, carrot sticks or pretzels to help them kick the habit.

Collect lighters and matches in a big container in the morning.

Have an "I Quit" banner for them to sign and hang up.

Host No-smoking breaks when everyone can take a fresh-air breather and relax as they DO NOT light up. Designate an area outside or in a conference room where everyone can take well deserved breaks and refresh themselves with beverages and healthy snacks to become more productive instead of lighting up as a result of stress.

Help pay for a membership to a health club for quitting smokers who are worried about stress and weight gain. A new aerobics class or weight training will ease the tension of quitting and help trim waistlines, too! Some health centers may be willing to offer special discount rates for new members.

Hold an informal breakfast for smokers and for adoptive nonsmokers. Provide them with cessation materials.

Create a competition between different departments or regional offices to collect the most kept pledges to quit smoking. One prize can go for quitting for the day with a grand prize for people who stay smoke-free through the New Year.

Raffle a cold turkey for Thanksgiving among participants who give up smoking.

Incorporate smoking cessation into employee health promotion or wellness program. Arrange for blood pressure screenings, fitness activities or healthy eating counseling.

Invite a yoga or similar instructor to the company for a tension-reliever at the end of the day to encourage employees who stayed smoke-free to keep it up on the drive home after dinner.

Trade employees a cold turkey sandwich for a pack of cigarettes.



Jennifer Walker

Home Bank announces gift to Habitat for Humanity of Morgan County

Dan Moore, President and CEO of Home Bank SB, today announced that the bank has selected Habitat for Humanity of Morgan County as the recipient of its third monetary community gift in the amount of \$32,500. In July, the bank released its plan to identify selected non-profit organizations and begin directing a portion of its earnings to projects targeting the most critical needs in the community. The first initiative was a partnership with IU Health/Morgan Hospital to provide free cancer screenings during the 2012 Morgan County Fair. The organization's second gift was to Weekday Religious Education of Morgan County.

"Home Bank was founded over a century ago with the vision to promote home ownership in our community," stated Moore. "We are just as passionate about that principle today. We strongly believe that responsible home ownership is the foundation to building strong families and a strong community."

Home Bank's unique organizational structure is a key part of this community gifting initiative. The bank was chartered in 1890 as a mutual institution which essentially means that it is owned by its depositors. Without private ownership or stockholders, the bank's profits are allocated entirely to its capital reserves, resulting in greater fiscal strength and resources for community support.

Habitat for Humanity of Morgan County, Indiana, Inc. was formed in 1990. It is an affiliate of Habitat for Humanity, International and is governed by a volunteer Board of Directors living throughout the county. Joe Mills, HFH



Joe Mills, Executive Director of Habitat for Humanity of Morgan County (left), accepts check from Dan Moore, President/CEO of Home Bank.

Executive Director, stated, "We are very pleased to partner with Home Bank in working to ful-

fill Habitat for Humanity's mission here in our community and serve our neighbors."

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Sunco Construction, Bunker Hill Road, Residential Remodel
Cindy Thrasher, Honey Creek Lane West, New Residential
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M.T. Kirsch Construction, Bridge Street, Commercial Remodel
AT&T, Spring Hill Court, Residential Electric
Sal's Pizzeria, S. Indiana Street, Sign Permit
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MORGAN COUNTY - BUILDING PERMITS

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Lowell Wagoner, Blazing Star Road, Garage
Mapleturn Utilities, Mapleturn Road, Commercial Addition
Robert Barry, Edgewood Court, Residential Addition
Crystal Marr, Catholic Cemetery Road, Pole Building
Christopher Collet, Whippoorwill Lake N. Drive, Deck
H. W. Waddle, S.R. 44, Single Family Residence
David Newton, McClure Road, Residential Addition
Mary Finney, Lex Lane, Single Family Residence
Joey Dallas, Railroad Road,

Electrical Upgrade
Roger Pearson, S.R. 44, Patio Enclosure
Brandon Schroeder, Hillside Parkway, Roof
Mark Caudill, Ballinger Road, Residential Electrical Upgrade
Louis Catellier, Kitchen Road, Single Family Residence
Thomas Grain, Border Street, Residential Electrical Upgrade
Mark Philpot, Henderson Ford Road, Pole Building
Daniel Dillie, Lake Hart, Electrical Upgrade
INDOT, East I-70, Camera Tower
Russell Anderson, Gasburg Road, Single Family Residence
Larry Atwood, Jordon Road, Carport
Jerry Cox, Paragon Road, Pole Building
Jerry Scott, East Street, Electrical Upgrade
Mark Lawrence, Paddock Road, Electrical Upgrade
Jeff Shrake, Observatory Road, Electrical Upgrade
Robin Reese, Beech Grove Road, Electrical Upgrade
Donald Pugh, Romine Road, Pole Building
Michael Marsh, Cook Road, Pole Building
Jason Bosaw, Paradise Lane, Residential Addition
Michael Miller, Ashley Court, Garage
Dale Thomas, Old S.R. 37, Storage Building
Michael Lynch, S.R. 144, Pole Building
Daniel Pierson, Beech Grove Road, Pole Building
Tiffany Litton, Catholic Cemetery Road, Electrical Upgrade

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Karl Susmark & Dean Walden, Spring Creek Property Services, 8439 Observatory Ln, Martinsville, IN 46151
Al Long, Power Ventures, 13680 N. Duncan Drive, Camby, IN 46113
Timothy Merry, Pro Tech Painting, 3325 N. Dawson Court, Martinsville, IN 46151
Randall & Cathy Morris, Renaissance Great Danes, 10523 Heartland Blvd, Camby, IN 46113
Larry Mayes, Papa Larry's Bowls, 11376 N. Creekside Drive, Monrovia, IN 46157
Robert Barry, Edgewood Court, towing & Automotive Services, 89 N. Jefferson, Martinsville, IN 46151
Mark & Kristen Rogers, First Light Home Care, 2680 E. Main Street, Plainfield, IN 46168

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Nov 19
\$163614.31
Feiwell & Hannoy
317-237-2727

Scott Fredrick
6327 E Clarks Hill Way
Camby, IN 46113
Nov 19
\$141304.25

Nelson & Frankenberger
317-844-0106

Steven McIree
3070 W Crosscreek Dr
Monrovia, IN
\$159721.25
Nov 19
Feiwell & Hannoy
317-237-2727

Jeri Smith
2271 E Crosby Rd
Mooresville, IN 46158
\$127557.65
Nov 19
Unterberg & Assoc
217-736-5579

Kevin & Tisha Smith
325 E Levi Lane
Mooresville, IN 46158
Nov 19
\$190607.78
Unterberg & Assoc
219-736-5579

Danny & Laura Wilner
309 E Cunningham
Martinsville, IN 46151
Nov 19
\$156689.95
Feiwell & Hannoy
317-237-2727

Nancy & Richard Wilson
1903 White Oak Lane
Martinsville, IN 46151
\$182712.77
Nov 19
Reisenfeld & Assoc
513-322-7000

Melinda Helms
489 N Main St
Martinsville, IN 46151
\$130756.66
Nov 19
Marinosci Law Group
219-462-5104

Daniel Lipp
123 Lake Hart
Mooresville, IN 46158
Nov 19
\$80452.30
Nelson & Frankenberger
317-844-0106

Wayne Allmond
7310 SR 39
Martinsville, IN 46151
\$139802.91
Nov 26
Feiwell & Hannoy
317-237-2727

James Abbott
289 Middle St
Morgantown, IN 46160
Nov 26
\$850002.53
Morris Hardwick & Schneider
410-284.9600

Linda Arsenault
2785 SR 44
Martinsville, IN 46151
Nov 26
\$147351.09
Unterberg & Assoc
217-736-5579

Rachel Clymer
6145 New Harmony
Martinsville, IN 46151
\$239156.56
Nov 26
Feiwell & Hannoy
317-237-2727

Russell Cure
269 E Green St
Martinsville, IN 46151
\$108842.33
Nov 26
Feiwell & Hannoy
317-237-2727

Michael Fagan
434 W Gold Creek Rd
Mooresville, IN 46158
\$168190.78
Nov 26
Feiwell & hannoy
317-237-2727

William Hoskins
8950-8960 Old SR 37 N
Martinsville, IN 46151
\$96790.91
Nov 26
Nelson & Frankenberger
317-844-0106

Kevin McNelis
3942 W SR 142
Monrovia, IN
Nov 26
\$108398.35
Feiwell & Hannoy
317-237-2727

Jose Martinez
116 Kingsview Dr
Mooresville, IN 46158
\$121535.35
Nov 26
Feiwell & hannoy
317-237-2727

Charles Patton
1350 Maple Turn Rd
Martinsville, IN 46151
Nov 26
\$244321.33
Feiwell & Hannoy
317-237-2727

Michael Pierce
8637 W SR 42
Monrovia, IN
Nov 26
\$125807.80
Johnson Blumberg & Assoc
312-541-9710

Ricky Turner
79 Circle Dr
Mooresville, IN 46158
\$73581.86
Nov 26
Foutty & Foutty
317-632-9555

Victor Tolemy
8220 Goat Hollow Rd
Martinsville, IN 46151
\$121663.37
Nov 26
Feiwell & hannoy
317-237-2727

Christopher Tunitis
1890 Orange St
Martinsville, IN 46151
\$109960.72
Nov 26
Unterberg & Assoc
219-736-5579

Mamie Whobrey

350 Maple St
Monrovia, IN
\$84216.59
Nov 26
Feiwell & hannoy
317-237-2727

Dustin Young
360 S Lincoln St
Martinsville, IN 46151
Nov 26
\$114951.78
Unterberg & Assoc
219-736-5579

Kevin Ballard
8366 Goat Hollow Rd
Martinsville, IN 46151
Dec 3
\$91786.56
Reisenfeld & Assoc
513-322-7000

Shawn Cook
4644 E Sunnyslope Dr
Martinsville, IN 46151
\$132920.45
Doyle Legal
317-264-5000

Stephen V Paris
4335 Cragen Rd
Martinsville, IN 46151
Dec 3
\$176975.53
Burke Constanza & Cuppy
219-769-1313

John Vanhessen
329 W Washington
Morgantown, IN 46160
\$122887.54
Dec 3
Doyle Legal
317-264-5000

Candice Gilley
7764 E North Dr
Camby, IN 46113
\$139715.17
Dec 3
Unterberg & Assoc
219-736-5579

Patrick Henderson
1630 Charlotte Circle
Martinsville, IN 46151
\$98150.90
Dec 3
Unterberg & Assoc
219-736-5579

Jeffery & Beth Hodges
1125 S Graveyard Rd
Paragon, IN
Dec 3
\$101055.66
Unterberg & Assoc
219-736-5579

Christine McDonald
65 Circle Dr
Monrovia, IN
\$127902.65
Dec 3
Unterberg & Assoc
219-736-5579

Benny Sampley
331 McClure Rd
Mooresville, IN 46158
\$174747.16
Dec 3
Unterberg & Assoc
217-736-5579

Tammy Stickford
1985 S Conservation Club Rd
Morgantown, IN 46160
Dec 3
\$144539.37

Unterberg & Assoc
219-736-5579

Kenneth Farr
4172 Mohawk Lane
Martinsville, IN 46151
Dec 10
\$197282.30
Bennett, Boehning &Clary
765-742-9066

Eric Hamblen
1560 Centerton Rd
Martinsville, IN 46151
\$122634.87
Dec 10
Marinosci Law
219-462-5104

Paul Lauck III
290 E Garfield Ave
Martinsville, IN 46151
Dec 10
\$110328.75
Marinosci Law
219-462-5104

David Russell
114 Buckthorne Lane
Mooresville, IN 46158
Dec 10
\$106460.59
Feiwell & Hannoy
317-237-2727

Julie Sexton
41 North Dr
Mooresville, IN 46158
Dec 10
\$95191.70
Unterberg & Assoc
219-736-5579

Michael Smith
4610 Wilbur Rd
Martinsville, IN 46151
\$97869.97
Dec 10
Mercer Belanger
3174-636-3551

Brent Turnball
107 Azela Dr
Mooresville, IN 46158
\$121474.89
Dec 10
Feiwell & Hannoy
317-237-2727

Jacob & Kathryn Wessell
5440 Collett Dr
Camby, IN 46113
\$95334.60
Dec 10
Septtimous Taylor
800-684-1606

Kevin White
179 Cohen Dr
Mooresville, IN 46158
\$121731
Dec 10
Unterberg & Assoc
219-736-5579

*Current updates available at <http://scican.net/~manley/Sales.html>
Note: If you need any further information, please contact the attorney listed per each sale. We do not know what debts are owed on the properties, the condition of the home, and we do not have keys to the residence. All sales are held at 2:00 p.m. at the Morgan County Sheriff's Department. If you are the successful bidder, you will be asked to bring in the full amount of the bid by 4:00 p.m. that same day. Funds must be in the form of a cashier's check. We do not accept letters of intent to purchase from your bank. Not responsible for typographical errors.*

Expert Emergency Care Returned Keys to Where His Heart is.

At 83, Keys Lowder is a former Navy man, a longtime employee of Indiana Power & Light and a fulltime farmer who tends his 250 head of cattle “sunrise to sunset, every day.” Then one night he started feeling chest pains. “I’ve always been strong and healthy, but I just didn’t feel right.” He was stabilized in the Emergency Department at Franciscan St. Francis Health – Mooresville, and then had open heart surgery at the St. Francis Heart Center – Indianapolis. “They couldn’t have treated me better. It’s the only place I would go,” he says, before heading out to bale hay, mend fences and feed the cows.

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