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BUSINESS LEADER

MORGAN COUNTY

April 2016

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FROM THE PUBLISHER

We celebrate remarkable people of Morgan County

Spring is a great time in Morgan County. Not only do we get to celebrate longer days and warmer temperatures, we also get to celebrate some very special people who contribute in large and small ways to the quality of life for residents and businesses in the area.

The Martinsville Mayor's Dinner was held on March 8, 2016 and during the annual State of the City address, several people were recognized for their time, effort and the influence they have had in the betterment of Martinsville.

The **Outstanding Business Professional of the Year** was awarded to Metropolitan School District of Martinsville Superintendent **Michele Moore** for her efforts for students and their education.

The **Outstanding Business of the Year** award was given to **Doug and Paula Molin** of Molin Enterprises, noting their work on the downtown revitalization project.

The **Ruth Rusie Spirit of Service** award was presented to Court Appointed Special Advocate **Angie Dunn** for nearly two decades of service to children and families.

The Greater Mooresville Chamber of Com-

merce Annual Dinner was held March 17, 2016. While the business environment is the primary focus of a chamber, the community is an integral part of the success of people and businesses in the area.

The **Business of the Year** was announced. **Paul Uhls**, owner of BNC Supply was the recipient. He is the personification of the Chamber Motto: Be as enthusiastic about the success of others as you are about your own.

The **Mooresvillian of the Year** was awarded to **Jack and Carolyn Ward**, owners of Ward's Apparel, started in 1972 and grew their business into "Indiana's Largest Levi Store." Through the years they have contributed to the fabric of life in Mooresville for many people

and organizations, often in the background with little or no recognition.

It is a pleasure to be a part of these two events to celebrate all of these recipients and the difference they have made in Morgan County. It is their dedication to the community and their selfless contributions that we should all try to emulate. Congratulations and thank you all!



Jim Hess
Owner & Publisher

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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Education is key to horse and hound success

Horse and Hound Veterinary Clinic

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By Ariane Cagle

Morgan County Business Leader

“Education is the key to success in life, and teachers make a lasting impact in the lives of their students,” according to Solomon Ortiz, former U.S. Representative from Texas. However, teachers are more than just those individuals within the formal education system. Teachers can also be business professionals in the community who strive to educate their clients about their area of expertise. Dr. Angela Blackwell, owner of Horse and Hound Veterinary Clinic in Mooresville, is one of these teachers and a big proponent of education within her practice and the community.

“Education is the answer to every question asked on the planet,” Blackwell said. “When you ask a question, the answer is education.” She



Dr. Angela L. Blackwell

believes with learning you can help yourself by developing skills that enable you to start and retain a business that continues to grow.

While growing up in Monrovia and later Mooresville, Blackwell developed her love affair with horses. “When I was six years old, I said I wanted to be a horse doctor,” Blackwell said. “My grandmother swore I got my passion for horses and medicine from my grandfather,

who used to farm with draft horses in the 1920s.”

As a teen, Blackwell was able to observe and shadow some Morgan County veterinarians. Without that opportunity, she says she would not have understood what it meant to be a veterinarian, which she became in 1999 when she graduated from Purdue University with a Doctorate in Veterinary Medicine degree.

“I love the medicine of caring for horses,” Blackwell said. “I’m a fixer. I love taking horses that hurt and making them feel better.”

In just a matter of a few years, Blackwell decided to start an ambulatory equine practice in early 2003. “Basically, a tech and I did farm calls,” she said.

Eventually, the demand for a veterinary clinic grew – not only for equine medicine, but also for a small animal practice. Blackwell chose to locate Horse and Hound veterinary clinic in Mooresville because she wanted to be near family. “I have a lot of family in this area,” she said. “We didn’t want to raise Isaac [her son] away from my parents.” Her mother’s ancestors have deep roots in Mooresville all the way back to the time Samuel Moore founded the community.

Horse and Hound is the largest equine

practice in south central Indiana according to Blackwell. She employs Dr. Cindy Rowe and Dr. Alice Hopper, who are small animal specialists in surgery and internal medicine, respectively. Depending on the time of year, the clinic employs 10 to 13 staff and all of the clinic’s technicians are either certified or registered veterinary technicians. “I am blessed to have an incredibly seasoned staff,” Blackwell said.

Over the years, the community has been supportive of the practice and has participated in programs they provide about animal care. The clinic offers educational open houses and seminars as well as one-on-one consultations. Blackwell also hosts local horseman’s meetings and encourages people to bring their children. “Education starts right here with these kids when they’re young,” she said.

However, teaching through programs is not the only avenue Blackwell takes to inform animal owners. “When providing care, I try to educate clients on what we’re doing and why we’re doing it. As for after care, I explain why we’re doing it, how we’re doing it, and what you’ve got to do at home. Because if you don’t educate people, they don’t know what to do.”

Blackwell is also involved with children and teens through classroom visits, 4-H programs and internship opportunities at the practice. “Education on how to care for pets starts with our young people,” she said. “I really like to get involved at a grassroots level to make sure these kids are getting the proper instruction for what they want to do.”

Blackwell loves her livelihood, but understands it is a business. “Some people think when they start a business that the flood is just going to come into the door, but that’s not the way it works,” she said. “You have to work hard. It is your business – your livelihood – your name on the line.”

Blackwell also recommends the advice her father once gave her, “Don’t bite off more than you can chew. As you grow, you can do more. If you take care of your clients, they will be loyal and spread the word. And you will flourish and do very well.”

She listened well.

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So what's with this correlation between oil and stocks?

"Correlation, in the world of finance, is a statistical measure of how two securities move in relation to each other. Correlations are used in advanced portfolio management." (Investopedia)

In other words, it is understandable and correct to expect the stock price of two publicly traded companies selling the same product or service to move higher or lower in *correlation* to each other. Take for example Coke and Pepsi. If you overlay their respective stock charts for the past year, you can see that they are very similar. They correlate. However, if you overlay two diverse company charts, say Apple and Coke, you can see their stock price performance is dramatically different... as you would expect.

But what about oil and the S&P 500? Shouldn't a single commodity's price fluctuation be dramatically different than a broad based, multi-national stock index? Yes and no. Oil makes the world go 'round, in multiple ways other than powering the combustible engine based global economy. We use it to heat our homes, power our electricity plants and as a base material in countless products. And yet it's



Jeff Binkley

just a base material in those products, not the sole component. So why are "Oil, [and] Stocks at [their] Tightest Correlation in 26 Years?" (WSJ 1/25/2016)

China. And Fear.

Not fear of China per se, but a rising fear that as its economy, the most dynamic go go growth economy since our own back in the late 19th and early 20th century, begins to dramatically slow, is a global recession just around the corner?

squeezes, program trading and that aforementioned lemming mentality snow-balling, what else should we expect to see other than these dramatic triple-digit moves up and down on a daily and sometimes intraday basis?

What's the astute investor who would be successful to do? I suggest you keep your lines of communication with your own trusted advisor(s) wide open. Another suggestion is that part of those discussions should be around the idea that if you have not

I suggest you keep your lines of communication with your own trusted advisor(s) wide open.

Rather than the VIX, oil has become the new "fear index." As economic news comes out to bolster the idea that we're headed for a global recession, oil tanks. (Pardon the pun.) As news comes out to pooh-pooh the global recession idea, oil experiences a blowout. (Ditto the pun.) Wall Street traders by their nature are simple-minded (not stupid by any stretch, but simple-minded) emotional and greedy lemmings. With companies continuing to report unconvincing earnings amidst declining revenues, while a feckless FED provides no clear direction as to future interest rates, those simple-minded traders have glommed onto oil as an ersatz crystal ball. Add to that short-sellers, short

yet established a level of dry-powder (cash) in your portfolio that you feel good about, then taking some profits into strength may make a bit of sense.

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

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Jod Woods

We are looking to you to nominate someone who has impacted your life. Perhaps they are a **parent, friend, neighbor, coach, teacher, colleague,** etc. We will be reviewing these nominations over the course of the next months, and will announce the winner



on or before **September 30, 2016**. The winner will be rewarded with a **new Trane Comfort System installed in their home**. The **deadline** for entries is **August 31, 2016**. Nominate your hero today. We look forward to reading your story soon!

Details and nomination forms are available at EconomyHeatingandAir.com

Galations 5:14 says, "For all the law is fulfilled in one word, even in this; Thou shalt love thy neighbour as thyself." That's the attitude of a hero!



Greg McCauley of the Link Observatory Space Science Institute (see January edition of MCBL) had the honor of attending the Goddard Space Symposium in Greenbelt MD in March as an exhibitor showcasing their new DiscoverSpace VR educational programs. Virtual Reality (VR) headsets are a new and fantastic tool allowing students to experience space exploration in Virtual Reality as if they were actually there. The new VR headsets and visualization programs allowed the NASA engineers and scientists at Goddard to actually experience what it would be like to stand on the surface of Mars and take a spacewalk outside the International Space Station.

This is part of our new partnership with NASA Education as we develop this new technology and bring it to the classrooms in central Indiana and nationwide.

Pictured is **Apollo astronaut Jim Lovell** (Gemini 7, Gemini 12, Apollo 8, Apollo 13).

He was amazed as he stood on the surface of Mars next to the Curiosity Rover in Gale Crater. He was there to be honored with a NASA



Lifetime Achievement Award. This was a priceless moment for the Link Observatory team.

Additionally, **Dr. Jean-Jacques Dordain** - Former Director General of the European Space Agency. He took information and wanted to speak about bringing our educational programs to Europe.

Dr. John Holdren - Senior Advisor to President Obama and Director of the White House Office on Science and Technology also reviewed the DiscoverSpace VR educational

programs.

These are just a few of the many visitors who visited the Link Observatory technology to experience our DiscoverSpace VR educational programs at the Goddard Symposium. Some were college students, some were Nobel Laureates; all were completely amazed.

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The most egregious court ever

You may not now be aware that there is a court here in our country that is the most unbalanced, unfair, and egregious to those who come before it. The court I am talking about may be other places in the world, too, for that matter, but I do not have personal experience in that arena. There has not been this kind of injustice known since the inhumane treatment of human beings in Eastern Europe and Asia during World War II.

This court is prolific too ... it surrounds us!

By now, you are probably wondering if this a political rant, or perhaps I have lost my nut by writing about such a travesty. I will let you decide that as you read on.

Have you ever been in a situation when a friend, colleague or, worse yet, spouse or family member creates the belief that you have done something grievously wrong? The court is convened, the prosecutor presents a water-tight case, the judge and jury find the defendant guilty, judgment is passed, and the sentence is given all in the person's head? I am sure they did not even check in with you, the defendant, on the facts of the case. Oh no, in this court, you are guilty until (maybe) proven innocent.

It is in times like these that it is important to

remember the advice from Don Miguel Ruiz, author of *The Four Agreements*.



Jack Klemeyer

- 1. Be impeccable with your word.** Speak the truth and forego gossip.
- 2. Don't take things personally.** Doing so is the highest form of arrogance.
- 3. Don't make assumptions** (you know what that makes of both you and me), and
- 4. Always do your best.**

You cannot control the thoughts or actions of others, but you have complete control over your own thoughts and actions. Be calm. Take your heart full of curiosity and have a conversation with that person. Remember, you are in charge of only your own thoughts and actions.

Apply Ruiz's advice from *The Four Agreements* and carry on.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963. Learn more at GYBCoaching.com.

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COMMITTED TO HEALTH OF

\$13.5 Million being invested in IU Health Morgan in Martinsville

By Elaine Whitesides
Morgan County Business Leader

A few months before Larry Bailey took the helm at IU Health Morgan, it was announced that the hospital would be transitioning to an Outpatient Facility. Some didn't notice that a new president was announced shortly thereafter, but zeroed in on the idea that IU Health Morgan would no longer be an inpatient hospital – taking that to mean that the hospital was closing.

That perception, although common in the community, is far from the truth. In fact, the IU Health system is investing \$13.5 million to transform the facility into one that is designed to meet the immediate health needs of the community in the best manner possible. IU Health is committed to providing medical services to the residents of the county and is making changes to demonstrate that commitment.

THE MAN AT THE HELM

The newly named president, Larry Bailey, is not new to IU Health, nor to the staff at IU Health Morgan. "I had been here on an interim basis a few years ago," said Bailey. "My familiarity with the organization is probably why I was considered to come back here full time."

Bailey currently holds regional responsibilities because he continues as the president of the IU Health Paoli Hospital in Paoli, Ind. He says, "It's not unusual to have regional responsibilities. Perhaps having the title of president for two facilities that are geographically far apart may be."

Bailey and his wife Patti, have lived in Indiana their entire lives. He grew up in the town that was home to astronaut, Gus Grissom, Mitchell, Ind. The couple has two grown daughters, Morgan and Kelsey who are both in the healthcare industry like their father.

The gentle and laid back demeanor of this native Hoosier may not reveal his deep roots of service, the responsibilities and duties he has performed in the IU Health System. Bailey began as an Internal Auditor/Financial Analyst at IU Health Bloomington in 1992. In 1995 he became the Chief Financial Officer



Morgan

IU Health Morgan

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F THE COMMUNITY

and became the Chief Operating Officer in 2000.

Currently his responsibilities include guiding the strategic direction and daily operations of both IU Health Morgan and IU Health Paoli Hospital, where he assumed the position of president in 2010. During his time at IU Bloomington, he was involved in construction projects, so the changes at IU Health Morgan are being led with an experienced hand.

CHANGES AT THE IU HEALTH MORGAN FACILITY

The new main entrance to the Health Facility will be on the north side of the building. To provide a more efficient layout that will be easier to navigate for pediatric and primary care patients, labs and radiology will be accessed from that point of entry.

The former patient rooms on the third floor have been converted to a new surgical center that officially opened on March 21, 2016. The new center sports more modern equipment and a more efficient layout for both the medical staff and for patients. Patients will immediately appreciate greater privacy, not having to pass through public corridors any longer. Dressing, waiting and recovery rooms are better located to promote that privacy.

The new third floor surgical center replaces the former center on the first floor. That area will become updated physician's offices where patients will be seen. Physicians will begin relocating from the existing building on the north end of the property beginning late summer or early fall in 2016. The building currently housing physicians will be taken down after the relocation is completed.

Physical space will be for doctors in the IU Health system as well as for doctors who are unaffiliated.

In addition to physician's offices on the first floor, a Wellness Center is in the plan. The center will be the site of physical and occupational therapy and be the center for new wellness programming for the community. That programming, including classes and workshops is in the process of development.

An Urgent Care department will be opening in mid-to-late summer, too.

Although it might not be evident to passersby, construction has already begun and is slated to be finished early in 2017.

WHY THE CHANGE AT IU HEALTH MORGAN?

"What we are doing here at IU Health Morgan is very similar to what is going on around the country," said Bailey. "There are more free-standing emergency room and outpatient facilities going up. The route of inpatient care is going to larger, more tertiary, specialized care."

Hospitals are becoming higher level, with more in-depth facilities. Centrally locating many of the specialized physicians and services makes not only for a broader, more advanced level of care, but also adds cost savings to the system. Without those cost savings, hospitals cannot afford to provide the sophisticated and technologically advanced services. That affects not just the health systems, but the communities as well.

"I think that is because it is increasingly difficult for small and independent hospitals to continue to provide inpatient care in a financially viable manner," Bailey said. "So the idea is to keep the services the community needs and uses very close to them. They may have to travel for inpatient care because the level of care needed is probably going to be more readily available at a larger facility, but many are already doing that."

To illustrate his meaning, Bailey said, "For the last six years, the services provided here were, in the majority, outpatient services. In fact, on some days, there were fewer than five inpatients in the facility. It was, as a whole, being underutilized. So now it is being remodeled to be a more stream-lined outpatient facility. And that will better serve the community."

He says, "The model we had was not sustainable financially. We had to decide how we could continue to provide services in Martinsville and Morgan County while getting back on track financially. We believe the outpatient model gives us the best chance to do just that.

"The importance of providing health and medical services we feel at IU Health is evidenced by the \$13.5 million being invested in the facility for the transformation that is designed to better serve the community.

"The services being offered are primarily the same, but are also being enhanced with more modern equipment and a streamlined and well-designed facility," Bailey says.

One of the reasons this new healthcare structure works so well in a community like Martinsville and Morgan County is because IU Health already has a full service healthcare organization in place. "When people seek us for their healthcare, we want to be able to take of everything we can here, but have physicians, services and places for them to go immediately for more advanced care if necessary."

When a patient is in need of radiology or lab tests, they will be able to walk out of their physician's office and get those services just down the hall at the new IU Health campus. If it is determined advanced services are required, or a patient must be admitted, all the records are already in the system so tests do not have to be repeated nor do the results have to be requested and sent from one facility to another.

Bailey explains, "Of course, if a patient has a physician that is affiliated with another health system, we will honor all existing relationships and the patient can be transferred quickly and easily to a facility of their choice."

Healthcare is changing, for patients and those organizations that provide care. "With advanced technology and procedures, less and less care is done on an in-patient basis," said Bailey. "For example, hip and knee replacement used to include a lengthy hospital stay. Now, they are being done on an out-patient basis. A key to the success of those types of procedures is the success of the rehabilitation process. And that will be available to patients here in our facility. Close to home.

"Hospitals, and the health systems, have to change to stay relevant with the pace of technology and the evolving patient care," Bailey said. "The changes make it financially viable to continue to provide excellence in healthcare to the communities we serve.

"We do that by providing the right doctors and services through a good experience when people need services and come to us," Bailey said. "Things like meeting the appointment time as well as their expectation for providing quality care that is the right thing clinically are important to us. We want every patient or family of a patient to be treated professionally in a place where most, if not all their healthcare needs can be met - along with a friendly face, too."

So for sure, IU Health Morgan is not closed - not by a long shot. Larry Bailey is determined that every person in the area knows that IU Health Morgan is fully staffed with highly trained doctors and staff ready to take care of patients' needs. The Emergency Room (and department) is open and ready to serve them right now - and will be open and waiting for them long into the future if the need arises.



Common values sustain success at Fraberg's Foods

Fraberg's Foods

John Faulkenberg, co-owner
Ken Fraley, co-owner
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By Elaine Whitesides

Morgan County Business Leader

Everyone knows the Colts have inspired people and boosted the local economy. What they might not know is how the Colts have been the catalyst for a partnership between two local Morgan County entrepreneurs.

When the team went to compete in the 2006 Super Boal XVI, John Faulkenberg and Ken Fraley each made the decision to follow the team to Miami. Little did they know that this time out for some fun would be a life-changing decision.

Both men were already successful small business owners. John had had a lawn care business that had evolved into a Dixie Chopper dealership, owned the Main Street Bar and Grill in Monrovia with his brother, and was also a custom home builder. Ken was the owner of several gas stations and convenience store operations



John Faulkenberg and Ken Fraley

as well as X-cite Laser Tag in Castleton.

When Faulkenberg and Fraley crawled into the RV for the trip to Miami, they were strangers. When they crawled out several days later, they were friends. During the trip, they discovered they shared family and personal values as well as business philosophies. Shortly

thereafter, they discovered they were neighbors living just down the road from each other in Monrovia. Soon their wives and children became friends, too.

It was when the grocery store on SR 39 (Chestnut Street in Monrovia) closed that it happened. Fraley had been watching the gas pumps being covered and put out of service and was seeing an opportunity. Faulkenberg was eyeing the business because the grocery store his family used was going out of business. Coming at it from two different perspectives, their vision collided. Fraley said, "We love a challenge and we are very aggressive." The men created a corporation and the business was resurrected and reinvented as Fraberg's Foods.

"We talked and decided to take on the challenge of a failed business," added Faulkenberg. He explained that they didn't know why it failed, but that didn't matter to them. "We saw what the potential could be and wanted to try to reach that potential."

What was important to them was the community. "The community wants this store here so bad," Fraley said. "They appreciate it. They shake our hands and thank us for bringing it back to them."

In fact, it's the customers who are the most important driver of the business. "It is the same idea in all of our businesses," said Faulkenberg. "The goal is to provide the best to the customers. It all comes down to that."

"When you start a business, you never know where it will take you," Faulkenberg continued. "We fought the convenience store perception for a while, but now, people are grabbing carts and baskets and they are saying this is the only place they shop for groceries."

That is an aim the partners have worked hard to achieve. They changed from the IGA affiliation to another wholesale supplier, even changing their private label. They want their

store to be a destination where customers know they can get quality products at good prices that you won't find just anywhere. Produce is delivered five days a week so it is fresh. The deli cooks daily entrée specials for customers to pick up for dinner and the bakery provides decorated treats for dessert.

The partners have sourced the best in quality meats, and with a staff that has a combined 50-plus years of meat-cutting experience, the meat is cut and ground fresh daily. An old-time full-service meat counter, custom-cut requests are welcome.

Fraley said, "We started the loyalty program to give back to the customers for supporting us and buying more groceries." They say that there are already thousands of people signed up for the program where customers convert their grocery purchases into fuel savings of up to a dollar per gallon. They also have senior days on Wednesday and even Tuesday banana days when the bananas are thirty-three cents a pound. It's fun; it's to benefit customers and build the business.

And on top of quality products and programs, the partners insist on quality customer service, too. "No matter what you're doing, you're competing," said Fraley. "You have to do it better."

"Customer service is free," says Faulkenberg. Hiring is fundamental. With eight department managers, everyone gets in on the hiring process. The store currently employs about 45 people. "We hire the friendliest people we can find. And we are always looking for more."

The strength of the partnership, built on common philosophies and values, is supported by the willingness of both partners to just step in and do what needs to be done. They both know the store, the operations, the back-end, and the goals. Their office is papered with growth charts from day one that illustrate sales increasing every year.

"We like steady growth," said Fraley. "It allows us to maintain the quality and level we want. You have to take care and maintain the existing customer. Slow growth sticks; seven years of consistent growth. Every year we ask ourselves, 'how did we do it?'" But then he says, "We don't try to do anything drastic. If we do something and it doesn't work, that's OK. We tweak as we go along, nothing drastic."

"We both have the same goal in mind and that is where a lot of people get stuck" Faulkenberg said. "They get scared. But every day we get up and ask ourselves, 'how we can be better?' Better as an overall life goal, as a person and as a business. To us, the status quo is going backwards."

The pair admits they have an inner drive and are competitive. About running a successful business and having a strong partnership, Faulkenberg said, "We try to learn the whole time. We agree we don't have to reinvent the wheel. Someone else has already figured it out. Take the best of everything we learn, apply it and be willing to accept change."



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Microsoft is not calling

I was recently at my Mom and Dad's house visiting, when the phone rings, and my mom answers it. I hear her say "My son handles that for me, I'll let you speak with him, and she hands me the phone.

"Hi this is Microsoft calling, and your moms computer is infected, and we would like to clean it up for her". My response "REALLY! I just so happen to be a partner with Microsoft, and have used their tech support in the past. I have found that I had to create a case, and then wait hours for them to call me back. So I seriously doubt that you are with Microsoft, or in any way legitimate at all. "CLICK" and they hung up on me. They were not with Microsoft, and they were looking to scam her. Mom is not alone. These scams and others have gone rampant lately, and they are getting harder and harder to distinguish from legitimate companies. I have a friend that was having issues with Adobe the other day. she calls me in hysterics. I'm infected, my whole network is infected, OMG what am



Jay Allen

I going to do. Adobe offered to fix this for me for \$500, and if I don't do something I am going to lose everything, and it's not my computer, but my whole network. (This client is no slouch on computers, very proficient, and I have actually gone to her for Mac questions.) She had googled adobe support, and got directed to a site that was not adobe, but someone who claimed

You need a "Paid for" anti-virus, the free ones are better than nothing, but you get what you pay for.

to be adobe support. They logged onto her computer, pulled up some windows files and convinced her that they were all "Trojans" and that she had to sign up for their program so that they could clean it all up for her. She disconnected them and this is when she called me. They had spent a lot of time building her trust on working on her computer, and then went in for the doomsday approach and it worked, she was ready to fork over

the credit card digits to ensure that she was safe. I'm thankful that she called me first. You may not have a "Tech" guy on your friend list that you can ask, but some things that you can do to have a little peace-of-mind.

1. You need a backup solution in place! And it needs to run regularly!
2. You need a "Paid for" anti-virus, the free ones are better than nothing, but you get what you pay for.
3. Spyware/malware software should be run on a regular basis. We use Malwarebytes, and adwcleaner as tools to clean up spyware and malware. A subscription to Malwarebytes can more than pay for itself with the time it can save by keeping your computer bug-free and running like it's supposed to. Without all of the unintentional software running in the background and slowing your computer down.
4. If you are looking for support. Make sure that the domain name you are going to is the company you are looking to get help from. (www.microsoft.com/support or <http://adobe.com/support>)
5. Anyone that calls you from Microsoft, Adobe, facebook, or any other program that you use un-prompted by you, is probably trying to scam you.

Remember the old saying "an ounce of prevention is worth a pound of cure".

Jay Allen is the owner of Techno Advantage, an IT consulting company specializing in the needs of small and medium sized businesses. Jay can be reached at jallen@technotc.com or by phone at 317-857-0150.



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Blogging: The key to new customer acquisition

For business owners trying to win at the search engine optimization (SEO) game, there's an overlooked technique that actually works better in the long run, and costs a fraction of the price of Google keyword advertising. This tip will help you discover the reason why your current website isn't ranking well on Google, and show you how this technique costs much less, but yields greater long-term results.

Most small business owners struggle to get new visitors to their websites. They put up a fancy new website, complete with a custom designed template, and hope that Google will notice them and start sending a flood of new business their way. But that just doesn't happen. So to make up for this, that

same business owner decides to spend hundreds (sometimes thousands) of dollars per month on keyword advertising on Google, in order to show up in search results for a given search phrase that their customers are using to find them. These business owners hope that by driving new visitors to their website, they will succeed at closing the sale. But in the process, they're spending hundreds of dollars on advertising, and seeing very little return in sales.

There has to be a better way, right? What if I told you that you could reduce or even eliminate your keyword advertising budget, and still gain traffic, while putting that investment in other areas of your business?

The solution is to blog. If you already have a great website, you can create a blog. In fact, many of today's websites are built on the blogging platform WordPress. I know that I build all of my clients' websites on WordPress. So all you need to do is start adding content, optimizing it for search, and you have a built-in method for attracting new customers based on a particular keyword phrase or topic.

Why do I feel so strongly that blogging is a better solution than keyword advertising? Here are a few reasons:

Blogging is free: The only cost to maintain your blog is the hosting cost of running

your website. You can share as little or as much content as you want, and the cost doesn't change. If you do hire a professional blogger, you will have some cost there, but you pay for that one time and then you own the content forever.



Susan Young

Unlimited readers: There's no limit to the number of people whom you can reach on your blog. Once your blog is active, you can have thousands of people read and see your message and it doesn't cost you each time they read or click.

Build your authority: Blogging automatically puts you in "expert" status among your prospects. When you blog about topics relevant to your industry, people automatically assume you know what you're talking about, and that

authority leads to more trust, which can lead to more sales if you offer a product or service.

SEO boost: My favorite part about blogging is the search engine optimization benefit. When you blog, you're adding relevant content to your website. Google loves content. Just as you'll personally be seen as an expert, your website will also hold more authority in the eyes of big Google. So the more you write about your topic, the more likely people doing a search on that topic will find you.

I hope I've convinced you of the value of adding blogging to your marketing mix. While blogging shouldn't necessarily replace all other tried-and-true methods of advertising and marketing, it's definitely something to add if you're finding yourself spending too much money on Google keyword advertising and not a lot of sales or results to show for your efforts. Let me know if you need help getting started with a blogging campaign. It's easier than it looks, and the results are worth it.

Susan Young is the owner of AimFire Marketing, a content marketing firm established in 2005. She specializes in website content, blogging and social media management for service-based businesses. To schedule a complimentary marketing phone session, or to subscribe to her marketing tips newsletter, visit her website at www.aimfiremarketing.com, call (317) 456-BIZ4U (2494), or email syoung@aimfiremarketing.com.

While blogging shouldn't necessarily replace all other tried-and-true methods of advertising and marketing, it's definitely something to add ...

Kendrick Foundation, Inc. announces changes in 2016 grant cycle

The Kendrick Foundation, Inc. has restructured its grant cycle for 2016. **Letters of Intent will be accepted from May 15 through June 15, 2016, with grant applications due by August 1, 2016.** This year's grant process will also

continue to implement changes designed to help applicants

focus on the measurements and outcomes of programming supported through Kendrick Foundation grants. Once a grant is awarded, an organization will have until August 1, 2017 to complete their program or project.



Funding Priorities

The Kendrick Foundation remains committed to providing support in the form of grants to non-profit organizations that address three focus areas: **suicide prevention, substance abuse, and the care and management of diabetes.** Applicants are strongly encouraged to include specific outcome measurement tools, as well as collaborative approaches for programs and projects that illustrate a strong vision for defined success.

Application Process

The Kendrick Foundation utilizes an online application process that allows all applications to be processed through a web-based interface. Applying for a Kendrick Foundation grant is a two-step process. Prior to submitting a full grant application, a Letter of Intent must be submitted online between May 15 and June 15, 2016. *The foundation will only accept full grant applications from those organizations which are approved following submission*

of a Letter of Intent.

Applicants must be non-profit 501(c)3 organizations, public schools, churches, or governmental entities located in Morgan County or serving Morgan County residents.

About the Kendrick Foundation

Formed with the proceeds of the sale of Kendrick Memorial Hospital in 2001, the Kendrick Foundation financially supports education and initiatives that improve the physical and mental health of Morgan County residents. Support includes providing scholarships for those pursuing an education in the healthcare field and grants for healthcare-related projects in Morgan County. The Kendrick Foundation seeks to be the premier catalyst in identifying and promoting the healthcare needs of Morgan County.

More information on the Kendrick Foundation is available online at kendrickfoundation.org. Individuals may also contact Hannah Sitz, Interim Program Manager, toll-free at (855) 280-3095.

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Social Marketing: 6 Ways to make it more effective

Today social media and marketing have changed the way we do business. Many businesses do not take the time to evaluate how to execute on these platforms. The results from social marketing can be vastly different depending on how the details are carried out. So whether you have just begun on social marketing, or you use it daily in your business, here are 6 ways to make it more efficient and work to your advantage.

1. Know your audience – You may or may not be reaching the same people through social marketing as you would with a more traditional approach. Your message should be tailored to the platform that you have decided to use. No matter what platform you are using, your audience may cover a large demographic range, but they will all be looking for a quick way to learn about your business. Be aware that although your message should be customized, it should not be completely different from your traditional marketing message. Customers want to understand one voice, and should not be confused by conflicting communication. Know who you are trying to reach through social marketing and why.

2. Interact and respond – The advantage to social marketing is that you can have a much better perspective upon what your customers want and need. Your marketing platform should allow for comments, suggestions, and questions. Think of it as a new way to build relationships with your market. Today's consumer is much more likely to reach out directly to you, and you should be available to them. This is not simply another way to broadcast.

3. Compliment, not replace – Social marketing should fill in any gaps that your traditional strategy cannot fill. It should never replace your entire plan. Your content should build trust and encourage customers to approach your business for more information. It can also be a way to increase your ability to

ensure quality customer service, which may not be a current focus of your traditional methods.

4. Build a library – It can seem like a big commitment to engage in social media while always having enough material and valuable content. Stock pile information, tips, articles, customer questions, and lists for easy access and fresh material. Set a schedule so that your followers can expect a new flow of interesting information, on time. When you have a schedule decided it will be easier to set aside time to generate several posts of information at once, and store them.

5. Build a community – Networking through social media allows for more connections as well as visibility and deeper conversations. You can even create content for your platform by assembling valuable input from a community of followers, customers, and interested competitors. Your community can also result in branding your company and referrals. Focus on engaging the precise people, and your

community will work even more effectively for your business.

6. Tell your story – Finally, people want to do business with someone that they know. Social marketing allows you to explain the work you do and what you stand for. Customers want to feel invested in your work, and you have the opportunity to explain how that affects your daily strategy. With any luck, you will also be able to share other people's experiences with your company as well.

So let's get to it! We have a great opportunity to use social marketing effectively and create even more value for your customers.



Julia Kauffman

Julia Kauffman holds a Human Resource Management degree from Indiana University's Kelley School of Business. She is a Manager, Human Resources Business Partner at Salesforce. She leads change on talent assessment, salary management, program and plan design, job design and development, and policies and procedures to support Salesforce's business objectives.

Customers want to feel invested in your work, and you have the opportunity to explain how that affects your daily strategy.

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.

Rediscover Martinsville: An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: rediscovermartinsville@gmail.com. Follow us on Facebook.

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 Wilson at 317-856-9801.

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