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FROM THE PUBLISHER

Becoming a Morgan County Business Leader

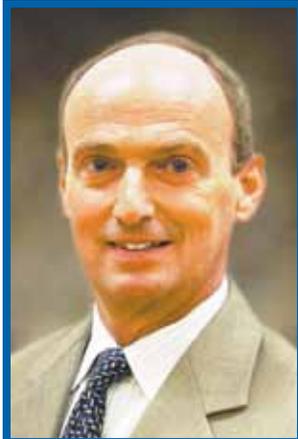
What does it take to be a Morgan County Business Leader? Is it the drive to succeed? Is it financial success? Maybe it's the willingness to work hard? Perhaps it's the belief that you must give back to your community.

This year, 22 local residents and business professionals made the 9-month journey through the Morgan County Leadership Academy. They varied in age, backgrounds and experiences. They came from industry, finance, social services, and more. One thing they all had in common was a desire to better themselves and become better leaders in Morgan County.

Their journey took them literally throughout the county, reaching into different communities, exploring local businesses, discovering our

county's rich history, learning about the various non-profit organizations, and meeting leaders throughout Morgan County. Their journey was also a lesson in leadership, studying the work of such leaders as John Wooden and reflecting upon their own personal leadership styles.

This year's program was an interpersonal lesson in networking with their classmates to create a project for the common good of the County. The class strategy was to provide fund-



Jim Hess
Owner & Publisher

raising and promotional activities for the Morgan County Bridges Out of Poverty initiative which will then in turn provide training and resources to several of our citizens who are struggling. It was also a personal lesson in discovery which provided each participant a chance to consider their own leadership potential and explore how to bring that to light.

Our county is fortunate to have hundreds of businesses and dozens of organizations to drive its economic stability and to see to the needs of its communities. Morgan County is even more fortunate to have leaders, both experienced and emerging, to keep us moving forward.

I took my own journey with the Leadership Academy Class of 2012 and it gave

me the opportunity to invigorate the Business Leader with new Morgan County information and insights as well as re-charge my own leadership dynamism.

I challenge each of you to consider what will make you a better leader in Morgan County. And I strongly encourage you to join the Morgan County Leadership Academy in 2015, its 20th anniversary year, to take a journey toward your own future in leadership.

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

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Join the Initiative to improve community health

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By Bob Sullivan

Morgan County Business Leader

The Healthier Morgan County Initiative (HMCI) is a not-for-profit organization committed to raising awareness to the community about the health concerns specific to the area. Besides proposing solutions to address these interests, the organization has also initiated pro-active wellness programs to diminish these problems in future generations. Bud Swisher, the retired president and CEO of Kendrick Memorial Hospital of 22 years, originated the Initiative in 2006 and continues as HMCI's leader to this day.

Bud recalled that, a couple of years after he had retired, "Franciscan St. Francis - Mooresville approached the Kendrick Foundation about performing health studies on south Morgan County." This study was conducted by the IU School of Medicine. "It concluded that we have a moderately unhealthy county. A group of county leaders came together and proposed that a committed organization should form to address the dilemma." Bud took the recommendation to some business colleagues. "They thought it was a good idea, but thought it needed to be county-wide and that both hospitals (Franciscan St. Francis and IU Health Morgan County) should be involved." Having gained that support, the HMCI Executive Committee held its first meeting January 2006.

The Initiative categorizes its priorities into three major areas. "The first is health promotion for kids and adults. We launched a bi-annual playground walking program that has been met with enthusiasm by the kids. They have logged over 150K miles a year." HMCI weight loss initiatives include "Dump your Plump," "Move it or Lose it," and "Get Fit,



HMCI Meeting September 3 at Franciscan St. Francis - Mooresville

Stay Fit." A second concern is community access to health care. "We know there are a lot of people who can't access care. We have a transportation system that can get people to medical appointments, but not many people know about it. We're actively engaged in spreading the word about two free clinics in the county." Their third concern is chronic diseases, including heart disease, cancer, and diabetes. "Studies show behavioral health contributes to these problems," said Bud. He notes that a related concern is prescription drug abuse, a problem in Morgan County that is growing at an alarming rate.

The HMCI is funded by the Kendrick Foundation, the Ruth Lilly Charitable Trust, and the State of Indiana. "We also recently received a grant from the Community Foundation of Bloomington and Monroe County to look at behavioral health programs."

The HMCI board meets regularly, and Bud invites community leaders and not-for-profits to speak about the latest health-related concerns important to the community. The Initiative

and guests then brainstorm next steps and discuss how to get the community more involved. These meetings are held at various locations throughout Morgan County. At their meeting held September 3, 2014, at the Swisher Conference Center Franciscan St. Francis Hospital - Mooresville, the HMCI hosted several speakers. Among speakers at this particular meeting:

Jon Kavanagh, EMS Liaison for Franciscan St. Francis - Mooresville for Morgan County, gave a presentation on the status of ambulance service. He revealed how consistency of care and timely response is a huge concern going forward. Afterwards, the audience discussed ideas of how to make residents more aware of the problem and Kavanagh encouraged the group to talk to their local representatives to make finding a solution a top priority.

Kristi Dunigan, director of the Drug Task Force, talked about the work of Nar-Anon, a spiritually based program for those affected by someone else's addiction. She also spoke about the Force's efforts to equip First Responders throughout Morgan County with NARCAN,

an emergency use injection drug that, when administered during an overdose episode, greatly inhibits and reverses immediate symptoms so a patient can be safely transported for comprehensive treatment. Cost is \$15 per vial.

Larry Diersing, an elder at the Church of Mt. Gilead, talked how their Hope Garden has produced over 1,500 lbs of produce to directly benefit Churches in Mission.

Bud admits their biggest challenge is engaging members of the business community. "We're working with the Morgan County Economic Development Corporation to get more businesses to participate in positive ways to affect the health of their employees. My desire is that the business community would be more active in the process, we could make some great, positive changes in Morgan County." Bud invites all interested business leaders to call him directly to discuss how they can get more involved: 317-549-5152.

You can read the February 2013 cover story profile on Bud Swisher archived on our website at www.morgancountybusinessleader.com.

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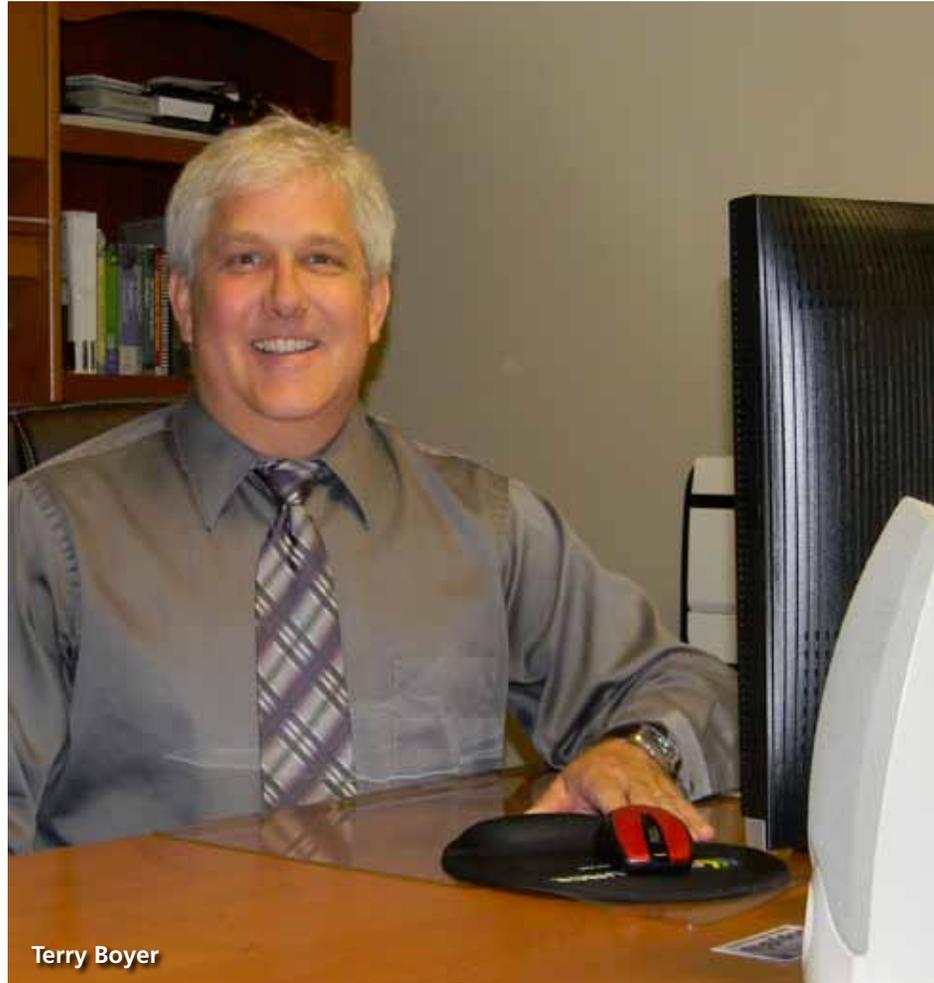
By Bob Sullivan

Morgan County Business Leader

Boyer Technologies is a family-owned company of Chief Executive Officer Terry Boyer and his two brothers, Chief Operating Officer Kevin and Chief Technical Officer Greg. The brothers all started successful computer technology businesses and then, years later in 2008, merged into a multi-platform computer services company as Boyer Technologies. Growing up, their father was a computer tech for General Motors and Allison Transmissions, and a frequent contractor for NASA during the 60s and 70s. Among their father's accomplishments, he helped write the code calculating the trajectory of the historical Apollo missions. But while attending Center Grove High School in Greenwood, Terry took an interest in the pre-med path rather than computer science.

While still in high school, he attended a summer science institute at Wabash College. "In high school, I had already given several speeches on the topic of hemophilia, so when we toured the hematology-oncology department at Riley Hospital, I made it my mission to have a summer job at the lab." He earned that job.

But computers came into play immediately. On his first day, "the division head had a new Apple One," one of the earliest desktop computers. "He was trying to integrate the computer with a mass spectrometer to input data. He asked me to write the program." Terry remained with the department as a student at IU,



Terry Boyer

programming solutions to more sophisticated problems. In a way, the department was Terry's first "client" and it set the tone of his career. "I changed to computer engineering, though I didn't finish my degree; instead, I started a software company."

He formed Software Solutions in 1985. Nearly thirty years later, the technology has changed radically, but his role of offering safe, stable, cutting-edge computer services has not. In the mid-90s, as Terry's company grew and he hired numerous employees, he formed Boyer Inc.

In the meantime, Terry's brother Greg, a fireman in Pike Township, provided computer components for several municipalities. In the early 2000s, their brother Kevin partnered with Greg. "We had each made these in-roads, doing business with some variation of the Boyer name, so in 2008, we merged, and Boyer Technologies was born."

Boyer Technologies takes a "pro active approach" with their clients. Best practices and security constantly changes. "Business owners hear things about being 'in the cloud' or about apps, but don't always understand which op-

tions make the most sense. Going into the cloud without ensuring your security can be a disaster. We prefer to come in before any equipment or software has been purchased, but that isn't always possible."

Terry observed, "The old model was, 'when your system is down, we make money.' The new model puts us as a partner with our clients. Their success is our success. We apply best practices up front, and the better we integrate your system, the less we have to do when the inevitable problems occur." Among ongoing innovations, diagnostic control is now such that tech services can monitor, diagnose, and take action from a remote location to resolve a problem most of the time. "Sending a team out to troubleshoot a problem is becoming a rare thing," Terry noted.

The company's ideal clients are "small to medium businesses. We partner with many city and county governments; we support several police and fire services throughout Indiana." Boyer Technologies serves several Morgan County rural fire departments, including Mooresville, to which it handles computer equipment needed for fire and rescue vehicles. Their key industries include medical and manufacturing companies. Boyer Technologies manages basic networking support, multi-faceted virtual servers, and anything in between. He defines their territory as "the southern two-thirds of Indiana" with some clients in Louisville-Lexington, KY and Cincinnati, OH.

"Boyer Technologies has been listed as one of the "CRN Next Gen 250" for the last few years, which recognizes outstanding mid-level tech companies less than 15 years old. "It's an honor because it's voted on by the big tech companies like HP, Microsoft, and Cisco."

Terry and his wife Tracy have lived on farmland in Cope (just outside Martinsville) since 1999. They have two children, Conor and Ethan. Terry is the committee chair for Martinsville Boy Scout Troop 219. "It's an active troop; we're very involved with the community." He credits his boyhood years in scouting for training him to become a successful entrepreneur as an adult.

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Is it time to re-invade Europe... at least with some of your Uncle Sams?

Some interesting data came to my attention recently. While our US Markets (as measured by the S&P 500) seem to be running out of steam these past few weeks, Europe (as measured by the S&P Europe 350) has begun to show signs of life. Recently (September 4, 2014) European Central Bank (ECB) President Mario Draghi (think Janet Yellen or Ben Bernanke with much more fashion sense and speaking with Italian accents) announced that the ECB would perform a 180 from its previous course and now cut interest rates and start buying up large quantities of European bonds.

Why is this a big deal? Because when the US equivalent of the ECB (The Federal Open Market Committee or FOMC or THE FED) began taking these same kinds of actions back in 2008, our markets responded VERY FAVORABLY. Not necessarily right away, but over time our markets performed very well after these Quantitative Easing activities (QE) began and continued... and continued. Back in November, 2008 our S&P 500 stood around 800 give or take. After QE 1 was announced, the S&P 500 took an initial hit and fell to around 700. Then, five months later (March, 2009) the S&P 500 began a rise the likes of which had rarely been seen in market history and now has been hovering around the 2000 mark. (Get out your calculators: 2000 minus 700 equals 1300. Divide 1300 by 700 and you get ... yep, a 185% gain.) As I said, initially the S&P 500 took

a hit, kind of like what we saw in the European Markets when scuttlebutt about this European QE plan began to leak out. The S&P Europe 350 fell from around 1755 in early July to around 1600 in early August. Now with the ECB and Mr. Draghi formally announcing this more accommodative policy, the S&P Europe 350 has moved back up to around 1650 at the time of this writing (September 8, 2014). The future remains uncertain especially since Europe is not the U.S. It remains clear that oftentimes the Europeans don't get along nearly as well as say Hoosiers and Buckeyes, or even Illini and Hawkeyes for that matter. But, if the ECB is successful and the European markets do fare well with this stimulus program, it may make sense to have a conversation

with a good financial advisor about adding or increasing European exposure to your portfolio. And another benefit right now, the Euro is near a 14-month low against the dollar. That means more muscle for your US dollar in buying Euro-denominated stocks.

Just some ideas to think about. Remember though that you should not act on any investment idea before first sitting down with your own trustworthy, qualified investment advisor and discussing your personal investment situation.

The Binkley Wealth Management Group LLC is a fee-only Indiana Registered Investment Adviser located in Avon. Mr. Binkley can be contacted via email at Jeff@thebinkleygroup.com or phone 317.697.1618



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The Morgan County Boys and Girls Club will hold their Annual Dinner on Saturday, November 15, 2014 at 6:00 pm at the MG House on Indianapolis Road, Mooresville. The event is always a great time for those that attend. Tickets are \$25.00 each and includes an Italian dinner with homemade meatballs & spaghetti, salad, bread, veggie, pies, & drinks.

There will be a silent auction & a live auction led by Auctioneer, Phil Deckard Jr. Some items to be auctioned include Disney World Hopper Passes, Colts' tickets, Jewelry, Gift Cards, Sports Memorabilia, Indianapolis Indians' Suite Tickets and much, much more. The Youth of the Year, Volunteer of the Year, & the Board Member of the Year will be awarded during the evening along with a Guest Speaker with a motivational message for all to enjoy.

The Annual Dinner is a main fundraising event for the club every year, so please come help support our youth and keep the club moving forward. Our club now has 2 sights open, one at Newby School the other on Carlisle St. Each sight serves 60+ youth a day.

For tickets or information please call Executive Director, Brigitte Gurden @ 317-834-9744 or Jeanie Overton @ 317-690-1387.



BOYS & GIRLS CLUB



IMPROVING TODAY, READY FOR TOMORROW

Endeavor Communications is committed to providing state-of-the-art Internet and telecommunications in Morgan County

By Elaine Whitesides | *Morgan County Business Leader*

Today one of the first questions from a prospective business considering a move to Morgan County is about the technology infrastructure that would be available to them at the location they are considering. There has been a need for state-of-the-art Internet and telecommunications in Morgan County. That is not an issue for Monrovia, at least not the exchange area served by Endeavor Communications in Monrovia.

Endeavor Communications is a telecommunications cooperative. It is owned completely by its members and currently covers nine different exchanges in eight Indiana counties. More than 25 percent of its members are located in Morgan County.

Endeavor Communications

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Ralph Cunha, originally from the east coast, joined Endeavor Communications in 2004 as controller. The CPA came from a firm that specialized in rural telephone companies. So the transition was a natural one for him. In 2007 he was named CFO and in 2010 he became president and CEO of the company. It is clear the fit between the man and the organization is like cookies and milk, they go together.

Cunha explained that the co-op was incorporated in 1950 in Poland, Ind. as the Clay County Rural Telephone, Inc. Cedric Ray led the group of citizens that came together to bring voice (telephone) service to rural areas. The farmers needed communication tools, so they pulled together a network.

The co-op developed and grew. At the time of the AT&T divestiture, carriers signed off and decided eligible telecommunications “carriers of last resort” for each exchange. Exchanges are defined not by county or specifically by town. An exchange includes all the users with a specific prefix in their phone number. That’s why Endeavor Communications provides services to only portions of Morgan County. But within their assigned exchange areas, the company is required to make service available to every user.

Even though Endeavor Communications is listed as the “carrier of last resort” (a carrier of last resort is defined as a telecommunications carrier that commits to provide service to any customer in a service area that requests it) for its rural exchanges, that does not mean members have ever been offered bare-bones service.

A PAST HISTORY OF FIRSTS AND MILESTONES

Beginning as a member-centric organization in 1950, that same focus has remained intact throughout its history. The co-operative began expanding by acquiring other exchange areas through the purchase of small, local telephone companies and bringing new technology to its members.

In 1962 the co-op became one of the first companies in Indiana to provide push-button mobile telephone service that did not require the use of an operator.

In 1966 the Coatesville exchange became the first 100 percent private line exchange in Indiana.

In 1980 the Monrovia Telephone Co. and the Atlanta Telephone Co. were purchased.

In 2005 Endeavor began the fiber-to-the-premises project.

MOST RECENT NEW TECHNOLOGY AND SERVICES

The purpose of the fiber-to-the-premises project is to upgrade old technology, copper wiring, to newer, faster and more scalable technology through fiber optics. The project is in the final stages and all upgrades to the Endeavor Communications service areas will be completed in 2015.

That means both residential and business members of the cooperative will enjoy exceptionally faster and better television, voice and Internet services including download speeds up to 50 Mbps.

In fact, in line with the commitment to their members, the services are the top of the line of the best currently available. And what’s more, the new fiber optics can handle higher speeds in the future and additional services.

“Today we are able to provide residents with services they have never had before,” said Cunha. “We are the leader of tech-



nology in the communities we serve. We provide infrastructure upon which the community is built.”

Endeavor Communications provides the wires to homes, business and municipal organizations. A router may be used for wireless service inside. “The two are complementary to one another,” Cunha explained, “not a substitute switch between wired and WIFI or wireless. Keeping connected with wireless needs wires.

“In our territory we actually have fiber going to towers,” Cunha noted. This infrastructure is available to others like mobile phone carriers that use the towers and lines for service to their customers.

COMMITMENT TO MEMBERS AND COMMUNITY

The telecommunications industry is highly regulated by the federal government. Cunha says It is important to Endeavor – for their members – that they stay involved with the regulation of the industry. With the nature of rural areas such as low population density over large tracts of land, service carriers face challenges unlike those faced by carriers in urban areas. Cunha said, “We advocate to ensure the FCC looks out for rural interests; to be certain they understand how the industry works in rural areas.”

The way the co-op works in their rural exchange areas is a point of pride for Cunha. “As CEO, I am proud of where we are today compared to where we were before the fiber-to-home project began. The significant investment we have made is putting communities in a place where they can thrive. (The infrastructure drives) education, health, entertainment, jobs into communities and contributes to economic development.”

Cunha and other Endeavor Communications staff are involved in the communities and counties they serve. From sitting on the boards of economic development partnerships or corporations to sponsoring and supporting local schools, sports and events or reading to students during the Dr. Seuss Read Across America program, community is still the primary focus.

“What sets us apart is that we are a company that is involved in the community. We are able to bring a high level of service with technicians and customer service. We have exceptional employees and we work as a team to be sure members’ needs are fulfilled.”

Members’ needs are also addressed through fiscal responsibility. In recent years Endeavor Communications has diversified their line of services to include opportunities for the general public outside their exchange territory as well as members. Three new programs have been launched as part of that initiative.

Endeavor E-SHIELD is a state-of-the-art security service to protect home, family and business. They even offer a medical alert system for seniors with 24/7 monitoring. “We can leverage

our internal teams and expertise with security solutions,” said Cunha. “The smart home with a total connect scenario, video, lights, thermostats, can all come back to our services aligned without the need for other services.”

Their newest offering for businesses is Endeavor Hosted-PBX. It is a unified communications solution that provides more features, services and cutting-edge innovation to match the speed at which businesses move today.

Endeavor E-TECHS IT services are available to members or the general public and include tasks such as setting up a new computer system, virus protection, wireless networking, backup and recovery and more. Computer technicians are available for computer repair and diagnostics, too.

Economy isn’t the only consideration in the contributions Endeavor Communications wants to make in the areas they serve. They invest in making the community home, a place to live, learn and grow.

For example, volunteer fire departments are donated voice and Internet services for their facilities.

“Schools are anchor institutions in the community,” said Cunha. “Students are our future members.” So schools are a place where Endeavor Communications feels it is important to invest. Each year twelve \$1,000 scholarships are awarded to members’ children aspiring to higher education. Two students are sponsored annually for a trip to Washington, D.C. to meet with the FCC and partake in a youth tour.

Endeavor is reaching out to schools to contribute to television channels designated for each community to fill it with news and events in their area such as the recently produced and televised Monrovia vs. Cascade high school football game.

When you think telecommunications companies, Endeavor Communications may not be the first name that slips off your tongue. Cunha knows that. He says, “We are a humble company, a quiet little company.” The most important thing he wants people to know about Endeavor Communications is “that we offer and deliver exceptional services. It’s more effective and the state-of-the-art technology we deploy is not available to most residents and businesses. We are proud of our achievements and what we offer our members.”

With the completion of the fiber-to-the-premises project in 2015, Endeavor Communications is not finished and ready to sit back. Cunha said, “We will continue to serve and be creative and innovative to support rural residents and companies. We will do what we can to contribute to creating jobs and growing the economies of the counties we serve.

“We will continue to cultivate what our predecessors started and built.

IPL Breaks Ground on State-of-the-Art Natural Gas Plant in Morgan County

Indianapolis Power & Light Company (IPL), a subsidiary of The AES Corporation (NYSE: AES), broke ground today on the new combined-cycle gas turbine (CCGT) power station near Martinsville in Morgan County. The new Eagle Valley CCGT will cost approximately \$600 million and generate 671 megawatts of electricity more efficiently and with fewer environmental emissions than the retiring Eagle Valley coal plant. In attendance were Lieutenant Governor Sue Ellspermann, AES and IPL leaders, as well as Morgan County government officials.

"IPL's plan to reduce our dependence on coal and diversify our generation mix will result in cleaner, more efficient and cost-effective generation options for our customers," said Kelly Huntington, IPL President and CEO. "While coal is an abundant natural resource here in Indiana and has kept rates low, we are adapting our generation fleet to meet current and future EPA standards, while striving to balance the cost of electricity for our customers."

Approved by the Indiana Utility Regulatory Commission (IURC) earlier this year, the Eagle Valley CCGT station is the cost-effective and reliable solution to replace the current coal-fired plant that will be retired in 2016. The CCGT will reduce the rate of sulfur dioxide (SO₂), nitrogen oxide (NO_x) and particulate matter emissions by more than 98 percent, as compared to the retiring Eagle Valley units. Virtually all mercury, lead and fluoride emissions will be eliminated, and water use will be reduced by 97 percent.

Lt. Governor Sue Ellspermann noted, "This new plant is an



investment in the continued economic vitality of Indiana and will assure that ample and reliable supplies of electricity are available for Hoosier homes and businesses in the years to come. We are grateful for the AES and IPL commitment to our state."

The construction of the Eagle Valley CCGT is part of a larger plan to meet the future needs of IPL's customers. If all plans are approved, three units at IPL's Harding Street Generation Sta-

tion will be converted from coal-fired to natural gas, and IPL's Petersburg Generation Station will be upgraded with equipment to reduce air emissions and comply with wastewater rules. In 2017, IPL's coal-fired fleet will have decreased to only 44 percent from nearly 80 percent 10 years before. Natural gas will become the largest generation source for IPL, complemented by wind and solar generation..

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Nature abhors a vacuum

I am not sure where I first heard that saying, it might have been my dad or maybe Mr. Hardin in high school physics class but wherever it was it has always stuck with me. Especially now in our apparent national stance on world involvement and from the supposed strategy Hillary Clinton is quoted, albeit off the record, as saying the President's directive of "Don't do stupid stuff."

On the surface it sounds like a good idea if you ran your business with that directive, "Don't do stupid stuff." I mean who in their right mind would set out to "do stupid stuff," right? It is one of those tales of the unintended consequence. You have to ask who decides that something is stupid.

Would Harland Sanders have set off to sell his chicken out of his station wagon at the age of 65 or would that have been stupid? Would Ray Kroc have talked to the McDonald brothers about having their restaurants all over the United States at the age of 52? Would he have stuck with it for 30 years to see it through or would that have been stupid? Would Walter Disney, from Illinois, have stuck with his

dream of making Snow White, a full-length feature animation movie, that all of Hollywood called "Disney's Folly?" Or would that have been stupid?

There are countless stories of people who did stupid things that were actually great innovations that we take for granted today. What is more, the attitude of "Don't do stupid stuff" stifles innovation, responsibility and action; not to mention it inhibits people trying to make things better for fear it might not work.

When there is a vacuum in your business (or your life for that matter) you need to know that void will be filled by something or someone. If that void filling thing is not of your design then there will most certainly be consequences beyond your control

and out of your control.

It is **your** business. For goodness sake, lead it and take responsibility for it. Its success or its failure will be caused by the vacuum you have left.

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



Jack Klemeyer

Morgan County Leadership Academy Wraps up 2014 Sessions

The MCLA class of 2014 concluded its year on September 11 with a closing retreat at Highland Lakes Camp near Monrovia.

The Closing Retreat included some new elements including the "MCLA Olympics" in which the participants were divided into four groups competing in fun team-building events throughout the day. The winning "Green" team consisted of AJ Grass, Corey Howard, Brigitte Gurden, Brian Haggard, and Ryan Ferguson.

Class members were also challenged by MCLA board member Diana Roy to take their course experience and leverage it into community involvement.

After lunch, the class was treated to dramatized skits from a company called Actors in Business. This has been a highlight of the MCLA each year as professional actors correspond and interact with the participants about sensitive workplace and life scenarios.



The day was concluded with a "rally circle" as each participant expressed his or her favorite experiences throughout the year. While some mentioned certain sessions as a highlight, others were appreciative of the connections and friendships that were forged among the group.

Twenty-two participants completed the course requirements and will be eligible for graduation, which will be held on September 25 at Hoosier Harvest Church in Martinsville.

If you are interested in being a participant in the MCLA class of 2015, please contact Chris Page at chris@hhchurch.com for more information.

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Tame the phone

If you're like me, and the several hundred other small business owners I know, the phone is both your best friend and your worst enemy. Think about it. The phone connects you with clients, customers and prospects all with the push of a few buttons. If you have a smartphone, that little gadget can keep you up to date on your messages, emails, and social media, all in one small device.

But the phone can also distract you, interrupt you, and take way too much time in your day. So what are some ways to get around it?

Have set times when you answer the phone – and set times when you don't. Give yourself a break. Very rarely will one phone call be a matter of life or death. So give yourself the freedom to only answer client calls between 8 and 5. Allow yourself to have a lunch break

that is uninterrupted by the phone. You can – and will – call them back.



Kathy Davis

Turn off the ringer when you are in the middle of something. When you are focusing on a project, turn off your ringer for an hour – or have someone else answer. When you are with a family member or friend, don't answer unless you are expecting a specific call. You will be more productive when you work on projects without interruption – and your family and friends will appreciate the focused attention they receive.

Return your calls in batches. Again, this helps with productivity. If you return three or five or ten calls at one time, you can have your calendar and your notepad handy. You can quickly schedule appointments, take notes on requests and otherwise be fully focused on the person whose call you are returning.

CFMC to host philanthropy dinner Nov. 6

The Community Foundation of Morgan County will be hosting a philanthropy dinner in honor of the people who help make Morgan County a great place to live. On Thursday, November 6, the CFMC will host a dinner at 6 p.m. at the Art Sanctuary in Martinsville.

The Community Foundation is inviting individuals from Morgan County to nominate individuals and organizations they feel have made a difference to the community. Individuals who serve as non-profit staff and board members will be honored, as well as youth and adult volunteers. A Community Organization, Non-Profit and Corporate Organization will also be honored for their service to the residents of Morgan County. An individual may submit one entry per category, per ballot from September 1st through October 1st, 2014. The CFMC Board of Directors will select the winner of each category based on submissions received. Ballots may be downloaded from the CFMC website, or picked up in person at either CFMC office in Martinsville or Mooresville.

Dinner and dessert will be followed by a program that will also include the awarding of 2014 CFMC Matching and Arts Grants. These grants allow our community to grow stronger, be more sustainable and continue to be vibrant. The CFMC Grants Program funds innovative solutions to significant community issues that impact on the community, with the hope that the project will increase community awareness of the grantee's programming.

Tickets are \$35 per person or \$185 for a table of six. Tickets can be purchased Monday through Friday from 9:00 a.m. to 4:00 p.m. at the foundation office in Martinsville, located on the Square at 56 North Main Street. Individuals or organizations may also mail a check to the foundation office with "Philanthropy Dinner" in the memo line, or pay online at our website via PayPal; tickets will be returned by mail.

More detailed information is available on the CFMC website, yourcfmc.org, or by calling the foundation locally at (765)813-0003, or toll-free at (877) 822-6958.

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

Rotary Clubs:

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

Business Networking International:

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

Mooresville Chamber of Commerce:

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

Morgan County Toastmasters Club:

Weekly meeting every Thursday evening at 6pm at Franciscan St. Francis Hospital 1st floor Conference Room.

Business & Professionals Exchange:

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

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 Wilson at 317-856-9801.

Rediscover Martinsville:

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

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.

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Spreading your marketing message

Every business has a product or service to sell, and a message to share with their target audience. But how do we cut through the clutter when our audience is bombarded with more messages than they can even process? Here are four qualities you need in order to create and share a more memorable marketing message:

Understand your intended audience (that's your prospective customer):

What makes your customer tick? Do they have a short attention span? What kind of questions do they typically ask? Do they prefer statistics and research or a more casual approach? Do they usually need a solution right away or do they take their time deciding? Being able to picture your ideal customer, understand their thoughts and reasoning, and walk through their buying process, can help you craft your marketing message to meet those needs.

Believe in what you're selling: People can spot a fake salesperson a mile away. If you're not passionate about the product or service you're representing, your customer won't believe in it either, and you won't make the sale. Are you living and breathing your product to the point where you could sell it with your eyes closed? Do you have the utmost confidence in it? If you believe in what you're selling – to that level – it can give your prospect the confidence to buy. This will come through in your marketing message.

Keep it simple: We've all heard the K.I.S.S. acronym "keep it simple stupid" (which actually first originated as a design principle noted by the U.S. Navy in 1960). The meaning of KISS as it relates to marketing is to avoid unnecessary complexity when writing your marketing message. A simple message will often have a greater impact. So when you're writ-

ing your ad copy, or your next sales letter, keep the KISS principle in mind. You can get your point across better without all of the technical jargon intended to impress your prospects. Just speak to them in simple, common terms.

They'll appreciate you for it and probably understand your message better anyway.

Have realistic expectations: I can't count how many times I've heard people say at a networking event "my ideal customer is everyone/every business." I guarantee that every company has an ideal customer. But sometimes chasing the dollar gets in the way of really honing in on your true customer – those who could benefit the *most* from your product or service, or those who are a better fit for your business (and bottom line). Rather than try to sell everyone, understand that some prospects may not

resonate with your message, and that's okay. Part of the reason for creating and sending out your marketing campaign is to find your ideal customers. Let the ones who aren't a good fit go, and focus on finding more of the ones who are a good fit, crafting your message to those people instead.

So these are the four qualities you must have to create and share your company's marketing message. Take some time to evaluate your most recent marketing campaigns to see if they stand up to the above criteria. If they don't, simply re-evaluate and adjust your marketing message and strategy, and you'll have better results next time.

Susan Young is the owner of AimFire Marketing, a full-service marketing firm specializing in websites, SEO, blogging and social media management. For a complimentary marketing analysis session, visit her website at <http://www.aimfiremarketing.com>, call (317) 456-BIZ4U (2494), or email syoung@aimfiremarketing.com.



Susan Young

Part of the reason for creating and sending out your marketing campaign is to
find your ideal customers.

Let the ones who aren't a good fit go, and
focus on finding more of the ones who are a good fit,
crafting your message to those people instead.

Will your furnace be ready when you need it?

As we leave the heat and humidity of summer, we know the chill of winter is right around the corner. Was your furnace working as well as it should last winter? Was it costing more to heat your home than you had hoped? Will it be ready for the upcoming heating season? Now is the time to answer these questions. A tune-up by a highly trained professional technician can get your existing heating system ready for whatever this winter brings and help it operate as efficiently as possible. If the time has come to explore replacement



Jod Woods

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with a new high efficient comfort system, fall is a great season to address this! Don't wait until the furnace leaves you cold! A wise decision is rarely made amid the stress of an emergency situation. Please call Anita at 317-831-5279 to schedule a complete furnace tune-up or an appointment to discuss your replacement options.



Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or Jod_D_Woods@EconomyHeatingandAir.com

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Keep or shred

Do you fall in the category of “pack rat” or “purger” when it comes to your personal documents? The best approach is somewhere in between the two extremes. Try these suggestions for a sensible but streamlined way to manage your paperwork.

Keep Forever

Because photocopies or scanned images of legal papers are usually not valid, store originals of these documents in a fire-proof container or safe deposit box.

- Marriage licenses, divorce and custody decrees
- Birth, adoption and death certificates
- Wills, trusts, financial and medical powers of attorney
- Passports and citizenship papers
- Military records

Keep While You Own the Asset

- Property abstracts, mortgage documents, insurance policies and receipts for home improvements
- Vehicle titles, purchase or lease documents and auto insurance policies
- Receipts, warranty certificates and operating instructions for household items
- Stock certificates and retirement plan records

Keep for at Least 7 Years

While your tax returns can generally be audited for three years after you file, that period can increase to seven years if the IRS suspects fraud or unreported income. And naturally, you must be able to produce all supporting documentation. The good news? The IRS will accept legible electronic records, so copy everything to a DVD or flash drive and store it with your “keep forever” documents. (Don't forget to delete any tax-related records from your hard drive for security reasons.) For more information, check out IRS Publication 552.

Scan and Save Digitally or Shred

Unless you have to retain originals of these documents for business purposes, these space-wasting items can be stored digitally and/or shredded each month: ATM receipts; bank statements and paystubs; and medical, utility and credit card bills.

Go Paperless When Possible

Just as State Farm® offers paperless billing and payment options, many of your recurring expenses can become paper-free transactions, eliminating the need to write checks or buy stamps. You can even choose to receive automated reminders so you won't overlook due dates. To protect your private information, sign up for electronic billing on encrypted web sites using the https:// prefix. And to save even more trees each month, opt out of junk mail lists. The Federal Trade Commission recommends contacting the Direct Marketing Association to reduce unsolicited mail. Other services, such as Catalog Choice and Do Not Mail, also may help reduce the amount of junk mail you receive.

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Anissa Veon

IPL announces plans to invest \$1 million for Morgan County park project

IPL announces further plans to invest in Morgan County. Through property tax abatement, IPL is contributing \$1 million for the White River Legacy Greenway Project at Old Town Waverly Park, located in the Town of Waverly. This investment will help transform the Old Town Waverly Park into a living history and learning center park, and is an important piece of the long-term vision for Morgan County.

IPL has had a relationship with the people of Morgan County since the current Eagle Valley plant began operations in 1949. Part of IPL's commitment to Morgan County is giving back to make it not only a better place for Hoosiers to work, but also to live through initiatives like IPL Day in the Parks. Earlier this year, 100 IPL employees mulched, painted and laid new sand and gravel to improve and beautify Jimmy Nash City Park.

Building the power plant in Martinsville provides a number of benefits to the community, including 660 construction jobs and 25 permanent positions at the new plant. Once complete, the project will bring about \$1.6 million per year into Morgan County through local tax revenue. The overall economic benefit to the state during construction is more than \$857 million and another \$48 million per year during operation.

CB&I Stone & Webster was awarded the Engineering, Procurement and Construction contract for the plant. Engineering and procurement is currently underway. On-site construction will begin in the spring of 2015, and construction is expected to be complete in 2017.

IPL currently has the lowest residential rates of the largest 20 cities in the United States. Customers concerned with the impact that complying with EPA standards will have on their future bills can find information about how



to reduce their energy usage at IPLpower.com/PowerTools. IPL continues to offer a wide variety of programs to help customers manage their electric bills by using energy more wisely.

Those interested in learning more about the CCGT project are invited to visit www.iplpower.com/generation. Questions about the project can be sent to IPLanswers@aes.com.

About Indianapolis Power & Light Company and AES. Indianapolis Power & Light Company (IPL), an AES Company, provides retail electric service to more than 470,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information about the company, please visit www.IPLpower.com.

2014 Morgan County Career Expo slated for Oct. 3

The true ratio of jobs in our economy is 1:2:7. That is, for every one occupation that requires a master's degree or more, two require a 4-year university degree, and seven require a 1-year certificate or 2-year degree (Gray & Herr). As students make curriculum choices throughout high school and beyond, it is important to help align their interests and abilities with the right education and training.

Thanks to the partnership between the Greater Martinsville Chamber of Commerce and Morgan County Economic Development Corporation, students from all county middle and high schools will have an opportunity to participate in the 2014 Morgan County Career Expo on October 3rd at the Morgan County Fairgrounds. This builds off of a similar event hosted by the Chamber at Martinsville High School last year.

The Career Expo will be set up like a trade show, featuring local employers who will help familiarize students with their companies and create awareness about the various post-high school credentials and skill sets needed to work in their industries. Ivy Tech Community College and other post-secondary educational institutions will also be available

to offer guidance. Morgan County companies interested in exhibiting may request a registration form by emailing MorganCareerExpo@gmail.com.

“We feel that all of our students need to be aware that there are many avenues for obtaining a meaningful and fulfilling career,” noted Jamie Taylor, executive director of the Martinsville Chamber. “We also want to show that well-paying jobs at all levels exist here in their own community with Morgan County employers.”

In addition to the school field trips to the Expo during the day, an evening session will be open to the public from 3:30PM-7:30PM. Parents and guardians are especially encouraged to bring their students back in order to walk the floor and explore career paths together.

“Through events such as the Career Expo and the School & Employer Workforce Forum that was held in August, our goal is to facilitate valuable partnerships between the business community and school systems that will help prepare Morgan County's future workforce,” said Lindsay Beckman, director of business development for the Morgan County EDC.



Planner of note

GREATER MARTINSVILLE CHAMBER OF COMMERCE

WELCOME NEW CHAMBER MEMBERS!!!

Jane Blessing
Johnson Memorial Hospital
Darrell French
The Caulk-It Co. LLC
Brittani Bentley
PDS Connect
For more information visit: www.MartinsvilleChamber.com

GREATER MOORESVILLE CHAMBER OF COMMERCE

WELCOME NEW CHAMBER MEMBERS!!!

Hoosier Vapor
David Reddick
For more information visit: www.MooresvilleChamber.com

TOWN OF MOORESVILLE - BUILDING PERMITS

Josh Smalling, Rockhill Court, Demolition
Clay Kowalsky, Goat Hollow Road, Residential Accessory
Jason Stine, Indiana Street, Commercial Accessory
Great Day Improvements, Runnymede Court, Residential Remodel
Shae Company, 5365, 5399, & 5409 Shae Lake Drive, New Residential
Roger McGlothlin, Clearview Drive, New Residential
Jonathan Earles, Edgewood Drive, Residential Electric
The Sign Group, Moore Street, Signage
KDH Corporation, 111 & 113 Trinity Way, New Residential
Jeffery Smith, Allison Road, Residential Accessory
Rob Wesselman, Clay Street, Residential Electric
Rob Wesselman, Main Street, Residential Electric
Frank Jones, Southbridge Street, Signage
American Sunspace, Watson Road, Residential Remodel
David Wilson, Rooker Road, Residential Remodel
Brian Spengler, Indiana Street, Residential Remodel
Carl Atwell, State Road 144, Residential Accessory

Morgan County Building Permits

John Blaydoe, State Road 42, Residential Electric
Michael Hendershot, Stafford Place, Single Family Residence
Kim Silbaugh, State Road 142, Pole Building
Joann Hendryx, Ridgeway Lane, Carport
Andrew Roeder, Forestview Lane, Residential Addition
Terry Miller, Smith Lane, Residential Electric

Salvador Diaz, Old State Road 144, Patio
Foxcliff Estates, Ramsgate Road, Billboard Sign
Town of Paragon, Box 261, Temporary Electric
Craig Bell, Arthur Road, Residential Addition
Tanya Martin, Centenary Road, Porch Enclosure
Thomas Mulvihill, Crone Road, Electrical Service Meter
Robert Moore, Roscoe Lane, Enclosed Carport
Randy Pruitt, State Road 142, Electric Service to Barn
Jennifer Buster, Robb Hill Road, Pole Barn
Vic Spina, Clear Creek Blvd, Single Family Residence
Brian Alspaugh, Cedar Trace, Single Family Residence
Zach Gray, Dayhuff Lane, Single Family Residence
Trina Melling, State Road 142, Single Family Residence
Oscar Kirk, Arthur Road, Single Family Residence
Robert McQuinn, Upper Patton Park Rd, Residential Electric
Dan Archer, Skyway Lane, Garage
John Bolin, Cramer Road, Pole Building
Clyde Pennington, Orchard Hills, Pole Barn
Randall Snowden, Egbert Road, Residential Electric
Lonnie Cochran, Valley Lane, Storage Building
Jeff Wourms, Pine Needle Lane, Pole Barn
Don Dillard, Ramsgate Road, Single Family Residence

New Business Filings

Dave Williams, Howling Hills Obedience Training
Lauri Woods, Woodridge Music Studio LLC
Howard Owen, Howard Owen Photography
Teresa Purdy, 7 Cedars Yoga
Sarah Martin & Daniel Holder, Corlette Ridge Homeowners Association
BR Associates, Servus

Sheriff's Sales

Current updates available at http://morgancountyjail.org/index_003.htm
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.



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COVER PARTY

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