

Where Morgan County Business Comes First

BUSINESS LEADER

MORGAN COUNTY

October 2008

Beasley Creek Farms offers a 'glimpse of the country' P8

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

Massage Therapist grows business — and Daylilies P11

An All About Town Publication

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

ST. FRANCIS MOORESVILLE

Taste of Mooresville



Thursday, October 9, 2008
5:30-8:30pm

Jones Crossing Banquet Center

Zydeco's

O'Charley's

Sugar Mama's

Gray Brothers

Heavy's

Crossroads at Miller's

Mallow Run Winery

Starbucks

Water To Wine

Biff's

Jones Crossing Catering

Pizza Hut

Squealer's

Wendy's

Hong Kong

McDonald's

Dawghouse Pizza

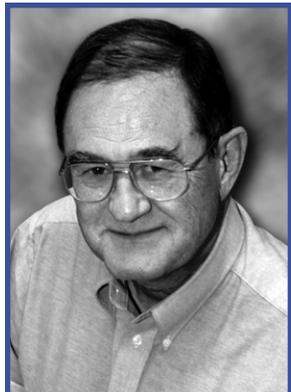
Culver's

GG Food Services

www.tasteofmooresville.com

Concrete needs rebar like cake needs eggs

It would be so easy to speak of our loss, but that would be wrong. Susan Rogers Brooke returned home to God on September 4th after battling cancer for 15 months. If you were lucky, you knew her.



Dave Stafford
Publisher

Susan was a top construction attorney, working shoulder to shoulder with top executives and construction managers in a field almost devoid of females. When faced with a new aspect of building, she would learn that field overnight, able to make decisions and opinions as well as men who had spent a career there. She was not afraid to get her hands dirty on construction sites, and won high praise from all who worked with her in the building trades.

Perhaps you knew her through Habitat of Humanity, one of many civic causes she worked at with determination and enthusiasm. Susan served on the board of HFH of Morgan County until her health forced her to step down. She helped organize the Women Build projects, helped mentor housing applicants, research legal issues, and yes, get her hands dirty and face red working on builds.

You might have met Susan as she jumped in to help on hundreds of other activities, whether to run the concession stand during Mooresville Spotlighters' competition or just cheering on friends when they needed it most. Perhaps you were in her Sunday School class at First Baptist Church in Mooresville. If so, you quickly realized



that she spent hours each week studying for her lessons.

Perhaps you knew her as the lady who worked hard to inject humor in every situation. The lady who knew the janitor who cleaned her office late at night, his family's names, and always took time to chat as she worked late on some project. Susan, who could explain advanced mathematical concepts and scripture equally well. The one quickest to offer a hand up to everyone. Susan, who treated everyone as an equal and as a friend. The lady who thought first of others and their welfare, even while she fought her terrible battle. Perhaps you knew her as the mother of Daniel, Randall and Amanda, my wife of over 32 very short years.

No, this is not about all that we have lost. It's about all that Susan gave us. An example of a life lived well and to the fullest, a benefit to others, an exceptional inspiration and a goal to emulate.

She authored a journal on the internet at www.srbrooke.com, where you may get a taste of her courage, intellect, hard work and humor, and especially her undying faith. Know that through it all, Susan's first love was for God.

*...a life lived well and to the fullest,
a benefit to others, an exceptional
inspiration and a goal to emulate.*

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

BUSINESS LEADER

ESTABLISHED 2006
Vol. 3, No. 4

All About Town Publications

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

Publisher & Editor

Dave Stafford

News Editor

Bob Sullivan

Design/Production

Zachary Ross

Copyright 2008
©All About Town Publications
All rights reserved.

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

Contents

From the publisher

Stories of encouragement and hope for our county3

Editorial

Optimize your website for top search engine ranking4

Flood Stories

Flood tests the strength of rock company5

Double disaster can't keep Family Restaurant down6

Harris Bank helps community while addressing branch flooding7

Flood waters destroy equipment, strengthen resolve8

Success Story10

Planner/Of Note11



 Clarian West Medical Center

Find the right match.

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

Attracting new customers while staying 'top of mind' with your current contacts

By Bob Chenoweth
Morgan County Business Leader

If you're a small business owner and/or professional service provider, you face a daunting challenge: turning strangers into customers. Referrals help because prospects trust their friends who might have already used your services. But referrals typically can't reach far enough to quickly grow your business, so you may need to rely on advertising and other key marketing initiatives. Here are some tips for effective marketing for faster growth:

Focus on providing information, not hype

You're an expert at what you do, but don't expect strangers to merely accept this without proof. Likewise, don't rely on taglines and buzzwords and sound bites to convince others they need your service. Instead, find a forum that provides enough space for you to educate prospects about what you do, why they need your service, and most important...why you should be their first choice when they're ready to act.

Enlist a communications professional to hone your message

Whatever your area of expertise, chances are you're simply too busy to craft effective marketing communications time after time. Even if you are an ace communicator, you're probably too close to the day-to-day details of running your business to effectively target the needs of key prospects. So consider using an outside resource, an objective third-party, to help you define and accentuate the most important benefits of your service and help you look your best again and again.

Connect with complementary service providers

It's tough going it alone. That's why networking and referral systems are so important. Face it, you are known by the company you keep, so it's important to affiliate yourself with professionals and experts in related fields.

Publish and regularly and meaningful web content

It's not enough to merely establish a website; you need to help prospects find you on the web and give them a reason to come back time and again. You can accomplish both by providing and periodically updating searchable content that helps site visitors understand - and solve - a problem or need.

Maintain regular communication with clients and contacts

The most personal (and often most effective) methods, of course, are face-to-face or by phone. But reaching out in this way to all your contacts probably wouldn't leave you much time to actually serve their needs. That's the



Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. To learn more about this topic, contact Bob Chenoweth at: TipTopics LLC 30 Greenwood Drive Mooresville, IN 46158 317.831.7760 (Office) or 1.888.438.8471 (Toll-Free)

bad news. The good news is that email is a great alternative. It can embody the best of relationship marketing by being personal, relevant and timely.

Find a way to extend your reach while leveraging cost

The kind of wide reach that brings solid results can be prohibitively expensive. For a single newspaper ad to get widely noticed, for example, you'd need a full page in full color with great placement. Problem is, that one ad would likely cost thousands of dollars. Smaller ads typically require lots of repetition, again at significant cost. Cooperative print marketing can help bring down cost while associating you with complementary service providers, but you might not have the space for a strong message. Targeted E-marketing, on the other hand, just might provide an effective low-cost, wide-reach solution.

Look beyond traditional advertising channels for a solution that, ideally, combines the benefits of the tips above

TipTopics, for example, gives you space for meaningful messages expertly crafted by TipTopics content professionals. Our proprietary system groups your articles with those of complementary service providers and delivers them efficiently, via email and the web. With a solution like TipTopics, you can keep in touch with your own contacts while also strategically connecting with the contact lists of others for bonus exposure and enhanced opportunities.

The Bottom Line:

If you can regularly and effectively communicate your expertise and business services via a multi-faceted marketing mix -- and then deliver on the promise -- you can win customers and keep them coming back.

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

Martinsville Chamber of Commerce:

The Chamber's October meeting is Friday, Oct. 17th, 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

Martinsville Downtown Merchants Association:

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

Mooresville Chamber of Commerce:

The regular monthly meeting is Thursday, Oct. 16th from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of SR 67 and Allison Road. Lunch is \$5, and is sponsored by Dave Doyle of Big-O-Tires. For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

County-Wide Small Business After Hours - on Thursday, Oct. 23rd, 5:30 to 7:30 PM at Jones Crossing Banquet Center at the corner of SR 67 and Allison Road. Lots of door prizes and a large cash door prize. Contact either Chamber for more details.

Mooresville Revitalization Group:

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

Morgantown Merchants Association:

The Morgantown Merchants Association meets Monday, Oct. 13th at 7 PM at the Fire Station. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997. More information on Morgantown is available at www.MorgantownIndiana.com.

Networking Businesses Women of Morgan County:

N.B.W. of M.C. meets Thursday, Sept. 11th at 11:30 AM at the Mooresville School Administration Building next to the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti Owen at 317-856-9801.

BUSINESS LEADER
MORGAN COUNTY

Contact our editorial board

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

Scott DeCoursey

Telecom. system sales and service
Nuance, Inc.
scottdecoursey@nuanceinc.biz

Susan Lowe

Sales & Marketing
Hometown Publishing
slowe@hometownpublishingllc.com

Nick Parkevich, MPA, CFRM

Director of Marketing & Development
Damar Services, Inc.
nickp@damar.org

Bruce Richardson

Insurance agent
State Farm, Mooresville
bruce.richardson.gqqt@statefarm.com

Julie A. Stigall

Account Executive
First Data Merchant Services
julie.stigall@firstdata.com

Diana Stromley

Bell's Biscuit & Basket Boarding Kennel
sunburst@ccrtc.com

Would you like to be on the Morgan County editorial board e-mail dave@allabouttown.info

Yes, we want your letters



Readers of the *Morgan County Business Leader* are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to info@businessleader.bz.



WIN FIELD LEVEL COLTS TICKETS!

Register today at www.raystrash.com

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

Ray's

TRASH SERVICE



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

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

Clayton, IN 46118
Phone: 317.539.2024 | Fax: 317.539.7022
www.raystrash.com



Husband-wife Realtors make easy transition to professional partners

By Bob Sullivan
Morgan County Business Leader

In 2004, with nearly 20 years of realty experience under her belt, Kim Heald opened the company's Monrovia branch as managing broker. While the opportunity brought about its own set of changes and challenges, less than a year later, Kim's professional and personal life would change in ways some might consider even more dramatic.

In 2005, and already having earned his realtor's license, Kim's husband Dick Heald retired after a 30-year

career in banking. Kim and Dick decided to partner as realtors at the Monrovia branch. So Kim Heald stepped down from her management role, and husband and wife Kim and Dick Heald entered a business partnership.

Kim had joined Carpenter's Mooresville branch 21 years ago, moving up to the assistant manager role in 2001. When Carpenter opened the Monrovia branch in 2004, Kim jumped at the chance to work in the same area she'd called home her entire life.

Kim says working with her husband of 18 years has been a positive change. "We approach all of our clients as a team," Kim said. "We compliment each other quite well. We'll visit the houses together, we have a team presentation for our buyers and sellers," Kim explained. "We can hold open houses in separate places on the same day, which is a huge advantage. And we actually get a day off every now and then," Kim joked.

On the current state of the real estate market, Kim observes, "The number of transactions have not gone down, but the dollar value has declined. We're seeing an increase in repossessions, and the active buyers are investors and first-time homebuyers." According to Kim, higher-end homebuyers have been put on hold since they can't get the value they would normally expect.

"Historically, I've been a list agent, but we find ourselves working with buyers more than we used to," said Kim. "And while the number of houses we've sold this year is on track with other years, we're making less." Kim calls it a

"wonderful time" to buy a home. "Houses sell if they're in good condition and they're priced well. We're fortunate--northern Morgan county hasn't been hit very hard compared to the picture they paint on the national news."

According to Kim, Carpenter is a strong, stable and growing company. "I've been with Carpenter my entire career. They approach business ethically, and offer strong marketing support for all their agents. They acknowledge and reward top producers.

"We're with people during the most important times in their life," said Kim. Whether they're buying a first home, or preparing for retirement, we enjoy helping people transition during those important times."

In their free time, Kim and Dick share a cabin in southern Indiana. Every second Saturday of the month, the entire family--5 children and 11 grandchildren--gathers for the day.

Kim and Dick Heald

Realtors

Carpenter Realtors
105 S Chestnut Street
Monrovia, IN 46157
317-996-2400 X 202
Mon-Fri 9 a.m. - 6 p.m.
Sat 9 a.m. - 4 p.m.
Sun Noon-4 p.m.
kheald@callcarpenter.com
www.callcarpenter.com

'Meek' only in name, new owner upgrades service, increases business

By Bob Sullivan
Morgan County Business Leader

DBA Mooresville Paint and Body may have originally opened in 1971, but Brady Meek just held a one-year open house in recognition of the new and vastly improved services the shop now offers. Though he'd never previously owned a business, Meek, who's been a body shop and paint repair specialist in the Mooresville, Shelbyville and Indy areas since 1980, had a specific idea of the shop he wanted to run when he accepted ownership in September 2007.

DBA Mooresville Paint and Body

Brady Meek, owner
10 N Indianapolis Road
Mooresville, IN 46158
317-831-5114
Mon-Fri 8 AM-6 PM
Sat 9 AM-2 PM; Closed Sun
brady@mooresvillebodyshop.com
www.mooresvillebodyshop.com

"My goal was to create a single great shop with great people who focus on the customer," explained Meek. "I got tired of working for someone else, where the focus was on seeing how much money they could make, rather than the customer's needs."

A relatively small garage, DBA (Doing Business As) lays on 10,000 square feet, with 14 work spaces. Meek has 5 specialists on staff, plus an office worker and himself. "Seven has been pretty stable for us so far, I don't see us changing that anytime soon."

According to Meek, "a lot of body shops run multiple locations. They have a chain store mentality. I already have people asking when I'll be opening my second shop. The only thing I want is one shop that runs extremely well and takes care of the customer. And I feel that's what I've created here."

Meek personally spends over 50 hours in the shop. "It's important, whether a customer is pleased, has a complaint, or just wants to ask a question, that I'm available to listen and take care of them."

DBA is iCar "Gold" certified, and is the closest shop outside



Martinsville with the designation. According to Meek, "Our people keep themselves educated on the latest technologies, materials and techniques in the industry. With everyone wanting to go 'green,' plus hybrids and electric cars, it's important that my shop and our people stay on top of the industry."

Meek takes pride in the body restorations his crew performs on high-end vehicles. "Customers trust us to restore the beauty to \$170,000 Lamborghinis, BMWs, Porsches, and more." Meek will display some of those vehicles during their open house September 17, which marks the first-year anniversary since he took over the ownership of DBA. "I hired highly knowledgeable people, willing to keep up their education and certification. Bottom line--I didn't hire anyone who I wouldn't want working on my own automobile,"

said Meek.

When Meek first took over, he spent a lot of time clearing and clearing the grounds and throwing out old storage. "By the time I finished, I'd cleared enough room to add three work spaces, and I did."

Meek also added a customer waiting area. "I upgraded all the computers and added internet access and a color TV for our customers," said Meek. "It took most of the year, but we're finally where we want to be."

Did the changes help? According to Meek, "we've almost doubled our business from when I started."

In his free time, Meek plays softball. He's also an avid boater and Harley rider.

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

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

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

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

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

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

Writing to raise the bottom line of your business.

CopyBob

Bob Sullivan
317.918.0029 • bob@copybob.com
view writing samples at
www.copybob.com

**Business
Writing
Services**



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

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

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

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



Mooresville Welding diversifies while serving core customers

By Bob Sullivan
Morgan County Business Leader

Since 1945, Mooresville Welding has continued to service its core customers. Jeff Allen bought the business in 1991 and is the third owner. He makes certain the company maintains the same high quality service Ray House established when he first opened the business over 60 years ago.

When it opened, Mooresville Welding primarily manufactured and installed "grain bodies" to newly manufactured trucks—positioning itself as a final-stage manufacturer. The flatbed allows the truck to haul grain, while stock-side extensions make the truck capable of transporting livestock. Starting in the 70s, Mooresville Welding adjusted their options for construction companies—lumber haulers, plumbers, concrete finishers, and more.

When Allen took over the business from Bob Clipp in 1991, he saw a need to diversify services. "We started welcoming repairs," explained Allen. "We didn't weld aluminum and stainless steel before, but we now serve those needs."

Another service Allen added was the ability to fabricate parts from metal. "With our current equipment, we can fabricate a table, a tire rack, an air-conditioning wall mount, and much more."

Mooresville Welding began manufacturing structural steel expansion joints for state and county highway and railway bridges. "We bid on a job-by-job basis throughout Indiana," Allen explained. "We get probably 90-95% of all such jobs in the state."

For the last decade, Mooresville Welding has sold metal directly to customers. "Steel, aluminum, stainless—we're a mini-warehouse. We offer a variety of sizes and shapes," said Allen.



Allen also stocks truck and trailer accessories to sell. "We offer couplers, jacks, hitches, lights, and more. We're a single source for truck and trailer equipment needs." He calls it "a matter of not wanting to say 'no.' If someone comes in with a need for metal fabrication, I can do truck bodies, therefore I can do other things, too. So we found ways to say 'yes.'"

Allen says the complimentary services have

helped the company ride out the current economy. "When one area slows, another fills the gap."

Mooresville Welding employs two additional full-time workers, and regularly brings on temporary and part-time help to meet surges in business.

Allen recently secured a shear, and hopes to purchase a brake soon. "The machines help cut and bend metal in ways that allow us to meet even

Mooresville Welding

Jeff Allen, Owner
220 E Washington Street
Mooresville, IN 46158
317-831-2265
Mon-Fri 8 a.m. - 4:30 p.m.
Sat 8 a.m. - Noon; Closed Sun
www.mooresvillewelding.com
mvillewelding@sbcglobal.net

more customer requests."

A lifelong Mooresvillian, Allen served in the Army for five years, taking welding classes to pursue a passion for racecars. Upon his return, he became an IndyCar mechanic, on the pit crews of such drivers as Roberto Guerrero and Al Unser, Sr. "I was called back to Desert Storm, just in time for the end," recalls Allen. "After that seven-week interruption, I took a good look at my options."

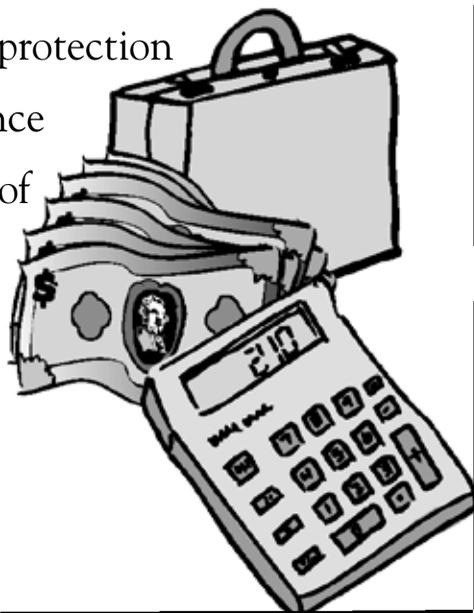
During his year as an IndyCar mechanic, Allen built his own racecar, which included a chassis he welded himself. His grandfather, Dale Jessup, encouraged Allen to show his work to Bob Clipp, who at the time was ready to sell Mooresville Welding.

"I worked with Clipp for two weeks before committing to buy," recalled Allen. "My grandfather helped me with the initial loan. I'll always appreciate his faith in me."

Allen has a son, Justin, age 23, and daughter, Jessi, age 21.

We make your business insurance our business.

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



Auto-Owners Insurance
Life Home Car Business
The No Problem People®

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

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

BUSINESS BANKING



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

Here's how much you can save:

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

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

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

Apply by December 31, 2008.

National City

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

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

Beasley Creek a 'glimpse of t



By Bob Sullivan
Morgan County Business Leader

Now entering its fourth year, Beasley Creek Farms has been organizing and renting the St. John family farm for group fall parties, tours, and special events for the young and old. "We provide group hayrides and bonfires space for group activities, and we have a pumpkin patch for kids," said Lori St. John, a farmer's wife who came up with the Beasley Creek Farms concept. "We reserve a lot of church groups, pre-school groups, and private gatherings."

St. John oversees the hay ride and bonfire, and prepares the gathering area for the group. For group parties, they offer an optional campfire meal. Customers can roast their own hot dogs, plus chips and homemade macaroni and cheese. "That option is getting popular, and keeping me very busy," said St. John.

In previous years, Beasley Creek Farms has grown a corn maze, and plans to bring it back next year. "We were flooded twice this summer, and the corn maze was washed out," said Lori. "What's there now might be fun for very small children--we'll have to see--but we'll bring it back next year."

Beasley Creek Farms also grows a pumpkin patch, and

while the flood also compr...
chase pumpkins to have som...
the children.

While the majority of her...
and October, Lori started ho...
for the holidays. "We gather...
rate evergreen wreaths. It st...
was growing last year. I'm lo...
back."

The farm is also open for...
pre-schools and church group...
elementary schools as well. "I...
teract with farm animals, and...
They get very excited. We off...
and give one-on-one attentio...
works agricultural crafts and...
ate an educational experienc...
a glimpse of the country, som...
she said.

Lori's husband Don grew v...
in today. According to her, to...
is a name Don's father gave t...
the middle of the property. T...
was one of four families who

Beasley Creek Farms

Lori St. John
Owner, Manager and Farmer's Wife
210 St. John Road
Martinsville, IN 46151
765-346-1385
Reserve by appointment
beasleycreekfarms5@yahoo.com



There's More To Our Diagnostic & Imaging Tech

Beasley Farms offers 'the country'

...sided it, St. John plans to purchase the sort of pumpkin patch for

...r business hits in September including wreath-making parties and groups in the barn and decorated off small, but interest looking forward to bringing it

...tours during the summer for ...ps. She hopes to attract more ... Kids don't normally get to in ... and we provide that experience. ... for a low per-head admission, ... on when they arrive." St. John ... games into the tours to cre ... e for visitors. "We give them ... ne open space, and fresh air"

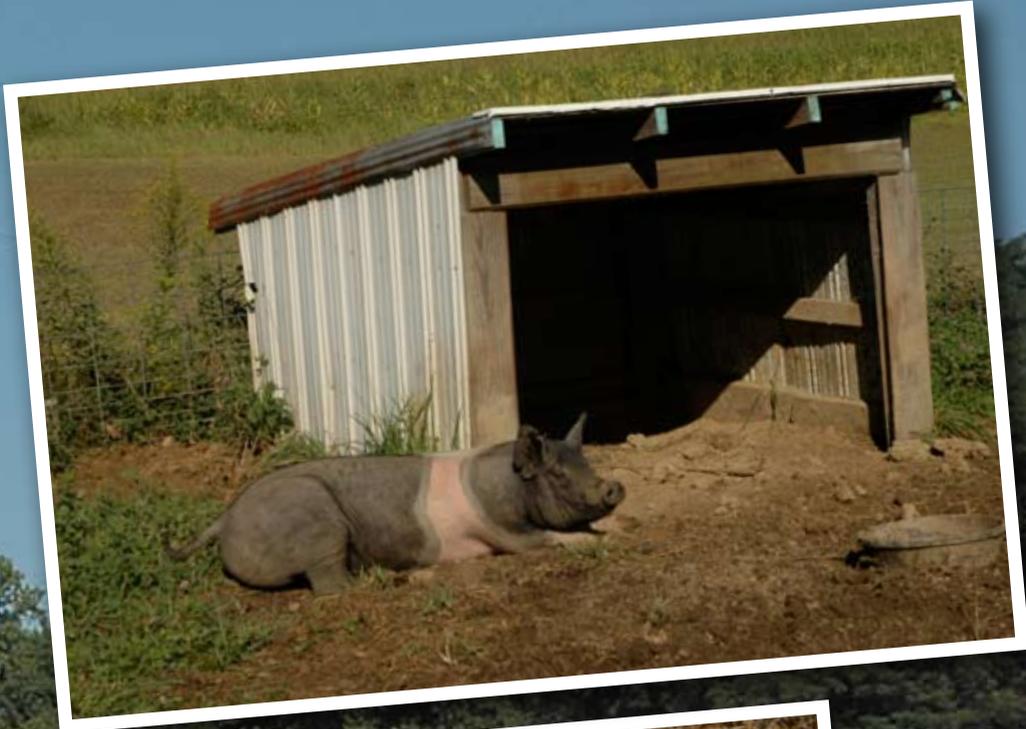
...up on the same farm they live ... his best recollection, Beasley ... to the creek running through ... the Beasley family, she's told, ... o lived in cabins on the farm

property when the farm first opened.

But the farmer's wife's business ventures don't end with Beasley Farm. A couple years ago, St. John started collecting vintage items and furniture. She tried displaying and selling them out in the barn, but during the heat of the summer, keeping the items there proved inconvenient. Anxious to gauge the interest in her restored collectibles, St. John opened a shop in downtown Monrovia called The Farmer's Wife. (See sidebar for address information). "I partnered with a good friend, Melissa Greene, to help me run the shop in town." St. John spoke with the MCBL September 3, the first day the store opened for business, and according to her, the store was "very busy."

The Farmer's Wife sells restored vintage and antique items as well as what she calls "Farmer Originals"--cabinets and other furniture constructed by husband Don. St. John's favorite pieces are the authentic metal barn tools.

Jill St. John graduated from Franklin High School. She married Don and became a Farmer's Wife at age 21. "We were a blind date," Jill laughs. "Don's farmed the family property his entire life. I was a city girl, but I jumped right in. I love the lifestyle." Jill and Don raised two daughters, Morgan and Alaina. They have one grandson, Brenden St. John.



New Store:
The Farmer's Wife
 429 E. Morgan Street
 Martinsville, IN 46151
 765-346-1385
 Wed-Fri 11 a.m. - 6 p.m.
 Sat 10 a.m. - 2 p.m.



Technology Than Meets The Eye.

Morgan Hospital
 & Medical Center
 More Advances. More Care.

Two "Sports Moms" give community sports shop friendly makeover

By Bob Sullivan
Morgan County Business Leader

For nearly 40 years, Tri-County Sports shop has continued a proud tradition of providing "official" sports uniforms--complete with customized screen logos--to area youth leagues and school sports teams. They offer the same screening and embroidering services to local companies wanting to create T-shirt advertising or offer corporate logo clothing to employees.

Darla Bain and Holli Fenwick took over the store in August 2003, successfully transforming the store and its services to match their original vision from five years ago--easygoing and accessible to the coaches, students, parents, and schools they serve.

"We've built up excellent word-of-mouth in the community for having a very fast turnaround," said Bain. "Sports leagues are infamous for waiting until the last minute for uniforms. Opening day will be on the 10th, and they come to us on the 5th with requests for uniforms. We've had lots of late nights, but its worth it to make sure the kids get their uniforms on time."

Darla and Holli are proud to have created a store where coaches and kids feel comfortable "hanging out" in a relaxed atmosphere while figuring out their uniforms.

Darla admits the name "Tri-County" has been a misnomer the last several years. "These days, our



From left, front: Darla Bain, Cody Bain, Hunter Fenwick, Eric Fenwick, Back: Chelsea Bain, Holli Fenwick; not pictured: Scott Bain

Tri-County Sports

Darla Bain and Holli Fenwick,
Co-Managers
12 W Main Street
Mooreville, IN 46158
317-831-3585
Mon-Fr 10 AM-6 PM
Sat 8 AM-Noon; Closed Sun
tcsholli@comcast.net

See **SPORTS** on p14

WE SUPPORT MORGAN COUNTY BUSINESS

Diversified Cleaning Services

30th Anniversary

Business & Commercial References Provided

1-800-533-7099

COURTLAND
Title & Escrow, Inc.

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

www.Close-My-Deal.com

(765) 342-2400

Jake's BODY SHOP
1975

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

BUSINESS LEADER
MORGAN COUNTY

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

JOHN EHRHART
BUSINESS DEVELOPMENT OFFICER
317.834.4100

ADDING VALUE

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

LINCOLN BANK
LINCOLNBANKONLINE.COM

Member FDIC



Michelle Tramm

Nationally Certified Massage Therapist
Partnered with K&A Design Group
Salon and Day Spa
241 E. High Street
Mooresville, IN 46158
317-831-7953
By appointment; closed Sunday
daylilydementia@sbcglobal.net
www.daylilydementia.com

Massage Therapist grows business — and Daylilies

By Bob Sullivan
Morgan County Business Leader

A nationally certified massage therapist, Michelle Tramm has partnered with a salon since going into business for herself in 2001. Tramm offers her treatment from a dedicated room within the K&A Design Group Salon and Day Spa, her partner company since 2007.

A decade earlier, armed with her degree from IU in Marketing and Psychology, Tramm worked as a computer network administrator and taught computer classes at IUPUI.

Tramm recalled, "A group of friends talked me into signing up for what I thought was a weekend massage therapy class, but it ended up being a school year of weekends."

In 2001, while still in school, Tramm was asked by the massage therapist at the West Carlisle Street Hair Designers to partner with him. She accepted, but "he left shortly after to pursue an opportunity in sports medicine, so I was the sole massage therapist soon after I came on." In 2007, several of her peers opened K&A Design Group and invited her to join them. She accepted.

"It's so rewarding to help someone feel better," said Tramm. "Business has grown wonderfully, and most of my business comes from word-of-mouth."

Tramm invited a second therapist to share the facility to handle the additional clients. Certified Massage Therapist Amy Farrell came on board in August. She and Tramm operate as independent therapists. They coordinate the scheduling of the room, and offer slightly different styles. "Together we broaden the massage services K&A offers," said Tramm.

Tramm's therapy includes several modalities, including, Swedish/relaxation, deep tissue, Japanese hot stone, Prenatal, Thai and Thai foot massage. "Most people come for the relaxation massage, but as they open up about specific issues, they regularly return for deep tissue treatments."

Tramm treats entire families, but a guardian needs to give prior consent before she will treat a child. "I have husband and wife clients who give each other gift cards for holidays."

Tramm makes a point of mentioning her certification in pre-natal massage, and cautions women not to let a therapist treat them who is not specifically certified in the technique.

A one-hour massage costs \$65, which is, according to Tramm, below the average. She also offers half-hour, 45-minute, and 90-minute rates.

Tramm commits an average of 20 hours a week toward her massage therapy. She continues to teach introductory computer workshops for IUPUI. And she also teaches anatomy at the Indiana Therapeutic Massage School.

Tramm and her husband Eric Turner grow daylilies in their yard, which turned into a seasonal business as well. "We grow over 400 varieties, and we open our home to the public for several weekends from the end of June through August to sell the daylilies." You can learn more at www.daylilydementia.com

Tramm says her businesses grew from her interests. "I never have to go to work, I get to go to work."

Tramm describes herself as an "air force brat" who grew up "all over." "In 1985, after high school, I moved to Indy to attend IUPUI." Tramm lives in Plainfield.

Billboards are not always stationary

Small business owners often feel they are at a disadvantage when it comes to advertising and marketing. Just the size of the budget makes one realize that they are not on the same playing field as the big corporations.

Therefore, many entrepreneurs believe that some of the advertising methods used by large companies are completely out of reach for the small business owner. Not so! Small businesses do not usually need national ad campaigns. Often, they are so regional (even to a neighborhood), that many techniques used by large corporations can be utilized by small business – just with less or smaller reach, method or media.

Billboards come to mind immediately because they are very expensive. But before you rule out the thought of having your own billboard advertising campaign, think outside the huge 14' x 48' box!

How about a moving billboard? There are now scrolling and mobile billboards. Trucks drive around town in your predetermined targeted area, with a small billboard-like sign on the back. This is a pretty clever way to advertise, and a fraction of the cost of a stationary monster billboard.



Cindy Hartman

logo, if a unique color, will probably be difficult. Then there are the ever-increasingly popular vehicle wraps. Full color, you can have a simple logo and wording to a variety of photos that help show your target market what your product or service

can provide for them. These wraps can cover be placed just on a window, or cover the entire vehicle. There is also a special material for windows that allows you to see out, but people can't see in. This is great if you carry a lot of product in your car. Obviously, there are a wide range of choices to meet your needs and your budget, each giving you traveling advertising. Your billboard, your vehicle, your choice.

Logo clothing can also be considered a "walking, talking billboard". The options are endless! When using embroidery, the variety of thread colors can provide a perfect – or almost perfect – match of any logo color. Your company name and/or logo can be placed on hats, shirts, jackets, sweaters – you name it and your image can be sewn on it. Digital imaging and modern equipment has allowed even the smallest company to have high-quality embroidered clothing.

Alternatives to embroidery are screen printing

But before you rule out the thought of having your own billboard advertising campaign, think outside the huge 14' x 48' box!

Another billboard type of advertising is your own vehicle. There are options from the magnetic sign you can slap on the side of your car to a full-color wrap that completely encases the vehicle. Choose the right one for you. The small magnetic sign can signify "I do a bunch of things, and today I am doing 'X'", so be cautious that this image could misrepresent you. Depending on your product, this \$15 magnet could be completely acceptable!

For permanent, but easy to remove signage, vinyl letters and logos can be placed on your car, van or truck. These say "I'm here and steady" because they are professionally applied. They can be in white or a variety of colors, but matching your

and other imprinting techniques. These formats are often used for mass production or when a logo is very detailed and impossible to sew, contains a lot of detail or includes a number of words that might make embroidery less than cost-effective. The next time you're at the mall or a grocery store, notice how many people are wearing clothing advertising beer, soft drinks, sporting equipment... why not wear something that will promote your own company?

For the big-budget companies, the target market drives by the billboard. For the small business owner, the billboards (you) drive or walk by your target market. Either way, your message is delivered.



We can help make this a reality.

Trust us for your business banking needs.



Amber Foster
Commercial Loan Originator
(317) 777-5773

HomeBank
There's no place like Home.

www.homebanksb.com



Includes....

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

\$29.99

Get Ready NOW for Winter and Higher Gas Prices

90 DAYS
SAME AS
CASH

MOORESVILLE
AUTO & TIRE, INC.

432 N. MONROE 831-1215
MOORESVILLE

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



BUSINESS LEADER

MORGAN COUNTY

Direct mailed to 2600 decision makers, and now available to billions more!*

www.BLeader.biz

* That's right Mr. Sagan, BILLIONS! OK, so maybe some of them don't speak English, have computers, or even electricity, but if they did, we're sure the first thing they'd do is to logon for all the excitement about Morgan County!



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

6 W.

Main Street Photography

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

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

Special Pricing!
 Free Session!
 CALL TODAY TO SCHEDULE YOUR APPOINTMENT!
(317) 831-3544

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

LOTS OF FUN FOR THE FAMILY!

FOR INFORMATION CALL
 (317) 996-2826

WWW.6WMAINSTREETPHOTO.COM

WWW.GREENDELLMULCH.COM

SPORTS continued from p10

clients come mainly from the Mooresville and Monrovia areas, and we also do some business in Decatur. We have competition in some areas where the store location has been a major deciding factor."

Accordingly, Darla and Holli have focused on strengthening Tri-County Sports connections with the local community. "We'll stop what we're doing and talk with the kids. We're sports moms ourselves and we know this is important. We also make sure someone from our store attends every local game." According to Darla, the extra attention has helped, and sales and accounts have steadily increased since 2003. "Sports business opportunities renew every season, so it's vital to make sure our customers have a positive experience and know we'll take care of them each and every year."

Darla and Scott Bane came to Mooresville 13 years ago. Scott's position with United Airlines transferred them from San Francisco to India-

napolis. "We fell in love with Mooresville," recalls Darla. "In just a couple weeks, we'd met so many friendly people, we knew this was where we wanted to settle."

Holli Fenwick moved to Mooresville from Monrovia. Darla and Holli became friends as "sports moms" watching their sons participate in Mooresville Little League baseball games. Together and separately, they'd been customers of Tri-County Sports at various times.

In 2003, Scott had to choose between another transfer with the airline or accepting a layoff. "Word got out to Mark Maguire, who owned this store at the time," recalled Darla. "We'd never run a business, never had any formal training in screening, but Holli and I knew beyond a shadow of a doubt we wanted to do this. So Mark taught us the techniques of shirt screening, and we purchased the store shortly after."

On paper, husbands Eric Fenwick and Scott Bane own the store, but Darla and Holli oversee almost all aspects of store management. Scott recently returned to the airline.

"We'll stop what we're doing and talk with the kids. We're sports moms ourselves and we know this is important."

If you don't know your bank president's number...

You are at the wrong bank.

831-9669



Lynn Gordon, President

3



www.citizens-banking.com

Member FDIC



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

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

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

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



Make your business take off!

Find out how with the Chamber of Commerce!

Visit them at www.Mville.info or www.MartinsvilleChamber.com

and www.MooresvilleChamber.com



Chamber Member Spotlight:



Kim Disney

Martinsville Chamber
Outstanding Community Volunteer
Branch Manager, Citizens Bank
765-342-6600

1098 S.R. 39
at Morton Ave.
Martinsville



Walk of Freedom Brick Order Form

Please note bricks must be ordered by Sept. 1 to be included in the re-dedication ceremonies Nov. 8, 2008.

Purchaser Information:

Name _____ (_____) Phone _____

Address _____

City, State, Zip _____

Email _____ Signature _____

Please note: Due to weather conditions, we cannot guarantee the original condition of the brick forever. We do guarantee the original brick will be without flaw. In case of future damage or weathering, the brick can be replaced at cost by the customer.

Brick Information: (Maximum 14 characters per line, 3 lines per brick)

_____ Single Brick (\$100) or _____ Double Brick (\$200) _____ Veteran or _____ Home Front

Lines 1-3:

Lines 4-6 (double bricks only):

Make checks payable: to the Community Foundation of Morgan County with a notation "Mooreville Veterans Memorial." Please mail check with signed order form to:

Community Foundation
of Morgan County
250 North Monroe Street
Mooreville, IN 46158
ph: (317) 831-1232
(877) 822-6958

website: www.cfmconline.org

Inscriptions:

Brick purchasers may create the best inscription for their heroes. The following are sample inscriptions.

Veteran Single Bricks

SGT JOHN SMITH
US ARMY
DESERT STORM

MATTHEW JONES
US NAVY
1970-1980

DAVID SMITH
MSGT USAF
KOREA

MARK JONES
SFC INDARNG
1959-1965

Home Front Single Bricks

MARY Q PUBLIC
ARMY WIFE
TRUE PATRIOT

THE ROBINSON
FAMILY THANKS
OUR VETERANS

MHS CLASS OF
1963 HONORS
OUR TROOPS

JOHN Q PUBLIC
HOME FRONT
FARMER WWII

Veteran Double Bricks

IN MEMORY OF
PFC TOM SMITH
259TH FLD ART
MISSION BTN
KOREAN WAR
FT BLISS, TX

SFC WILLIAM
JOHNSON JR
US ARMY
1988-2004
DESERT STORM
IRAQI FREEDOM

Home Front Double Bricks

IN HONOR OF
FRED AND JANE
ANDERSON
MILITARY
PARENTS
OUR HEROES

MOOREVILLE
LODGE 1234
HONORS ALL
MEMBERS WHO
SERVED OUR
COUNTRY

Mooreville Veterans Memorial Committee: Chairman Dave White, Mark Allison, Chris Branson, Curt Freeman, Mike Haskins, Susan Haynes, Bill and Gwen Kirk, Elmer Reynolds, Rejeanna White, Tim and Beverly Viles, and Tom Zoss

It's time for
the blueprints
to come down.



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

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

**For more information, visit StFrancisHospitals.org
or call (317) 834-9539.**

Olaf Johansen, M.D.

Surgeon, Kendrick Regional Center For Colon & Rectal Care

 **ST. FRANCIS MOORESVILLE**