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MORGAN COUNTY

February 2017



## POLITICS IN PERSPECTIVE

*Peggy Mayfield of Mooresville begins third term as District 60 State Representative*

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# The true outcome of opportunity

While February might traditionally be viewed as the month of flowers, basketball, and 'how much longer is winter', my mind has been on other topics. The prospect for change seems to be everywhere – a new year, new weather patterns, a new president. And with change, there comes several other things, too.

There is one thing that has come to my attention that seems to benefit more than the individual when it is taken – and that is opportunity. Entrepreneurs and small business people seem to have an inclination for seeing it and seizing it. It is a risk, but when it succeeds, more than that one brave soul profits.

In the cover story this month, Representative Peggy Mayfield seized an opportunity to enter public service in two different roles, each time setting her eye to making a difference in the lives of the people of Morgan (and Monroe) County. Her service truly illustrates the value and significance the efforts of one person can make on people and communities.

It was the coordination of the vision of many Morgan County people to create opportunity for students, citizens, and businesses with the establishment of the *Endowment Fund for Parallel Pathways and Education in Morgan County*. The extent and scope of this opportunity has the potential for changing the future success of many, many individuals and businesses, too.



**JIM HESS**  
From the Publisher

For Jim Wood, he sees his livelihood of safety management as an opportunity to prevent accidents and negative life-changing incidents for individuals and businesses in Morgan County. Of course, he grasped the opportunity to start his own business, but his purpose, his mission, is to give every worker the opportunity to work in a safe environment.

With this in mind, it is a grand opportunity we have each month to bring you information, stories, and inspiration to help you make the most of the chances and risks you take to build your small business. We like to believe that our publication touches and motivates you, our reader, to pursue every opportunity, share your successes, and carry on through challenges.

Success breeds success and I see that success comes from grabbing opportunities and making the most of them. They are everywhere, we just have to look for them.

***“Success breeds success and I see that achievement comes from grabbing opportunities.”***

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The true outcome of opportunity.....	3
Safety and your business.....	4
The 45th President of the United States.....	5
Set healthy personal boundaries.....	6
3 simple steps for successful teams.....	7
Politics in perspective.....	8
Endowment Fund for Parallel Pathways a triumph for Morgan County.....	10
Visit Morgan County announces 2017 grant opportunities.....	11
Grand Opening January 21 Bulldog Blessings Food Pantry at Monroe-Gregg Schools.....	12
Are you at risk of being hacked?.....	13
Would you know if your sump pump failed before it is too late?.....	13
Letting go of old habits.....	14
Jen Staggs to assume Director of Community Engagement Position	
Community Foundation of Morgan County.....	14
Stress free business travel.....	15
Networking opportunities.....	15
Community Foundation of Morgan County Executive Director Named Indiana	
Philanthropy Alliance IPA Board Member.....	15

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# Safety and your business

## Safety Analysis Group, LLC

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### By Elaine Whitesides

Morgan County Business Leader

What is safety to you? What does it mean to and for your business?

For 17-year Mooresville resident, Jim Wood, director and owner of Safety Analysis Group, safety, or lack thereof, can be life-changing and mean the difference between a struggling business and a thriving business.

Wood, and his wife, Molly, grew up in Brazil, Indiana. During summer breaks Wood worked with his mother in a semi-trailer manufacturing company. They had a safety director and the concept of safety in that work environment sparked his interest.

When Wood attended Indiana State University, there was an opportunity to obtain a degree in safety management. "Many people go into teaching or accounting," Wood said, "but there was something really unique about safety management and that appealed to me."

### The Safety Culture

His first position out of college was as a loss control representative with an insurance company that wrote workers compensation policies. His role was to evaluate a business prior to writing the policy, inspect on-going companies, and offer safety services and training. The end goal was to reduce the number of accidents and therefore, the number of claims.

During this time, he developed the perspective that, although much of the training was done to comply with OSHA and other federal regulations, a safe workplace and environment cannot be solely in the hands of management. He said, "A good safe culture is one where each employee monitors their own safety and that of co-workers. The best safety culture is supported by management and owners and everyone is looking out for one another."

In other words, safety is something that is lived on the floor of every business.

In fact, safety is a measuring stick for many organizations. An Experience Modification Rating (EMR) is a metric used by many insurance companies in setting premiums. The EMR is based on their safety or accident record. A good history means reduced premiums.

Likewise, some companies use it as a metric in the criteria set for hiring contractors. A poor



Jim Wood

He said because there is not enough to keep someone busy full-time in smaller organizations, companies hire someone to split responsibilities, perhaps safety and human resources. This often results in safety falling down the list of priorities and only being addressed when there is a sense of urgency.

To prevent accidents or regulatory compliance from being the only impetus to address safety issues, Wood's business is able to be an on-going resource. Safety Analysis Group can provide a wide variety of services including safety audits, development of a safety program, training, and compliance reviews to ensure that employees are trained and competent in safety processes and procedures. The end goal is to have zero accidents, improve the environment for employees, improve EMR

ratings and reduce the cost of premiums. It can make a difference in the amount of work available for the company and can affect other things such as ISO certifications.

### Consequences of accidents

Wood says that the impact of accidents is widespread. It is not just the effect on the EMR. Accidents affect the individual, but may also affect their performance for the rest of their lives. That can impact the family as well as other workers who witnessed the accident. The real cost is long-term and can be financial, physical and emotional, for everyone including the individual, coworkers, employer and community.

One of the greatest impediments to safety improvement is the old, "We've always done it this way..."

With more than 30 years' experience, Wood says that he knows that the more an unsafe act is repeated, the more likely it will turn into a serious accident. He takes it as a personal challenge to turn around those behaviors in a manner that is both positive and educational.

### Building a business resource

Much of the work Wood has done for companies meant he has traveled a lot and saw many different businesses in different industries from manufacturing to senior care homes, foundries and trades such as plumbing, heating and electrical workers. "I recognized the need and potential to work with medium sized and small companies that don't have the resources to employ a full-time safety person, but they still want to be safe. So I started my own company."

ratings and reduce the cost of premiums.

"A good safety culture, a good safe work environment, and all the things that are a part of that shouldn't be available to only companies with great resources and a safety director," Wood said. "I am available to come in to the business once a week, once a month, or even once a quarter so they can create a safe workplace and culture for their workers."

Safety is not just how tools and machines are used, first aid procedures, or behaviors. Safety extends into almost every part of a business operation.

"Not enough people recognize that if they have a fleet of company vehicles, there is a huge exposure on the roadway."

"I saw a company with a long-term employee who could no longer pass the DOT physical. They didn't want to be cold-hearted and let him go, so they said they would put him in a company pick-up truck and let him run errands. What the company didn't know was that he had lost sight in his right eye. He was out in the vehicle, made a right turn and drove over a little girl. The company was sued, but the lesson is that even if you don't have a company policy, it's a good thing to have some criteria established."

That's the kind of insight and help Wood brings to business owners. Preventing accidents and being prepared in the case of an accident.

"I want to be a resource and service those companies who might think they are too small," Wood says. Safety is important no matter what your size.

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# The 45th President of the United States



Our nation has been through a tough, challenging, and tumultuous election cycle. My concern has been that too many of our fellow Americans, on both sides of the political spectrum would take the election results in a way that would not be in the best interests of moving our nation forward. On the victorious side, my fear has been that the “winners” would take the victory as a mandate that all of President Obama’s agenda should be rejected and voided in its entirety and feel that anything less than full repudiation of that agenda would be unacceptable. Ironically, my fear also was that the “losers” would seek solace in denial and rejection of any suggestions for change or improvement to the former president’s now-defeated agenda.

Today, January 20th, 2017, I, like many of you, sat and waited with anticipation for what our new president would say in his inauguration speech. I also feared how my colleagues in the media would spin what was said by President Trump and what wasn’t said.

Here are the words I heard with no spin attached:

- “Transferring power from Washington, DC and giving it back to you the people.”
- “This is your country”
- “The people became the rulers of this nation again.”
- “The oath of office I take today is an oath of allegiance to all Americans.”
- “The time for empty talk is over. Now arrives the hour of action.”
- “Do not let anyone tell you it cannot be done. No challenge can match the heart and fight and spirit of



**JEFF BINKLEY**  
Finance

America.”

The speech is now done. The market closed today (1/20/17) up, breaking a 5 day losing streak. If that really means anything, I don’t know. I do know we have a new government, a new president, some would argue a new country ... like we do every time we have a new president take office. The other thing I know as a student of history and the markets is that the worst fears of the “losers” will not come to fruition and neither will the highest hopes of the “winners”.

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](mailto:Jeff@thebinkleygroup.com) or phone 317.697.1618

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# Set healthy personal boundaries

Setting healthy personal boundaries is an important part of self-care. Not only do boundaries help improve self-confidence and maintain a healthy self-concept, but also they allow for better communication with others and more fulfilling relationships.

Most people have boundaries tested in numerous ways, in situations big and small. Some examples: A co-worker constantly “borrows” money but never pays it back; a manager expects extra work without extra pay; a colleague gossips non-stop; or family members try to pull others into their personal drama.

While exact boundaries differ from person to person, everyone inherently feels uncomfortable when lines have been crossed. Do you have trouble standing up for yourself and what you want? Do you consistently catch yourself trying to please others or make them happy – in spite of how you feel? Do you shy away from confrontation, always?

If you answered “yes” to all or some of those questions, it may be time to practice setting some personal boundaries. Sure, it feels great to help others and give them what they want. But it’s important to know when “they” overstep the mark. Without personal boundaries, resentments build, guilt creeps in, frustration ensues and shame sometimes follows. These negative emotions can cause unnecessary emotional suffering.

- 1. Personal boundaries** separate individuals from the influence and intentions of others. Psychcentral.com recommends these “new life rules” for healthy boundary setting. Identify red flag areas. Money? Time? Physical or emotional



**LARRY BAILEY**  
Wellness

boundaries?

- 2. Write them down.** And don’t be vague. What needs to be clarified? What is and isn’t acceptable in dealing with others?
- 3. Be clear and direct.** Clearly communicate your boundaries to others. Neutral, frank explanations are good and allow you to be direct without being rude or dismissive. Examples: “As a general rule, I don’t ...” or “Let me think about that for a bit and get back to you.” Another option: “Right now, I can’t. Maybe some other time.”
- 4. Stay firm.** State your boundary, commit to it and be consistent. Backing out invites others to ignore your needs. You don’t have to be defensive. Sometimes saying “Because I don’t want to” is fine and enough.

Revisit your written list from time to time. Even when others’ needs seem more important than yours, remember that you can’t take care of others before taking care of yourself.

Another aspect of personal boundaries and communication that needs to be considered is the hidden disability of people who have a High Level Autism Spectrum Disorder. Autism is a developmental brain disorder that can include, among many different levels of symptoms and severity, difficulty communicating and problems understanding social cues. For this reason, written or email communication can be more effective because it removes body language, facial expressions, and nonverbal social cues from the communication.

Occupational and Speech Therapy can be very effective to help develop compensation strategies for children with difficulty with social skills or communication and IU Health Morgan is pleased to have therapists with special interests and training to help.

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.



**Amber R. (Moore) Van Til**

## Van Til named President and CEO of the Indiana Bankers Association

Amber R. (Moore) Van Til, JD, has been named president and chief executive officer of the Indiana Bankers Association (IBA), effective Jan 1. She previously had been serving as president since March 31, 2016, when she was named successor to S. Joe DeHaven, prior president and CEO; DeHaven retired from the Association on Dec. 31, 2016.



This leadership transition makes Van Til the first female president and chief executive officer of the IBA in the organization’s 120-year history. Also effective Jan. 1, Annette M. Russell, Security Federal Savings Bank, Logansport, has taken office as the first woman to chair the IBA board of directors.

Van Til joined the Association in 2002 as a lobbyist and has served as vice president-government relations, as senior vice president-government relations, as executive vice president and as president. She was honored in 2015 as Association Professional of the Year by the Indiana Society of Association Executives, and in 2008 she won in the category of Banking & Financial Services for the Best & Brightest awards, sponsored by Junior Achievement of Central Indiana Inc.

A graduate of the University of Indianapolis and of the Indiana University Robert H. McKinney School of Law, Van Til has completed the Graduate School of Banking at the University of Wisconsin (UW) and earned the prestigious certificate of executive leadership from the UW Wisconsin School of Business. She serves on the board of directors of the Indiana Statewide Certified Development Corp. and is a member of the Governmental Affairs Society of Indiana, The Columbia Club and the Indiana Society of Association Executives.

A native of Martinsville, Indiana, Van Til resides in Greenwood.



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# 3 simple steps for successful teams

Business owners everywhere search for that competitive edge, that special little something that will put them over the competition for the win. Some companies spend hundreds, thousands and even millions of dollars trying to find the secret to get that little edge to win.

Many look to outside ad words or direct mail campaigns and yet the very thing that will propel them over the competition is right in front of them in their company. It is so obvious that if it was not so serious, it would be laughable. I have seen it again and again.

A company will spend big money on outside "things" all the while ignoring the internal employees. An example is ignoring them to the degree that the first time employees find out about a company offer is when a prospect brings it in or to their attention.

I believe the secret to success for any business is a combination of always providing clear expectations and prompt, pertinent feedback on the efforts made by employees to execute and meet expectations. Where those two elements cross is increased performance. Too many times the expectations are not clear and the employee is left to guess, or worse, depending on the culture of the firm, hesitate to take action for fear of making a mistake.

When the mind is confused the answer is always no and that includes employees as well as prospects and customers. If the employee is not sure what to do or they fear unjust retribution for the action they take, they will not take any action. This situation is detrimental to the firm.

Improve the odds of success with these three steps:

1. **Include employees in your business.**
2. **Hold employees accountable.**



**JACK KLEMEYER**  
Business Coach

### 3. Provide feedback on employee efforts.

By including your team in the goal-setting process and identifying how they contribute to success, you engage them in a team-effort to achieving goals. Follow that up with holding the team accountable and you get buy-in and commitment. Provide timely and specific feedback and you develop your team's skills and capabilities.

Anytime you invest in your team with training or development, giving clear directions, holding them accountable and giving timely specific feedback, you win, the employee wins, the customer wins and the business wins.

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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# POLITICS IN PE

## Peggy Mayfield of Mooresville begins third term

By Elaine Whitesides

Morgan County Business Leader

**S**ome people see opportunity and think, “maybe...” and others, like Representative Peggy Mayfield, see opportunity and say, “Let’s go for it!” The seventh of eight children in an Indianapolis family parented by a pharmaceutical salesman and an IPS teacher, Mayfield grew up with a strong sense of family and work values. She also has a strong penchant for life experiences. It was when she was attending a fire arms class that she met the instructor, Dean, who became her husband in 1984.

Together, they settled in his lifelong hometown of Mooresville to parent four sons, Christopher, Andrew, Austin, and Michael. Before the children arrived, the couple took a leap of faith and jumped into an opportunity in a partnership for an insurance agency. That opportunity grew into Mayfield Insurance, Inc. in Mooresville. It has been their livelihood ever since with Peggy being an active officer of the corporation since the beginning. Although she is licensed in the insurance industry, her primary involvement has been at different levels in the background operations, and that has been, in her words, “a better arrangement when you have to take four months off” in her role as Indiana State Representative for District 60.

### Mayfield’s entry into public office

Mayfield entered the political arena when she seized another opportunity. The constituents were hungry for new people in elected positions and, with the urging of friends, she ran for Circuit Court Clerk of Morgan County. She won and held that post from 2007 to 2012.

Mayfield said, “I had business experience, banking experience, so many things, except for government.” She had a lot to learn. While she asked current staff and colleagues many questions, she said she found that she acquired more knowledge by her own study. “Trying to find answers was a great learning experience,” Mayfield said, “I would get the answer, but learn so much more in the process.”

During her time as County Clerk, she served as the legislative chairman as a member of the Executive Board of the Association of Circuit Court Clerks of Indiana. It was her responsibility to monitor any legislation that had to do with courts and criminal code, local government and elections. While that responsibility was added to the work she did as Morgan County Clerk and the number of hours she devoted, it also expanded her reach and ex-

posure to the workings of the state legislature.

In addition, she was asked to testify to the General Assembly about the experience she had with the computer system used in her Morgan County office. “That was really my first foray in the legislative process and it was rather intimidating,” Mayfield said.

“I had no aspiration to be a state representative, but one Saturday Ralph Foley announced he would not be seeking reelection,” Mayfield recalled, “I called Dean and said this is something I THINK I might like to do.” She had to make her decision immediately and then put together a campaign.

It was a challenge and a three-way primary, but she won. District lines were re-drawn and District 47 that included Morgan County was combined with parts of District 60, which included a portion of Monroe County and the city of Bloomington. Mayfield faced a 14-year incumbent for the position and won.

“It was a lot of hard work,” Mayfield said, “I knew I had to make a lot of face-to-face contact with a lot of people. We set a goal of knocking on an average of 350 doors a week from May all the way up to the Monday night before the election on Tuesday.

“If we let up a little bit,” Mayfield added, “we would lose a lot of ground. We had to keep moving and we were so busy and focused on moving forward that the thought of losing was out of mind. I had no time to dwell on that.”

In addition, running for the office of State Representative was especially challenging for another reason. “I was the Clerk in charge of the election. There is an incredible amount of detail in that and making sure there are no mistakes when you are on the ballot and also running the election is so important.” Mayfield added layers of transparency and involved additional people to ensure there were no problems.

She won the election, but almost missed the victory party because of the duties and responsibilities of the Clerk for the election. Her victory also meant an automatic resignation of her post

as County Clerk and Mayfield found herself stepping into new challenges brought by this new opportunity.

### Being a State Representative

“Most people,” Mayfield said, “when they think about names on the ballot, it catches you off guard, because it seems that those people are a special group. But they are regular people.” Mayfield said that the year she entered the legislature, it was the first time that the No. 1 occupation of the General Assembly was small business owners. No. 2 was attorneys and the third largest group were retired people. “Part of that is because these occupations have the flexibility necessary to do the job. It’s tough on your business and your family,” Mayfield said. “I have been blessed that my family supports me and my husband shoulders the business while I do this.”

State Representative is labeled as a part-time job. There are two, two-month sessions where bills are presented and voted on. “In 2017, there are already 1,200 plus bills in process,” Mayfield said. She is the primary author on eight of them herself.

While those four months are intensive, the remaining eight months of the year are exceedingly busy and important, too. “We spend that time talking with stakeholders, speaking to committee chairman, identifying needs of the constituency and developing legislation for the next year.” Mayfield says it is during that interim time between sessions that she encourages constituents to contact her with ideas and concerns.

It is from those conversations that Mayfield says she learns what is important to people. She said she has learned to make a special effort to learn more about areas such as Medicaid and disability funding, including meeting with people from the Monroe County organizations that serve that population and know the background and day-to-day challenges.

This is Mayfield’s third term in office and her experience in the

**Economy**

**HEATING - AIR COND - PLUMBING**

# PERSPECTIVE

## As District 60 State Representative

**Peggy Mayfield**

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because anything is being withheld on purpose for any reason, but that the amount of details provided over a very short time period are limiting.

“As bills go through the process there are amendments that could change the legislator’s vote,” Mayfield said. “For example, bills may be presented on Monday, amendments are created and filed by 11 a.m. on Tuesday. The amendments are heard and explained at a 1:30 session so that means that within 48 hours, the bill is put up for a final vote.”

That’s why sessions are exceedingly intensive for the legislators. “Even if you did this full-time and overtime, you still wouldn’t have time (to share everything with the public).”

Another point that Mayfield makes is that the House has a rule that amendments must be germane to the subject of the bill. The second hearings are for fixes and suggestions, refinements, not something

that is a significant change in policy.

As a representative of the district, to make decisions Mayfield says you have to relate it all back to how it affects your district and vote for what is best for the state and best for the local area. “You have an obligation to listen to different sides of an issue, she said. “I ask myself if there is anything in this opposing view that I have not learned or that I can incorporate into what might be moving along. Is there something I missed? You can’t not make a decision and then deal with it.”

On the other hand, laws have ripple effects. “When you turn a dial here, it turns something somewhere else,” Mayfield said. “There are unintended consequences. So making one little change in a law can have a big ripple effect.”

That is why legislators engage as many people and organizations as possible during the eight months out of session to mine out all the effects a bill could have if made into a law.

### What the public might not know

Many of the House proceedings are public. All the hearings and floor sessions are streamed live and archived according to Mayfield. She says any citizen is able to offer testimony if they show up at the statehouse.

Representatives have very little help in the way of staff. Mayfield shares a press secretary with seven other representatives. She

makes more than 200 appearances a year. All a constituent needs to do to request that a representative attend an event or speak at a gathering, is contact the press secretary’s office and they will handle the request and scheduling. She also shares one other staff person, with two other representatives, to help with legislative and constituent matters.

One of the challenges that Mayfield grapples with is email. “There are six million people in the state of Indiana and there are 150 legislators. I am entrusted by the people of this district to represent them and while I take the work very seriously, when you represent 66,000 people, it is a challenge to get to each and every person who sends an email. She wants to hear from people because it gives her an idea of what her constituents want, what problems and issues they face, and their opinions on bills.”

“When an advocacy group provides a button on their site to send a message to the legislator and 500 people push it,” Mayfield said, “it tells me what people want, but it also gives me 500 emails to open.”

The emails do get opened and read, however. She appreciates when writers are concise and offer open discourse.

### Politics in Indiana today – according to Mayfield

Mayfield says Indiana is nothing like Washington, D.C. She said, “Last year we had 800 bills and passed around 250 of them, with 60% of those passed unanimously, not a single dissenting vote. When you add in the bipartisan support, the number jumps to 90%. That is not gridlock. There is tremendous cooperation between the two parties and there is tremendous camaraderie in the membership.”

“The purpose of legislation,” Mayfield said, “is to create the best public policy that you can on an issue. It constantly changes because expectations changes and technology changes.

“We have to consider all sides,” Mayfield said, “I would suggest that all citizens consider all sides and be open. Consensus building, collaboration, even compromise must always be considered. Many times we have the same goal, just have different methods to get there.”

Open to new ideas and opportunities, Mayfield absorbs the ideas and problems she gathers from constituents to help her form bills and inform her voting. “I base my decision on what I hear from people,” Mayfield repeats, “So let me know what you think. Your input is important. Even if I can’t respond to you directly (email), your input is still important.”

And on a more personal note, Mayfield encourages others. “When you see an opportunity, don’t be so focused on your goal that you don’t see the opportunity. I never pursued a political career, but I am really proud to be able to represent citizens and know that I have been able to touch someone’s life in a direct way.

General Assembly has garnered some very instrumental knowledge about bills and the legislative process.

“We are often viewed as being experts in everything,” Mayfield said. “We are not. We each bring strengths from our personal experiences and depend on others to share their expertise. That is why the education piece is important and constant and why it takes time, sometimes years, to get bills through the legislature.” It is that there are so many intricacies of the law that no one person can know it all.

The education piece she refers to entails meeting with every member of the assembly to make sure they understand the critical elements of each bill and why it’s needed.

For instance, in the past, people who served as National Guard and reservists were not officially considered “veterans” – even if they had served in those roles for 30 years. That meant that they were not eligible for state veteran’s benefits. Mayfield spent a year educating her peers so that when her bill to include language officially making these people veterans was introduced, it passed the legislature. It was important to the people who served, their families, and to Mayfield.

### Decision making in the legislature

The volume of information that goes into decision making is incredible and it all doesn’t reach the public, Mayfield says. It is not

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# Endowment Fund for Parallel Pathways a triumph for Morgan County

**By Elaine Whitesides**

Morgan County Business Leader

The Community Foundation of Morgan County announced on Tuesday, January 17, 2017 that a group of anonymous local philanthropists represented by William Blaschke have established the Endowment Fund for Parallel Pathways and Education in Morgan County with a \$225,000 donation to the Community Foundation of Morgan County. This endowment has been established to honor the memory of Robert D Blue Jr., who was a life-long educator and philanthropist.

Based on the belief that education and job training are essential tools in eradicating poverty and improving the quality of life for future generations, this endowment will help to realize the potential of Morgan County young adults by providing funds for student vocational training. This training may include soft skills such as appropriate business attire, business communication, and time management skills. Additionally, funding will supplement and enhance vocational training for jobs opportunities that pay a living wage. Such employment may include jobs in metal work, wood working, electrical, plumbing, mechanical, etc.

In the news release, Blaschke stated, "With the right training, young adults can obtain good paying jobs that are in demand, and not have to settle for low-paying service jobs in fast food or retail that have little to no career advancement opportunities. And, those jobs are right here in Morgan County!"

Ed Kominowski, executive director of the Community Foundation of Morgan County said, "This is a game-changer. It is one of the largest single gifts to the Community Foundation and is designated to meet a specific need in the community."

When Kominowski joined the Community Foundation in 2014, one of the visions he had was to bring community individuals, organiza-



Ed Kominowski

tions, and businesses together to identify needs and then to work together to meet those needs. Under his leadership, a CEO roundtable was established and began meeting. The group consisted of local business leaders. The first need they identified for business that correlated to reducing poverty and providing hope was developing the availability of a strong, qualified workforce.

The first of the two resources needed, the funds, were provided through the endowment fund. The second resource was a school district that would share the vision.

Dr. Michele Moore, superintendent of the Metropolitan School District of Martinsville, came to Morgan County in 2014 with a vision for expanding the vocational training for students and in the news release said that the school system currently offers a wide array of vocational programming from business courses, to precision machining, to agriculture, and more.

Recent examples of these offerings include



Dr. Michele Moore

the Girls to Women event that brought together 8<sup>th</sup> grade girls from John R. Wooden Middle School and local female leaders from a variety of career fields. This event was co-sponsored by the MSD of Martinsville and the Greater Martinsville Chamber of Commerce. Students are also actively learning tech skills through the school system's CoderDojo, a global movement of free, volunteer-led, community-based programming clubs where students can learn to code, build a website, create an app or a game and explore technology in an informal, creative and social environment.

Moore said, "We hope to use the funds from this endowment to help us implement workplace ethics, skills training (soft skills), and to increase our internship program, as well as expand the vocational programming in other areas."

Moore continued, "Parallel pathways--it is a philosophy for us-- recognizing that we need to get students on career pathways, because some students will finish their educational

training with a vocational certificate, some an internship or apprenticeship, some may obtain a four year degree, while others may go on to complete a doctorate degree-- it's not about work vs. college-- we're all going to be workers-- it's about what path do you take to get there."

Kominowski said that the timing was perfect. Bringing leaders together to identify problems and to ask how we can solve them, finding that Dr. Moore has already been moving in this direction, and then being provided the resources through the endowment is a win-win for everyone. "The Community Foundation is thrilled," Kominowski said, "to be the partner that was able to bring these different groups of people together to focus on a problem in the community."

"This is a real opportunity to battle poverty and build a better standard of living, not only for the individual who gets the benefit now, but also for the rest of their life and for their family's lives, too."

The endowment is in honor of Robert D. Blue, Jr. He was born September 28, 1937 in Niagara Falls, NY. He died August 27, 2013 at IU Health Morgan Hospital in Martinsville, Indiana.

Blue served in the US Army Corps from 1962 until 1968 with high security clearance. He worked as a Senior Systems Analyst at the University of Michigan, where he taught for 41 years. He was also a mathematics tutor, mathematician and a licensed Amateur Radio Operator. Blue was awarded the Distinguished Teaching Scholar Award prior to receiving his master's degree from the University of Michigan.

Blue believed that education was the key to solving poverty in the community. He tutored many students in the Martinsville area for free after he retired, and served on the Morgan County Public Library Foundation Board.



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# Visit Morgan County announces 2017 grant opportunities

All Morgan County businesses or events that would be of interest to area visitors are encouraged to explore the grant opportunities available through Visit Morgan County, the area's destination marketing organization. The intent of both of the annual grant programs offered through Visit Morgan County is to expose area attractions and events to more potential visitors and raise awareness of all that Morgan County has to offer to visitors.

Visit Morgan County executive director, Tosha Daugherty says "Our grant programs are aimed at accomplishing two things – first, they allow us to stretch our marketing dollars a little bit further by working with area businesses and events to get our name out there into different markets. Second, we are able to re-invest our dollars back into the area events and festivals that draw visitors to the area, helping to ensure that they are providing the best visitor experience possible."

The 2017 Festival and Event Grant Program is an annual program that offers funding to major area events up to a maximum \$1,000 per event. Qualifying events for this year's grant period must be scheduled to take place between April 1, 2017 and March 31, 2018. Applications must be submitted to Visit Morgan County no later than April 1, 2017. Award recipients will be noti-



fied in May. Last year's Festival and Event Grant Program awarded a total of \$5,000 to seven local festivals and events.

The 2017 Cooperative Marketing Grant Program focuses on assisting area businesses and events with advertising outside of the immediate area, providing a potential 50% reimbursement of funds

spend on qualifying marketing campaigns. There is a maximum reimbursement of \$500 per participant per year.

Additional information on both grant programs, as well as

application guidelines, can be found at [www.visitmorgancountyin.com](http://www.visitmorgancountyin.com) in the About Us section. (Direct link to grant information: [www.visitmorgancountyin.com/about-us/industry-partners/grant-programs/](http://www.visitmorgancountyin.com/about-us/industry-partners/grant-programs/))

Anyone with questions about whether or not their business or event would qualify for this year's round of tourism grants can contact Visit Morgan County executive director, Tosha Daugherty at 765-346-5611 or [info@visitmorgancountyin.com](mailto:info@visitmorgancountyin.com).

Visit Morgan County promotes all of Morgan County as a travel destination in order to grow the economic impact of the tourism industry and support local business.

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# Bulldog Blessings Food Pantry at Monroe-Gregg Schools

*Community Foundation of Morgan County awards grant to Gleaners Food Bank of Indiana*

1 in 3 students at Monrovia Elementary receive free or reduced lunch assistance. The Bulldog Blessings Food Pantry was established to address this issue of childhood hunger in the Monroe-Gregg School District. The newly established pantry allows the district to provide food and personal hygiene items to students, student families, and staff who are food insecure.

The Community Foundation of Morgan County awarded Gleaners Food Bank a \$7,000 Impact Grant to fund the purchase of two refrigerators for the Bulldog Blessings Food Pantry, as well as supporting monthly food distributions to stock the pantry.

The pantry project is a collaborative effort between the Community Foundation, Gleaners Food Bank, and a memorial fund established by Beth Ann Gore in memory of her daughter and former Monrovia High School student, Meredith Knieper, who passed in 2015. In addition to faculty, community members volunteer their time to assist with pantry distribution, and students are responsible for sorting/stocking shelves. Due to the collaboration, the pantry has served 129 student community members since November 2016.

Melissa York, principal at Monrovia Elementary, spoke to what the new pantry has meant to the district. "Our food pantry has been such a blessing to our students at MES. We can rest assured that our families have access to food as needed. This allows for our students to no longer worry about if they will have food when they leave school. Now they can focus on the joys of being a child."

John Elliott, President of Gleaners Food Bank of Indiana, noted that school-based pantries are a way to serve the whole family. "Our BackSacks program has helped to address the needs of the children, but a school-based pantry is more of a holistic approach to feeding the family. If the child is hungry, chances are that other household members are also hungry," he said.

The community is invited to attend the pantry's grand opening celebration and logo reveal on Saturday, January 21st at 8:30 am. Attendees should enter through the Monrovia High



Community Foundation  
of Morgan County, Inc.



School front entrance. Refreshments will be provided.

About the Community Foundation of Morgan County

Our mission is to connect donors and their charitable giving with our evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. The vision is for the Community Foundation of Morgan County to be the philanthropic leader and a catalyst in order to maximize available resources in our county. For more information, please visit [cfmconline.org](http://cfmconline.org).

About Gleaners Food Bank of Indiana, Inc. On a yearly basis, hundreds of thousands of hungry Hoosiers depend on food and other critical grocery products provided by Gleaners Food Bank of Indiana. Gleaners supplies items to hunger relief agencies and schools throughout 21 counties in central and southeastern Indiana.

Gleaners was founded in 1980 and is a member of Feeding America the nation's food bank network. Charity Navigator has recognized Gleaners as a 4-Star organization for six consecutive years, the highest rating for charity demonstrating fiscal management and accountability. Since its inception, Gleaners has distributed over 320 million pounds of food and critical grocery products to over 200 hunger relief agencies serving needy Hoosiers. In addition to food distribution to hunger relief agencies, Gleaners serves our most vulnerable populations, seniors and children, through specialty programs such as the BackSacks: Weekend Food for Kids, School-Based Pantry, Mobile Pantry, Summer Meals for Kids, and Senior Hunger Initiative Programs. To learn more, visit [gleaners.org](http://gleaners.org).

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# Are you at risk of being hacked?

Definition: To gain access to (a computer file or network) illegally or without authorization (www.thefreedictionary.com)

Hacking is in the news a lot lately. Besides the DNC, many other big name companies have been hit as well. Anthem (the Second-largest health insurer in the US) EBay, JP Morgan Chase, Target, and Yahoo just to name a few that have been hit. You might think, yeah these are all big name notorious institutions which give a lot more to offer than what a small business like yours has to offer. But, if you have your client info on your computer it all could be worth money out on the black market. Granted the Anthems of the world have a whole lot more info to be had, but they also have spent top dollar to assist in prevention. Most small business owners usually do not have these safeguards in place.

Does this mean that you need to spend thousands of dollars to protect your network? Not necessarily, but spending some money on protection would be money well spent. If you are using the modem that your internet provider gave to you, and then just connecting all of your computers to it, you might think about getting a firewall to help protect you from the outside attacks. Price and features go hand in hand and the more features that you get the more money it's going to cost you both initially,



**JAY ALLEN**  
Technology

and on an ongoing subscription. I wouldn't wait to put something in place, something is still much better than nothing. I would say that the majority of the attacks that happen to small businesses do not come from someone "Hacking" into your system from the outside, but are invited in. "Do you want to allow this software to make changes to your system?" should read "Are you sure you want to install this potentially dangerous virus on your system?", and most end users press yes. If this sounds like something that you have done in the past, chances are you have some type of malware on your system. So being aware of these messages and proceeding with caution is a first step.

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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## Would you know if your sump pump failed before it is too late?

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**Jod Woods**

of damage. A back-up sump pump will help prevent this catastrophic damage to your home. A second option will send you a text alert that the primary pump has failed. No damage is best, but the earlier the detection, the better. Feel free to contact us to get more information on these preventative measures. AFTER the flood, it is too late! Be prepared for winter power outages and heavy spring rains with a back-up pump and early notifications.

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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# Letting go of old habits

With a new year in full swing, it may be time for a change in how you market your business. Whether you are looking for new growth or would like to maximize your current efforts, it's time to shake things up a bit. Are you stuck in the status quo? You may need to let go of one of these three habits that are holding you back:

## Habit #1: Same Message

Have you been communicating a similar message to customers and prospects for years? Perhaps it's time for a fresh perspective. Try developing a new tagline or marketing slogan to invigorate your brand. First, do some research to determine how you should change your message, based on how customers perceive your brand in the marketplace. Then develop a new campaign based on your new messaging strategy. Use it in all of your marketing and communication, from your website to your printed materials and advertisements.

## Habit #2: Same Budget

Many businesses rely on a percentage of sales to determine their marketing budget, while some arbitrarily set an amount each year for advertising and marketing expenses. Still others have no plan at all, throwing money at specific marketing tactics as they come across them. Instead, consider tying your marketing budget to your company's goals. Just as we were instructed to "dress for the job we want, not the job we have" to help our careers grow, we must also develop a marketing and advertising budget that will allow our company to reach its goals. If that means expanding, find a way to make that happen.

## Habit #3: Same Tactics

Has your company been relying on leads from the same methods, year after year? Whether you attend the same trade show, advertise in the same way, use the same cold calling or sales technique, or count on word-



**SUSAN YOUNG**  
Marketing

of-mouth marketing to get results, if you're not constantly changing your marketing plan, you are likely to get mediocre results. Consider investing in a new marketing tactic, and abandoning or adjusting methods that are not working for you. Keep in mind that you may need to adjust your budget or messaging (see habits one and two) rather than to abandon a tactic completely.

## Moving Forward

In a nutshell, change can be good for your business. Mixing things up in your marketing world can help you gain a fresh perspective on your business – to help you learn more about your brand, to better understand your customers' perceptions and buying habits, and to determine what's working or no longer working in your marketing toolkit. Letting go of old habits by evaluating and adjusting your message, budget and tactics every year can give you a head start toward a successful year in business.

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).

# Jen Staggs to assume Director of Community Engagement Position Community Foundation of Morgan County

The Community Foundation of Morgan County announced that Jen Staggs has joined the staff of the Community Foundation of Morgan County as the new Director of Community Engagement. With more than twenty years of business experience, Staggs is passionate about making a difference in the Morgan County community.

"It is such a pleasure to join the Community Foundation of Morgan County. I grew up here, raised my family here, and am ready to help enhance our community and help the CFMC impact our county," Staggs stated. "Together, through strategic collaboration and increased outreach, we will make a greater positive impact on Morgan County."

Originally from Indianapolis, Staggs has been a Martinsville resident since 1977, graduating from Martinsville High School in 1987. She attended Southeastern University of Southern Florida, where she received her Bachelor's Degree in Marketing and Advertising. Staggs owned and operated a residential cleaning business for 14 years, while she was a stay at home mom, transiting into a marketing and advertising career with the local radio station WCBK as an account representative until 2006. In 2009 Staggs moved her career focus back to Morgan County when she joined the team at Action Title of Martinsville as the account specialist in charge of marketing and advertising. In 2016, Staggs opened two new offices in Morgan and Lawrence Counties for Transnation Title Agency, a company she had been previously employed with from 2007-2009.

Active in the community, Staggs is a 2014 graduate of the Morgan County Leadership Academy, where she currently serves as president of the MCLA Board of Directors. She is also a member of the United Way of Central Indiana, Morgan County Advisory Board. Jen is a member of Business Networking International (BNI), Morgan County Connections, serving on their leadership team for 5 years, most recently as past president in 2014 and vice president in 2017. Additionally, Staggs is a member and current president of The Morgan County Division of Metropolitan Indianapolis Board of Realtors (MIBOR).

Staggs has been married to Rick Staggs for twenty-five years and has two sons, Eric



**Jen Staggs**

and Brian.

"We are thrilled that Jen has joined the CFMC team. Her many years making a difference for others in Morgan County is a perfect fit and I am excited about working together," said Ed Kominowski, CFMC Executive Director. "Our board of directors and staff are excited to have her join us in service to the Morgan County community."

The Community Foundation of Morgan County

Founded in 2000, through the merging of the Mooresville Community Foundation and the Morgan County Community Foundation, the Community Foundation of Morgan County is a public tax-exempt non-profit foundation. The CFMC also performs the administration work for the Kendrick Foundation, a private foundation based in Mooresville that funds healthcare grants and scholarships.

It is the mission of the Community Foundation of Morgan County to connect donors and their charitable giving with their evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. Donors can establish charitable funds through the foundation and support major initiatives which improve the Morgan County community. The CFMC currently manages approximately 180 funds.

For more information, visit [CFMOnline.org](http://CFMOnline.org) or call the foundation toll-free at (855) 280-3095.

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# Stress free business travel

So you have decided to take a business trip, to either get that new contract signed or attend a conference. However, combining work stress with the hassle of traveling can make business trips particularly tiring and potentially could cause a lot of stress. Recent research from the CWT Travel Solutions Group, gathered data from over 6,000 business travelers and found that an employee traveling for work can lose up to 6.9 hours on a trip due to stress. The research also found that flying economy on medium or long-haul flights, and getting to the airport or train station, were the most stressful aspects of business trips.

However, business travel doesn't have to be something you come to dread or fear. If you travel for work, being prepared in advance can go a long way in making the experience more enjoyable. Here are six ways to minimize your stress and to help make your next business trip more productive.

- **Wifi Access.** Make sure there will be wifi access in your hotel or conference area before you leave, and if there won't be, plan accordingly. If needed, come prepared with a company data plan you can use on your iPad, or a USB-powered portable router.
- **Pack Light.** Save yourself long waits at the check-in and baggage claims by packing light and efficiently. For maximum packing space without exceeding size limits, try



**WILL GOTT**  
Business Travel

bringing two mid-sized bags, one shoulder bag and one compact rolling suitcase.

- **Equip your phone.** Make sure your cell-phone has helpful travel apps installed as well bring a backup phone battery or charger so that you never have to experience the dread of only having 10% battery left without a charger. Use travel apps such as iFly, TripCase or TripIt to make travel more seamless and can help you stay on top of delays, food selection and ground transportation options. There are many apps today to make your business travel a positive experience.
- **Don't waste your time.** It can be easy to waste time waiting for flights or in the air, but these can actually be your most productive periods. Make the use of your time an opportunity to prepare for presentations, meetings, catch up on email, take care of any unfinished business, or catch up on some reading. There are several

great business books you can download on your phone or tablet, or go old school and take along an actual book. This could also be a great time to read some of your favorite trade publications and magazines.

- **Pay attention to your health.** Be mindful of your health while you travel for business. Drink lots of water, get proper rest, make time for mild exercise and eat healthy while you travel. Try to keep a similar night time routine as you do when home and don't stay up late doing work. All of these will help you get back into the flow faster when you return from your travels.
- **Be Smart about your expenses.** Staying on top of your expenses is one of the most important ways to keep business stress in check. Keep all your receipts in a safe place, and file your expense report as soon as you return to the office for timely reimbursement or bookkeeping. Download some apps to help with this, such as shoebox and concur.

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@cruiseone.com](mailto:wgott@cruiseone.com), or call (317) 451-4232 or via [www.magnifiedvacations.com](http://www.magnifiedvacations.com)

## Community Foundation of Morgan County Executive Director Named Indiana Philanthropy Alliance IPA Board Member

The Indiana Philanthropy Alliance (IPA) has announced that Ed Kominowski, Community Foundation of Morgan County Executive Director has been appointed to its board of directors as of January, 2017. IPA is a state-wide non-profit network of and for Indiana's grantmaking community. The Alliance strives to champion, support, and connect its members as they transform Indiana through effective philanthropy.

"It is a sincere honor to join the current Board of Directors at the Indiana Philanthropy Alliance. The IPA provides a tremendous service to all community foundations and private foundations throughout Indiana. I truly believe this appointment is recognition of the Community Foundation of Morgan County as the philanthropic leader in our community," Kominowski stated. "The Community Foundation is uniquely positioned to have a profound impact on the citizens of our county through impact grant making that supports our non-profit community's continued success."



**Ed Kominowski**

In a news release from IPA, Marissa Manlove, President and CEO of the Indiana Phi-



Community Foundation  
of Morgan County, Inc.

lanthropy Alliance stated, "This board class is made up of thoughtful, experienced and highly regarded philanthropy professionals." Manlove continued, "Their expertise and diversity ensures our membership association will continue as a leader in promoting integrity and advocating for a strong philanthropic sector."

To learn more about Indiana Philanthropy Alliance, its customized programs, professional development workshops, resources, and publications, please visit [inphilanthropy.org](http://inphilanthropy.org) or call us at (317) 630-5200.

To learn more about how investing in the Community Foundation of Morgan County is an investment in the social good of our community please visit [CFMOnline.org](http://CFMOnline.org) or call us at (765) 813-0003.

## 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, Cambly.

### 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 Trine University, 7508 Beechwood Centre, 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@moorevillechamber.com](mailto:mindy@moorevillechamber.com), public welcome, do not need to be a Chamber member to attend.

A photograph of three men of different ages and ethnicities laughing together around a table. The man in the center is older, with a white beard and a blue checkered shirt. He is flanked by two younger men, one in a light blue shirt and a white hat, and another in an orange t-shirt. They are all smiling and laughing. On the table in front of them are several glasses of beer and a blue glass bottle. The background is a dimly lit room with a window and some lights.

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