

Where Morgan County Business Comes First

# BUSINESS LEADER

MORGAN COUNTY

July 2016



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# FROM THE PUBLISHER

## Dreams are the seedlings of realities

Summer has arrived. School is out and many thoughts turn to vacation, outdoor meals, and some leisure time. While business owners appreciate all those things, their thoughts seem often to revolve around the dreams they have; what they want to do or build.

In the classic, *As a Man Thinketh*, James Allen says, "The greatest achievement was at first and for a time only a dream... Dreams are the seedlings of realities."

There is an undercurrent of dreams becoming reality in Morgan County. New businesses opening doors, like Bran N Shorts, based on the dream of three sisters and their mother.

Others, like our feature story on Molin Enterprises, illustrates that a vision with a strong and upright purpose can make a difference for a business and a community.

Because we at the Morgan County Business Leader strive to support and celebrate business in the County, we take note of what's happening in all the corners of the County. There is a trend

we are seeing. People, individuals, business owners, and groups, with ideas, putting forth efforts and making investments is driving progress.

That's a great thing, but another aspect is that the progress is not only for the benefit of the individual person or company. There is a strong desire which is more than a quiet murmur. The dreamers creating new realities in the County are doing so with the aspiration of making something better for all the residents, businesses and visitors here, too. There is a desire to create a synergy between businesses and to harness the outcomes for a stronger economy and improved quality of life.

Henry Ford said, "Coming together is a beginning. Keeping together is progress.

Working together is success."

We hope you are inspired by the stories in this month's issue. We are proud to bring them to you so everyone can join us in celebrating the achievements, dreams and successes of business in Morgan County.



**Jim Hess**  
Owner & Publisher

***"Coming together is a beginning. Keeping together is progress. Working together is success."***

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MORGAN COUNTY

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*For we are God's handiwork, created in Christ Jesus to do good works*  
*Ephesians 2:10*

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# Mentoring entrepreneurs on legal matters

## Siddons Law

Pamela Siddons  
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Phone: 317-831-6606

By Ariane Cagle

*Morgan County Business Leader*

Most people think of a mentor as someone who helps another person who is starting out in their career. However, mentors also can be invaluable to small business owners – just ask Pamela Siddons of Siddons Law.

A graduate of Eminence High School, Siddons was 18 years old when she began her career as a legal secretary. She worked for Richard Bray, a former Morgan County Prosecuting Attorney. Siddons and Bray would often discuss the intricacies of various cases the office handled and he encouraged Siddons to become a lawyer.

“He said I had a good grasp of the law and an ability to figure out which direction to take an issue to assist the client in the most productive manner,” Siddons said. Bray mentored Siddons by explaining the cases, “So I would know exactly how to proceed with the work. He al-

ways was willing to answer questions.”

However, due to her husband’s work commitments, Siddons wasn’t able to pursue a college education until several years later, but she kept the dream alive. She finally received her Juris Doctorate from Indiana University School of Law at Indianapolis (now the Robert H. McKinney School of Law) in 1996.

“I like helping my clients,” Siddons said. “I find it challenging to look at the complexities of a case and determine what I need to do to help my clients resolve their issues.”

Over the past 18 years, Siddons has practiced civil law and worked for Morgan County Prosecutor Steve Sonnega as a Deputy Prosecutor in Title IV-D, child support enforcement. In January 2005, she opened her own law office in Mooresville.

According to Siddons, “I researched Morgan County and found Mooresville was growing and underserved in the area of the law. Mooresville is a natural gateway for Morgan County residents in Eminence and Monrovia to seek legal assistance since S.R. 42 leads right into Mooresville. At that time, Mooresville was, and still is, a welcoming community.”

Siddons law practice primarily focuses on estate planning and probate; real estate; oil and gas; business formation and development; family law such as guardianships, adoptions,



Pamela Siddons



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dissolutions, modifications and name changes; as well as criminal representation of felonies, misdemeanors and juvenile cases.

As for the advice Siddons gives to entrepreneurs in the formation and development of their business, “If you think you want to start a business, find someone who actually works in that profession,” she said. “Work or volunteer for that type of industry to learn how the business actually operates.”

Additionally, Siddons urges entrepreneurs to work with a lawyer and a certified public accountant (CPA) in the formation of their business. A lawyer can help an entrepreneur determine the right structure (e.g., sole proprietorship, partnership, limited liability corporation, corporation or non-profit) for their business. A CPA can help them develop a financial plan and advise them on how to handle their bookkeeping and taxes.

“Working with an attorney in forming a corporation gives the owner the advantage of understanding the requirements to keep the legal side of the business viable,” she explained. “Clients should understand how to continue to keep the records of their organization. Hopefully, with good recordkeeping, this would prevent problems in the future selling of the business or closing the business.”

Siddons also encourages business owners to work with a mentor. “Every owner has avenues not readily seen and a mentor can help them understand the fine works of art in running a company,” she said. “Whether you sew clothes or are a CEO, a mentor can help you find ways to look at the business from a different perspective. There are many sides to an enterprise that are not visible from the outside. Each person must run their business in a way that is comfortable, yet performs all the necessary industry requirements. The businesses of entrepreneurs are not cookie cutters. Each venture must adapt and be fluid in working with people, meeting customers’/clients’ needs and providing services.”

In addition to advising her clients, Siddons has mentored other attorneys and law clerks in her practice, who have gone on to have successful law careers. And she often seeks advice on particular cases – without divulging confidential information – from attorneys in the community.

“We have a good legal community here in Morgan County, and I share with other lawyers frequently,” she said. “I believe we all want what is best for our clients to help them, help our community, and help our county.”

## Employers should invest in community wellness

In our “smart” technology focused society, it’s no surprise the incidence of chronic disease is on the rise. The Centers for Disease Control and Prevention reports that, in 2012, approximately one in three children and teens were overweight or obese. Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years. Minority and low-income children are disproportionately affected. Further, 60-65 percent of obese children will grow up to become obese adults. Local business partners must lead the way to education, activities and support for the local community.

My February article covered the importance of Health and Wellness programs for employees. Let’s expand that healthy focus to the community our businesses serve.

IU Health Morgan recently announced a partnership with the Barbara B Jordan YMCA to sponsor its 2016 Family Wellness Events. As title sponsor for the series of events, IU Health Morgan’s partnership supports an incredible array of offerings by the Y – including a golf outing, swim-a-thon, dances and outdoor fitness activities. In addition to the events we are partnering with the Y for GOAL (Get Onboard Active Living), using a model that involves the entire family to provide education and support on nutrition, fitness and behavioral habits in order to make positive life-long chang-

es for an active lifestyle.

The partnership fits well with IU Health Morgan’s efforts toward local wellness. We have a focused plan to help ensure that healthy people stay healthy and that those who are at the beginning stages of a condition work to be as healthy as possible for as long as possible.

IU Health Morgan’s Wellness Initiative includes formal programs such as Cardiac Rehabilitation; Physical, Occupational, and Speech Therapies; Nutrition Therapy; and Diabetes Education. Community wellness does not have to be in the currency of dollars. Your time is valuable as well. Encourage your employees to be active and engaged; they can volunteer, coach, mentor, participate on boards, the options are endless.

We have all heard it takes a village to raise a child; our community needs supportive members to insure a healthy active lifestyle is available for all. Community business leaders can lead the way.



Larry Bailey

Larry Bailey has been a member of Indiana University Health’s staff since 1992 and currently serves as President of both IU Health Morgan and IU Health Paoli Hospital. He holds a Bachelor of Science degree in Business from Indiana University and completed his MBA through Morehead State University. He is a member of the American Institute of Certified Public Accountants and the American College of Healthcare Executives.

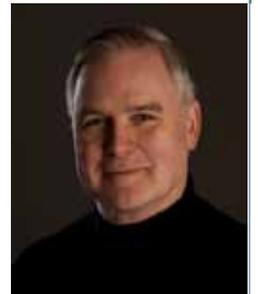
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## Inflation is playing second. Job growth is shortstop. And The Dollar's on third.

*And the Fed? The Fed is in a pickle.*

A “pickle” for those of you not familiar, is a baseball term referring to when a base runner gets caught in a run down between bases. In other words, if you are in a pickle, you are in a difficult position. You have a problem with no easy answers. The Fed, Dear Reader, is in a pickle.

At press time (June 7, 2016) everyone and their neighbor now thinks the Fed not only won't raise rates at their June 14-15 meeting but are starting to doubt a July increase as well (7/26-7/27). The Fed wants a core inflation rate (core rate excludes volatile food and energy prices) around 2% and estimates a desirable (or at least acceptable) median unemployment rate of 4.8% (source: [https://www.federalreserve.gov/faqs/money\\_12848.htm](https://www.federalreserve.gov/faqs/money_12848.htm)). The inflation rate (CPI) sits at 1.6 percent for the 12 months ending May, 2016. So the Fed would actually like to see a little higher Core CPI. To effect that, they normally would keep rates level or even lower them which in turn spurs the economy. This would mean money remaining cheap and plentiful dollars chasing goods and services thus causing prices to rise i.e. increase inflation. Inflation is the 2nd baseman.

As noted above, the Fed would like to see an unemployment rate around 4.8% (median). So when the Bureau of Labor Statistics (BLS) said the unemployment rate in May fell .3% to 4.7%, the Fed could potentially feel good about that. But alas, those who dove into the numbers (like yours truly) quickly realized that the rate fell to that level only because HALF

A MILLION PEOPLE QUIT LOOKING FOR WORK. And job growth, to put it bluntly, STINKS. The May jobs report estimated that the ENTIRE COUNTRY created a measly 38,000 jobs in May. To put insult to injury the May report also had the BLS cutting its estimate of hiring for March and April by a combined 59,000 jobs. Job growth has been fluctuating, kind of like the shortstop backing up 2nd when 3rd has the ball or vice versa. Job growth is shortstop.



Jeff Binkley

So that leaves The Dollar as 3rd baseman. The dollar had been strengthening smartly since mid-2014 but has weakened year to date 2016. The Fed doesn't necessarily want a strong dollar. A

strong dollar makes imports cheap and keeps inflation low. But inflation is below target already. And cheap imports cause jobs and job growth to go overseas. So the declining dollar could actually make it easier for the economy to handle an increase in interest rates. Except for the fact that, generally speaking, higher interest rates cause a nation's currency to rise in value... Thus the pickle.

The Fed is the runner stuck between 2nd and 3rd. The ball goes to 3rd (strong dollar), inflation goes down, unemployment goes up, runner (the Fed) then moves back toward 2nd (i.e. lowers rates). Ball goes to 2nd (inflation), dollar loses value, exports rise, employment goes up, runner then moves toward 3rd (raises rates). And the cycle repeats.

The Fed's in a pickle.

I just hope that hard-working Americans aren't the ones that get thrown out.

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# How to keep your local business thriving

As a marketing consultant, I help coach small businesses how to succeed in this competitive marketplace. So I have seen the confusion business owners face when trying to determine how to raise awareness in the community for their store or their services. Whether it's a local retail shop or business-to-business operation, they face many of the same issues. "Where do I put my advertising dollars so that more people can find out about our business?" "Should I sponsor the little league team and create a float for the 4th of July parade?" "Should I get a booth at an industry tradeshow, advertise in my local newspaper, blog, send out an e-newsletter, spend time on social media or join my local chamber of commerce?"

As a citizen of a community, I also look at small businesses from the viewpoint of a consumer: "That's an interesting concept for a business." "I wonder if their location will hurt them..." "Will they offer any coupons for their services?" "I wish they were open late on Sunday." "Do they have fast service? Is it kid-friendly?"

Sometimes, despite valiant efforts, a business must close its doors. While the community may be left with a void where that business has been, I think that both the business owners and the community should learn from that experience. Here are some ways that businesses and citizens can work together to ensure small business success:



Susan Young

**Businesses: Know (and serve) your customers:** Before opening a business, you should be sure to do your homework by surveying the community to see if the business idea is a viable one. Is there a market for this business? If so, what type of things would people like to see? How will people learn about my business? If the community has many families, make the business accommodating for young children (i.e. coloring pages and a nice children's menu if it's a restaurant). In addition, you need to engage with the community by staying active on social media, supporting local causes and being in front of potential customers in any way that you can (attending or sponsoring local events and supporting other businesses as well). The more awareness the business has, the more visible the business will be to others in the community. Finally, you must be open to suggestions from customers. Have a suggestion box or ask for feedback on your website. Improving your business by having customer input will help your business become successful. Consider

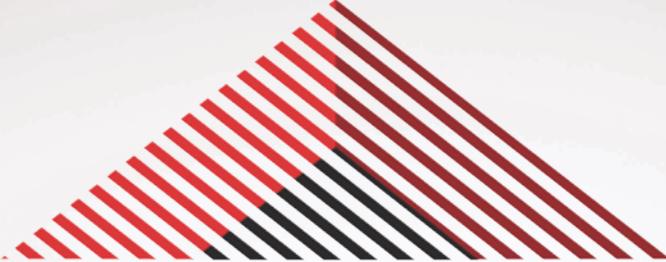
earning and keeping a customer a privilege, not a right. You'll need to continue to invest in the community if you want to succeed, because you'll not win if you simply "build it" and expect people to come.

**Customers: Support (and help) your local businesses:** Obviously, when you shop or eat at local businesses, or hire

them for services, you're supporting your community businesses. This is the easiest way to help them, but your continued support is also important to their success. Businesses rely on repeat customers to survive, so if you enjoyed your service/product, shop again. Think twice before ordering that product online or driving out of town to dine out one evening. But don't stop there. Engage with your local businesses by following them on social media. Tell others about them if you've had a good experience (which you can also do on social media, by the way). Help the business out by telling them what kind of products/services you'd like to see them sell in the future, or tell them about a great local event they should sponsor. Alternatively, if you think the business should be doing something differently, don't be afraid to tell them that too, because I'm sure they'd love to hear how they can improve their business. If you don't tell them, they won't know.

I just hate to see great local businesses put their hard work into a grand opening, only to give up after a short time in business. I don't necessarily blame the business or the community for this unfortunate outcome, but I believe if business owners and the citizens of that city or town worked together, they'd be more likely to succeed.

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](http://www.aimfiremarketing.com), call (317) 456-BIZ4U (2494), or email [syoung@aimfiremarketing.com](mailto:syoung@aimfiremarketing.com).



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# LEAN TOWARD THE FUTURE

*Molin Enterprises transforms blight into beautiful in Martinsville*

By Elaine Whitesides  
Morgan County Business Leader

One of the common threads that runs through many stories of successful businesses is the act of owners putting their heads down and striving to do purposeful work.

The story of Molin Enterprises, led by Doug and Paula Molin, exemplifies the point.

Molin Enterprises is a home-based business. There is no suite of offices or large staff. There are two people who started out with an interest in taking vacant or rundown property and making it functional, useful and beautiful again.

Doug Molin is employed full-time by the MITRE Corporation, where he uses his 40+ years of experience in all facets of air traffic control and FAA facility management and executive know how in his current role as Director for Center for Advanced Aviation System Development's (CAASD's) Air Traffic systems and operations. His work is demanding.

But what he does outside his career is also demanding, in a different way.

According to Paula, family has always been the priority. "Doug works very hard and family is the center of life. He's a great dad, and a wonderful husband," Paula said. Which, after 41 years of marriage, is high praise. Both spouses separately referred to each other as their best friend, which may be part of the reason that together, they not only run Molin

Enterprises, but they have also lived in multiple states, moved 19 times, reared eight children, and are blessed with 22 grandchildren.

The couple landed in Martinsville, choosing to make it their home for the last 25 years. Paula said, "It's been a



very busy 41 years."

The fact is, Molin Enterprises has its beginning in the home that the Molin family purchased in Martinsville more than 25 years ago. The lower level wasn't finished and Doug didn't want to pay the price quoted to him. So he developed the skills needed to do it himself, pulling in the family to help.

After the children were out of school and on their own, Doug encouraged them to buy homes "that needed a little love" and then the whole family flew in to do the rehab creating a wonderful home and instant equity.

## JUMPING INTO OPPORTUNITY

"Some years ago we gathered everyone and talked about the opportunity to leverage together as a family," Doug said. "It was my way of bringing the kids into an opportunity with us." They purchased and rehabbed a couple of homes.

"We've been purchasing properties for about 10 years, but it's only in the last few years that we have focused on the downtown area. I love the potential of taking an old, forgotten property that has good bones and make it better than new. It not only creates added value for the property purchased but also for the community and neighbors.

"When we started doing this, Paula supported the effort by getting her real estate license, so she can manage the business from that perspective. I understand the construction piece, but the anchor, the glue, is my wife. She keeps track of all the moving parts."

And with the recent expansion, there are a lot more moving parts. Doug had been eyeing a Victorian house a few blocks from the downtown for several years. When he heard it was to be demolished, he jumped in and bought it.

"I said, 'This thing is falling apart,'" Paula said about the Victorian. "I didn't have the vision. He wanted it and said, 'We can do this.'" When he heard Hilliard Lyons was looking for a new location, he approached them, but the Victorian wasn't the right place for them. So he offered to purchase and renovate a building for them, becoming their landlord.

"Once again," Paula said, referring to the building at 50 N. Main Street, "looking at it, it was in bad shape. Doug is the risk-taker. He wanted to know the best and jump in with him. After eight years, we learned to go with the flow."

So, in the midst of the Victorian rehab, the couple jumped into the complete renovation of the building recently opened as the new offices on Main Street.

From rehabbing small homes to commercial buildings, Paula said, "It is a lot more effective and efficient to hire professionals to do things like drywall. We can't do it all anymore."

"We surround ourselves with phenomenal sub-contractors in Morgan County, whenever possible, who love what they do. They know each other and work well together on our projects."

While some might see it as business, Doug has a different perspective about his projects. He says, "This is a passion. I can't describe the time we have taken properties and made them useful again and beautiful."

The building on the square at 50 N. Main Street was built in the 1880s but had not been inhabited for 12 to 15 years. They replaced the roof, plumbing, electrical and HVAC systems, and created offices and living space upstairs. "It's like the building comes back to life," Doug said. "The blight on the downtown square, but now it's been transformed into a building that is special."

"I wanted a client that would be in this building and be a part of the community," Doug said. The front windows will be filled with works of art and highlight community events. "That's meaningful to the community," Doug said. "I love it. That's what it's all about."

## THE DIFFERENCE IN PERSPECTIVE

The gleam in his eye tells you that Doug is building something more than a business. Molin Enterprises has evolved into something more than a business company.

He says this is what happens when something becomes a business, it actually accentuates and raises the value of the

### Molin Enterprises, LLC

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created an aura around our family brand and positive feelings of trust and confidence in the community. Now people are calling me asking if I am considering buying other buildings,” Doug said, “because they want to lease from us. I think people want to be a part of something where the landlord is committed in the long haul. I am interested in working with clients to find a building that has good bones and transform it into something the client and city can be proud of.”

“I am kind of surprised by the notoriety of our projects,” Paula said. “What we are doing is certainly getting a lot of attention and hopefully the positive energy will be contagious and influence others to invest downtown.”

The fact is, Molin Enterprises was named Outstanding Business by the Greater Martinsville Chamber of Commerce at the Annual State of the City Dinner on March 8, 2016.

“I was completely surprised,” Doug said, adding “when the announcement was made, Paula turned to me and said, ‘I guess we are a business!’ “It was something we’d just been doing,” Paula said.

“Paula and I didn’t see it as a business. It’s more than that to us. It fits our personalities. We care about this community. We loved the opportunity to raise our children here and are proud that they have all taken their Martinsville educations and gone on to successful professional careers.”

#### The Fine Line between Business and Life

“We have put the (business) structure in place,” Doug said, “but approach it with a more humanistic approach. We get to know our neighbors and invest in those relationships. Those relationships bring returns in a lot of ways that are inclusive of both friendships and business. It has resulted in people being exposed to our business model and wanting to be a part of it.

He approaches projects differently now, saying, “Over a period of time; if your commitment is more than just making money, then you take other things into consideration with projects like these. To me, it takes another blighted property off the market and creates something beautiful. My intention is to not create competition on the square, but more to create a business environment that leverages and compliments existing businesses. Synergy between businesses could, and would, be a very powerful thing.”

“It seems like the right thing to do,” Paula said. “We like doing it and it’s something that needs to be done. I don’t see it as such a big thing. It feels natural and we aren’t the only ones moving forward with this energy. It is reflected in Shannon Kohl’s call to action for our community and many are jumping in to support that call. This is about being part of a larger community effort. We just happen to be at the point in our life that we can do it.”

## THE FUTURE PICTURE

Paul said, “My strategy partner is my wife; and we want to ensure we have balance: Our family of 22 grandchildren and 8 children vs. property business. We want to have fairness in both.”

That being said, he also sees a bigger vision. He asked, ‘How do we lean together and go forward to revitalize Martinsville and make it great?’ Then he answered his question, “You get enough people who are like-minded working together.

“People in the community are counting on the leaders to do the right thing. There are some really amazing things happening in Martinsville right now. Sometimes you have to stop where you are to look at where you came from to see how far you have come.”

Separately, both Doug and Paula said they have done just what they felt was good and right at the time.

“If you can put yourself in the position to leverage your resources, you can create something great and special. It becomes more than a business, it’s more of a lifestyle. Risk-taking is absolutely necessary for you to make a difference; for yourself, for your family, for your community and you have to do it. I am in my lean forward mode for my children and grandchildren. I want to make a difference, one person, one building, at a time.”

“We really, really have a good life,” Paula said. “We travel together and we are doing good things for our family and others; making people happy, contributing to the betterment of the community. Yes, we are happy.

At the end of the day,” Doug said, “Influence, if used for good, it can be a very powerful and amazing thing.”



Doug and Paula Molin

# Bring your favorite mug and stay a while

## Bran N Shorts Coffee House

Lorinda Dennis, owner  
15 W. Main St.  
Mooresville, IN 46158  
Phone: 317-831-2113  
Email: brannshorts@yahoo.com  
Web: bran-n-shortscoffee.com

### By Ariane Cagle

*Morgan County Business Leader*

There's a new place in Mooresville for people to gather or find a few minutes of solitude. Bran N Shorts Coffee House has opened at 15 W. Main St. in the space previously occupied by Pat's Tavern. You can still belly up to the bar, but now you are asking for a shot of espresso, a mug of Highlander Grog, or another specialty coffee beverage, mixed up special for you.

The family owned and operated business, is the product of the long-time dream of three sisters and their mother, Elsie Carmelita Nail Gregory. Their mother died in 2012 of brain cancer and two weeks later, their father died. Left without them, the sisters; Lorinda Dennis, of Mooresville, Lysandra Pratt of Albuquerque, NM and Deborah Michaelis of Carmel committed to make the dream a reality.

"When Mother was still alive," Lorinda said, "we dreamed of having a place serving granola and oatmeal and pies." But the idea evolved into a coffee house, because everyone in the family were coffee drinkers.

### The Nail Story

Elsie was one of 19 children reared in Martinsville during the hard years of the Depression by Orville Nail and his wife, Lilly Mae Pearson. Even though Orville worked as a typesetter for The Democrat newspaper and Lilly cleaned houses, ends seldom met. A neighbor regularly shared a scoop of horse feed, called Bran and Shorts, with the family, and Lilly made pancakes to feed her brood.

Her philosophy was that if you were fed and



Lorinda Dennis

full, you would not notice the things missing from your life, such as new shoes and clothes. Bound together, the close relationships between all the siblings resulted in weekly gatherings on someone's front porch, to visit while sipping lemonade or a cup of coffee.

Elsie's story set the stage for what the sisters wanted their business to be: a downtown "front porch" for the people of Morgan County. Almost more important than what was served, Lorinda said, "We wanted a place for people to gather, sit and visit. We wanted it to feel like home because home is where your story begins. We wanted that nice warm feeling when you walk through the doors."

That dream was helped along by the owner of the building at 15 W. Main St., Ann Bible.

According to Lorinda, when the sisters offered to buy the property, "She told us we answered her prayers."

To create that feeling of home, patrons are encouraged to bring in their own favorite mug, which waits on a shelf for them. "Success to us is knowing every customer by name," Lorinda said. "and greeting them with their mug of coffee when they arrive."

### The Building Comes Full Circle

Built in 1896, the building was constructed to be a bakery, now, the baking has returned.

Lorinda and her niece, Casandra Pratt (Casey, daughter of Lysandra Pratt) arrive at 4:00 a.m. to bake the day's muffins, bismarcks, pies and other pastries. "Everything is made from scratch every morning," Lorinda said.

Orders for fresh pastries and coffee for pick up the morning of meetings and other events are ready and waiting.

Patrons settle into a stool at the bar for a coffee and some witty banter. Others, seeking calm, settle into a comfy armchair or sofa seat to savor the steaming hot drink. Groups regularly organize themselves and tables to a grind through meeting agendas or collaborate on projects, made easy by free WIFI.

### Community Centric

In Line with being a front porch gathering spot, events like a recent Veteran's Meet and Greet are being held, in which they unveiled the Veteran's Wall. The community is encouraged to add a framed photo of their family's veterans to the growing collection. Local authors are holding book signings and the space is available for rent after hours, too. Pastries and beverages, are also available.

All tips collected at the Coffee House are donated to a charitable cause each month. "It might not seem like a lot," Lorinda said, "but when we can give a check for several hundred dollars to a worthy cause, it makes us happy and proud."

### New Entrepreneurs

While the sisters are new to entrepreneurship, niece Casey and Lorinda work together to define and establish processes and systems to make the business run smoothly. "We may not know how to do something," Casey said, "but we just work together to figure it out, and create something that works for us." Talking with other business owners has been helpful, too.

"We are trying to find our feet and build our base of knowledge and experience," Casey said. "We are trying to read what the community wants and meet that demand."

"I am just loving to see new faces coming in," Lorinda said. "I am still enjoying the glow of the initial success. We have established a business that fits into the town of Mooresville: and a business that is based on the community and family values of the area. I feel like my family has grown. I have lived here my whole life and I am meeting new people. Mooresville has grown and now we are growing with it."

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Pictured with June Doty is daughter Belinda Doty

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# This '3-R Program' will choke your growth

There are a multitude of things that can inhibit your personal and professional growth. There are lots of activities and systems you might employ that will damage your business rather than grow it. But the 3-R Program that we all run from time to time, is the worst.

The 3-R Program is a little ditty that every human exercises in their emotions from time to time. Some of us run the program almost constantly thinking we are winning the race of growth when, in truth, just the opposite is happening. In fact, the end result of building a habit of the 3-R Program is serious damage to you and your business.

The 3-R Program is stealthy. The hard truth is when you are employing the 3-R Program, which is an emotional program, you feel good. You feel like you are justified and you feel like you are winning. This makes for positive reinforcement and, because of that, repeated application.

The 3-R Program is usually triggered when you feel you've been wronged in some way.

The first R in the Program is Resentment. That is any negative emotion toward any person, place, thing, condition, circumstance, thought or idea.

That is followed by second R, which is Resistance. It is defined by the withholding or withdrawal of any of your resources, potential, gifts, talents or positive expressions.

The third R is Revenge. We all know that is

the process or desire of making another person feel your pain in some way, in any way.

This emotional energy follows the laws of the universe. Energy cannot be created or destroyed if it is snuffed out in one place. It simply shows up in another. Energy gets expressed and in the application of the 3-R Program, it shows up either in our physical body or in our results.

As the author and speaker, Les Brown, says, "Most people aren't overweight because of what they're eating. They're overweight because of what's eating them."

When your 3-R Program is running it is a clear indication that you have assigned the power and the responsibility of the process, and the repercussions of your thoughts, your actions and thereby, your results, to someone other than yourself.

When the 3-R Program is running in you it is as if your creed is "who is the matter with me today." As my friend and mentor says, "If other people can make you sad, glad or mad... you've been had."

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.



**Jack Klemeyer**



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**BOYS & GIRLS CLUBS  
OF MORGAN COUNTY**

**GOLF OUTING**



**Date:** Friday, July 15, 2016  
**Celebrity Meet & Greet:** 11 a.m. - Noon  
**Shotgun Start:** 12:30 p.m.  
**Location:** Heartland Crossing Golf Links  
317.630.1785  
6701 S. Heartland Blvd.  
Camby, IN 46113  
For more contact Sandy Knorr at 317-834-6382  
or by email Servpro8536@gmail.com

# Start now to develop future employees

Employers need reliable, ambitious and skilled workers, and there is one group that is working on that from the ground up. Results might not be immediate for employers, but over time the impact to the community – and for businesses – stands to be great.

That group? Boys and Girls Club of Morgan County (BGC).

Currently, BGC operates at capacity, serving approximately 120 children, ages 5 to 17. There are waiting lists for children wanting to participate after school and during the summer at the main site at 490 St. Clair St., Mooresville, and in the before and after school programs at Newby Memorial Elementary School.

The organization offers programming that focuses on five areas of development: the Arts, Education and Career Development, Health and Lifestyle Skills, Character and Leadership Development and Sports and Recreation.

According to Board President, Angela Kath, the mission of the Morgan County BGC is to help children excel in school, life at home, and their future. She says their success is evident in the personal development of the children, as



**BOYS & GIRLS CLUBS  
OF MORGAN COUNTY**

well as in their academic achievement, reflected by an 80 percent improvement in GPA overall.

Achieving their mission is important. While they strengthen the character, work ethic, and personal development of the youth of Morgan County, that later translates into strong citizens, workers, parents and leaders throughout the county. With outreach programs, the youth share what they learn with their peers and families, too, thereby expanding the influence of the BGC.

Individuals and businesses can join Servpro in supporting the BGC by attending the Annual Golf Outing on Friday, July 15 at Heartland Crossing Golf Links in Camby. Not just for golfers, everyone is invited. All proceeds go directly to student programming. For more information contact Sandy Knorr at 317-834-6382 or email Servpro8536@gmail.com.



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# IS VoIP Right for you?

There has been a lot of talk about VoIP lately what is it, and what's all the buzz about. VoIP stands for Voice over IP (Internet Protocol). In layman's terms VoIP delivers voice communications, and multimedia sessions over the internet rather than Public Switched Telephone Network (PSTN...phone lines). There are benefits to this. You are not tied to the local telephone provider, there are no additional charges for Domestic long distance (check your plan and provider), and you can have multiple numbers from anywhere in the country, including 800 numbers. Most times you can keep your existing phone number and bring it with you.

Other reasons to look at a new phone system would include the features that are included. Your old system may have voice mail, but does it have the capabilities to email you that voicemail so that you can get it wherever you are without checking back in to the office. Do you have or need an auto-attendant to answer the calls for you, or in case you can't? Would it be nice to tie multiple offices together so that you could get in touch with another office via an extension instead of a long distance phone call? The features that

were once only available to enterprise level clients are now included and available to everyone.

These are just some of the advantages of what VoIP can do for you. If you are paying a high amount for long distance, or have an exceptionally high phone bill you definitely should reach out to us, or someone about the benefits of a VoIP phone system. The down side to VoIP. You HAVE to have a decent internet connection. The bottom rung cheap dsl line may not provide the bandwidth necessary to ensure call quality especially if others in the office are streaming YouTube, or Netflix. If the Internet is down, your ability to make outside calls is also down. Fortunately, the internet is not down very much

anymore, so this is less of a problem than it used to be. These are a couple of things to consider before jumping on the VoIP bandwagon, but the benefits far outweigh the concerns.

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.



Jay Allen

# Is your upstairs TOO HOT?!?

In many two-story homes, the upstairs area is considerably warmer than the main floor. The reason for this is simple - heat rises. The thermostat is typically located on the main floor; so when this level reaches the set temperature, the air conditioning turns off. The heat from the first floor rises to the second. Heat from the attic also causes the temperature to rise on the second floor. Because the heat leaves the main



Jod Woods

level, this area stays cool longer, thus not asking the air conditioning system to run. This cycle continues all day as the temperature upstairs continues to rise. All of these factors can lead to a very uncomfortable area to live and sleep. There are a number of things that can be done to reduce or even eliminate this condition. Every home is different, so the potential for correcting this problem varies based upon these differences. Economy Heating, Air Conditioning, and Plumbing is trained and experienced



in the proper way to deal with this situation. Please give us a call at 317-831-5279 to schedule an appointment to discuss your options.

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

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## Don't skip out on a vacation

Being a small business owner is really a lifestyle and not just a job, and “all work and no play” is often the mindset of the entrepreneur. But owning and running a small business takes its toll on even the strongest individuals and their families, so carving



Will Gott

out time for a vacation is not just important, it's essential to the health of both the owner and their business.

But why don't small business owners take the much needed vacation time? According to many entrepreneurs, it is stressful leaving work behind for a vacation.

As much as two thirds of all business owners worry about their

companies while on vacation. According to a recent small business sentiment survey, more than a quarter of small business owners only take one week of vacation per year or don't take any time off through the year, including holidays!

Even though there are many small business owners that think it's impossible to vacation, there are plenty of reasons to make time for a vacation; here are at least four reasons. First, a vacation is good for your health. Research shows that men who take vacations are 32% less likely to die of a heart attack. Women who don't take vacations are up to 8 times more likely to suffer from heart disease than women who take 2 vacations a year. Secondly, you'll be more productive after a vacation. Vacationers reportedly experience an 82% increase in job performance post vacation. However, research indicates that long weekend of 2 or 3 days off don't have the same effect as a one or two week vacations. Third, you get your best ideas when you are out of the office. When you don't have the day to day pressures and interruptions, you can take time to consider more innovative approaches to your business. Finally, you can reconnect with your family. One of the biggest benefits of a vacation is to focus on your family or your loved ones while on vacation, by spending quality time with them while experiencing your vacation together. The best thing you can do for you and your business is to take the much needed vacation!

Will Gott is the owner of Magnified Vacations CruiseOne, a locally owned and operated full service Cruise and Leisure Travel Agency. Will, and his wife Nikki, specialize in helping families and couples reconnect by helping create memorable vacations. The Gotts have extensive proficiency in the travel industry as well as business experience. You can email Will at [wgott@cruseone.com](mailto:wgott@cruseone.com), or call (317) 451-4232 or via [www.magnifiedvacations.com](http://www.magnifiedvacations.com)

## \$50,000 Local Challenge Match Business Group steps up to encourage support

An anonymous local business group will match all gifts made directly to the Community Foundation of Morgan County's operating and impact grant funds \$1-for-\$1 up to \$50,000. All donors now have the opportunity to support the Community Foundation of Morgan County with twice the impact.

The Community Foundation of Morgan County manages nearly 200 community based funds that range from educational services, to programs that support the health of Morgan County residents, to historical building funds, to funds that support veteran services, among many others. This wide range of programs is illustrative of the deep commitment so many have to the well-being of those who call Morgan County home. In addition, the CFMC administers impact grants, scholarships, as well as non-profit support and training.

How the CFMC Serves the Community:

- CFMC Impact Grants helps the community grow stronger, create collaborative opportunities, and build sustainable programs.
- Scholarships that are administered through the Community Foundation provide access to continued education, improving the lives of Morgan County residents now and in the future.
- Charitable Fund Management for charitable organizations,

programs, and projects throughout the local Morgan County community allows non-profit partners to focus on their mission, and service - in other words, what they do best. Many of the charitable efforts in the county could not exist without the services the CFMC offers.

- Non-Profit Training for grant recipients teaches “outcome based measurement” reporting to help organizations better understand their impact, set goals, and secure funding from other sources.

In order to carry out its mission and continue to provide excellent support to charitable partners, the CFMC must secure funds for operating resources. Tax-deductible gifts to the Community Foundation of Morgan County allow the CFMC to maintain knowledgeable and talented staff, as well as make essential equipment and systems upgrades to help staff effectively do their work; all vital components of the services offered to the local community.

Financial support of the Community Foundation of Morgan County helps sustain the non-profit work in the county – an effort that is accomplished together. Please contact Chris Oganowski to make a gift or find out more information about how your gift can be matched 100% today.

## Lilly Endowment match brings \$2 million home to Morgan County

The Community Foundation of Morgan County has announced that \$1 million was raised to match a \$1 million donation from the Lilly Endowment's Giving Indiana Funds for Tomorrow (GIFT) program. More than 1,000 area residents, businesses and community organizations came together during an 18-month match period to raise funds that will directly impact the quality of life in Morgan County.

“We at the Community Foundation of Morgan County were very pleased to receive one of the million dollar matching grants from the Lilly Endowment, giving us \$2 million to benefit the citizens of this county.” Patty Wood, CFMC Board President stated. “Every year, the grants committee has the difficult decision of choosing which grants to fund,” Woods continued. “This gift has helped make the foundation better able to fund the variety of programs and projects available in our county.”

Of the total \$2 million in donations, \$1 million will support two CFMC endowment funds. The Common Wealth Endowment Fund provides grants to enrich the lives of Morgan County residents.

Funds granted out by the Community Foundation of Morgan County have historically hovered around the \$30,000 mark, but thanks to the generosity of the Lilly Endowment and many other donors, grants in 2016 will skyrocket to \$125,000 in potential grant funds – more than the total funds granted out since 2012. \$62,500 has been allocated to programming grants, with an equal \$31,250 set aside for both matching grants and capacity grants.

“Impact is defined by the mark you leave, and meeting the \$1 million Lilly Endowment GIFT VI match marks the impact the Community Foundation of Morgan County will continue to have on our Morgan County community for years to come,” said Ed Kominowski, CFMC Executive Director.

Funds raised through the Lilly Endowment match will also benefit the Evergreen Endowment Fund. The increase in funding will help ensure the long-term success of the community foundation's management and operations.

### \$1 Million Dollars Benefitting Morgan County Community Programs and Projects

The Community Foundation of Morgan County manages nearly 200 community based funds that cover a broad spectrum of needs in Morgan County, such as educational services, preventative drug and alcohol abuse programs, historic preservation, youth services, among



Community Foundation  
of Morgan County, Inc.

many others. This wide range of programs is illustrative of the deep commitment so many have to the well-being of those who call Morgan County home. Therefore, the CFMC Board of Directors requested that the Lilly Endowment include twenty-six non-permanent funds that serve the entire community in the \$1 million match, in addition to endowment funds that had originally been included.

Additionally, with the opportunity to add to the value of their gifts through the Lilly Endowment match, donors created six new endowment funds: Mooresville Kiwanis Curry Overton Memorial Scholarship Fund; Desert Rose Operating Endowment Fund; Habitat for Humanity Operating Endowment Fund; Memorial Scholarship Endowment for Dr. Julia Foster, In Tribute to Jeff Hunsucker; Becky Sonnega Memorial Endowment Fund; and, the Phillip & Carol McAteer Education Endowment Fund.

As a result, fifty-three funds benefited from \$1 million in donations during the 18-month cycle of the Lilly Endowment match. Funds were distributed between programs that benefitted youth (14%), health related programming (10%), poverty assistance (9%), educational services (5%), scholarships (5%), veteran services (5%), environment and recreational programs (1%), and historic preservation (1%). Of the 1,040 donors who stepped up in support, 219 donated two or more times, often 3 or more times.

Margaret Mead famously said, “Never doubt that a small group of thoughtful, committed citizens can change the world...” The level of commitment that was shown in raising these funds exemplifies how true this statement is for those who are proud to call Morgan County home. Kominowski concluded that he believes, “Our community will continue to make a difference in the lives of others, not only through this initiative, but through the support we give to our friends, family and neighbors – we are all better for these actions of charity and philanthropy.”

# Mt. Olive Manufacturing continues support of Link Observatory STEM Programming

During the summer of 2015, Steve and Lisa Langley of Mt. Olive Manufacturing donated \$10,000 to help establish "The Link Observatory Space Science Institute Fund for STEM Programs in Morgan County," a fund at the Community Foundation of Morgan County. In part, this funding has allowed the Link Observatory Space Science Institute to begin a partnership with NASA. On Friday, December 4, 2015 7th graders at Paul Hadley Middle School in Mooresville, Indiana had the opportunity to interact with Trent Smith, Program Manager for the NASA VEG-GIE program at the Kennedy Space Center, Florida through a virtual interactive classroom. Through the use of modern computer technology, Smith and NASA educator Rachel Power interacted directly with 35 students – but, this is just the beginning.

This week, the Langley's continued their support of Link Observatory's STEM education programs through a \$5,000 gift that will help Link Observatory continue providing Discover Space programming throughout the 2016-2017 school year. Earlier this year, Link Observatory entered into a formal NASA partnership that will ensure that advanced educational programs and technologies continue to impact the minds of Central Indiana youth and adults through middle school and high school programming, as well as monthly public presentations at the Mooresville Public Library, which are followed by shuttle service to the observatory itself for viewing of the night time sky, weather permitting.

Greg McCauley, Executive Director and CEO of the Link Observatory Space Science Institute said, "We'd like to thank Steve, Lisa, and Tony Langley at Mt. Olive Manufacturing for continuing to support us as we focus on bringing NASA into the classroom. These young people today are tomorrow's work force. We want them to continue to develop interest in science and technology – it's important for our future." McCauley con-



Greg McCauley accepts a \$5,000 donation from Steve Langley, to their right stand Mt. Olive founding partner, Lisa Langley and Community Foundation of Morgan County Director of Charitable Giving, Chris Oganowski.

tinued, "The Langleys really are the American Dream and an inspiration to everyone as proof of what hard work can do."

In less than a decade, the Langleys moved from working in a backyard pole barn to a manufacturing company that is now beginning to integrate robotics into their production line. During this week's check presentation, amidst a friendly chat that ranged from STEM education to astronomy to robotics to the Morgan County workforce, the Langleys' sons, Grant and Dillon, both studying engineering in college, demonstrated the UR-10 robot's precision and reliability. Greg McCauley and

Kurt Williams of Link Observatory, and Danie Becknell and Chris Oganowski of the Community Foundation of Morgan County joined Steve, Lisa, and Tony Langley for a discussion on not only the function of the robot, but how this robot would help better fill the role of a rote and repetitive manufacturing position that has a high turnover rate. This robot represents the direction the Langleys hope to not just steer Mt. Olive Manufacturing, but Morgan County students as they continue exploring the functional uses of innovative technology to improve the lives and work conditions of everyday people.

## Networking Opportunities

### **Martinsville Chamber of Commerce:**

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

**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](http://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](http://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](mailto: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](http://www.MorgantownIndiana.com).

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

### **Mooresville Chamber of Commerce**

**Networking Breakfast:** Event the 4th Thursday of each month at Bran & Shorts Coffee House at 8:00am, located at 15 W Main Street in Mooresville. Please RSVP to [mindy@mooresvillechamber.com](mailto:mindy@mooresvillechamber.com), public welcome, do not need to be a Chamber member to attend.

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