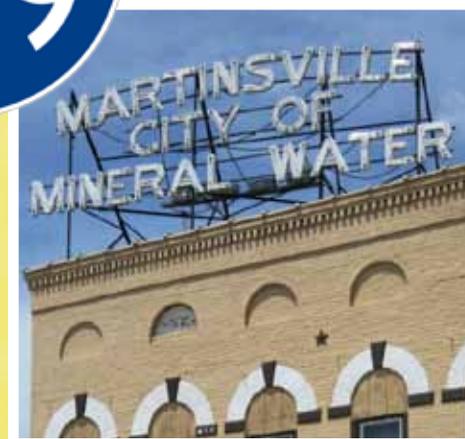
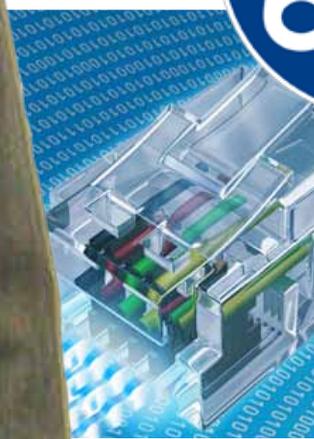


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MORGAN COUNTY

October 2011



Joy Sessing of MCEDC

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# From business leaders to nation leaders?

This month, the *Morgan County Business Leader* brings you the full report of an event I quoted from in my previous editorial, when State Treasurer Richard Mourdock appeared before the Martinsville Chamber to pass on the less than rosy news of the national economy. He predicted a one-in-three chance of a double-dip recession. He pointed to the lower rating of the federal government as just one of many signs that the economy be slow to show significant improvement.

Contrast Mourdock's examination of the national economy with the observations featured in this month's cover story of Joy Sessing and Jeff Pipkin from the Morgan County Economic Development Commission. After decades of delays, the I-69 Expansion is coming. With that, a partnership-in-progress with the new Indianapolis International Airport, and a vision for a manufacturing and transportation "Areo-tropolis" of the near future, with Morgan County serving as one of the major "spokes" of this industrial wheel.

Add to this, the timing that Mooresville and Martinsville have both formed active economic re-development commissions, with plans in motion to be ready for these big changes when they arrive. In the meantime, AT&T feels confident enough in Morgan County's potential that it plans to invest hundreds of thousands of dollars in fiber optic cable expansion, making the "blackout areas" of Wi-fi and cell phone service a thing of the past. Rapid growth and projects of this magnitude left Jeff Pipkin to conclude, "I can't recall any time in my years here that we've had so many exciting opportunities to spur economic growth."

Also in this month's issue, Diana Roy, Morgan County United Way Director, reports that corporate giving is on the upswing. For the first



Jim Hess

time since the 2008 flood, Roy believes they will hit their fundraising goal, and this is based on early indications at the beginning of their annual pledge drive. Roy observes, "Our early 'pacesetter' campaigns...more than doubled from 2010... we've already hit 55% of our goal....What this reflects is that Morgan County businesses are doing better and are more confident in their company's ability to support United Way."

And reducing our perspective from multiple corporations to a single successful technology business, here's a preview of our profile on Brett Striegel of Adaptive Business Solutions:

*He sees Morgan County as being a diamond in the rough, saying it's going to be the next booming area. He foresees the creation of supply chain and ancillary supply companies there and he wants to be a part of that growth.*

All in all, this doesn't sound like a community content to wait and see if or when the economy will come around.

Indiana Treasurer Mourdock's comments were well received, and not all negative. He concluded, "If we want to see the glass as half full, we have to do our part. As business people, we accept risk. We need to make people realize that risk is a part of life." Our local business leaders are ready to accept that risk. Morgan County businesses are poised, not only to lead our community out beyond the recession, but to serve as examples to the rest of the nation.

*"I can't recall any time in my years here that we've had so many exciting opportunities to spur economic growth."*  
- Jeff Pipkin

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# Adapting is the business

By Elaine Whitesides

Morgan County Business Leader

Change is the new norm in technology and business, and that is just fine with Brett Striegel, owner of Adaptive Business Solutions, Inc.

The Mooresville resident says, "We have survived the last two years of recession. The good news, for me anyway, is that people are being required to modify things due to governmental regulations. So clients need help in altering their systems to accommodate those changes." He adds, "So many people spent money in 2000 and 2001 buying new technology. It's wearing out and companies have to update equipment and software."

His company is primarily a reseller of business software for manufacturing and distribution companies. "What we find is that so many of our clients don't fit into one mold," Striegel says. "Manufacturers are selling, distributors now make their own products and they are all diversifying and doing more across the board – and that's where we come in. There are applications that are good for specific industries, but (the software) doesn't know how to do accounting. We can integrate into those applications."

"The people we have here have been doing this for over 30 years," Striegel proudly says. He maintains close ties with software developers so he is able to be a single-source provider and pull from the developers for consultants when needed. "For a lot of our clients," Striegel says, "We are their IT department."

Laughing when he talks about starting in the late '80s when PCs were just starting to appear, he gets serious when he talks about staying cur-



Photo by Elaine Whitesides

rent. "We constantly have to be taking classes and learning what's coming out." He explains what it's like for IT professionals this way: "We live in dog years. For what the average IT person in private industry does in seven years, we do in one year." In other words, they have to stay ahead of the implementation of new technology. That is evidenced by the hardware and gadgets lying on the conference table that he explains will change the way a manufacturer will maintain inventory counts and reduce payroll costs.

The gap has widened, Striegel says, between the small shop and larger operations. Making the leap from one level to another is now more difficult, especially with technology. He uses the metaphor of trucks to explain. "The semi costs 10 times what the pickup did and all the licenses, knowledge and skills to use a semi have to be in place."

To help companies make the transition, Adaptive Business Solutions brings experience with other clients to help growing companies imple-

## Adaptive Business Solutions, Inc.

Brett Striegel, owner  
(317) 487-6402  
BStriegel@absindy.com  
www.absindy.com

ment new processes and software; and educate the users and the management in the process.

Although Striegel lives in a high-tech world, he values face-to-face relationships and the synergy of a working community in his office. "If you call Adaptive Business Solutions, you get a person and a response."

He sees Morgan County as being a diamond in the rough, saying it's going to be the next booming area. He foresees the creation of supply chain and ancillary supply companies there and he wants to be a part of that.

He and his family have lived just outside Mooresville for 10 years. "It's been good. The people have been very welcoming." He's excited about the active Chamber of Commerce, saying, "There's a reason everybody shows up (to the chamber events) but it's truly because people care about each other. People want to create a thriving business community there."

Optimistic about his company's future, he says, "Our business is always changing. I wish I had a crystal ball, but whatever comes along, we'll change with it. That's part of our name."

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# Identifying the ideal client

Acquiring a relationship with a new customer is very expensive. The process of collecting their contact info, attracting their attention, listening to your buyers' needs, determining if your product or service is the right solution can be very cumbersome. What if at the end of this process – nothing? Time – wasted. Resources – wasted. Money – wasted. There's a better way!

Create a profile that is a representation of your ideal client.

Benefits:

- It is cheaper for you and the client
- It establishes long-term relationships
- It makes each relationship more "talkable"

During my 10 years of business development coaching, I have witnessed these relationships increase in length and productiveness by at least 400 percent by following the ideal client profile strategy.

## Like Talks to Like

CEO's of technology companies know the leaders of other technology companies. They may have been to the same award dinners. At one time they may have even worked at the same company and shared employees. They may have been a reseller of the same technologies, received certifications from the same organizations and worked on the same political agenda. They may have shared clients and competed in the same marketplace. They also read the same trade pubs and track the same trends that affect their industry as a whole.

Utilize the new ways of marketing to form and leverage strategic partnerships. Information today moves quickly to potential audience members through the social network. Allow your partners, clients and prospects to leverage your story or the valuable content you produce in order to reduce your acquisition costs.

## Focus Increases Frequency

Don't give up too quickly. Business leaders sometimes forget the power of frequency. In fact many prospecting and business development plans give up right when the work is just beginning. They think that their message is falling on deaf ears because they have not received the exact response they want. Yet just a slight adjustment of the medium used or message would seal the deal.

Focus and frequency are the keys to any good marketing plan. Know the group who needs what you sell and understand why they need it. In today's speed of life you have to adjust, repeat, change repeat, connect repeat, redesign repeat, reposition repeat. The bottom line is it is always cheaper to finish a good story then to start a book from scratch.

## Market to Perfect and You Get Better than Average

Every client I work with struggles with this concept. They understand the concept of having a perfect client, but it's difficult to put it into action. They know that many of their clients are imperfect. They don't want to turn down the money. They're scared that some clients are going to walk away because both parties realize that they just no longer fit.

Profiling is nothing more than for making better decisions on who to target. Use it to work consistently in building a plan or a system to go after the right business instead of spending costly dollars going after the wrong types of business.



Tony Scelzo

Think about it this way, most advertising campaigns are designed to get a penetration of more than 5 percent. That means the advertiser is only truly targeting 5 percent of a potential user base. In the end, the company wasted 95 percent of its money trying to get the attention of people that don't make sense for his business, at least from a monetary standpoint.

That being said most companies don't know what is great about their story. They have the curse of knowledge. Rather than taking the best story they have, the one crafted by their best client and using consumer generated content to tell their story – the stop listening.

The "free advertising" captured may sound something like this...

It will sound something like this,

"You know what we love about Goodwill, they are a non-profit run like a for-profit company. I mean they're not just asking for money; they create real value."

OR

"You know the thing about Bravo Lawn Care is they never leave my dog out and the rows are always perfectly straight. They are organized and have standards they follow."

"You know what I love about Jen Whaley as a web writer; I get back stuff that sounds like me just smarter and more clearly communicated."

These stories are the foundation for all great branding and fundamental verbiage for telling your story. The problem is if you use the story from the wrong client you get more wrong clients.

You must get intimate with the profile of your ideal client. Analyze the objective and the subjective, the personality and the values, the social circles and the economic drivers. You must know what is important to them and communicate your messaging in a way that connects with them.

## Mock Profile of Ideal Client:

Objective:

- CEO 30 million to 200 million dollar company
- Industries, Biotech, Medical Device and Reverse Logistics
- Demonstrated Leadership capacities in non-profits servicing the disadvantaged
- Awarded Acknowledgements of Business Citizenship
- Attend classes on Diversity in the Workplace
- High Gross Profit Margin, Our line items are small as a percentage of sales

Subjective:

- Visionary
- See us as a partner
- Seek long-term strategic relationships
- Invest in the community at large
- Understand, Support and Invest in the Goodwill Mission
- Work to create a diversified workplace
- Value you their social standing as a leader in the market place
- Understand the PR value of partnering w/ Goodwill

Triggers to Drive Interaction:

- Recognition of Leadership and Citizenship
- Hiring of Key C-level Executive
- Launching of new innovative ways to engage their employees
- Demonstrate community involvement at other board non-profits

Ways to connect:

- Ask them to guest blog
- Ask them to do an interview on community citizenship
- Ask them to attend an event
- Ask them to serve on Advisory Board
- Ask them to be content expert at a hosted event
- Edify them in the press as an example of a leader
- Introduce them to another leader that is a client that could be a strategic partner

Create a profile. Analyze that profile and decide the proper messaging and mediums to use to connect to the right audience at the right time. Don't get to the end of your sales and marketing processes and feel that your time, resources and money were wasted.

*Focus and frequency are the keys to any good marketing plan. Know the group who needs what you sell and understand why they need it.*

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# Overwhelmed? It's time to develop a strategic mindset

You have goals. Lots of goals. Lots of big goals. How do you focus on what's important to achieve success? Developing a strategic mindset can help you remember to put a priority on your values, take a look at your direction and focus on what's really important.

Let's take a look at two examples of where developing a strategic mindset can help.

## Tunnel Vision

You have one vision that you will stop at nothing to achieve. You've been working seven days a week to meet your goals and realize that vision. There is just one problem. Way back when you defined your values, you included your family. When you set your goals, one of them was to take one night a week as a family night. You are well on your way to meeting your goals, but are you really achieving success if your family is not there with you to share it?

Having tunnel vision can keep you from achieving success by keeping you from enjoying everything that's important to you. Take time to look up and see if you are not only on the right path, but the path you are travelling includes everything you value.

## Shotgun Approach

You have goals of starting a new business, learning a new language, volunteering every week at the homeless shelter and taking a long vacation at the end of the year with the family. These are all big goals, but you didn't plan on all the demands of starting a new business and it's taking more of your time than you thought. You still want to meet all your other goals so you sacrifice time on your business to take a language class. Since the business isn't making the financial return you wanted, you take a part-time job so you



Thomas Barnes

can save up for the big vacation. Your part-time job schedules you on the nights you were supposed to volunteer at the shelter, so you are forced to stop volunteering...

What happened to your goals? If you don't set realistic goals and have a strategic plan to meet those goals, you may be left meeting none of your goals.

## Direction, Goals and the Strategic Mindset

Having goals is a great start to achieving success, but beware of focusing on one goal without an eye on the big picture, or worse, taking a shotgun approach without a plan. Thinking strategically about your goals can help you achieve more and be happier when you do.

In the August issue of the Morgan County Business Leader I asked you to think about what direction you were heading by specifically defining one vision based on your VALUES. Without looking to your values to create a vision or write goals, you might as well travel down the road like a trail horse with blinders.

Look forward, but take time to look around as well. Strategic thinkers take time to consider how their goals affect everything

important to them. Take time to work on planning your direction, your goals and your success.

## Taking Time to Plan – Quarterly Strategy Sessions

Developing a strategic mindset takes time and practice. Plan to sit down and go over your goals from time to time. One suggestion is to plan QUARTERLY STRATEGY SESSIONS. Every three months, take a day away from your business, your goals and schedule some time off around other commitments. Use the time to take a look at all your goals, where you are and where you are going.

Here are some questions to ask:

- Are the goals in line with your values?
- Is everything I value with me on the road you've chosen?
- Are you heading in the right direction?
- Can you still see the vision you created at the start?
- Is there a better way of reaching my goals?

If your goals need a touch up, write a new list of goals in line with your vision, values and direction you want to go. Take a look at your goals at least once a week to remind yourself of where you are going, and how you chose to get there.

If you need help taking the first step, or putting new touches on your goals through a QUARTERLY STRATEGY SESSION, contact me and I'd be happy to help.

Thomas Barnes is a mentor and strategic business coach with Indy Success Coach. For more information visit [www.indysuccesscoach.com](http://www.indysuccesscoach.com) or contact Tom directly at [tom@indysuccesscoach.com](mailto:tom@indysuccesscoach.com) or call (317) 332-4846.

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# State Treasurer Mourdock paints economic picture at Martinsville Chamber

By Bob Sullivan

Morgan County Business Leader

The Martinsville Chamber of Commerce held its monthly luncheon Friday, August 19, in the Lucille Sadler Room of the Morgan County Administration Building from 11:30 a.m.-1:00 p.m. Scheduling State Treasurer Richard Mourdock drew a crowd of “well over 100 people”, according to Chamber Director Jamie Thompson.

Martinsville Mayor Phil Deckard introduced the State Treasurer. Deckard said, in part, “Richard Mourdock took office as Indiana’s 53rd State Treasurer in February 2007 and was re-elected in 2010. He has brought many accolades to the state of Indiana, noted recently as the center of debate for his willingness to stand up against the bailout of the auto industry.”

Mourdock was met with enthusiastic applause as he took the podium. “I noticed during Chamber Member introductions that most people were tied to a business. That may sound strange, but at most chambers I attend, members are more often connected to civic organizations, and that’s okay. But the fact that there are so many small businesses and corporations represented here shows Martinsville is [growing].”

Regarding the status of the Indiana Budget, Mourdock said, “I hope, as Hoosiers, you are all intensely proud of the state legislature, that over the last several years, when the bottom fell out of the bucket for most state governments, Indiana kept...doing the unheralded things and in the end came through these tough times without once failing to pass a balanced budget. Every level of state government has made the really tough decisions....Indiana really began preparing for the downturn, though we didn’t know it, in 2005. We reduced the cost and size of government. The amazing statistic is that Indiana has fewer employees now than it did in 1978. Probably, not another state can claim that.”

Mourdock praised Indiana Government’s choices on conservative investment and their ability to cut further when needed as the overall economic forecast changed for the worse. “It’s difficult to manage, but it’s the right thing to do”.

“Now let’s compare that to the federal government,” said Mourdock. “I don’t need to tell you the ongoing debate regarding the incredible expenditures of the federal government. \$14.7 trillion in debt—a number that is virtually incomprehensible. And with the argument about whether to raise the debt limit, issues that most Americans had never heard about began to surface [such as the country’s] credit rating. They didn’t realize that the government operated under a system by which their credit was being rated, just like their own, based on their ability to pay its bills on time. By kicking the can down the road, by raising the debt limit to over \$16 trillion—and wink-wink, nod-nod, the long term number is over \$19 trillion—all we’ve done is postpone discomfort and real decision-making. Let this sink in: Indiana reduces its spending each year and calls it a ‘cut.’ The federal government reduces the amount they’ll increase their spending in the upcoming year, and they call *that* a ‘cut’”.

Mourdock continued, “The fiscal compromise which did not resolve the problem is going to come back even uglier come November”. Mourdock explained that the cuts proposed by the “supercommittee” of 6 Democrats and 6 Republicans are supposed to be so painful that it would force both sides to work together. “Now, call me cynical, but I think it’s highly likely that this ‘supercommittee’ will most likely fail to reach a resolution and refuse to honor the trigger mechanism, and maybe they’ll kick the can down the road one more time.”

Where does Mourdock see the U.S. Economy going? “Because of the downgrade of the U.S. credit...despite all of those who say ‘it happened because of this group or that group,’ it happened because of one group; the U. S. Congress. Standard and Poor’s made it very clear what would happen 30 days before if they didn’t meet the required cuts of \$4 trillion. The consequences of that reduction is not yet known, but we have seen incredible volatility ever since. It is a difficult time to invest.” Mourdock used a term he credited to Federal Chairman Ben Bernacke, “We live in a time of ‘unusual uncertainty,’ one of the great understatements of all time!”

Mourdock further explained how last year the federal government tried to affect the economy by doubling exports. “That’s impossible to do with the dollar as strong as it is. Paired with that, the government printed more money, which had the effect of de-valuing the dollar. That helped sell exports. But when you de-

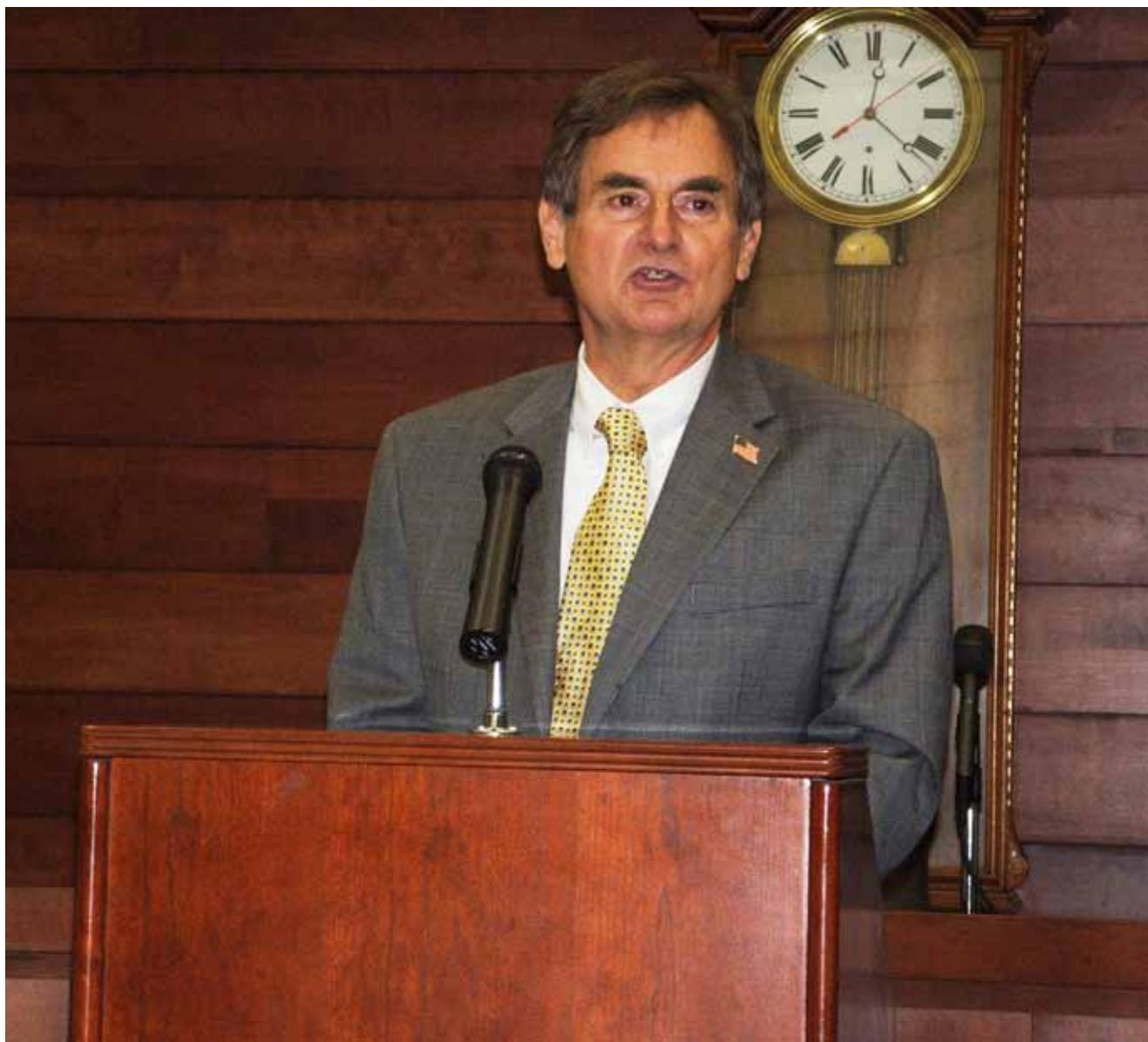


Photo by Bob Sullivan

*“...when the bottom fell out of the bucket for most state governments, Indiana kept... doing the unheralded things and in the end came through these tough times without once failing to pass a balanced budget.”*

value the dollar, it makes [imports] more expensive for us...[which caused oil prices to rise]. So we were stuck in this “dog chasing his tail” cycle. The government stopped that policy in June, and the dollar has stabilized.”

Mourdock says that most experts predict a one-in-three chance for a double-dip recession, and listed three signs to look for: an erosion in equities, shown by a continuing spread in credit lines and lowering of interest rates; leading indicators such as unemployment and consumer confidence; some shock to the system “something you can never predict but always see in the rearview mirror.” Mourdock cited last June’s Japan earthquake as an example.

“I can tell by the silence...you’re probably thinking rather than going to the Chamber meeting, you wish you had gone to the Optimist club. But it’s the world we live in....’unusually uncertain’ times. If we want to see the glass as half full, we have to do our part. As business people, we accept risk. We need to make people realize that risk is a part of life.”

Mourdock emphasized not to underestimate the power of an “enraged electorate” when politicians fail to keep their word. “The

process needs to be one of resolution, not compromise.”

Following the event, Mourdock said, “It’s tremendous to see business people show up in force, fired up to learn how they can contribute to their community. I always leave events like this with more energy than when I walk in.”

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# THE PATH TO PROSPERITY STARTS HERE

**Morgan County Economic Development Commission Recaps Exciting Times**

By Bob Sullivan  
Morgan County Business Leader

**T**here's a lot going on throughout Morgan County. "Our Board of Directors usually meets every-other month," notes Joy Sessing, Executive Director of the Morgan County Economic Development Corporation (MCEDC). "Recently we've been convening monthly." She also observed. "As a two-person team, regular office hours aren't working out in a practical way right now. It's best to email or call to schedule a meeting with us to make sure we will be in the office."

Jeff Pipkin, Deputy Director of the MCEDC, concurs. "I can't recall any time in my years here (Pipkin came aboard in December 2001) that we've had so many exciting opportunities to spur economic growth. We've also stepped up our visibility and have been more successful in getting people to talk with each other."

According to Pipkin, the MCEDC started out as a Mooresville Economic Development Commission in 1988, and morphed into a county-wide organization in 2003. "We plug into projects that fit our overall plan of action, which is, to improve the economic climate of the area with a priority to encourage current businesses to stay and expand, while making our county a more attractive option to new business," said Sessing. Such projects include:



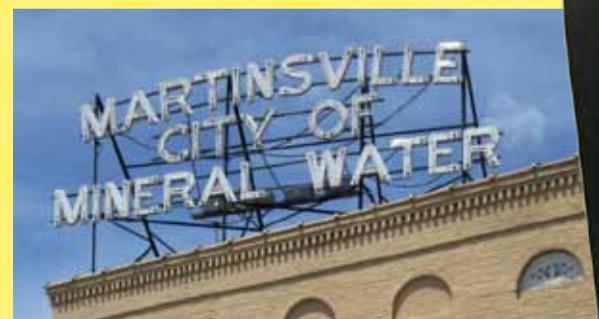
## THE INDIANAPOLIS AIRPORT'S "AEROTROPOLIS" CONCEPT:

With the establishment of the new Indianapolis International Airport, John Clark, CEO of the airport, has proposed his vision of an Indianapolis "Aerotropolis." This Aerotropolis, as presented, is a future multi-county cooperative of interconnected commerce between multiple industries, connected through

an enhanced rail, road and air system, using the Indianapolis Airport as the "hub" of this network. "Lynn Gordon (President of Citizen's Bank) has been involved with board talks about how to best make use of the land surrounding the airport," said Sessing. "Less than a year ago, the airport proactively approached Mooresville and Martinsville on how best to coordinate this vision. Plainfield developed in that direction years ago, and by using that model, the new airport wants to expand far deeper south and west, into Johnson and Morgan Counties. Sessing added, "The airport is adding a new runway south of I-70—that's us!"

## I-69 EXTENSION:

"It's coming," said Sessing. "You have to plan for it and make sure everyone's ready when it happens. It's a tough nut to crack, when a business has to relocate, especially when it's a family business and they've been there a long time. I hope that people—even those who it's going to negatively affect—can look past that and see the bigger picture, and the future opportunities this will bring to our county. This has been a debate that goes back before my time in the Indiana Department of Commerce in 1974. But it's pretty clear now, it's going to happen, sooner than later." Pipkin added, "We have concerns we'd like to see addressed early, like bringing INDOT and the Aerotropolis people together, to talk about how this might affect the 39 Bypass, and the many businesses there."



## MOORESVILLE AND MARTINSVILLE:

When asked about the historic perceived "competition" between Mooresville and Martinsville, Sessing acknowledged, "I think that's part of human nature. I'd be disappointed if the mayor of Martinsville didn't think that his city is the greatest place to do business. But as development becomes more county-wide, we've found that all communities have shown a remarkable ability to come together," said Sessing. Pipkin added, "Both communities now have a redevelopment commission, which has been a huge first step in getting everyone to see the bigger picture."





### AT&T INVESTMENT:

In the last couple of months, AT&T received permission from Martinsville and Mooresville to invest in expanding their fiber-optic cable network and cellphone towers throughout the county, with a goal to virtually eliminate “blackout” areas which are still an issue in many of the rural sectors. “Companies need that, and it’s not only better for those who live there now, but will create an infrastructure on which to expand,” said Sessing.

### IVY TECH:

The Corporation is working with Ivy Tech to build a new lifelong learning center in the county. “The establishment of this center will help make more advanced job training available to the local community,” said Sessing.



### SEWER EXPANSION:

Changing out the septic systems is another county-wide priority in preparation for corporate expansion.

### WESTPOINT BUSINESS PARK:

A portion of the WestPoint Business Park off I-70 and 39, near Monrovia, is in Morgan County and zoned for industry. The Corporation has made it a priority to promote the area as an attractive site for business development. “That could be our first step into the logistics arena,” said Pipkin.

“All of this growth will mean very little if we don’t also concentrate on our existing businesses,” said Sessing. “We do all that we can to make sure the companies that started here also stay here and expand here.”

## Morgan County Economic Development Corporation

Joy Sessing, **Executive Director**

Jeff Pipkin, **Deputy Director**

P.O. Box 606

4 East Harrison Street  
Mooresville, IN 46158

110 W. Morgan Street  
Martinsville, IN 46151

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Joy Sessing’s career in business development goes back to 1974 with the Indiana Department of Commerce (Now the Indiana Economic Development Corp.). She lives in Martinsville and is waiting for her house to sell in the Warsaw, Indiana area. Her husband, John, will join her in Morgan County. Sessing has two adult stepsons.

Fresh out of Franklin College with a degree in computer information systems, Jeff Pipkin joined the MCEDC in December 2001. Pipkin’s responsibilities quickly expanded into the broader goals of the organization, including serving as the Mooresville Chamber Director. He and his wife Erin and three sons reside in Mooresville.



# Facing disasters daily is the Servpro way

By Elaine Whitesides

Morgan County Business Leader

One thing Neal McNalley and Cindy Hiland know for sure is that your house doesn't typically catch fire or flood Monday through Friday between 8 a.m. and 5 p.m. And, if it does, you don't know about it until you get home from work or vacation and have a mess. That's why they work 24/7 – because they know when you need them, you need them now.

"We are in that unfortunately category," McNalley says. "Unfortunately you occasionally need a mechanic, or a doctor or a dentist. Sometimes, unfortunately, you need us."

McNalley and Hiland own three Servpro franchises covering territory from the southern side of Indianapolis into Johnson, Morgan, Putnam and Hendricks Counties. The business is headquartered in Mooresville, where McNalley lived in 1999 when he purchased the first franchise. They have stayed there because, McNalley says, "Geographically, it makes sense because we can get to any portion of our territory within 45 minutes."

Using over 500 products specially formulated for specific purposes, they handle situations for residential homes and commercial properties like schools, hospitals, hotels and businesses including fire and water restoration and renovation, mold remediation, general construction cleaning, crime scene clean-up and hazardous material removal.

"It's never a dull day," Hiland says.

McNalley echoes the sentiment, "It's always something different and challenging."

Many of the hundreds of jobs every year come as insurance claims. Even though the state of Indiana does not require a license, McNalley says, "To work with insurance companies, you have to be certified by the Institute of Inspection Cleaning and Restoration Certification (IICRC)." The IICRC is a national industry trade group that sets industry standards and guidelines. Continuing education is required to maintain the certification.

They remember distinctively the days in 2008 when the 100-year floods devastated parts of Johnson, Morgan and Bartholomew Counties. "We had thousands of calls that day," Hiland says. "We worked until 2 a.m. and were back at 6 a.m. and we did that for about two weeks. The phone wouldn't quit ringing."

A self-proclaimed crier, Hiland empathizes with devastated clients. But during the flood days, she cried with joy when she saw the convoy of bright green Servpro trucks coming in from other franchises to help them serve the people



Photo by Elaine Whitesides

## Servpro of Morgan County

Neal McNalley and Cindy Hiland,  
owners  
(317) 834-6382 or (317) 838-010  
CindyH@yahoo.com

calling. "It felt really nice to be part of a great team because there was no way we could humanly get out to all the people who were calling and needed help," Hiland shares.

"It took about 8 months before everything was done," McNalley says.

This Servpro company not only cleans up the

disaster, they also do the reconstruction – the re-framing, the drywall, the flooring, electrical, plumbing and cabinetry. They have a general contractor license in Marion County. "We're registered in each county," McNalley says, "Because each has different regulations and building codes."

The company has grown and moved three times. Currently they have a 6,000 square-foot facility and employ 12 full-time employees, several of which have been with them for more than seven years. Hiland says, "The last couple of years it has been difficult to find good employees. We use a temporary agency to help us find employees now."

"Twelve years ago I didn't know where we would be today," McNalley says. "I started with a desk in the corner of my basement and one truck in a 150-year-old barn. It's definitely a larger entity than I envisioned at that time; but I don't

think it's as big as it's going to get.

"When you eat, live and breathe this business," McNalley says. "It does become your life."

Hiland adds, "In a community like this, everyone recognizes the Servpro green trucks. It's where we live. We go to church here, we have friends here. It's our home. Our life revolves around our business."

McNalley is happy that the business has enabled him to get more involved in the community by sponsoring charity events and making donations. "We're happy to help out when we can."

"This is the last job I'll ever have," McNalley says. Regrets? Only one. McNalley says he wished he had started earlier. "Helping people put their lives back together is more rewarding than anything else I have ever done."



# Have you seen our new website?

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

# Buy into fear, sell into greed

A wise man once said "The stock market is hope, fear, and greed, loosely tied to a business cycle." We don't expect the business cycle to improve significantly with the current administration, but there is plenty of room for improvement in equities.

Our friend Brian Wesbury, Chief Economist at First Trust Advisors, wrote an article on August 29<sup>th</sup> 2011 titled "Stocks Undervalued by 65%". Brian uses a capitalized profits model to value stocks. In the article he explains that "profits are now 12.9% of GDP, the highest in measured history except for one quarter in 1950." He summarizes by saying "Fear will not disappear overnight, but the model says it is overblown and stocks are extremely attractive"

Jeff Kleintop, Chief Market Strategist, LPL Financial, writes in his Commentary dated September 12<sup>th</sup> 2011 "We believe that the most consistently accurate predictor of long term stock market returns is the S&P 500 Index price-to-earnings-ratio (P/E). The P/E has demonstrated consistent success predicting long-term returns going all the way back to the 1930's.

"Long term investors can take heart that this is the best time in 20 years to consider buying, not selling stocks".

"History shows us that what really matters is the price we pay,



Tim Corman

not so much what happens along the way"

The Bespoke Investment Group published their "B.I.G. Tips for 9/15/11. They tell us "In this week's sentiment surveys from both "Investors Intelligence (II) and the American Association of Individual Investors (AAII) the percentage of bearish investors outnumbered the percentage of bullish investors for the first time since 9/2/10. Following that occurrence, the S&P 500 shot higher and posted a return of 22% over the next six months" "In fact, the average return of the S&P 500 when the bears exceed bulls in each poll is more than twice the average return of any other combination"

This is just further evidence to support the old axiom "Buy into fear, sell into greed"

I was listening to "Jim Cramer" this morning (9/16/11) and he asked the question (and I am paraphrasing) "How much is the plummeting of Obama's popularity responsible for the four day run in the markets"

So far this week, 9/12-9/16/11 the Obama administration was held responsible for losing a congressional seat (NY 9<sup>th</sup>) that their party had held for over 80 years, and we have what is now being called "Solangate" a controversy that reaches all the way to the west wing.

As I write this on 9/16/11, according to "Thomson Reuters" the S&P 500 closed up for the 5<sup>th</sup> day in a row. I think "plummeting popularity" had a lot to do with it.

Tim Corman is an independent LPL Financial Advisor and LPL Registered Principal. He can be reached at Corman Total Investment Management (CTIM) 2680 E. Main St. Suite 233 Plainfield IN. 46168 317-837-5141 cell 317-414-0249. The opinions voiced in this material are for general information and are not intended to provide specific advice or recommendations for any individual. ALL PERFORMANCE REFERENCED IS HISTORICAL AND IS NO GUARANTEE OF FUTURE RESULTS. ALL INDICES ARE UNMANAGED AND CANNOT BE INVESTED INTO DIRECTLY. Securities are offered through LPL Financial Member FINRA/SIPC

*"We don't need bipartisanship; we need principle that says we don't spend more than we take in"*

- Richard Mourdock

## Networking Opportunities

### Martinsville Chamber of Commerce:

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

### Mooresville Chamber of Commerce:

The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch is \$5. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

### Mooresville Revitalization Group:

The Mooresville Revitalization Group meets the fourth Tuesday of the month at Zydeco's on E. Main St. from 6:45-8:00 PM. Current topics include purchasing additional planters for the downtown area and coordinating a new "Planters on Parade" contest for

the Spring/Summer. For more information contact Lori Cole, Autumn Whispers Health and Harmony, 317-831-7817, or e-mail to [AutumnWhispers@earthlink.net](mailto:AutumnWhispers@earthlink.net)

### Morgantown Merchants Association:

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

### Networking Business Women of Morgan County:

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

### Networx:

Networx meets weekly on Thursday at 7:30 AM at the Comfort Suites at Kentucky Avenue

and 465. Call Rick Groce at 317-724-4348 for more details.

### Rediscover Martinsville :

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

### Rotary Clubs:

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

### Morgan County Toastmasters Club:

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

317.696.1740

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Bob Elliott, Jennifer Ball, Jay Hodges

## Morgan County Sertoma Club presents check in support of Morgan County Cleanup

By Bob Sullivan

Morgan County Business Leader

Friday, August 19, immediately following the monthly Martinsville Chamber of Commerce luncheon, Treasurer Robert "Bob" Elliott and Director Jay Hodges of the Morgan County Sertoma Club, a local community service organization, awarded Jennifer Ball of Morgan County Cleanup a check for \$100.00.

"We're presenting this check and we plan to join her as a group at a future clean-up day to show our support for what she's doing for our community," said Elliott. "We're excited about the example Jennifer set for the rest of us. She came to us, not from around Morgan County, recognized a need and took it upon herself to do something about it. The initiative she's shown is the same being shown by a lot of folks in this community as we develop and grow. We're happy to support that."

"Jenny took an idea and ran with it," observed Hodges. "She's been running throughout the county showing us that with a little leadership, what looks like a huge problem can be taken care of with just a few hours of effort."

Ball says the check will help with supplies,

such as trash bags, gloves, and food for the volunteers. This award came the same day the Morgan County Waste Management donated funds to purchase 40 t-shirts for her organization. "Partnering with organizations like the Sertoma Club and the Morgan County Solid Waste Management District have helped us grow quickly," said Ball. "We can accomplish much more together than we can on our own."

The Morgan County Sertoma (SERvice TO MAnkind) Club supports various community initiatives. The organization meets the first and third Tuesdays each month at JKs Cheesecake Factory (110 E. Morgan Street, Martinsville) at 7 p.m.

Earlier this year, Ball began organizing monthly three hour trash pickup "events" at various sites, organizing volunteers throughout the community to clean and beautify these target sites. The efforts of Morgan County Cleanup have drawn attention from several Morgan County citizens and praise from Morgan County Commissioner Don Adams. Monthly pickups will continue through October and resume after winter 2012. For more information regarding the organization or to volunteer, email Jennifer at [jenny@morgancountycleanup.org](mailto:jenny@morgancountycleanup.org)

## 90 day action plan seminar Sept. 30

ActionCOACH Business Coaching Announces GrowthCLUB Seminar, Friday, September 30, 2011, 9 - 4 p.m., Hampton Inn Airport, 9020 Hatfield Dr., Indpls, 46231

Helps Business Owners step out of the day-to-day business, get organized, and get focused on achieving maximum potential for the next 90 days. Led by Coach Roger Engelau, Business Owners will discover the real potential in their businesses for the next 12 months, and then map out a specific Action Plan for the next 90 days.

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## Central Indiana Small Business Development Center Training Events

**October 5**, 9 a.m. - 4 p.m. "Small Business Tax Workshop" Fee \$60.00 Greenwood Chamber of Commerce, 65 Airport Parkway, Suite 140, Greenwood, IN 46143 Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.

**October 18**, 6 p.m. - 8 p.m. SBDC "Careers in Franchise Ownership" Free FranNet of Mid-America, 8520 Allison Pointe Blvd, Suite 140, Indianapolis, IN 46250 Registration required before the class. Call us at 317-233-7232

**October 18**, 1 p.m. - 4 p.m. SBDC "Business Feasibility and Basic Start Up" Fee \$30.00 Ivy Tech Community College, Lawrence Campus, 9301 E. 59th St, Indianapolis, IN 46216 Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.

**October 19**, 1 p.m. - 4 p.m. "Financing your Business for Start Ups" Fee \$30.00 Boone County Chamber of Commerce, 221 North Lebanon Street, Lebanon, IN 46052 Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.



Your Business Resource

**October 20**, 1 p.m. - 4 p.m. SBDC "Business Feasibility and Basic Start Up" Fee \$30.00

Fishers Chamber of Commerce, 11601 Municipal Drive, Fishers, IN 46038 Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.

**October 25**, 1 p.m. - 4 p.m. "Write a Business Plan and Finance Your Business", Fee \$30.00 Hendricks County Economic Development Partnership 5250 East US36, Ste 1000-5 Avon, IN Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.

**October 27**, 1 p.m. - 4 p.m. SBDC "Write a Business Plan and Finance Your Business" Fee \$30.00 Ivy Tech Community College, Lawrence Campus, 9301 E. 59th St., Indianapolis, IN 46216 Payment required with Registration online Pay Pal or call us at 317-233-7232 to register. We accept cash, checks, Visa, MasterCard and Discover.



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# Willingness to help is on the rise, United Way observes

By Bob Sullivan

Morgan County Business Leader

As Diana Roy prepares to enter her third pledge "season" as the Morgan County Director of United Way, she's observed several signs that businesses are more willing to give. "When the economy crashed, and we got hit with the recession, outside giving dropped off tremendously," Roy recalls. "It's unfortunate, but easy to understand. When your workers have to struggle just to pay for gas and get to work, it's difficult to ask them to donate money."

United Way launched their 2011 Pledge Drive August 27 with their "Day of Caring" kickoff at Jimmy Nash City Park. "The mood in Morgan County about corporate giving is surprisingly different this year. Last year, businesses wanted

to wait before beginning their campaigns. Our early 'pacesetter' campaigns (the companies who launch their campaigns early in the year to get a jump on the official start) more than doubled from 2010, from 5 to 11 companies. I'm pleased to say we've already hit 55% of our goal." (See At a Glance)

Roy adds that the goal numbers for 2011 are based on 2010's results to predict a challenging but reachable goal for the upcoming year. It's not a reflection of need, which remains as high as ever. "What reflects is that Morgan County businesses are doing better," said Roy, "and are more confident in their company's ability to support United Way. Many of them did not feel confident to go forward last year."

Roy accepted the Area Director position for Morgan County in October 2008, putting her in the midst of the recession and aftermath of the flood. "Because of all these events, we've fallen short of our yearly goal since 2008. I'm hopeful for a different result this year."

Morgan County workers are concerned, rightfully, if their donation is going to come back locally. Roy explained that United Way of Central Indiana pools all donations received from our six area counties, and redistributes funds ac-



## United Way of Central Indiana

Diana Roy  
Morgan County Area Director  
109 E. Morgan Street  
PO Box 1781  
Martinsville, IN 46151  
765-349-9780  
Main: 317-923-1466  
Diana.roy@uwci.org  
www.uwci.org  
Follow United Way of Central Indiana on Facebook

**Mark your calendars!**  
Second Annual Morgan County Talent Show  
To Benefit United Way  
February 17, 2012  
Grace Church of Mooresville  
4172 East Allison Road  
Time and details forthcoming

## At a glance

United Way of Central Indiana  
Boone, Hamilton, Hancock, Hendricks, Marion, and Morgan County  
**Morgan County 2011 United Way Goal:** \$114,450.00

**Amount as of September 1:**  
+\$54,000.00

**Call Area Director Diana Roy to volunteer or learn how your company can participate:** 765-349-9780

**Morgan County-Location Programs (highlights):** YMCA; Salvation Army; Red Cross; Wellspring Homeless Shelter

ording to county need. "Currently, because of our current need, Morgan County receives \$3 in programs and services for every \$1 it donates. The higher population of certain counties throws that number off a bit, but my goal is to see those numbers even out, back to our historical norm: roughly \$1.40 in local services for every dollar donated."

Earlier this year, the first-ever Morgan County Talent Show raised over \$8,000.00 for United

Way. Roy is excited about putting on a bigger, better, larger show in 2012. "We received a tremendous amount of positive feedback from the first show. This year, we're adding Audience Choice Voting along with our panel of judges."

Though United Way accepts pledges all year long, the Pledge Drive officially wraps up at the end of November 2011. Diana Roy has worked with United Way of Central Indiana for over ten years, mainly with Morgan County Youth Programs.

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# Big Idea Winner #4: Morgan County Photographer's Association

By Bob Sullivan

Morgan County Business Leader

**Q: Summarize your Big Idea.**

A: I want to find a way to bring area photographers — amateur, semi-professional and professional alike — together.

Professional photographers are struggling. Until recently, a photographer could go out and buy expensive equipment to pair with their knowledge of composing a photo. That equipment and knowledge gave them a way to make a living.

The price of that equipment has plummeted. The average consumer is buying cameras and accessories that rival what the professional has in their arsenal. So why would they pay the professional to take photos of their child when they can do it themselves? Why would they pay a small businessperson a couple hundred dollars when they can go to a big box store and spend less than \$100?

My photo business has mostly been about weddings. People still often hire a person with professional experience to photograph their wedding. They are spending a lot of money and don't want to miss getting great images to remember the day. But even that business is hurting because a relative or friend has "a great camera" and will do it for free.

Too many times, I've had people look at wedding photography prices and decide instead to go with their uncle who will do it for nothing. They always tell me later they wish they had hired someone.

The Morgan County photographers association would be a group of people aiming to do three things.

First, this will be a great way to share wonderful images and the techniques they used to capture those images. The sharing of photography and great photographs will be worth the time.

Second, we can educate people who buy new cameras on how to use their equipment. There are enough professionals and semi-professionals in this area that we can easily set up classes and meet as a club to share expertise and experience.

Third, I think there are plenty of people out there who want a professional photographer to take studio quality photos. In a club that teaches photography, we will have a great grasp on which photographers in the area meet the needs of the consumer. A club like this can be a great resource.

Ultimately, I want to have an association that can purchase a building with shared studio space. It would also be a place to teach photography to people who have purchased new camera equipment.

**Q: What in your background or career path connects you to your Big Idea?**

A: I have been taking photos as a journalist since high school. I cut my photographic teeth in darkrooms with black and white film, using completely manual cameras.

After college, I started a wedding photography business — Always and Forever. I take two to three weddings per year and do portraits, senior photos and more.

I am also the managing editor of the *Mooresville-Decatur*



**Brian Culp**

317-850-1336

Follow on Facebook: Morgan County Photographers  
Resides in: Mooresville

*Times* and the *Martinsville Reporter-Times*. I spend a lot of time editing and managing photos and teaching reporters how to take better photos with the equipment we have.

**Q: How close are you to making your "Big Idea" a reality?**

A: We have started up the club portion of the Morgan County Photographers' Association. Anyone interested in learning more can contact me directly at 317-850-1336.

**Q: How did you hear about the Big Idea contest and what made you decide to apply?**

A: We have covered the Big Idea contest for the newspaper and I decided this year to enter my own idea.

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# 6 additional types of sales call reluctance

Last month I shared six of the 12 the different types of Sales Call Reluctance™ that Shannon Goodson and George Dudley from Behavioral Science Research Press have discovered over their years of extensive research.

As a sort of review, remember Sales Call Reluctance is best described as an emotional short circuit that diverts energy from the activity of prospecting to the activity of procrastinating.

The first four of these six deal with who you won't ask for their business.

## Social Self-Consciousness

Intimidated by prospects with wealth, power, prestige or education, such as decision-makers. The person afflicted with this type of Sales Call Reluctance avoids dealing with those aforementioned markets. This type is also HIGHLY CONTAGIOUS, meaning if one sales person has Social Self Consciousness, they will tend to pass it along to other sales people. It's even worse

when the sales manager has this one, because they can infect the entire sales team.

## Separationist

Won't mix business and friends.

## Emotionally Unemancipated

Fears selling to family and will not ask them for their business or referrals.

## Referral Aversion

Hesitates to ask for referrals. Fears it will threaten just-closed sales, damage rapport or appear grasping and exploitative.

## Telephobia

Uncomfortable using the phone to prospect, qualify a prospect or sell when it is a customary practice in the course of that business. Some professions may not use the phone in conducting business, so avoiding using the phone in that situation wouldn't be call reluctance it would be protocol.



Jack Klemeyer

## Oppositional Reflex

Highly critical of self and others. Difficult to allow self to be coached, advised, instructed, managed or trained but has a reflexive need for conflict or criticism. This person may actually be highly skilled otherwise. Code name: Teenager because the person with Oppositional Reflex will argue until they are blue in the face that there is no such thing as Sales Call Reluctance and furthermore there is no way they have any type of Sales Call Reluctance. They push back and seem angry at every opportunity.

There they are. Last month's six and these six

makes 12 total types of Sales Call Reluctance that have been identified by George Dudley and Shannon Goodson. Their research is always on-going and their passion to help folks sell more is impressive.

So, the question becomes, what do you do if you think you or someone on your team might have one or more of these 12 types of Sales Call Reluctance? First, be sure to get the book, *The Psychology of Sales Call Reluctance*. Second, you might want to take the SPQ-GOLD assessment that measures both the 12 types and identifies the imposters; any of which could be costing you serious dollars in your sales career. Last, don't worry. All of the types of Sales Call Reluctance can be remedied with some concentration, commitment and a good strategy.

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).

# Planner of note

## GREATER MARTINSVILLE CHAMBER OF COMMERCE WELCOME NEW CHAMBER MEMBERS!!!

Peggy Welch  
State Representative, District 60  
Connie Farmer & Jeana Cohen  
CJ's Journey Wine Bar & Shoppe  
Scott St. Onge  
Indy Garden Works  
Jennifer Johnson  
The Morgan County Bakery  
For more information visit: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

## GREATER MOORESVILLE CHAMBER OF COMMERCE

For more information visit: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com)

## TOWN OF MOORESVILLE - BUILDING PERMITS

Judith Ransome, Washington Street, 2 car garage  
Benjamin Pendill, State Road 39, Electrical Upgrade  
Stephanie Stewart, High Street, Signage  
Ross Parker, Westbrook Drive, Electrical Upgrade  
Daisy Dove, Allison Road, Pole Building

## MORGAN COUNTY - BUILDING PERMITS

Andy Ball, Godsey Road, Electrical Upgrade  
Martin Bennett, Home Avenue, Electrical Upgrade  
Phyllis Mason, East Street, Residential Remodel  
James Beck, Mt. Nebo, Mini Barn  
Phillip Jackson, Fox Hollow Drive, Single Family Residence  
Regina Ringer, State Road 39, Pole Building  
Eric Knoy, Godsey Road, Single Family Residence  
Sam Garrity, Wilbur Lane, Pole Building

Travis Gray, Dayhuff Lane, Single Family Residence  
Anthony Speer, Frontage Road, Pole Building  
William Walls, Wilbur Road, Residential Remodel  
C. Crotts, Country Club Road, Garage  
Mark Hensley, Cope Road, Pole Building  
Victor Szczechowski, Sedwick Road, Pole Building  
Helen Mosier, Grounds Road, Single Family Residence  
Walter Anderson, Bottom Road, Electrical Upgrade  
Jennifer Wyatt, Lake Hart, Electrical  
Chad Whaley, Sunset Trail, Electrical Upgrade  
Eric Shirar, Bunker Hill Road, Single Family Residence  
Norman Taylor, Pitkin road, Single Family Residence  
Joshua Keith, Forest Manor Drive, Electrical Upgrade  
Steven Herron, Centenary Road, Electrical Upgrade  
Peter Bopp, Moulton Road, Single Family Residence  
Darrell Edwards, Mark Court, Electrical Upgrade  
Randolph Malone, State Road 44, Electrical Upgrade  
Jodi Strawman, Mt. Zion Road, Electrical Upgrade  
Audrey Scott, Parker Road, Pole Building  
Chad Wendt, Old Morgantown Road, Carport  
Kenneth Humphries, Henderson Ford Road, Pole Building  
Bobby Walker, Beech Grove Road, Swimming Pool  
Timothy Van Zant, Low Gap Road, Pole Building  
Kevin Roberts, West Ohana Lake, Garage  
Jamie Rose, Wilbur Road, Electrical Upgrade

Joseph Croft, Jackson Street, Electrical Upgrade  
Dee Hadley, Olive Road, Residential Addition  
James Brenner, Bottom Road, Single Family Residence  
Darrin Devault, Laural Court, Garage

## NEW BUSINESS FILINGS

David Nenedjian, Tech Support, 8120 Skunk Hollow Road, Martinsville, IN 46151  
Franciscan Alliance, Franciscan St. Francis Health, 1600 Albany Street, Beech Grove, IN 46107  
James McConnell, Morgan Insurance Group, P.O. Box 1496, Martinsville, IN 46151  
Lisa & Lee Dalzell, L & L Auto, 1309 East Morgan Street, Martinsville, IN 46151  
Ladonna Roll, Cutters 01 White Team, 4279 East Millennium Drive, Martinsville, IN 46151  
Teresa Cloud Summers, TES Associates, 10818 North Dake Lake Drive, Mooresville, IN 46158  
Bernard Fulton, Bernies BBQ, 679 East State Road 135, Morgantown, IN 46160  
Robin Moore, Rockin' Robin Events, 103 Meadow View Drive, Mooresville, IN 46158  
Timothy Sutton, Get UR Goat Farm, 334 Northeast Street, Mooresville, IN 46158

## SHERIFF'S SALES

Gary Wehr  
3205 Wilbur Rd  
Martinsville, IN 46151  
October 3, 2011  
\$383522.96  
Hostetler & Kowalik  
317-262-1001  
Jason & Stacey Crews  
1113 Enchanted View Dr  
Mooresville, IN 46158  
October 3, 2011

Doyle Legal  
\$116865.98  
317-264-5000  
James Dodds  
Dodds Masonary  
13075 N Jenna Ct  
Camby, IN 46113  
October 3, 2011  
\$187253.05  
Mercer & Belanger  
Jesse Pitts  
241 E Main St  
Mooresville, IN 46158  
October 3, 2011  
\$88063.71  
Feiwell & Hannoy  
317-237-2727  
Michael Acton  
4050 Chapel Lane  
Martinsville, IN 46151  
October 3, 2011  
\$126909.82  
Feiwell & Hannoy  
317-237-2727  
Vicky & James Payne  
1740 Northwest Ave  
Martinsville, IN 46151  
October 3, 2011  
\$78152.92  
Unterberg & Assoc  
219-736-5579  
Christin Enochs  
Christopher Mullinix  
862 Meadow Ct  
Mooresville, IN 46158  
October 3, 2011  
\$78152.92  
Unterberg & Assoc  
219-736-5579  
Paul & Juanita Berry  
1110-1140 Leota Dr  
Martinsville, IN 46151  
October 3, 2011  
\$99315.58  
Bunger & Robertson  
812-332-9295  
Lonnie & Mary Anne Walls  
9249 Beech Grove Rd  
Martinsville, IN 46151  
October 3, 2011

\$127841.52  
Mercer & Belanger  
317-636-3551  
David & Peggy Shirar  
11561 Bethel Rd  
Mooresville, IN 46158  
October 3, 2011  
\$115272  
Foutty & Foutty  
317-632-9555  
Adam & Heather Cleary  
359 E Gray St  
Martinsville, IN 46151  
October 17, 2011  
\$107213.90  
Feiwell & Hannoy  
317-237-2727  
Virginia Hill  
240 Morton St  
Morgantown, IN 46160  
October 17, 2011  
\$38522.36  
Unterberg & Assoc  
219-736-5579  
Erma Holmes  
6341 E Old Otto Ct  
Camby, IN 46113  
October 17, 2011  
\$149998.64  
Foutty & Foutty  
317-632-9555  
Jerry Moore  
1145-1155 Leota Dr  
Martinsville, IN 46151  
October 17, 2011  
\$107834.07  
Manley, Deas, Kochalski  
513-618-6225  
Cindy & Jeff Sighting  
540 S Jefferson St  
Martinsville, IN 46151  
October 17, 2011  
\$140816.31  
Reisenfeld & Assoc  
513-322-7000  
Dennis Trimble  
13346 N Miller Circle  
Camby, IN 46113  
October 17, 2011  
\$100535.02

Unterberg & Assoc  
219-736-5576  
David & Deborah Wolfe  
105 Azela Drive  
Mooresville, IN 46158  
October 17, 2011  
\$124736.13  
Reisenfeld & Assoc  
513-322-7000  
Faith O'Brien  
9434 N Three Point Lane  
Mooresville, IN 46158  
October 24, 2011  
\$185056.67  
Weltman, Weinberg & Reis  
800-910-4249  
Lucas Rynard  
390 Mosier Rd  
Martinsville, IN 46151  
October 24, 2011  
\$163548.16  
Reisenfeld & Assoc  
513-322-7000  
Tony Shirrell  
6701 E Rosebud Lane  
Mooresville, IN 46158  
October 24, 2011  
\$139696.93  
Reisenfeld & Assoc  
513-322-7000  
Danny Wilson  
5740 SR 142  
Martinsville, IN 46151  
October 24, 2011  
\$149935.81  
Septimous Taylor  
800-684-1606

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

# Embrace <sup>good</sup> Health



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- 24-hour Emergency Department
- Award-winning Center for Hip & Knee Surgery
- Cancer Center
- Colorectal Care
- Cherished Beginnings Maternity Services
- Lab and Imaging
- Physical Therapy

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