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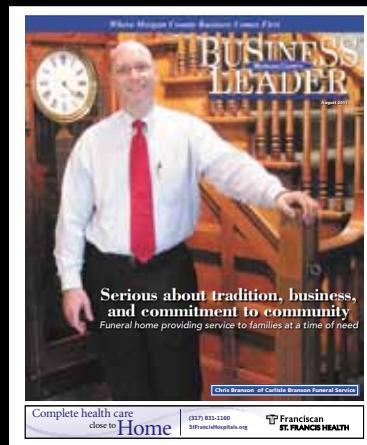
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Adapting to the 'unusually uncertain' business environment

At the August Martinsville Chamber of Commerce luncheon, Indiana Treasurer Richard Mourdock, quoting Federal Reserve Chairman Ben Bernanke, spoke of the "unusual uncertainty" of the economy—quite an appropriate and understated term to summarize recent months.

In this month's issue, we'll meet several business leaders in Morgan County who have found ways to change and adapt to the "unusual uncertainty." They recognized the changing of the status quo, and knew if they failed to make the necessary changes and corrections, their businesses would fail and the people who depended on them would suffer.

Sometimes a simple change creates a huge positive impact on business. When Chip Keller of Keller's Office Supply opened in 1998, he considered an elaborate website allowing corporate clients to order supplies an extravagance few customers would ever use or care for. Such a system would prove a far greater expense drain than any sort of strategic advantage. But slowly, things began to change, and when his customers were ready to embrace the convenience of website ordering, Chip didn't hesitate to invest in a new, elaborate website with secure client ordering processes—a move which not only ensured he kept his local clients but opened up the potential to take his offerings far beyond his local storefront.

When Brad Shields of Form/Tec Plastics took over the family business from his parents, he gradually changed the direction of the company. Form/Tec had enjoyed decades of success providing shatter-resistant windshields for professional race cars and motorcycles. Brad began researching ways to diversify its product line, and identified new audiences and applications just as the motorcycle and professional racing need was drying up.

Grant and Tammy Thompson also recog-



Jim Hess

nized the need to change. Owners of a highly successful computer store throughout the 90s, the Thompsons refused to settle in for business as usual. As computer sales and repair stores of their kind declined sharply, the Thompsons had already taken the first steps to a new, improved model of computer service, and emerged with a "next generation" model that thrives to this day.

But it's not enough for today's business leaders to adapt to these "unusually uncertain" times. Visionaries in the education system must also stand ready to re-think the old model of schooling. Mooresville Public Schools is in good hands with superintendent, Brad Lindsey. His combination of innovative vision, leadership skills, and the ability to motivate his "team" of talented teachers has yielded impressive results. Lindsey has initiated innovative policies that brings modern technology into the classroom, brings a "tri-dimensional learning" model to teaching and gives new meaning to the school's motto "Enter to learn, depart to serve."

In only three years, that investment has already paid off in the form of improved student performance, including a 13% increase in math and English scores and a graduation rate that places them in the top 4% of all Indiana schools.

It is imperative that we all learn to adapt to these "unusually uncertain" times. This month, we're pleased to present several stories that prove Morgan County is on the right track to thrive in the climate to come.

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CablesForLess.com successful by adapting to business climate

By Elaine Whitesides

Morgan County Business Leader

It's possible to miss the entrance to CablesForLess.com, a multi-million dollar business on S.R. 39 in Mooresville. The unassuming company sits on 11 tree-filled acres in perfect proximity to I-70 for deliveries, and owners Grant and Tammy Thompson love the serenity there.

CablesForLess.com is an online retailer that sells cables to connect any electronic devices. They specialize in fiber optic cables, home theatre cables and custom cables made at their facility for both consumer and commercial applications nationwide.

"We serve the consumer who needs one cable for a laptop to the military or NASA," Grant says to sum up the soup to nuts variety available online and in the retail store. "We shift, we change and adapt. We evolve and adapt to the needs that are out there."

When the couple had their first child, Grant left his job at a computer store to be Mr. Mom. He says he became an entrepreneur by design – his customer's design. His knack for computers compelled them to find him and he started providing service out of his house. "I told them I didn't want to do it, but they wouldn't go away."

Before long Grant opened a computer sales and repair store in Mooresville, where there was no competition, followed by stores in Avon and Martinsville. In 1996 Tammy left her job as a medical assistant to join him.

CablesForLess.com was a pet project, Grant says. "I would go home at night and tinker with this cable thing, knowing the computer store wasn't going to last forever."

"Computers went the way of TVs in the '50s," Grant says. When Dell went after small business, he saw the handwriting on the wall. They closed



Photo by Elaine Whitesides

the doors on the computer stores in 2005.

"You learn from past experiences. While the computer store wasn't a failure," Grant says, "It was profitable when we closed it, the potential wasn't there. We learned how to do a much better job in a different business."

Tammy nods in agreement while Grant explains what happened after 9/11 and the airlines shut down. "Local economy took a big hit and the dot coms failed and so what we did was shift things. Between 2001 and 2005, we changed the emphasis on the two businesses – slowly shut one down and built the other up."

While that was happening, Tammy adds, "Grant got sick." He contracted bacterial men-

ingitis, throwing their lives into a tailspin. He was in a coma and near death for a period and she helped manage home and business while he recovered.

"Before I got sick," Grant says, "I was chasing the dollar and working hard. There was more emphasis on making money and then, almost having lost my life, I realized what was truly important. I got my life in order and business has been going better ever since."

"We doubled sales yearly until 2008, until the recession hit. It's not recession proof, but it is recession resistant, by targeting customers who have money for a product that is always needed: a smaller price in a bigger picture." He says he

CablesForLess.com

Grant and Tammy Thompson, owners
9093 S. S.R. 39
Mooresville, IN 46158
Phone: 800-273-9556
E-mail: grant@cablesforless.com
Web: Cablesforless.com
Hours: Monday – Friday,
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saw how the big stores hurt the computer store sales and adopted the business model, the bulk mentality. "We sell tens of thousands of cables a day," he explains. "It's volume sales."

The couple purchased the property on S.R. 39 in 2008 with an SBA-guaranteed loan just as the recession hit. He laughs when he says, "We had an open house party the week the DOW went from 14,000 to 7,000."

"Sales haven't doubled, but they haven't gone down and we are able to pay our bills even when our overhead doubled. We've got 15 employees and do sales in one day now what the computer store would do in a month. We've opened up a much bigger market."

"The business is a reflection of me and who I am," Grant says as Tammy nods. "I live responsibly – paying taxes, taking care of employees. Having gone through illness, life is so much better and I appreciate it so much more."

"I decided that shortcuts are not for me," Grant says. "I decided to work hard, stay on top of it, treat people right and it will happen. And it has."

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Roller coaster

The volatility we have seen in recent weeks was eerily similar to the fall of 2008. But the volatility is the only similarity we see. Jeff Kleintop, Chief Market Strategist, LPL financial draws these comparisons to the summer of 2010.

"At the low point of last week (August 8-12), the S&P was down 17%, similar to last summer's volatile 16% peak-to trough decline".

"The 10 year Treasury note yield has fallen 1.6 percentage points from the high of the year, similar to last summer's 1.6 percentage point decline from the high of the year".

"The drivers of the decline are similar to last summer, as well. Last year, Europe's debt problems were the main cause of the market's decline, as was an economic soft spot in the United States as the stimulus began to fade when the Federal Reserve ended the QE 1 bond buying program and state and local governments were cutting back on spending".

The current political situation has only exacerbated the situation. We have a president who doesn't have a plan. His budget was voted down by a vote of 97-0. Even HIS party didn't like it, but



Tim Corman

when he returns from his latest vacation he says he will have a jobs plan. Yikes! The President has yet to learn that government does not create jobs, and that monetary policy cannot fix all problems.

Michael Santoli of "Barron's" says "My opinion is that the stock market collapse is much more similar to 1998 and 2010 than 2008. It is based on pure unadulterated fear"

Brian Wesbury, Chief Economist First Trust Advisors, opines "Fundamentals remain robust, the markets have moved lower on fear. As a result, the market is once again presenting a buying opportunity"

Larry Fink, CEO of Blackrock, the largest money manager in

the world says "Do I believe equities here represent a good opportunity? Absolutely! You have companies trading with dividend yields above 5%. With interest rates as low as they are equities are a very powerful alternative for income, long-term inflation protection, and price appreciation."

And our friend Jeff Kleintop again, "Although we expect volatility to continue, we see a more muted level than last week's market roller coaster ride and climb over the months ahead. In general, we advise investors to do what they normally do on a roller coaster: hang on tightly, grit your teeth, scream if you need to, but do not jump off"

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

"Bull markets are born on pessimism, grow on skepticism, mature on optimism, and die on euphoria"

Sir John Templeton

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Turn dreams into action: Setting SMART goals

Last month in the article "Finding Direction" I gave you thirty days to define one dream that's been bouncing around your brain for a while.

I understand choosing just one dream can be difficult. Stick with me. We started with one dream as an example of how to put a plan into action and start making your true dreams real.

When Tomorrow Turns Into Next Year

We all put off going after the big dreams. We even postpone the little ones because we think we are too busy, or other things in our lives "get in the way." Many of the things that keep us from our dreams are excuses. This is why dreams must be grounded by our values. If your values are at the center of your dreams then they will be easier to reach and you will be less likely to put them off.

Don't put your dream off any longer. The key is to ACT NOW!

To realize a BIG dream you need to take smaller steps to make it happen. Setting goals along the way gives you smaller targets to hit.

Let's set some SMART goals to help reach that dream. The acronym SMART stands for Specific, Measurable, Attainable, Realistic and Timely. Here is a look at each letter and what it represents.

S - Specific

The more specific you are about what you want to achieve, the better you will be able to visualize the goal. When you think about a dream vacation you don't say, "I want to go to a warm beach." I will bet you have in your mind the color of the water, how the sand feels between your toes and what kind of drink you are holding. Think BIG, but visualize the details.

M - Measurable

Your goal should be narrowed down to more than a ballpark answer or a guess. If you know your waist needs to be 36" around to get into your high school football uniform, your goal to lose "an



Thomas Barnes

inch or two" off your 38" waist isn't going to do it. Getting to 37" is going to make those pants feel awfully tight. Know where you need to go.

A - Attainable

If your goal is to climb a mountain next month, you may not want to make Mount Everest your goal. A young rock climber could climb some big hills, but making the jump to Mount Everest may not be attainable without more skill and experience. Setting goals that don't fit your education, training or talents can cause disappointment. Start with smaller achievable goals that give you success on your way to the mountain top. The idea is to enjoy the road to success!

R- Realistic

I may be a good business owner, success coach and mentor, but I will never be the CEO of a Fortune 500 company. I am realistic about my goals. You should be too. I love owning my own business, but I also love coaching and mentoring small business owners. Being a CEO of a huge company may be attainable for me if I put in the time and effort, but I don't want that path for my life. It wouldn't leave time for other things I like to do.

T- Timely

You want to have one hundred new clients for your business... sometime. Do you want them by tomorrow or in a year from now? Setting an attainable and realistic goal is only part of the process. You need to say when the goal will be reached. Giving yourself a deadline will light a fire to move you forward.

Remember this about goals. Setting SMART goals starts with what is important to you. If you know your values it becomes obvious very quickly how realistic and attainable a goal is.

Other Ways Goals Help

Besides helping you map a road to success, goals have some other advantages. Setting goals can:

Motivate You

Reaching shorter term goals can help you feel like you're moving toward the dream and you build steam by getting things done.

Keep You On Track

Goals can be a way to check your compass and reset your direction. If you meet goals that don't seem to get you closer to your dream, take another look at where you're going.

Measure Your Progress

If you are meeting your goals and getting closer to your dream, GREAT! If you miss meeting a goal, take a look at your goals again. A missed goal is not necessarily a failure. A failure could just be sending you a message about your goals. Was the goal attainable? Was it realistic? Or did you miss the target on how long it would take?

No matter what dream you chose, setting SMART goals is the best way to realize it. Break the dream down into specific steps that are measurable, attainable, realistic and have a set date to complete them.

Over the next month, set some goals that move you toward your dream. Next time I will show you how developing a strategic mindset can help you meet your goals and achieve success.

If you need help with your goals, contact me and I can help you come up with a plan.

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

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Operating a business in a saturated market: How to stand out

Success attracts competition, and in selected product/service categories, can often lead to a perceived saturated market of too many companies chasing too few customer dollars. In most cases, however, there is still room for innovation and creativity. How does a business owner manage his/her operation in that sort of environment? The key is to stand out, be different, so that you immediately attract members of your target market, get their attention, and then begin developing relationships to hopefully make them "lifetime" customers.

This doesn't have to be rocket science. Think about it...what attracts you to do business with a new firm? Of the companies that you currently buy products and services from, are there ones that exceeded your expectations from the very start, and for which you have developed a long-term loyalty?

Perhaps you are made to feel special when you trade with them. I once had an auto repair facility owner where I used to live that called me after most every visit to his shop, to make sure that I was satisfied, and to thank me for my business. That personal follow-up made me feel valued, and they would still be servicing my vehicles if they now weren't so far away.

Perhaps you are offered some special incentive to initially stop by, and then to come back to see them. A new swimming pool supply dealer now has my business this season through attractive "loyalty program" deals and coupons that they keep showering me with. This is supported by a trained, friendly staff that now knows me when I walk in, and provides free valuable technical knowledge when needed.

Perhaps they consistently do the unexpected "little things" very well. I used to travel a lot on business, and there was one small hotel in upstate New York that I always stayed at during my annual visits to the area. It wasn't one big thing, but a lot of little surprises that made the differ-



Larry White

ence: complimentary popcorn in the microwave in my room, a mini library near the lobby with a variety of newspapers & magazines to read, free shuttle service to neighborhood restaurants at dinner time, etc.

Perhaps they simply provide great overall value in creative ways. There is a family owned ice cream store in a small town near where I live that has placed a complimentary cherry on top of every soft serve ice cream cone that they have served since they opened, just to make their product a little different than their major competitor down the road.

I would encourage you to consider some of the reasons for your own buying behavior, and then apply some of these best practices to your small business. Even in a saturated market, a business plan that includes a unique selling proposition and proactive relationship building can help you stand out in the crowd and improve your odds of developing a larger foundation of customers/clients for your increased success.

Larry White is a business advisor with Central Indiana Small Business Development Center (SBDC). You can reach him via email at lwhite@isbdc.org or by calling 317-921-4859.

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Martinsville excited

By Bob Sullivan
Morgan County Business Leader



Chip Keller was born and raised in Martinsville, attended Butler University where he obtained his CPA, lived in Indianapolis for a short time before returning to Martinsville. "My wife (Michelle) was also from here, she clinched us coming back." In the meantime, he continued to pursue a career as a CPA with an Indianapolis firm for several years.

"Retail business runs in my blood," said Chip. "My father owned a business on the square that my Dad took over. My grandfather on my other side had a business in Martinsville. My great-grandfather was one of the primary owners of Grassy Fork Fisheries. So I always had it in the back of my mind to come back to my hometown, if I could."

Chip laughs, "It wasn't my dream to go into office supply, but public accounting was taking its toll. Long hours, traveling, and I knew I didn't want to keep doing that. One day, by coincidence, there was an office supply store that was closing for internal reasons, not for lack of business. So I knew the opportunity was about to open up, and if I was ever going to open a business in my hometown it was now or never."

"We make it easy for customers to find what they need. If we don't have it, we order it. In most cases, we can get it in 24 hours. If something goes wrong, we'll order for any reason. We're not easygoing about it. We want our customers to be happy."



Martinsville business owner talks about hometown growth

Chip Keller opened Keller's Office Supply in August of 1998, so far experiencing 13 "lucky" years as a respected business owner with a reputation for providing outstanding service and a commitment to the economic growth of his hometown. "When I opened, I leased a spot in the square," Chip recalled. "Then after three years, the opportunity came up to purchase this building, and I've been here ever since."

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Chip says his co-workers in Indy "thought I was nuts. But for me, money is not the driving factor of what I do. I like being my own boss. I like being here, and not just living here, but being involved in the local organizations, like the Rotary Club and the redevelopment organizations. I have the time and the flexibility to be involved in a lot of things, not to mention, being an active Dad. I get to be their little league coach. It's about a quality of life, more than about where can I make the most money."

Looking back, Chip says his first year in business was "tough, but probably not as tough as it would be if I tried to start now. 90% of my product goes out the door pretty fast. Early on, I secured the big local accounts, like the County Government departments, the local hospital, and the schools. I grew my core business from there. The clients order from me during the day, and we deliver the supplies the next morning. Having those sorts of bulk-need clients allows us to keep our storefront open for walk-in customers to browse, to provide excellent service to the one-person and mid-size business client, even now, when people are cutting back and buying only what

they absolutely need."

Chip says Keller's Office Supply offers an array of products, including many categories some might not consider, such as janitorial supplies, self-inking stamps, business cards, and furniture. Chip prides himself on customer service. "We make it easy for our customers to find exactly they need. If we don't have it in the store, in most cases, we can get it overnight. If something goes wrong with an order for any reason, we're very easygoing about working with our customers to make it right."

A few years ago, Chip revamped the store website to allow for greater flexibility. "It's an important ordering tool, and was the best investment I've made in years," Chip says. "Our clients can keep their supply ordering on their account online. Most of the time, they're placing a slight variation of their usual order. With their web account, they don't need to call in, they don't have to worry about bothering someone or being put on hold, they just log in, place the order, hit send, and forget about it until it arrives the next morning. Businesses expect that kind of convenience and efficiency. Not only has the website increased our orders dramatically, but I hear from some long-

Keller's Office Supply

Chip Keller, President
159 N. Main Street
Martinsville, IN 46151
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term clients they would have found someone else if I didn't have the online ordering in place by now."

Chip is heavily involved in community development-related programs. He was on the Chamber board for three years, is the treasurer of the Rotary Club, and was named to the city's Economic Development Commission. "I'm really interested in helping develop TIF (Tax-increment financing) districts in Martinsville. By not having them, we're not been on the same playing field as the rest of the donut communities around Indianapolis. TIF districts are a way to finance roads, water, sewer, etc, and will allow for significant economic growth. It's an important first step for us. I'm always happy to see town growth, to see Arti-fest taking off, to see that the Fall Foliage Festival continues to do well, and that investments like the Art Sanctuary are paying off." Last March, Chip Keller and Keller's Office Supply were recognized as the business of the year at the annual Mayor's Dinner.

Chip and Michelle have been married 14 years, and have two children, Emmah, age 10, and Ben, age 9. Michelle owns a salon in Bloomington.

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Parents and students come in with their signed paperwork, turn it in at the desk and get a laptop, then proceed to one of the stations where a technology department member will help them establish their login, password, and Internet connection.



Photo by Elaine Whitesides

Taking on the 21st Century with a new model

By Elaine Whitesides

Morgan County Business Leader

Superintendent of Mooresville Schools Brad Lindsay is steadfast. “We are preparing our students to go succeed and make a difference in the world; and we can’t do things the way we used to because the world has changed and the budgets have changed. The old model doesn’t connect with the new world.”



Lindsay

He says it is critical to reinvent systems that teach new skills because jobs are changing so fast. The skills of collaboration, written and oral communication, literacy, technology, problem solving, thinking and applying learning to situations are the key. “We believe developing those skill sets and a passion to learn is what is going to prepare them,” Lindsay says.

“We’re all in this together for the good of the community,” Lindsay says. One strategy is developing partnerships – with the parks, the police, the fire department, the town council and businesses to reduce expenditures and share resources.

The district has one of the lowest expenditure per student ratios in the state. At the same time, Mooresville has achieved one of the highest graduation rates in the state and overall ISTEP scores reached the top 24 percent of the state this year. He asks, “What business wouldn’t like to say that?”

By creating and modeling collaborative partnerships, Lindsay believes something else will happen. He says, “The outcome of the collective energies will be the example for students to take out into the world with them.”

Lindsay himself is a role model. He says, “I have a responsibility to serve. Whatever role I ever have, my goal is to serve and be the best I can be. I want to scout out what is out there being successful and producing. I ask, ‘why does that work?’ and then we work in teams to collectively share. There are some areas of expertise I can bring, but there are areas that the expertise comes from others; our teachers, our staff, business and community.”

“We are not in a status quo mode. We are keeping a healthy sense of urgency. We have a job to do and the stakes have never been higher. The world is changing exponentially; therefore we have to have disruptive innovation to learning.”

One bold new innovation is the distribution of laptops to each eighth- and ninth-grader in the district, which is expected to be about 700 students.

Mooresville High School Principal Chuck Muston says, “The idea is to provide Internet access and access to our server to use technology and other tools that we have at our disposal to deliver instruction.”

Students and their families will be able to use the computers at home, but students are responsible for having them charged and ready for school every day. Lessons, assignments, collaboration and help will all be available 24/7 – whenever the student is ready to work. Because Internet access is through the school servers, it will be restricted – there will not be access to Facebook, Twitter and other such sites.

The administrators acknowledge the excitement of the staff, the students and their parents. They also understand the paradigm shift that is required since this type of methodology is far outside the educational experience of most parents. Their expectation is that engagement will soar since they believe students are more likely to have their laptop open than a textbook. They hope that engagement spills over at home to start conversations about learning that stimulates additional curiosity and the pursuit of knowledge for the whole family.

“It’s the future,” Muston says. “This is where education is going and we can’t fight technology, nor do we want to. Colleges and employers expect people to come to them technology ready.”

Lindsay credits Robert Sendelbach, the director of technology, with finding resources to make the program possible for the schools. Sendelbach says the district is not the first to distribute laptops to students. But in Mooresville,

the critical component was the aircard built into each of the Hewlett Packard notebooks because Mooresville is not Internet accessible in all places. In fact, a survey of high school students indicated that only 25 percent of them had high speed Internet access at home – it just wasn’t available. That changes with the built in aircard and the affordable Verizon service.

You’ll hear much praise for Hewlett Packard and Verizon in Mooresville right now. They are held up as businesses that stepped up and are providing an experience for a blue-collar family community that would not otherwise be possible. Muston says, “As technology changes, (the students) will have an experience to draw from, which will give our students a leg up as they compete in the career arena.”

As Lindsay states, learning is first and foremost here and everyone has their eye on common goals. They are employing the strategic map developed by the board and advisory teams as a multi-pronged approach to education – one that includes the teachers and schools, the families, the parents, the students and the community, including business.



Kyle Davis from the technology department works with two students to get their computers set up.

Photo by Elaine Whitesides

Taking a business approach to a goal that is distinctively Mooresville

By Elaine Whitesides

Morgan County Business Leader

Not only was there a changing of the guard two years ago when Brad Lindsay was named Superintendent of Schools in Mooresville, there was a change in the trajectory of the education of young people in the community – and the purpose to make a dramatic change.

Following the example provided by his father, Dr. Larry Lindsay, Chief of Staff at Indiana Wesleyan University, Brad Lindsay studies leadership and what makes businesses sustainable. He says it is in the common mission, the common goals and collaboration; everyone engaged doing the best work possible and continuing to improve – and he is applying that approach in the district.

It began as a ripple when Lindsay was the Assistant Superintendent, Director of Curriculum and Instruction starting in 2008. In 2010, he became superintendent and three new board members joined the existing board. The ripple became a wave when there was a decision to create a new structure. “We audited everything,” Lindsay says “to ascertain where the district was and then analyzing where we most wanted and needed to go.”

He says they wanted a broad-based team that included business

leaders, the community and teachers to develop a strategic map. About 80 people participated and were divided into four executive advisory teams to share expertise in specific areas: the finance advisory team, the academic advisory team, the facilities advisory team and the communication/connections advisory team. Teams shared their expertise over a series of meetings and a 3-year strategic map resulted.

Principals began working with staff in each school developing curriculum that aligns district goals and objectives framed in the strategic map with state and federal curriculum standards and then applying best practices to meet those standards.

“When they graduate, we want all kids to be career and college ready or future ready today,” Lindsay says. Believing that elementary is the foundation; he says efforts have been concentrated first there. It has made a difference.

“What has happened by intentionally focusing, planning and sharing together over the last two to three years is that we have improved by 13 percent in English and Math of all students in grades 3 – 8 combined,” Lindsay says. “(Mooresville) is now in the top 24 percent of the state.”

The Mooresville high school graduation rate is now in the top 4

percent of the state of Indiana, including all high schools – public, private and charter.

“We have to win with student growth, in the adequate yearly performance,” Lindsay says. “We believe that the more successful we are, the more freedom we will have to create the tri-dimensional learning of students, which we believe is really the purpose to positively influence and impact the lives of our students.”

The tri-dimensional learning Lindsay refers to includes heart, mind and body. He says it harkens all the way back to 1959 when the new high school was opened. “Enter to learn – depart to serve” was the call to all Mooresville students and he says that is as relevant to students today as it was then.

“We aren’t trying to be like any other school community,” Lindsay says. “We want to be uniquely Mooresville, distinctly Mooresville, so we can bring to our students what they need to be successful in the world. We are creating an environment that is the Mooresville way of effective instruction and learning by taking the best of what we do and developing a system that is uniquely Mooresville.”

“We are proud of our Mooresville community and we know our best is yet to come!”

6 Emotional short circuits that will kill your sales

Last month I promised I would share the different types of Sales Call Reluctance™ that Shannon Goodson and George Dudley from Behavioral Science Research Press have discovered over their many years of exhaustive research. In their book, *The Psychology of Sales Call Reluctance*, Goodson and Dudley give a complete and thorough description of each of 12 types, the imposters and specific steps to remedy them. This month I will share six of the 12 with you.

Sales Call Reluctance is best described as an emotional short circuit that diverts energy from the activity of prospecting to the activity of procrastinating. Procrastinating can encompass a wide variety of things, which determines the specific type being portrayed. Some are highly contagious. While some are difficult to remediate, others can be easily and quickly cured.

Sales Call Reluctance is very costly. Goodson and Dudley report that, "as many as 80 percent of all salespeople who fail within their first year do so because of insufficient prospecting activity." In my experience of coaching folks with Sales Call Reluctance, I can absolutely corroborate their observation.

Jeffrie Story, a fellow coach and certified facilitator of the assessment and workshop for Sales Call Reluctance, describes six types of Sales Call Reluctance:

Doomsayer: Slow to take risks, invests considerable energy in anticipating and worrying about low probability catastrophes. Sales is usually a stressful occupation because it involves a lot of risk. Hereditary; can be managed, but not eliminated.

Over-preparer: Always busy preparing, organizing and getting ready to prospect. Tends to over-analyze and underact. Over-talks with customers.

Hyper-Pro: Places great importance on image and prestige. Likely to remove self from any situation considered beneath him/her or that does not serve to promote image ... such as prospecting. (Caricature: Frasier)

Stage Fright: Fears making group presentations, but may perform well in initiating one-on-one contacts. Effects inside sales because others can hear them.

Role rejection: Secret shame of being in sales; they sometimes don't know it themselves.



Jack Klemeyer

May have accepted some negative stereotypes of salespeople and assume that everyone else has them as well. Highly stressful and easy to cure.

Yielder: Fears doing anything which might be considered pushy or intrusive. Always waiting for the right time to call or follow up; hesitates to close. Good at developing relationships but slow to make sales from them.

Do you see yourself in this list? If not, next month the remaining six will be highlighted.

Sales Call Reluctance is a registered trademark of Behavioral Sciences Research Press, Inc., Dallas, Texas. ALL RIGHTS RESERVED.

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



Morgan County Economic Development Corporation opens new office in Martinsville

The Morgan County Economic Development Corporation (MCEDC) officially opened a new office in Martinsville on Wednesday, August 3. The office, located at 110 West Morgan Street, complements its Mooresville location. Participating in the ribbon-cutting ceremony were (left to right) Dan Moore, president of the MCEDC and Home Bank; Joy Sessing, executive director of the MCEDC, Phil Deckard, Mayor of Martinsville; and Jamie Thompson, executive director of the Martinsville Chamber of Commerce. MCEDC's mission is to serve Morgan County by providing education and resources to businesses to foster the growth and prosperity of their residents.

Networking Opportunities

Martinsville Chamber of Commerce:

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

Mooresville Chamber of Commerce:

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

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.

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, e-mail: 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.

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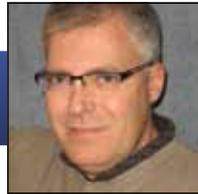
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Top Tips from tiptopics.com

12 ways to energize your brand with content and design

Presented by Bob Chenoweth

Is your business brand anemic? Do you react to external business factors rather than define your niche and lead your market segment? If so, here's how you can combine content and design to update your brand, keep it relevant, and energize your business. Let's start with design:



**Bob
Chenoweth**

6 Ways to Strengthen Your Brand with Better Design:

Update your logo. Whether you run a corporation or a small business, your business needs a logo. Already have one? Great. Does it look fresh? Does it convey the visual essence of your business? Does your logo easily integrate with modern Web and social media platforms like Facebook? If not, let's talk.

Redo your signage. With an updated logo in place, extend that new brand element to your business signs, whether on your building, service vehicles or outdoor media.

Coordinate your colors. Does your product packaging reflect the palette of your logo? What about your marketing collateral? If not, bring these elements into color harmony.

Update your marketing collateral. Don't just plug that snazzy new logo into an outdated business card, brochure, letterhead and other print media. Look for ways to freshen the whole look. But be careful: make sure your new look works well with your core message.

Update (or build) your website. Does your website seamlessly integrate your logo and color palettes? If not, it might be time to modernize and harmonize your site. Updating or building a website doesn't have to be expensive. With blog-based platforms like Wordpress doubling as simple, professional websites, you can look good on the Web very affordably.

Extend your brand to video. Even if you run a small business, you can benefit from posting a video to your website or building a YouTube channel. The good news for the do-it-yourselfer is that audiences have come to expect and appreciate spontaneous, point-and-shoot videos. If you want a slicker look, get help from a video or marketing design professional.

6 Ways to Strengthen Your Brand with Better Content:

Now let's look at ways to strengthen intellectual and emotional connections to your brand with content:

Firm up your core message. Do you have a clearly defined USP (Unique Selling Proposition)? Your USP should concisely communicate your competitive advantage. In other words, your core message should tell prospects why they should do business with your company instead of your competitors. Your core message can be your tagline. Conversationally, it should be your "elevator pitch."

Answer questions with your website content. Armed with a rock solid USP,

you can use your website to disarm skeptics. Anticipate their objections and answer the cautious buyer's questions. Remember, people do business with the people, companies and brands they know, like and trust.

Perk up your print collateral. As you update the design appeal of your marketing collateral, make sure the visuals match your message. Harmony is good. Harmony soothes. Harmony sells.

Market with email. Email marketing can be among the best or worst marketing techniques. Done with permission and with the mindset of providing information that helps your targets solve problems, it will be welcomed. Knowing what your targets expect and appreciate – in terms of content and frequency – can help you strike the right balance and build relationships. Most email marketing is do-it-yourself.

Get social. Social media is here to stay. It continues to forge new ways to connect and engage. The good news for marketers is that it can create more intimate relationships. But play carefully in the social media sandbox. Be helpful, not hypish. Be transparent, authentic, and personal.

Blog till you bleed. Blogging works. Over time it tells the most complete story of your business and how your business can solve the needs of your customers. The blogging bonus is that search engines reward quality content (and lots of it) with higher search page results IF you write with specific keywords and phrases in mind to help you connect with clearly defined targets. But blogging is more easily said than done. It requires the artistry of a professional writer and the strategic mindset of a project planner and manager.

Bottom line: Content and design are a great one-two punch: individually crucial, yet stronger when strategically planned and implemented together. They can quickly and deeply influence your prospects, making it easier to turn targets into customers. Of course, updating or integrating the content and design aspects of your marketing isn't easy. If you need assistance, contact me. I'll be glad to help.

Bob Chenoweth is the founder, President and Chief Creative Officer of TipTopics LLC. A professional writer, content consultant and graphic designer, Bob also owns Chenoweth Content & Design LLC, which specializes in helping business owners and operators craft messages that communicate, illuminate and resonate. To learn more, contact Bob Chenoweth at: Chenoweth Content & Design LLC 30 Greenwood Drive Mooresville, IN 46158 bob@chenowethnow.com (317) 831-7760 (Office) (317) 402-2613 (Cell)



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Shatter-resistant Form/Tec Windshields make a huge impact

By Bob Sullivan

Morgan County Business Leader

Brad Shields, General Manager of Form-Tec Plastics of Martinsville, admits shatter-resistant windshields are impractical and not necessary for the automobile of an average commuter. But for operators of race cars, motorcycles, military vehicles, and motorboats, removing or reducing glass shards from a high speed impact may mean the difference between life and death. Consider, also, the different a pair of lightweight, flexible polycarbonate eye-goggles and face masks can make when attached to the helmets of U.S. soldiers. But the benefits of Form-Tec's shatter-resistant shields are not always so dramatic. Sometimes the view from the Disneyland Monorail (which is, according to Shields, the largest windshield on any public-access vehicle, made up of only two custom pieces) simply stays scratch- and scuff-free for months longer than their closest competitor.

"Form/Tec creates an array of shatter-resistant shields and windows by expertly forming polycarbonate sheets for both optimal visual clarity and heavy gauge resistance. Polycarbonate is very tough and very lightweight, but it's difficult to work with, which is great for us," explained Brad. "Once it's shaped, we coat the shield to resist abrasions and chemicals. There are only a handful of companies in the world that can custom-shape this material to spec. That's why we're sought after by the military, auto racing, and for niche needs like the monorail windshield at Disney World."

Brad identified three of Form/Tec's target customer:

- 1. Custom accounts:** One-of-a-kind polycarbonate creations for private customers and commercial use, such as sports cars windshields, boats, airplanes, commercial tabletops, etc.
- 2. Retail Parts:** High performance upgrade pieces pre-cut and ready to ship. Racing windshields, military goggles, and motorcycle windshields.
- 3. OEM Shields:** Due to federal safety laws, many equipment manufacturers are no longer able to create windshields for their own vehicles that meet both safety and aesthetic standards. Such pieces include windshields for boom mowers, farming equipment, military vehicles, and more. The manufacturers outsource their windshield creation to Form/Tec to provide the Original Equipment Manufacturer (OEM) or "standard" shield for the vehicle. Brad calls OEM shields their bread-and-butter business.

William and Jacki Shields, Brad's parents, started Form/Tec Plastics in Martinsville in 1975. "Dad is a design genius. Prior to starting



Brad Shields

Form/Tec, Dad served in the military, and then worked as a designer for a plastics company for a few years before he struck out on his own." William invented and patented a shatter-resistant one-piece windshield for motorcycles. "It went gangbusters," Brad recalled. "I was working trade shows by the time I was 11." Though officially retired, William and Jacki still own Form/Tec and contribute to the everyday running of the business.

Brad graduated from Martinsville High School and earned a degree from I.U. in P.E. and U.S. History. "I worked as a teacher and a coach for a few years. Then in 1999, I took a hard look at what I wanted to do with the rest of my life, and came back to Form/Tec as general manager." As a result, Brad says he runs his company as a coach, and treats every employee as a member of the team. "I prefer to be a leader, not a boss. When I have to be a boss, someone is in trouble. My managers understand our goals, which is to allow our workers the freedom and tools they need to do things in a smarter, creative, and more efficient way." Though he hasn't taught since 1999, Brad continues to coach football for Martinsville High School.

Brad still remembers the devastating effects of the 2009 flood. He pointed to a crack in the wall roughly two feet from the floor. "We expanded the office in 2009, and we ended up with flood

Form/Tec Plastics

Brad Shields, General Manager
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water all through the building. What I most remember is our office was flooded June 7 but we managed to ship out a partial order only four days later, thanks to the combined efforts of our employees, my family, friends, coaches, and players. We had almost 100 people in the building, working side-by-side, cleaning day and night. It was all I could do to keep feeding them." To this day, he has not repaired the crack, to remind him what his "team" can accomplish.

Brad says diversification has been the key to the company surviving the past decade. "At one time, we only manufactured motorcycle windshields. That market has been dormant for years. Fortunately, by the time the demand had waned, we'd adapted our technology for other uses. Our company will succeed as long as we continue to diversify." Form-Tec employs around 25 workers.

Karen, Brad's wife of 21 years, is a Special Education teacher for Martinsville Schools. Their kids, Beau and Alyxa, both attend Martinsville High School and are active in athletics. "This community is very special, and our affection for Martinsville runs deep."

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It's Not Magic...

Big Idea Winner wants to bring something to do in Martinsville

By Bob Sullivan

Morgan County Business Leader

Last year, co-creators John Speer and Jerry Waldon launched the first Big Idea Contest, a Morgan County-wide opportunity for entrepreneurs to turn in their big idea for a new business for the benefit of the local community. The contest was open to any Morgan County resident of any age with an idea for a service, product, or technology business. (You can read MCBL's coverage of last year's winners, still online at www.morgancountybusinessleader.com, issues dated October 2010 through January 2011.)

On Wednesday, July 20, 2011, the Second Big Idea Contest winners were announced during a ceremony at the Community Foundation of Morgan County (56 North Main Street, Martinsville):

Elaine Hooker : The Indiana Film, Acting, and Television Production High School

Jacob Cook: High Performance Racing Parts Store

Susan Chamberlain: Aircraft Engine Protector

Brian Culp: Morgan County Photographers' Association

Kelli Guldi: Something to do in Martinsville

Listed criteria for the winning entries included: Innovative sustainable ideas that addressed a real problem, provided a solution to that problem, and which would better the community.

Applicants needed to show a passion to see the idea through to completion. This year's five winners will each participate in a series of guidance sessions, including one-on-one mentoring, group coaching, business seminars, and more, all geared toward assisting and supporting the winners as they work toward bringing their ideas to reality.

Plans are already underway for the third annual contest. For more information about the Big Idea contest, contact Jerry Waldon at 317-578-5403 or jerry@wits4you.com; or John Speer at 765-315-2736 or jspeer@creoquality.com

•••

Kelli Guldi envisions a community lifestyle center open to all ages, offering classes and guidance on how to best make use of the technology tools of the 21st Century. "I come from a background in computer technology. Every day, I see people on their laptops, netbooks, and cellphones, loaded with programs and apps to make their life more efficient.

But most people have only a vague idea how to use them except to check Facebook and email." Kelli's lifestyle community center, as she envisions it, would offer much more than software instruction. "I want to create a curriculum that teaches life skills we all need, skills which have changed in the last few years, such as how to create a budget, or how to use coupons to your advantage, how to cook nutritious meals, and other useful information," explained Kelli.

Kelli was born and raised in Martinsville. For over 20 years, her career as a civilian computer network administrator for the military took her all across the country. She returned to Martinsville in 2005. "I want to help bring all of Martinsville into the 21st Century, to help people get ahead, find a better job, and succeed in all aspects of their life and career."



Photo by Bob Sullivan

Kelli Guldie

Big Idea 2011 Winner
Lifeskills Community Center Idea
Kelli@Guldienterprises.com

Kelli is particularly hopeful the instruction and coaching from Big Idea will provide her with the information she needs to launch the center soon, and launch it right.

Kelli's husband John is a sheet metal construction worker. They have two daughters, Billie, age 17, and Renee, age 10. Anyone interested in contacting Kelli about the Community Center can reach her at Kelli@Guldienterprises.com.

Watch for more Big Idea Winner profiles in the upcoming issues of the Morgan County Business Leader.

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TOWN OF MOORESVILLE - BUILDING PERMITS

Grace Missionary Church, Allison Road, New Roof
Jeff Allen, Washington Street, Electrical Upgrade
Gloria Jean Uhls, Baltimore Road, Residential Remodel
Angela Pennington, Landersdale Road, Single Family Residence
Harris Bank, S.R. 67, ATM Enclosure
First United Methodist church, Indianapolis Rd, Shelter House
Charles Carter, Trinity Way, Single Family Residence
Mary Beirman, S.R. 144, Residential Remodel,
Joseph & Bonita Barroso, Runnymede Court, Covered Deck
Greg & Cim McClelland, Indiana Street, In-ground Pool
Daniel Reed, County Line Road, Storage Building
John Bailey, Roseberry Court, In-Ground Pool
Larry Neer, Bridgestone Drive, Multiple New Residential Construction
Walgreens Corp, Fields Road, New Pharmacy
Laura Briggs, Northwestern Road, Screened Porch

TOWN OF MARTINSVILLE - BUILDING PERMITS

Bradley Roe, Wayne Street, New Detached Garage
Habitat for Humanity, Gardner Avenue, Single Family Residence
Tonn & Blank Construction, Bills Blvd., Commercial

Remodel
Oswald Company, Ohio Street, New Retail Store
TNB Contracting, Lincoln Hts., Room Addition
Harold Moss, Blaine Street, New Roof
C.W. Sneed, Shore Court, Room Addition
Todd Maxwell, St. Clair Street, Residential Remodel
Jason Blevis, Green Street, New Detached Garage

MORGAN COUNTY - BUILDING PERMITS

Ken Murphy, Rembrandt, New Deck
Ryan Saucerman, Walters Road, Pole Building
Brenda Barnes, Centenary Road, Sunporch
Willard Messer, Watson road, Single Family Residence
Town of Bargserville, Smokey Row road, Water Treatment Plant
Melanie Depoy, Dale Lane, Single Family Residence
Rick & Angel Owens, Laurel Ridge Lane, In-ground Swimming Pool
Joshua McDonald, Blazing Star Trail, Single Family Residence
Bonnie Ford, Bitternut Court, Single Family Residence
Scott Kluemper Baltimore Woodlawn, Swimming Pool
Viktoria Moore, Lueann Lane, Garage
Lisa O'Brien, Centerton Road, Pole Building
Michael Thrasher, Forest Drive, Electrical Upgrade
Spencer Depoy, Watson Meadows Lane, Pole Building
K.J. Hall, Watson Meadows Lane, Single Family Residence
Steve Edwards, Gray Road, Electrical Upgrade
Justin Barnhart, Hooker Street, Electrical Upgrade
Rochelle Richardson, Wanda Court, Pole Building
Jerry Donica, Kenlin Lane, Pole Building
Lee Lawyer, Goat Hollow Road, Pole Building

NEW BUSINESS FILINGS

Jesse Miles, Monroe County APA, 75 Byram Blvd., Martinsville, IN 46151
Amanda Vandagriff, Frye Andrew Memorial Trust, 1893 Oliver Court, Martinsville, IN 46151
David Mitchell,

D and D Home Improvements, 13207 N. Forest Drive, Camby, IN 46113
Jean Clephane, Granny's Bloomers Flowers, 2571 Silcox Road, Paragon, IN 46166
Paul Parker, Parker Electric, 1520 East Keller Drive, Mooresville, IN 46158
John Hall, John Hall's School of Gun Instruction, David Young, Omega Electric, 2035 Plantation Lane, Martinsville, IN 46151
Melody Catron, Renewal, 4707 Wilbur Road, Martinsville, IN 46151

SHERIFF'S SALES

Alfonso Sabella
319 Indiana St
Mooresville, IN 46158
September 12, 2011
\$126191.41
Burke, Constanza, & Creppy
219-769-1313

Staci Stephens
9528 N Gasburg Rd
Mooresville, IN 46158
September 12, 2011
\$89515.59
Nelson & Frankenberger
317-844-0106

Irene & Scott Underwood
6155 Clay St
Martinsville, IN 46151
September 12, 2011
\$88695.82
Feiwell & Hannoy
317-237-2727

Lowell Baker
7840 Waverly Rd
Martinsville, IN 46151
September 12, 2011
\$174690.08
Feiwell & Hannoy
317-237-2727

Jerry & Sheri Mosley
3010 Red Horse Dr
Martinsville, IN 46151
September 19, 2011
\$173566.13
Bloomer & Peterman
219-793-7680

Sandra & Matthew Hashman
2186 Country Club Rd
Mooresville, IN 46158
September 19, 2011

\$88375.16
Feiwell & Hannoy
317-237-2727

Paul Berry
959 E Prospect St
Martinsville, IN 46151
September 19, 2011
\$150687.13
Reisenfeld & Assoc
513-322-7000

Brenda & Craig Spencer
20 Hudson Ct
Martinsville, IN 46151
September 19, 2011
\$132298.03
Likens & Bloomquist
248-593-5106

Jack Taylor
280 W Pray St
Monrovia, IN 46157
September 19, 2011
\$65693.39
Nelson & Frankenberger
317-844-0106

James & Dawn Wessler Jr
3886 W St Rd 142
Monrovia, IN 46157
September 19, 2011
\$157038.44
Mercer Belanger
317-636-3551

Scott Parsons
870 Cash Rd
Martinsville, IN 46151
September 19, 2011
\$127262.67
Septtimous Taylor
270-684-1606

Jason Canellas
7346 E Buddy Lane
Camby, IN 46113
September 19, 2011
\$93733.59
Septtimous Taylor
270-684-1606

Jeremiah Johnson
380 E Morris St
Martinsville, IN 46151
September 19, 2011
\$71964.68
Septtimous Taylor
270-684-1606

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

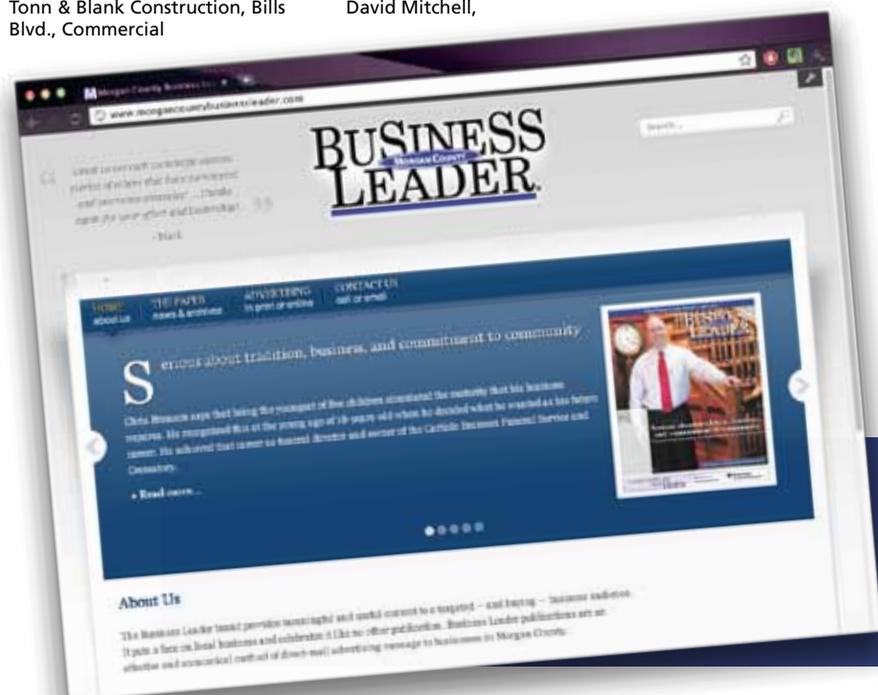
Faith O'Brien
9434 N Three Point Lane
Mooresville, IN 46158
October 24, 2011
\$185056.67
Weltman, Weinberg & Reis
800-910-4249

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



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- Cancer Center
- Colorectal Care
- Cherished Beginnings Maternity Services
- Lab and Imaging
- Physical Therapy

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