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# BUSINESS LEADER

MORGAN COUNTY

November 2015



**Bill Moore  
of PacMoore**

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# FROM THE PUBLISHER

## Have you applied for the 2016 Morgan County Leadership Academy?

The Morgan County Business Leader celebrates the best of what businesses and business leaders bring to the county, the state and even the world. Yes, small businesses make a positive impact on lives and the economy in the immediate area, but what happens here doesn't necessarily stay here.

We take great pleasure in providing stories of how local business leaders create successful programs and enterprises. They often share the adversities that challenged them and the mistakes they made. That vulnerability and willingness to share is one of the leadership traits that benefit us all most. New business owners and business owners ready to move to the next level do have role models in this county.

Take for instance the Morgan County Leadership Academy (MCLA). Participants learn more than they ever expected to know about the County and how it works, but the program has a personal growth component as well. Each participant discovers their own leadership potential and the desire to be a



**Jim Hess**  
Owner & Publisher

leader that makes a difference comes alive.

In the September, 2015 cover story, MCLA president, Chris Page, described what he sees as the defining moments of each class when members share what their participation in MCLA has meant to them. He said, "... people are so sincere when they share how it has changed their life and their perspective. It's not just information; it's having a relationship with the County. They leave wanting to be a better person, a better employee. They have a different perspective on how they work or lead others."

That new perspective goes back into families and jobs here in Morgan County and things change. In fact, that change goes with them everywhere they go in the world, too. If you want to be a part of the MCLA class of 2016, there is still time to apply. Go to [morgancountyleadership.org](http://morgancountyleadership.org) to get all the information you need. Believe me, as an MCLA alumni, it will be a great benefit to you and your business.

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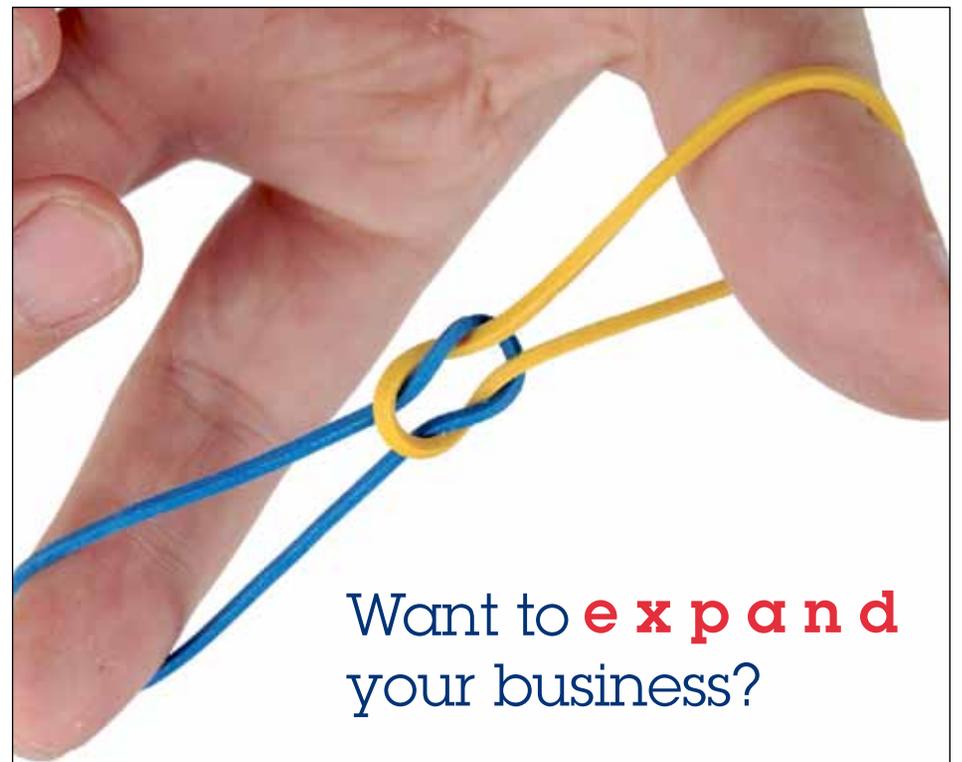
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# Data Liberty builds bridges that spans your data stream

## Data Liberty

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By Rebecca Todd

Morgan County Business Leader

When people want to start a business, one of the pieces of advice they hear is: Find your passion. That is good advice since small business owners spend a lot of time “doing” the work and if you do not love it, it quickly becomes an albatross and that job you left because you hated it.

What new startup owners do not always realize is that “doing” the work is only one part of owning and running a successful business. When the realization settles in that you, as the owner, are the everything in your business, it can be a real eye opening experience.

While in high school, Chet Cromer started what has become his livelihood; and it all has to do with computers. He built them, repaired them, wrote programs and connected the technology dots for people and businesses who used technology but didn't want to know or deal with the details.

“Owning a business was not on my radar screen,” Cromer said. He says when a former employer retired suddenly due to health issues, the business dropped in his lap and he went for it. “My world up to then had been as an employee. I thought if you are good at something, then you should be able to run a business doing that, and I have learned they are not at all the same thing.”

He learned quickly because his business's primary client suddenly sold out to its parent company. “Within six months, we would have lost something like 75 percent of our business,” Cromer said. “I had to learn to sell, market, cover payroll and get the right people on our team.”

He says it's hard some days to work on the business. He still loves the day-to-day work, but everything required to run the business has to be done. As a business owner, Cromer said, “I will never again have a single client as the dominant income source. And I have learned not to try to do it all on my own.”

Cromer started C2ITConsulting twelve years ago with Joe Newlin working with him. Cromer said when his major client left, they started scrambling for IT work; doing websites, writing software and building databases. Since that time, they have served hundreds of clients and Cromer has added to his staff. As



Chet Cromer

is the case in many IT companies, most of them work virtually.

“All this led us to the place in 2013 where we began to really settle back into our roots developing data driven solutions,” Cromer said. “It didn't change what we were doing, but it gave us a direction to point when we reach out to people. That was the genesis of DataLiberty.US. A lot of IT consultants just keep things running or throw things away and start over. As a small business myself, I know that is not always affordable.”

In Cromer's viewpoint, the information, the data that a small business has is the most valuable thing they have. Losing it or having systems that do not talk to each other puts businesses behind the curve.

“We have discovered that small business owners find it easy to buy a service online but as the service becomes dated or they add other services, a huge disconnect develops. Their employees spend a great deal of time trying to keep it all up and running. This situation is not cost- or time-effective and hinders growth.

“A lot of business owners feel held captive by the software

and programs they use to run their businesses. They say they are stuck and can't get out. That's where we come in and help.

“We start with an assessment of what they have and how it works for them. We produce a report that covers all the bases and explains the current situation. We lay out options to streamline and create efficiencies in a short term plan to get over the initial hump and long-term plans to clean it up over a longer period to fit small business budgets.”

The purpose is not to throw everything out and begin anew. The purpose is to streamline processes and save time and money – and prevent the disconnected scenario from reoccurring. One client Cromer cited eliminated more than 30 hours per week, which freed up an employee to do the job he was hired to do – business development – instead of maintaining data records.

“We build the bridge between hardware and software programs,” said Cromer, “which is the stream of data. We allow it to flow freely. Simply put, when you own your data, you can build your business.”



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# Should your investment advisor be rich?

I had an interesting conversation with a client the other day. We were talking about setting up an introductory meeting with one of his business associates. He said when he asked her if she'd meet with me she asked, "Is your investment guy rich?" It took him by surprise and he answered that his guy (me), "Does okay." Ladies and gentlemen, let me state for the record that I am not "rich" and "does okay" could be considered a stretch. But the whole conversation raised a question in my mind that I thought might make a good column: "Should your investment advisor be rich?" I actually didn't want to write this column thinking that it might be too self-serving, but as I discussed the conversation with my boss (Mrs. Binkley), she said I needed to. I needed to tell readers my thoughts on the whole idea of rich investment advisors.

One of the "Laws of Stratospheric Success" in Bob Berg's little book, *"The Go-Giver, A Little Story about a Powerful Business Idea"* (<http://www.thegogiver.com/book/>) is

The Law of Compensation. Your income is determined by

how many people you serve and how well you serve them.

It's a "law" that serves business leaders well. Your compensation is dependent not upon HOW MUCH YOU CHARGE your customers, but rather HOW MANY YOU SERVE and the QUALITY WITH WHICH YOU SERVE THEM.

In much of my experience, the investment industry, my industry, turns this idea on its ear. In much of my experience, the business models of many in the investment industry is largely BUILT AROUND how much they can get from their clients, not in how well they serve them. Unfortunately, in much of my experience, the business model of much of my industry RELIES UPON clients NOT KNOWING how much they're paying for the services they receive. That's one of the reasons my industry has the many disclosures, disclaimers, switch forms, 10-day annuity "free look" periods, and SO MUCH FINE PRINT.

Should your investment advisor be rich? Sure they should! With a caveat. If your investment advisor is rich, understand that their wealth comes from the commissions, 12b-1 fees, ad-

visory fees, revenue sharing agreements, etc.... that the products they sell and the accounts they manage pay them. In other words, their wealth comes from taking a piece of yours away. Make sure they're earning it.

I think back to my client's conversation with his business associate who is apparently very pleased that their investment advisor is rich. My question to that lady, and really to all of you: If your investment advisor is rich, is it because they are serving many people very well, or is it because their business model is focused around maximizing the compensation they can take from every client and every transaction?

None of what I have written above should be construed as buy or sell recommendations for any investor without thoroughly discussing your specific situation with a professional advisor. The Binkley Wealth Management Group LLC is a FEE-ONLY Independent Indiana Registered Investment Advisory Firm and is not compensated by commissions in any way. Mr. Binkley can be contacted via email at [Jeff@thebinkleygroup.com](mailto:Jeff@thebinkleygroup.com) or phone 317.697.1618



Jeff Binkley

***If your investment advisor is rich, understand that their wealth comes from the commissions, 12b-1 fees, advisory fees, revenue sharing agreements, etc.... that the products they sell and the accounts they manage pay them. In other words, their wealth comes from taking a piece of yours away. Make sure they're earning it.***



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# Going with the flow

## GP Hydraflow

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gphydraflow.com

### By Rebecca Todd

*Morgan County Business Leader*

What do you do when you see an obvious problem? If you are Gary Padgett of GP Hydraflow, you calmly set about finding a solution.

Padgett has worked in the waste water industry for nearly twenty years. Right out of high school he worked for the town of Plainfield, then started his own business doing excavating and landscaping. He now works for full time at West Central Conservancy District in Avon where he has been for thirteen years while still continuing his own business and running a new business that is changing the waste water industry across the nation.

Padgett noticed early on that in every plant where he worked, they were experiencing the same problems. The businesses were constantly spending thousands of dollars and man hours cleaning and maintaining lift stations. Padgett thought there ought to be a better way to keep the stations clean.

Though he had no formal training in design or engineering, he is gifted with ingenuity and drive. He credits his parents. "We didn't have a lot growing up," he says. "Dad was a mechanic and everything we had, we made. Dad could fix anything." With a smile he adds, "I've been blessed. Whatever comes my way, it seems like I can fix it [as well]."

Padgett designed a drop box that discharges the wastewater along the interior wall of a lift station. This discharge direction causes the wastewater to flow in a circular direction. The circular flow reduces build-up and corrosion which reduces the need for expensive chemicals and constant cleaning. He is very matter of fact as he describes the problem his product addresses, making the whole thing seem elemental. "I designed a product that keeps lift stations clean. It saves a lot of towns a lot of money," he says simply.

By 2011, working in the garage on the farm where he was raised in Camby, Padgett designed his first prototype and put it to work in the town of Whitestown on an 8-month trial. Within days, they saw results. It occurred to him then that he might want to patent his invention some day, but he never really gave it much thought.

Padgett was also blessed



Gary Padgett

with supportive friends and family who convinced him to go for it, so he met with a patent attorney. "The guy slid back in his chair and said, 'I just can't believe someone hasn't come up with this already,'" he says. Then they discussed the fees.

"It was a lot of money," he says shaking his head. "I just kept working and God has really blessed me with good friends and family that believed in me. I lost my mother in 2010, and I took a lot of those frustrations; things that were going on in my life, and concentrated them into GP Hydroflow because I needed to."

Another good friend in engineering design did the patent drawings for him, and another taught him about the business side. "I still lean on all those guys for good advice and direction," he says. "I'm blessed with good friends."

Gary Padgett received his patent this past summer, and since then GP Hydraflow has

been growing like crazy. He's hired a full time sales person (his brother Shannon who has also been fully supportive throughout the process), who travels the U.S., sets up vendors and reps, and showcases the product at trade shows. He has two manufacturers, one for a stainless steel type and one for a composite, and does direct shipping from their sites. Currently, GP Hydraflow has representatives and sales in twelve states; but it seems that's just the beginning for this fledgling business. "We always give the challenge: give us your worst lift station and let us put it in," says Padgett, and it never takes long after that before the customer is sold.

Padgett isn't done. He has also designed and patented another mechanism for a sensor

deflector for lift stations. Yet, despite his success and the obvious potential for far-reaching growth of his business, Padgett remains humble and unwilling to get over-excited by its potential. He lives on the farm next door to where he grew up in Camby and still works his nine-to-five job every day, in addition to still running his own side business and taking care of the business side of GP Hydraflow. He brushes aside his inventions as if they are just another day on the job. "I saw a problem and designed a solution for it, and here I am today," he says with a shrug.

But when asked what he sees for the future of GP Hydraflow, Padgett can hardly suppress a smile. "It's going to be good," he says.

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# The most common, yet very worst, training available

The most common training process in the workplace today happens to be the worst training program in the workplace today. That is a pretty bold statement but I will stand by it all day long. How do I know? Let me explain.

I was having a meeting with a friend of mine who happens to be a former vice-president of human resources for a Fortune 100 company. I say former because she saw this so-called training program and was directly exposed to the negative effects it had and did not want to be any part of it. She left to join a smaller firm and to start her own thing.

The most common form of training in the workplace or even in homes is modeling. People do what people see! Unchecked or unguarded that can be devastating. The boss says, "You be here on time!" yet they are repeatedly late and they wonder why they have a tardiness problem at work. They made it crystal clear for the employees that they had to be on time. They even made big signs to make the point clearer and yet, they still have a tardiness problem.

What if the boss is a bully? You guessed it... that behavior is being modeled somewhere in the business and is no doubt being replicated by others. That was one of the situations my friend saw in her former job. An employee survey finally discovered THE problem. The boss that was bullying her, well, now he is now looking for a job.

Sometimes things in the workplace that seem to be THE problem are only a symptom or a result of the real problem. Make sure when you are addressing a problem that it is THE problem and not a result of the real issue. Otherwise, it will show up again and again in another place in another unwanted behavior.

When you notice that you are becoming frustrated with

your employee actions or non-actions... take a look in the mirror. They might be seeing what you are not seeing, but what you are doing.

Jack Klemeyer is the founder and head performance coach of GYB Coaching ([www.gybcoaching.com](http://www.gybcoaching.com)). Contact him at [Jack@GYBcoaching.com](mailto:Jack@GYBcoaching.com).

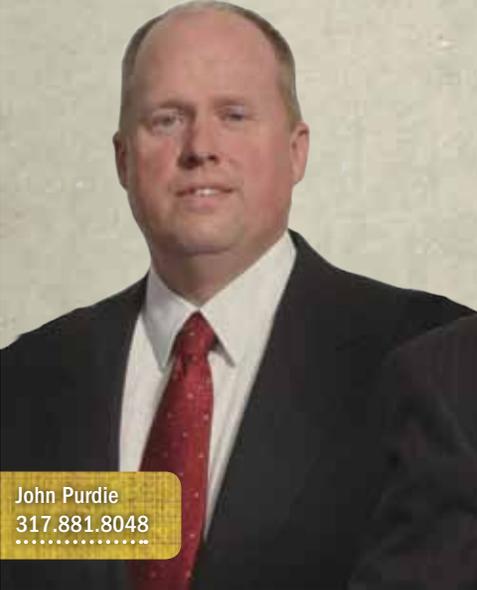


**Jack Klemeyer**

***Make sure when you are addressing a problem that it is THE problem and not a result of the real issue. Otherwise, it will show up again and again in another place in another unwanted behavior.***



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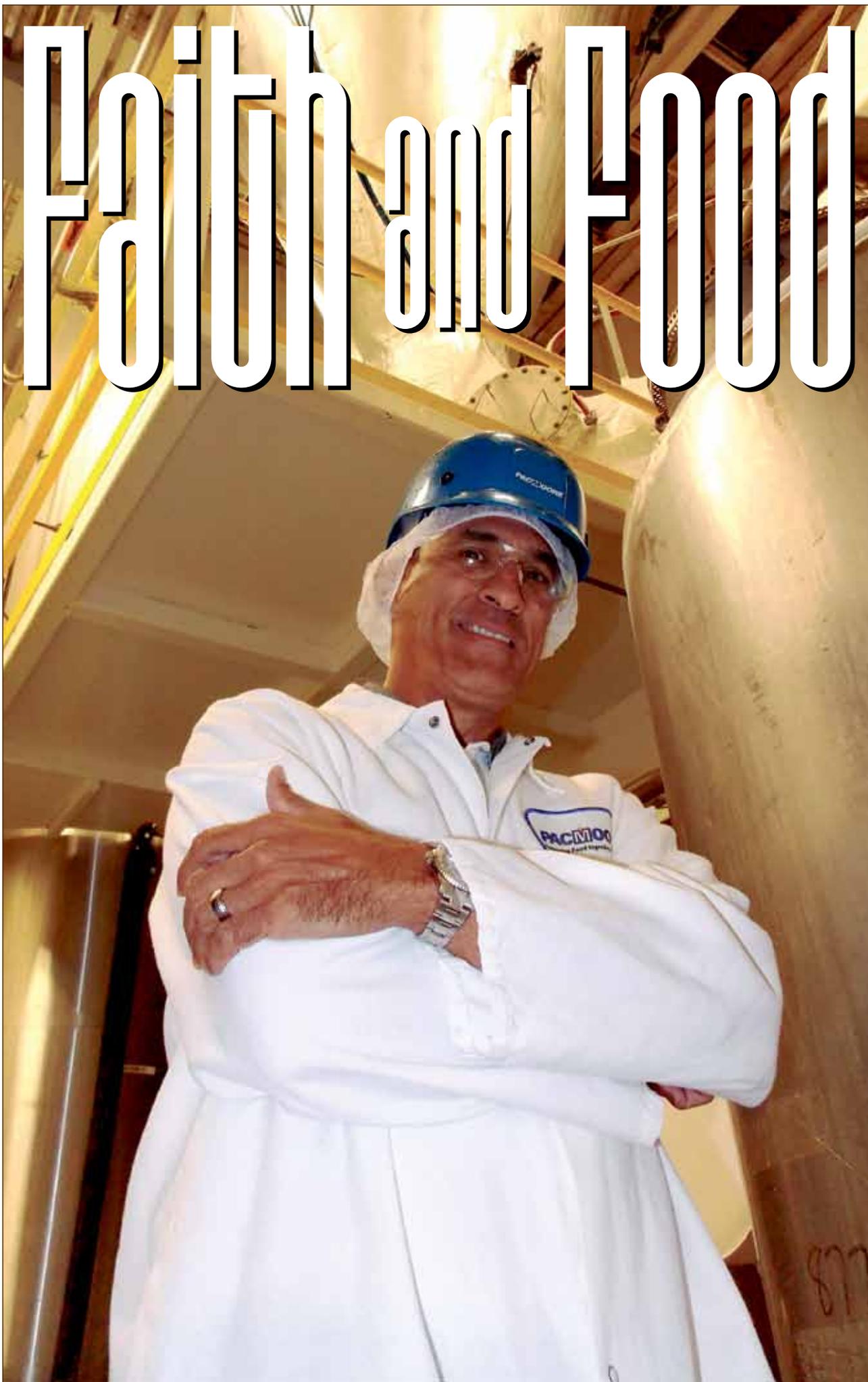
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## *Mooresville business grows out of adversity to a successful global operation*

**By Elaine Whitesides**  
*Morgan County Business Leader*

**Y**ou hear it all the time. “Everything happens for a reason.” Bill Moore, owner of PacMoore believes that is true, but for him, it is not coincidence, it is part of a journey that God wants him to be on. Not just the path, but the people who join him on the path are included in that journey. It actually began before he ever realized where it would lead him.

PacMoore is a food manufacturing and processing company, that makes products according to contract specifications for some of the largest food suppliers in the nation. The family business evolved as do so many small businesses.

Moore’s step-father, George Meyer, played a big role in his life growing up and an even more significant role after he died suddenly in the late 1980s. George Meyer had owned a series of businesses and properties, the last of which was a steel plant converted to a warehouse in Hammond, Indiana. The company that is now known as Cargill was his primary customer and they stored food-grade ingredients in the warehouse.

When the company moved their operation, George found he had no customers, but was left with millions of pounds of ingredients, which he was able to buy for cents on the dollar. He began sourcing customers for the ingredients. He was building that revenue stream when the bank holding the note on the warehouse went bankrupt. His note was called and not having capital readily available, he was forced into bankruptcy. Then the worst happened. George died suddenly.

The bereft widow had no idea the state of George’s business and when she discovered where it stood, she knew she needed help. She called her son, Bill, explained the situation and asked for help.

When Moore got that call it was early in his building of a highly successful career as a chemical engineer designing Pam-pers for Proctor & Gamble. He said his thought was, “Oh, man, this is not what I had on my mind.” He discussed the situation with his wife of just four months, Susie, and they decided the right thing to do was to help his mother.

Proctor & Gamble gave him an eight-week leave of absence and promised there would be a job wait-

### **PacMoore**

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ing for him at the end of the leave. Moore immersed himself into the business he knew little about: real estate, wholesale markets and commerce. He dove into the products in the warehouse to identify what they were, where they could be used and what customers he could find for them. He bought books and talked to people, including those at Cargill.

Not only did he have all the ingredients left at the warehouse, Cargill informed him they had a lot more. The products were good food quality, but considered “waste” because they were out of spec for their intended use. Moore remembers thinking, “Wow, if there was a lot of this inventory, maybe Dad knew the street value.” He saw opportunity.

By the end of the eight weeks, he had a viable operation established and never returned to Pampers at Proctor & Gamble.

Moore’s efforts paid off product by product. He was getting the “waste” products from suppliers and selling it at about 20 percent under the market price. Sales were brisk and the margins were good. PacMoore opened another warehouse operation in Chicago for Cargill, which his mother managed.

Then he watched it all go up in smoke. There was a fire and five acres and everything on it burned to ash. Moore said he stood and watched steel beams melt to nothing. To add to the devastation, a firefighter lost his life that day fighting the blaze.

“I was devastated,” Moore said, “I felt like, I’m done.”

But something was different for Moore as he faced the situation next to his wife, pregnant with their second child. “My spiritual life had been awakened,” said Moore. “I had gone back to church and found my spiritual center. Here I was, with newly found faith and family and now everything is gone. I stopped and asked, ‘Is this one of these moments where my faith is going to be tested? Is this real?’”

Moore let all except three employees go. “I had no idea what I was going to do. The customers were really good. They said, ‘Get up and run. We will support you. Don’t give up, don’t quit.’”

With faith and the support of customers, Moore said they used cash they had set aside to rebuild. Moore rented a building, found equipment and got to work. “Within three weeks we were back up and running. Small, but running.

“The business had been profitable. I didn’t have another option and this time, there was a sense of calling. I just felt I had to follow the call, have faith and trust. I had to stay in the game.”

The business did indeed grow and flourish as it moved into the much more stable market of processing ingredients to certain specifications and then into custom spec products from beginning to packaging.

Moore took on another mission in his personal life during this time. For eight years he led a men’s Bible Study Fellowship in the southern suburbs of metro Chicago that was attended by 300 to 400 men regularly. “Doing that changed me,” Moore said. His study of the Bible became the basis of his life.

“I was seeing the world through the Bible. I wondered if I should open a plant in Indiana and then I read Matthew 25 that (paraphrased) says don’t waste your talents, care for the poor, use the talent God has given you so I opened the plant.”

The company established a Christ-centered, servant leadership model. It too, is based on scripture. Employees are hired based on business best practices, but are also given the opportunity to bring faith into their daily interactions and decisions. “Our focus is Christ-centered,” Moore said “to love people and reach out to

have the opportunity to change their lives.”

“It was really in our DNA,” said Moore. “We could do the same thing in Africa that we do here, transforming lives with both the love of God and the production of food.” Now there is a farm in Haiti growing rice and beans, and amaranth (a grain native to Peru) farms in Uganda. Plans for processing plants are underway. “Our goal with the amaranth market is to produce about half of the grain coming into the United States every year. The company has set a goal to create 5,000 jobs by 2020 in low-income communities around the world.

“Growing the business, making money,” Moore said, “that’s the oxygen. We have to make a profit for sustainability so we can serve and love and help people. Our job is to find a need. It is all market driven and the food markets are always talking back to you. It grows about 4 percent per year.

“By 2050,” Moore said, “the food supply chain to the world has to double in size. We believe we are going to play a vital role in that. The financial piece is significant. We also have the processing piece and the people piece. Our part will be to produce grains and grow business. The market is calling for it. There is a huge demand for relief aid.

“There are 400 global disasters every year across the globe,” Moore said. People need food in disaster areas. There are millions of internally displaced people and they need food. Sovereign governments, USAid, Catholic Charities and many others have funds to purchase relief aid food, but there isn’t enough for them to buy. PacMoore is starting to move into that space to provide that food.

“We know the industry and the process,” Moore said, “and we have connections to the broader industry and the large companies that are too big and have shareholders to satisfy. They want to be involved, but I am starting it and then they can come in to support it later.

According to Moore, coming to Mooresville was part of his path, too. “The town stepped up and said, ‘we want you here,’ and we felt that from the townspeople. Even the family who sold us this property to build on prayed with us as we set to construction. This is where we were supposed to be. We were called here and God has something amazing planned for us in the community like our relationship with IDt. We are blessed to be here.”

From deciding to become a chemical engineer, to facing obstacles that would have pushed someone else onto another path, to touching lives in Africa, Haiti and other parts of the world as well as the lives of people in Morgan County, Moore listens for the call, builds a business to financially sustain service and has plans to feed the world.



those who are in need.”

An example of the commitment to these values, PacMoore provides jobs to young men and women in the Indiana Dream Team (IDt) program in Morgan County. The program provides “a last chance for reformation” for young people on their way to prison. “We give them a second chance,” Moore said. “Many of them flourish and do really well. They respond well to the job, the environment and their faith.”

Then Moore got another call, this time on the phone. According to Moore, the caller said, “If you could help us in Uganda; if we had a lot of farmers to work; we can radically change their lives; transform people’s lives with the love of God, from the inside out. If they want to, for those who are interested, they would

# Jack Klemeyer receives Advanced Leadership Certification from John C. Maxwell

Jack Klemeyer completed the rigorous coursework and attended an intensive 3-day conference to join the John Maxwell Team through Advanced Leadership Certification. This highly acclaimed training personally conducted by world-renowned leadership expert, John C. Maxwell, is not only a personal achievement for Klemeyer, but also magnifies what he can offer clients and the local business community in Indianapolis. To celebrate this achievement, Klemeyer will be offering a free webinar to the public titled *What's Your Personal Development Plan?* on Wednesday, November 4, 2015 at 1:30 p.m.

Klemeyer says he pursued this intensive and demanding certification because he is committed to providing leadership, guidance and resources to the Indianapolis area business community. "In order for the entire region to grow and flourish," Klemeyer said, "our business environment and the people in it need to be skilled, knowledgeable and strong leaders. By becoming a John Maxwell Team Member, I am able to bring world-class training to businesses anywhere, but particularly to the Indianapolis area I call home."

Recent reports have revealed that businesses are relocating to Indiana and the economic climate is growing, however, there are pockets that need attention, such as the lack of resources, mentorship and guidance for entrepreneurs and small business owners, start-ups in particular.

The business environment is in a state of rapid change. Busi-

ness people, from entrepreneurs to corporate executives, are pressed to navigate the waves and ripples of change in every aspect of their business and personal lives. Flexibility and open-mindedness are important, but leadership is the key to success or failure.

"While there is so much new to challenge professionals, the fundamentals of business, the core of character and leadership remain constant," said Klemeyer. "It is the development of those basic skills and essential knowledge that separate those who excel and those who flounder."

Klemeyer and his Grow Your Business team are creating programs across the Indianapolis area with other professionals and organizations to bring the much needed training, education and collaborative group support and mentorship to the business community. In addition to bringing high quality programming from Klemeyer's personal repertoire of acclaimed training and certification, he is committed to providing training and growth opportunities at reasonable and affordable costs in order to reach as many professionals as possible. Some events and programs will be free, such as the webinar on November 4. Those interested in the program can register at <https://gybcoaching.infusionsoft.com/app/page/yourpersonaldevelopmentplan>.

The webinar will focus on the importance of a personal development plan and how to create one. Personal development is the foundation for growth, both individually and for business. "This

is the perfect place to begin sharing John C. Maxwell Leadership with the Indianapolis area," said Klemeyer. "Everything begins with leadership and now I have the opportunity to bring world-class resources to everyone here."

The John C. Maxwell Certification Program provided Klemeyer with the opportunity to work side-by-side with not only the top leadership expert in the world, John C. Maxwell, but also other influential, experienced and world renowned leaders and trainers.

## ABOUT GROW YOUR BUSINESS COACHING

Jack Klemeyer founded Grow Your Business Coaching in 2007 to help entrepreneurs and leaders grow their business and find success. In addition to the new Advanced Leadership Certification from John C. Maxwell, Jack is a certified facilitator for the Coaching Clinic™, Get Clients Now™, Myers-Briggs, a consultant for Kolbe System, a master practitioner of Neuro-Linguistic Programming, a certified language and behavior consultant through Shelle Rose Charvet and a consultant and facilitator for One Page Business Plan™. Jack is an acclaimed speaker, the author of two books, contributor to more than 20 print and online publications and consultant for several chambers of commerce and economic development corporations. Jack can be reached at [Jack@GYBCoaching.com](mailto:Jack@GYBCoaching.com) or by phone at 317-755-6963. Learn more at [GYBCoaching.com](http://GYBCoaching.com).



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# Being the sole source of leadership

Are 100% of your employees clear on the priorities 100% of the time? Do they give 100% of their energy 100% of the time? How about 90%? Do you have employees who are floundering, confused by conflicting priorities, fuzzy on processes, or starved for feedback?

As the business owner, a lot of your company profit, 30% in fact, is the result of your leadership style.

## So what is your leadership style?

The most widely accepted, well-researched work on leadership is Daniel Goleman's emotional intelligence work which identified 6 leadership styles. Understanding your primary style and how and when to apply the 6 styles means money in the bank for your business.

### The 6 leadership styles

- 1. Coercive** – demands immediate compliance
  - Behaviors: giving clear directions, not asking for input, making tough decisions on the fly, monitoring work closely, addressing problems quickly.
  - Example: drill sergeants, military leaders, Gregory Peck's "General Savage" in Twelve O'Clock High
  - Use: In crisis situations, turnarounds, problem employees
  - Effect: Negative, especially if dominant style. Should be used rarely.
- 2. Authoritative/Visionary** – mobilizes people toward a vision
  - Behaviors: Often heard articulating the vision, confident, empathic, articulating where the team is going, encouraging innovation, experimenting, taking calculated risks.
  - Example: Steve Jobs, Jack Welch, Mel Gibson's "William Wallace" in Braveheart
  - Use: During change. And when isn't there change? Good primary style.
  - Effect: Positive, inspiring.
- 3. Affiliative** – creates emotional bonds and harmony
  - Behaviors: Praising, promoting harmony, valuing people, friendly, openly sharing emotions; promoting collaboration and interpersonal relationships; building team spirit, trying to keep people happy.
  - Example: "George Bailey" from It's a Wonderful Life, "John Keating" from Dead Poet's Society



Roger Engelau

- Use: To heal conflicts in team or motivate people during stressful situations.
  - Effect: Positive but if over-used, becomes ineffective
- 4. Democratic** – builds consensus through participation.
- Behaviors: Asking, "What do you think?" seeking input, listening to thoughts and concerns, open to ideas, taking a team vote.
  - Example: "John F. Kennedy" in the movie 13 Days.
  - Use: To build buy-in, to get input from employees who have more expertise than you, and when you have solid-performing employees.
  - Effect: Positive. Used too much consumes time, results in watered-down decisions. Sometimes employees just want a leader who steps up and makes a decision.

- 5. Pacesetter** – expects excellence and self-direction.
  - Behaviors: Driven to achieve, conscientious, high expectations of self and others, intolerance of incompetence.
  - Example: Ed Harris' "Gene Krantz" in Apollo 13... "Leonidas" in 300.
  - Use: To get quick results from a motivated and competent team, when training an employee.
  - Effect: Negative if used more than rarely. Employees can give that extra push occasionally but sustained use results in burnout.
- 6. Coaching** – develops people for the future
  - Behaviors: "Try this," delegating challenging tasks, supporting, encouraging, seeing mistakes as learning, helping others identify development needs and set goals.
  - Example: Sports movies, like Coach Carter, Rudy, The Game Stands Tall.
  - Use: To help employees improve performance
  - Effect: Positive. It's a good style to use when training an employee but overuse can be micro-management

You and your leadership team are the sole source of leadership in small business... it all rests with you and you must be effective at it.

Head Business Coach and Owner of Inspire Results Advising, based in Mooresville, Roger Engelau applies his significant business expertise to help business owners improve their business, income, and lifestyle and his clients enjoy record profits. Book an exploratory meeting <http://bit.ly/timewithRoger>, call 317-908-5809, or email [Roger@InspireResults.com](mailto:Roger@InspireResults.com).

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# What's your seed of genius

The fourth quarter is here, isn't it? You know what that means, right? You might say it is

time to reassess and check on goal attainment, and you would be right. However, it is more importantly, time to gather your inner fortitude, make a plan and really push to end the year on an upward swing.

The last quarter is full of holidays and opportunities to really bring an authentic touch to your clients, but that requires something from inside you. This is the time to pull out that inner leader, create that tangible, achievable plan that you can see in front of you and move forward with courage and determination.

Recently I was watching a program about some of the most influential musicians in the last 40 years. In retrospect, I can see their genius. At the time I just liked the music. I wasn't so caught up in the fact that they were breaking new ground and pioneering new fronts. It's much like the pioneers settling the Wild West in the 1800s with grit and determination and the skills they held in their minds and hands.

The conversation that ensued was centered on the question: "Does everyone have that seed of genius within them?"

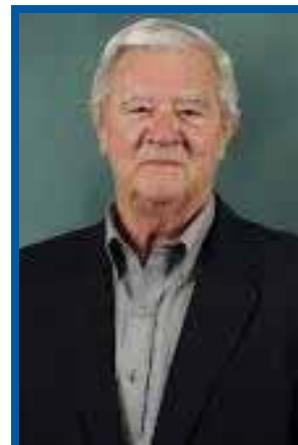
The final concurrence was that yes, we all hold a seed of genius. We all must recognize it and use it in order for the world to see it.

So that is what I challenge you to do in this fourth quarter. What is the special talent or skill you have and how can you apply it to make your business wildly successful? I believe it is there and you must believe it is there, too.

The second part of this challenge is to be brave and have the courage to put that skill and talent front and center. Use it to communicate with your clients and touch them authentically. Use it to

concentrate on the value and services that only you can bring them. It's there. I promise.

Tommy Richardson has more than 40 years as an athletic and business coach. He applies his experience and study of sports psychology to help sports and business professionals achieve excellence and improve their performance. Coach Tom can be reached at [tommyrichardson@gmail.com](mailto:tommyrichardson@gmail.com) or by telephone at 317-258-5064.



**Tommy Richardson**



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*The final concurrence was that yes, we all hold a seed of genius. We all must recognize it and use it in order for the world to see it.*

# 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



**Dr. Ryan Dailey**

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 program! 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 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.moorsvillecd.com](http://www.moorsvillecd.com).

**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.**



## May I interest you in a burst water line?

Would you like to have a burst water pipe in your home when spring rolls back around? It happens quite often, but can certainly be avoided. Many people forget to remove their garden hose from the outside faucet this time of year. The water in the hose and



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nate a potential problem in the future. If the freeze-proof faucet is something we can help you with, please feel free to contact us. You can reach Anita at 317-831-5279.

Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or [Jod\\_D\\_Woods@EconomyHeatingandAir.com](mailto:Jod_D_Woods@EconomyHeatingandAir.com)

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## CFMC awards \$25,981.62 in grants to area non-profits

On Monday, the Community Foundation of Morgan County Board of Directors announced the awarding of \$25,981.62 in grants to area non-profit organizations.

A total of \$13,991.62 in Arts Grants and \$10,490 in Matching Grants was awarded. Matching Grants require that the organization raise an amount at least equal to what they ask for on their application. Arts grants require no matching funds. An additional special grant of \$1,500 was awarded to Servants at Work (SAWs) for construction of wheelchair ramps in Morgan County. This is the second grant SAWs has received for this purpose from the CFMC.

William Meredith, Chairperson for the CFMC Grants Committee noted, "This year the CFMC received several outstanding grant proposals. Nearly \$26,000 in grants was awarded to various non-profit organizations serving the county, so they can continue to assist their clients and offer innovative programming. Thanks to the Lilly Endowment Matching Grant program, the committee hopes to award more funds next year and encourages non-profits serving Morgan County to apply."

The CFMC Matching and Arts Grants application period began on August 3rd, and applications were due August 28th, 2015.

The grant cycle runs from November 1, 2015 through June 15, 2016, during which time the organizations implement their projects.

Funds for grants come from a portion of the foundation's Common Wealth Endowment Fund. To help the foundation award more grants in years to come, individuals can donate by writing a check to the CFMC with "Common Wealth Fund" in the memo, or by donating online via the PayPal link at the top of each page.

The mission of the Community Foundation of Morgan County is to connect donors and their charitable giving with our evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. This mission has expanded exponentially with the \$1 million matching grant from the Lilly Endowment. This grant will allow the CFMC to further enrich the lives of Morgan County residents in the years to come.

More information on the Community Foundation of Morgan County, as well as its grants cycle is available online at CFMConline.org. Interested individuals may also call the foundation office toll-free at (855) 280-3095 or by emailing Corey Howard, CFMC Program Officer at [choward@CFMConline.org](mailto:choward@CFMConline.org).

## CFMC to recognize those Who Do Good in Morgan County

The Community Foundation of Morgan County is pleased to announce the winners of the 2015 Philanthropy Awards dedicated to those who do good in Morgan County. These awards will be presented at the 2015 Philanthropy Dinner on November 05, 2015.

- Legacy Award – Ruth Rusie
- Founders Award – Judge James Harris
- Corporate Citizen of the Year – Shinichi Iizuka-San
- Non-Profit of the Year – Mooresville Senior Citizens Center
- Volunteer of the Year – Neal McNalley
- Youth Volunteer of the Year – Lucy Hall
- Non-Profit Staff Member of the Year – Matthew Fortner
- Non-Profit Board Member of the Year – Charles "Bud" Swisher

The Founders Award recognizes the dedication and efforts of those who worked to found and preserve the Mooresville Community Foundation and the Morgan County Community Foundation, which merged to become the Community Foundation of Morgan County on January 5, 2000.

The Legacy Award and Founders Award winners are selected by the CFMC Board of Directors for special recognition. All other award winners have been nominated by the



Community Foundation  
of Morgan County, Inc.

general public during the month of September, with final selections by the CFMC Board of Directors.

### About the Community Foundation of Morgan County

The Community Foundation of Morgan County, Inc. was founded on January 5, 2000, with the merging of the Mooresville Community Foundation and the Morgan County Community Foundation. Each year the CFMC distributes thousands of dollars in grants and scholarships to local non-profit organizations and to students. The CFMC also collaborates with other non-profit organizations in the community on major initiatives which can improve our community. The first CFMC office was in the Academy Building in Mooresville, on the campus of Newby Memorial Elementary School. In 2011, the CFMC opened a new main office on the square in Martinsville, followed by a new Mooresville office at 11 West Main Street this fall. Visit [CFMConline.org](http://CFMConline.org) for more information.



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# Bucket list trip or job promotion?

In one of the many travel trade publications I read, a recent survey work place survey indicated that 68% of people would prefer a bucket list trip over a Job Promotion. As I pondered this new work place revelation, it made me think about how a small business might respond to it. As a small business owner, you may not have the budget to actually grant an employee a bucket list trip; however, knowing that 68% of employees are thinking this way, you can use this information to make sure you are creating the optimal work environment for you employees. Here are three practice things you can do to make your firm is a place where they want to get promoted:

## Know what motivates your employees.

Not all employees are motivated by money or a job title. People are motivated by different things and getting to know motivated each employee can go a long way to creating the appropriate rewards and/or recognition.

**Know what your employee's bucket list trip is.** Do you know that most people have a bucket list trip, including your employees? Do you know what they are for each employee? A bucket list trip tells you something about the employee and tells you what they dream about. Behind every bucket list is a reason why. By learning what your employee's bucket list trip if forces you to engage with



Will Gott

your employee at a different level and forces you to really get to know the employees that work for you.

**Know why an employee would not want a promotion.** What does a promotion in your firm really mean to an employee? Does it mean more hours, more time away from their family, more stress or unknown expectations? As a business owner, what you think is actually a good thing, like a promotion, could actually be viewed as a bad thing by your employees. Evaluate the position the employee will be promoted to and make sure you the employee is fully aware of what is to be expected. Have a clearly defined job description. Make sure the new position is a position someone would want

and really looks forward to be promoted to. How would you as a business owner respond to this survey? Does this motivate you to think differently about employment at your firm? I would love to hear your thoughts and ideas. Email me at [wgott@cruiseone](mailto:wgott@cruiseone) to let me know.

Will Gott is the owner of Magnified Vacations CruiseOne, a locally owned and operated full service Cruise and Leisure Travel Agency. Will, and his wife Nikki, specialize in helping families and couples reconnect by helping create memorable vacations. The Gotts have extensive proficiency in the travel industry as well as business experience. You can email Will at [wgott@cruiseone.com](mailto:wgott@cruiseone.com), or call (317) 451-4232 or via [www.magnifiedvacations.com](http://www.magnifiedvacations.com)

*Evaluate the position the employee will be promoted to and make sure you the employee is fully aware of what is to be expected.*



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