

WHERE MORGAN COUNTY BUSINESS COMES FIRST

# BUSINESS LEADER

MORGAN COUNTY

March 2017



## INVESTING IN A COMMUNITY UPGRADE

*Local philanthropists partner with Community Foundation to begin sustainable improvement program*

Photo by Jayne Burke

William Blaschke

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# Time has so many meanings

It can be that arbitrary thing created by man that humans around the globe have accepted – that is told by the clock – time.

Time can be what passes moment by moment and teaches us lessons. Some of those lessons we learn, others we have to repeat to learn. That is the time that is life and wisdom.

But occasionally, time is the perfect combination of people, energy, and ideas. Entrepreneurs and small business owners sense it when cash flow meets expenses and sales flow in on schedule.

For Todd Huff, years of firm beliefs and desire for frank and open conversation kept tapping him on the shoulder until he made the choice to pursue a new career path in the challenging industry of talk radio. Once he made the decision, time was on his side. Obstacles were removed and circumstances arose that signaled his timing was right.

Hannah Merida and Kaylah Southerland were two moms that met at church, only to discover they were like-minded in their desire to not just financially support their families, but do it in a way that provided quality time and energy for their families and church. Everything came together at the right time for them to start a business, SuperMaids. Now they have control over the time in their life and use it in the ways they think best.

These are examples of one or two business people who have made decisions and timed them all to their advantage. However, in Morgan County there are larger groups who are coming together at just the perfect time, too.

Our cover story this month reflects what happens when timing is on a golden streak and



**JIM HESS**  
From the Publisher

allows for connections that have the potential to ripple out into the greater community. It also reveals the tremendous power of collaboration and alignment of purpose.

The Executive Director of the Community Foundation of Morgan County, Ed Kominkowski, brought together business and community leaders in CEO Roundtables to discuss issues in the county. The lack of a skilled workforce, poverty, and drugs surfaced as major issues for the local economy and community.

William Blaschke was an attendee at the Roundtables and Dr. Michele Moore, superintendent of the Metropolitan School District of Martinsville, spoke about her vision for vocational pathways for students. The timing was perfect and an endowment for Parallel Pathways and Education was created. This is, potentially, the turning point for Morgan County. The time when business owners, community leaders, and citizens come together to make fundamental change for the betterment of the County.

Time provides us with exciting changes and opportunities and none more than right now. The Morgan County Business Leader is happy to be able to not only bring you the stories of positive change in the community, but to be a part of it, too.

## BUSINESS LEADER

MORGAN COUNTY

*“Declaring the good works being done”*

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

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# Todd Huff Radio brings a conservative, engaging voice to the airwaves

## Todd Huff Radio

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### By Elaine Whitesides

Morgan County Business Leader

"As an entrepreneur," Todd Huff said, "there are a lot of times when you are a little uncomfortable." His take, however, is that an entrepreneur pushes through the discomfort because there is something on the other side that is important enough to make it all worth it.

Many times, for many such pioneers, what is on the other side is the culmination of a dream. For Huff, the dream started out as ideals that mattered to him. They were based in two of the most verboten dinner or gathering topics: politics and religion. He sought answers to big questions like "How are we going to live on earth both socially and politically? What does that look like? How are we created to function in a society and what are the rights of the individual?"

"Everything flows from those things," Huff said.

These questions began to form early in life for Huff, while he played football for Butler University he studied political science and philosophy. He began to pursue a law degree, but a semester at the American University in Washington, D.C. changed that direction. In a course where class debates centered on criminal justice, the legal system, the constitution, and American freedoms, he, as a conservative Christian, was in the minority. "Being surrounded by liberal thinking, I got pushback. It made me challenge and develop my ideas," Huff said, "and find areas I wasn't thinking correctly or didn't have enough information.

Another thing he learned, Huff said was that, "The changes I wanted to see take place are best established on the grassroots level." With that in mind, Huff ran for the Monroe Gregg School District Board of Education. He was elected and served four years.

As a career he took law and politics out of the running. Huff wasn't sure what his direction would be, but he could not let go of his big questions and the need for public discourse and community service.

For some time, Huff worked for a local horse farmer and spent a great deal of his summer on the back of a mower. He plugged in his Walkman and listened to talk radio. While he did listen to the topics, he also discovered he was studying the style and technicalities of radio by listening to the leaders in the field. That's when the dream, which had never evaporated, started to take shape and develop. "But I wasn't quite there yet," Huff said. "Life still wasn't in line with my drive for politics and religion."

### Pursuing the dream

After discussing it with his wife, Danielle, the entrepreneur decided to start something new. He started a podcast in an attempt to go back to those things that really matter to him like free market capitalism, freedom of religion and freedom of speech. "Podcasting gave me a tool to reach people."

The learning curve was extensive. He leapt into it to the technology and learned how to produce his own show. Huff completely writes, produces, edits, and distributes his shows, which



can be found around the internet on sites like iTunes, iHeartRadio, Spreaker and Stitcher.

He took a year for practice hosting a 30- to 40-minute weekly podcast. "Then I started reaching out to stations," Huff said. "Talk radio is not something you can just walk into."

But on top of pushing through discomfort, entrepreneurs know that timing is critical as well. The first bit of good timing for Huff was while he was nurturing discussions with Freedom 95 - WFDM/WXLW. An opening appeared and Huff jumped at the chance and launched a show on October 3, just shortly before the national election.

A bit of good luck for Huff came when he offered to give live election updates the night of the election. It was that night when the station's feed went down and the producers asked if Huff could "run with it for the next two hours." He recognized the opportunity and grabbed it. "I think this was just meant to be," Huff said. "Since that time I have been contacted by producers for nationally syndicated programs and a syndicator who is working on putting together other options."

Huff currently has his own local show on Freedom 95 which airs daily. He discusses topics and events of the day in a "conservative, not bitter" manner. Todd Huff Radio is also replayed several times throughout the weekends.

### A radio show is a business

While the podcast was his first foray into the on-air genre, radio

is the dream, the place where he wants to be. "There are a lot more competitors on the internet than on the radio. Talk radio is scalable. Radio is still king.

"Radio creates a very intimate environment," Huff said. "It's one I take incredibly seriously. People are seeking information and perspective, but they are also looking to be entertained and energized. That makes the connection with the listener possible, but you have to be cognizant of the trust and respect it. It's not always having the best insight or opinion. It's about being a person they trust or someone who validates their thoughts. It's engaging and personal."

One way that Huff wants to differentiate his show is by being allowed to disagree without being disagreeable. "We may share some, all, or

just a few of the ideas I talk about," he said. "Either way, I want to be interesting, but not demeaning. That's different.

"It's not personal for me. It's about the idea. Benjamin Franklin said that we have a republic, so long as we can keep it," Huff said.

For Huff, the radio show combines his beliefs, his passion, and his family into a livelihood. "It's not just for show. I believe what I am saying. It's that motivation for me. Seeing my children and knowing that they have a real possibility of inheriting an America that I'm not happy about handing them. I decided that I wanted to be involved with making the cause, general constitutional principles and conservatism that made America the Shining City upon a Hill, a possibility."

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# The Madness of March means something quite different this year

Much of what I hear or read in the news is absolute tripe. If you don't know what tripe is, by definition it is the first or second stomach of a cow used as food. Informally it means nonsense, garbage or rubbish. Reading or listening to the main stream press, you'd think that the Devil Incarnate just took over the White House. And Facebook? Fuhgeddaboutit! I have tried very hard to remain apolitical in these columns or at least guarded in expressing my political opinions. But enough is enough! Reading Facebook or watching the nightly news is like listening to a rambling, insecure child!

The political pendulum has swung back. And it's only because it swung so far left that the common sense proposals of our new president seem so revolutionary to so many.

For example, let's talk about The Wall, not that wonderful creation of artistic genius by Pink Floyd. No, I mean the proposed wall on our southern border. President Trump has been rather assertive in his words and deeds to address this issue. And he's taken a lot of flak over it.

"All Americans, not only in the states most heavily affected, but in every place in this country, are rightly disturbed by the large numbers of illegal aliens entering our country... That's why our administration has moved aggressively to secure our borders more by hiring a record number of new border guards, by deporting twice as many criminal aliens as ever before, by cracking down on illegal hiring, by barring welfare benefits to illegal aliens... In the budget I will present to you we will try to do more to speed the deportation of illegal aliens who are arrested for crimes, [and] to better identify illegal aliens in the workplace... It is wrong and ultimately self-defeating for a nation of immigrants to permit the kind of abuse of our immigration laws we have seen in recent years, and we must do more to stop it."\*

"...today, our immigration system is broken, and everybody knows it... It's been this way



**JEFF BINKLEY**  
Finance

for decades. And for decades we haven't done much about it...Even as we are a nation of immigrants, we're also a nation of laws. Undocumented workers broke our immigration laws, and I believe that they must be held accountable, especially those who may be dangerous."\*\*

Strong words from our new president. Except that they're not from our new president. They are from Presidents, but they were said by President Clinton in his 1995 State of the Union and by President Obama in his November, 2014 "immigration address" respectively.

The pendulum has swung back to a more common sense, America-First focus for our borders, our government regulations and soon to our tax policies. What was Truth in 1995 or 2014 is still Truth now. Those of you complaining, protesting, demonstrating, sitting-in your "safe places."

Hypocrisy, thy name is you.

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

\* Bill Clinton 1995 State of the Union Address

\*\* Barack Obama speech November 2014

**The political pendulum has swung back. And it's only because it swung so far left that the common sense proposals of our new president seem so revolutionary to so many.**

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# Tradeshow marketing

## Getting the most out of your exhibitor dollar

As a small business, participating in trade shows is probably something on your marketing tactic list. Your company purchases booth graphics, prints a few brochures, and send a few salespeople to work the floor and gather as many leads as possible. But have you really thought about how you could make exhibiting at trade shows more successful for your business?

Marketing is such a big component of trade shows. If you aren't using marketing effectively before, during and after your show, you may not be maximizing your investment in your trade show dollar. Here are some tips for how you can succeed with trade show marketing:

### Deciding on shows to exhibit

What some people may not realize is that there is quite a bit of research that should go into selecting a show in which to exhibit. One tactic I like to suggest is to attend the show one year in advance and walk the trade show floor, and attend the conferences. Make a note of who is in attendance, how the show schedule flows, as well as which companies are exhibiting. If you don't get a good feeling that the show would benefit your business, you may want to reconsider the event. Also, pay close attention to the exhibitor prospectus and exhibitor section of the website and review attendee demographics and numbers to see if these align with your marketing plan and targeted customers. Finally, consider the cost-ratio of potential leads versus the cost and time required to exhibit.

### Location, Location, Location

Selecting a location for your booth can be just as valuable as selecting one for your physical office or store. A location can make or break your trade show success. How far in advance you sign up to exhibit could determine how you can select the best location for your booth, as it is usually on a first-come, first-served basis. Look at the show floor layout to determine where the popular traffic flow is, and try to find a reasonable location for the cost. Also, consider where you are in relation to other popular exhibitors or even competitors.

### Pre-show marketing

It's very important to promote 30- to 60-days out from the trade show you are exhibiting. This can help boost attendance at the show in general and encourage people to visit your booth. Some activities you can include are:

- Direct mail pieces to attendees that are registered
- Invitations to your existing database



- Mentions in current or special email marketing efforts
- Blogs and social media posts prior to the event

What you should say in your pre-show marketing campaigns can make a difference as well. Try to build excitement for what you will be showing, or why customers or prospects will not want to miss out on the opportunity to visit your booth. If you are offering a giveaway or incentive, mention that in your campaigns.

### PR

Public relations is also an opportunity for you to maximize your trade show dollar. Many people do not realize that there are many industry representatives from trade media who attend most trade shows. Exhibitors normally can obtain access to a list of which media personnel are attending the show. Some ideas include contacting those media reps with a show-only press release, mentioning something exciting you'll be launching at the show, or inviting them to set up an interview with one of your key executives at the show. Some larger shows also have press rooms where you can put together a packet of information to leave with media. You can also sign up to hold a short press conference at the show for major announcements. This could enable you to get free press coverage in show daily publications or mentions in industry publications during and after the show.

### Show theme

Many trade shows have a theme for the events or some sort of tagline or message. You can use the theme to your advantage when creating your booth design, your giveaways and your message for your product or service. Some of the trade show themes that I helped clients with over the years have included secret agent, roaring '20s and tropical islands themes. While some of these things may seem silly, if you make your booth fun and tie your content into the show topic, your booth will be more attractive to people walking by, and you will be more approachable (meaning more booth traffic) to show attendees. Even including the theme and you are pre-show marketing can help, so get creative.

### During the show.

Having a plan of attack for how your sales

team will talk to prospective buyers during the show can make a difference in your success. Use talking points and have goals for getting prospects to the next step in the buying process. Use social media throughout the show to engage people in attendance and to communicate with those who could not attend the show but are following you on social media. Often, trade show events will encourage the use of social media hashtags, so use them to your advantage. Also, consider using RFID or other badge scanning software to capture leads on the spot when attendees visit your booth.

### Post-show

My biggest pet peeve is when companies pay so much money for a trade show experience and they waste it by not following up properly with people who visited their booth. It is very important to add any leads who came to the show into your company's database and CRM system and have a way to follow up with them promptly. Some ways that you can follow up other than passing hot leads to the sales team to call, would be to:

- Add booth visitors to a segmented list in your email marketing program
- Send out postcards or sales letters to leads after the show

- Talk about your experience at the show in your blog or on social media

The power is in the follow-up, so don't give up on a lead just because they have not responded right away. Sometimes people need time to digest the information from a trade show and may come around later, so keep them in your database and continue to follow up.

### Evaluate the Show.

Make sure your sales and marketing teams regroup after the show to discuss frequently asked questions and consider all follow up and future marketing campaigns. Stay in touch several months later to see how things are going and to gauge whether the trade show was a success for your company. Taking all these things into account will give you a better idea of whether the trade show was right for you.

Susan Young is the owner of AimFire Marketing, a Brownsburg-based consulting firm helping small businesses improve their marketing programs. 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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# 10 questions to ask before writing a T&E policy

Regardless if you are a big or small business, the need may arise for you to travel. There may even be a need for your employees to travel independently or as a group. Before you or your employees travel it would be wise for to develop some guidelines to help your employees make reasonable travel choices. A well-written travel and entertainment (T&E) policy can create guidelines and rules for travel and help your business save money.

There is not a one-size fits all T&E policy for a business; however, your T&E needs to reflect the culture of the company and takes into consideration how it interacts with other Human Resource policy and procedures. So, before you begin writing and establishing your company's T&E policy, consider these 10 questions:

- 1. Who will write the policy?** Someone has to write the policy so who will it be. Besides the owner, a cross functional team of employees and managers who all have a stake in the process can help to create a thoughtful policy.
- 2. Will a corporate card be used or will you reimburse your employees?** You will need to define how travel expenses will be charged and how reimbursement will occur. If you will be using a corporate card program, make it clear



**WILL GOTT**  
Business Travel

when the card should be used.

- 3. How will travel be approved?** If there will be an approval process to travel and expense for travel, make sure these guidelines are spelled out and understood by all who travel and approve travel related expenses.
- 4. Who is going to book travel for you?** Determine if you will have each employee book their own travel needs or use a designated travel vendor, partner or travel agent. Using a centralized travel

vendor or travel agency can help ensure travel expenses are managed properly.

- 5. What is your policy on alcohol?** Make is clear if all or some alcohol will be allowed during approved travel, if not spell out the reasons why.
- 6. Who will earn frequent flyer miles or reward points?** Clarify if miles and points earned during business travel belong to the employee or your company. Having employees earn points and rewards could be seen as a free company benefit to the employee.
- 7. Can employees fly first class or book a suite?** Spell out the booking guidelines for airlines, rental cars, hotels and other transportation. Consider if the travel is for multiple nights, a single day trip and why and where the employee is traveling. The type of travel and length of travel may dictate different set of guidelines.

**8. How will meals be handled?** Be clear on how much you will approve for food per day. A daily per diem or per meal per diem amounts could be part of your policy. If it is a per diem amount, specify how much will be allocated and what happens if the employee goes over that amount.

**9. Will we require an expense report?** Keep your employees accountable for the money they spend while traveling. A monthly expense report is a good way to keep employees accountable for their spending. Make sure to spell out when the expense report should be completed.

**10. How do you handle non-compliance when T&E policy is not followed?** Communicate your T&E policy to your employees on a regular based and spell out what will happen if they are caught not following your policy or try to commit fraud when reporting travel expenses.

*If there will be an approval process to travel and expense for travel, make sure these guidelines are spelled out and understood by all who travel and approve travel related expenses.*

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

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# INVESTING IN A COMMUNITY

Local philanthropists partner with Community Foundation of Morgan County

By Elaine Whitesides

Morgan County Business Leader

**T**he Morgan County Business Leader reported in the February, 2017 issue about a \$225,000 endowment given to the Community Foundation of Morgan County. The endowment represents a change in the philanthropic efforts of three local donors who wish to remain anonymous, but their story also represents a bright, new opportunity for Morgan County.

For years the donors have contributed to charitable organizations throughout Morgan County, according to spokesman, William Blaschke. "All three were born and raised here," Blaschke said. "We have seen Martinsville (and Morgan County) at its best and at its worst."

It's the worst part that troubles them. The three came together and discussed their concerns for the community. "The poverty level is disastrous," Blaschke said. "It's such a strain on taxpayers and the county." Although the trio had been supporting community efforts to reduce poverty, Blaschke said they kept seeing poverty levels going up. There was a cycle of generational poverty taking hold in the county.

"We saw that with our individual donations we were only hitting a little here and a little there. That made us ask if we were being effective and getting the biggest bang for our buck," Blaschke said. The answer created a shift in their thinking. "We asked what if we were to pool our resources together and go after impact, something that would make a big difference."

The group developed a three-tiered approach to their investing in the community:

Tier 1 - supporting established charities they felt were doing good work in the community to help the poor get out of poverty

Tier 2 - using education to prevent from going into poverty. Schools are integral to changing the mindset of what students will do after graduation

Tier 3 - creating sustainability. Getting a program in place and financially stabilizing it and then encouraging other business and community leaders to participate

## Perfect timing

During this reflective time among the donors, Blaschke connected with Ed Kominowski, Executive Director at the Community Foundation of Morgan County. Blaschke was well-acquainted with the Community Foundation as his father was involved in establishing the Kendrick Foundation, which later became the Community Foundation of Morgan County.



William Blaschke

Kominowski had begun holding CEO Roundtables in the county in an effort to bring together leaders to identify issues and develop solutions. Blaschke heard the employers talk about the lack of skilled workers in the county. "There are jobs available here with salaries paying from \$40,000 to \$80,000 a year," Blaschke said, "but the businesses need workers with skills. There are not enough trained people in the county."

It's not just the technical skills that are lacking, he discovered, but also the soft skills such as showing up and being on time, communications skills and a general work ethic.

Through the CEO Roundtable, Blaschke also learned that Dr. Michele Moore, superintendent of the Metropolitan School District of Martinsville, had also been working on vocational programming and developing workforce skills in the schools. Progress was slow, but steady, as she was working within the budget constraints of the district.

## School to career

The beneficiary of the endowment is the Parallel Pathways and Education program in the Martinsville schools. "We are ecstatic," said Dr. Moore. "I was floored because I was not expecting it at all. I was invited to the CEO Roundtable to speak to the group and then a smaller follow-up group."

A different kind of vocation preparation has been a vision Dr. Moore has held closely for several years. "Right now there is a duality between college and career," Dr. Moore said. "Students are asked what college and career do you want, like college is the only career path. Some students go straight into the workforce. Either way, with or without college, it's all a career path."

She says the question should be centered on what future students want and then determine the pathway to get there. "The exit ramp may be a two-year degree, a four-year degree, a Ph.D., or a skilled trade certification," she suggests.

Starting in the fall Martinsville high school students in the internship and JAG (Jobs for America's Graduates) programs will take part in the Parallel Pathways initiative. Each year thereafter

*Economy*

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# COMMUNITY UPGRADE

on to begin sustainable improvement program

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the program will be expanded to include other students and grade levels until the majority of students can participate. "We want to grow horizontally with all seniors and then vertically through the whole K-12 population based on the Clark County P.R.I.D.E. program. We want to grow kids up knowing what it means and takes to be successful."

"About a third of students graduating from high school go to college," Blaschke said about Morgan County residents. "People not going to college are left to fend for themselves." It is in that void, Blaschke said that drugs can take over the lives of young people, changing the entire face of the communities in the county.

"The possibilities of what can be done are endless," Blaschke said. Clark County and the Greater Clark County Schools were facing much the same situation when they developed the P.R.I.D.E. program. Blaschke visited the superintendent and program coordinator to learn what he could about the 5-year-old program.

Each year a greater portion of the student body goes through the program and he has seen how thrilled the community leaders are with the results. "Businesses are saving a lot of money," Blaschke said. New hires are better prepared, have a stronger work ethic, and stay in positions. "The enthusiasm down there is what got me," Blaschke said. "The teachers, students, the whole atmosphere is different. The superintendent told me that this rejuvenated the students and the teachers."

The school district received an economic award from the Greater Clark County Chamber of Commerce for effecting the economics of the area in a positive way. In addition, the Ford Motor Company Fund and Community Services has awarded the program a grant to continue its work.

"Clark County school and business leaders have offered to come and share their experience with our community leaders," Blaschke said. "We want to learn from their mistakes so we can avoid them." Dr. Moore and staff members are planning an upcoming visit to Clark County as well.

## The snowball effect

Blaschke calls it the snowball effect. It being the way good things catch on and roll into bigger and more impactful things. "We start with a little bit of snow and things start to happen." He has seen it with another program he and his partners funded on the south side of Indianapolis and in the Churches in Mission programs in Morgan County. Now he sees it in Clark County with the P.R.I.D.E. program.

"The enthusiasm was out the roof," Blaschke says about the Clark County community. "They are willing to let us use their system and help train people."

While the Community Foundation endowment is the little bit of snow, it is the community backing and involvement that will build the snowball. "We have to do it simply because for our com-

munity to develop and for people to support their families with good paying jobs, we have to look at it as an educational process," Blaschke said. "We have to all be involved and help the teachers do it. It has to be a concerted effort."

Blaschke said that the county is dealing with a problem that has been growing for years and it is going to take time to fix it. "But we have to get started," he said. "The poverty and drugs have to be addressed and addressed in a big way. We have to hit from all sides: through education, through the charitable community, and through the business community. We are hoping to get local government involved, too."

"It's a lot of players coming together," Dr. Moore said. "It's not just a school initiative. It's a vision for the community."



Community Foundation  
of Morgan County, Inc.

In Clark County there are more than 200 businesses who have committed to the program. So far in Morgan County, there are six. Financial support for the endowment through the Community Foundation is one part, but Blaschke looks to the business and non-business communities in other ways, too. "The possibilities are endless," Blaschke said, "lending equipment and tools for training, people to actually do training, someone to speak, allowing kids to come to businesses for field trips or internships, offering summer experiences and jobs."

"I would love to see interviews for graduates. That would be a real incentive. Perhaps students work for a summer and if they develop skills, they could graduate with a job guaranteed and waiting for them. We can always use donations and financial support, but it doesn't have to be that way. I think it's a win-win for business people, residents, teachers, everyone."

Blaschke and his group feel it is important to stay involved in the development and implementation of the program. "It can't just be coming from Dr. Moore and the schools. We can't put it all on her shoulders and walk away. It needs to be a community effort, and provide support and encouragement. We need to prop her up because it's a whole different ballgame. We are having to change complete mindsets."

## Catalyst for alignment and change

Blaschke and his partners see the Community Foundation as the catalyst for bringing it all together. "The Foundation is a very important fixture in the county. If someone wants to donate and really make an impact, we believe the Community Foundation is the way to go. That's why we back it up with our money."

Kominowski called the development a game changer. "It is one of the largest single gifts to the Community Foundation," he said, "and it designated to a specific need in the community. It is one that battles poverty, builds a better standard of living, not only for individuals who get the benefit now, but also for the rest of their life and their family's lives, too."

The CEO Roundtables started last year in an effort by the Community Foundation to be a 'community convener'. It was a way, he says, to look out into the community to find out what the needs are and what is important to the community. "We are thrilled to be the partner that was able to bring these different groups together to focus on a problem. With these resources working together, we can answer the question of how to build a home-grown workforce."

Brought together in the meetings, business and community leaders discussed issues for their businesses and in the quality of life in the county. Patterns emerged and people saw that many people were individually taking steps to battle the problems on their own.

For instance, businesses learned that Dr. Moore was aligned with their thinking on workforce development when she spoke to the group. "We have connected through the Community Foundation now," Blaschke said, "and that provides all of us the opportunity to work together toward achieving the most impact for our giving."

"Everyone coming together at the same time, it's been an amazing thing," Dr. Moore said. "The right people at the right time to create sustainable change in our community." Dr. Moore suggested that any business people who would like to learn more or attend the quarterly discussions should email her at [michele.moore@MSDmartinsville.org](mailto:michele.moore@MSDmartinsville.org).

The more people who get involved, the better, according to Blaschke. He suggests that business owners come to the CEO Roundtables to be a part of the discussion about what we are doing and what business leaders can do. "This is a way to invest for the future of your business."

Working together in the same direction with the same goals, Blaschke sees the beginnings of a community upgrade. "The more people we can get out of poverty, the more people on the tax rolls, we can improve infrastructure and the entire county community as a whole."

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# Moms clean up as SuperMaids

## SuperMaids

Hannah Merida  
Kaylah Southerland  
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Phone: 765-792-0322 (Hannah)  
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### By Elaine Whitesides

Morgan County Business Leader

Flexibility is one of the perks of being a small business owner and for two mothers, flexibility is more than a perk, it is the one element of work that makes life work. Hannah Merida has a husband, Ben, and two children: Isaac, 13 and Hunter, 10. Kaylah Southerland and her husband, Terry, have six children: Leah, 19, Layne, 14, Damian, 13, Jesse-Marie, 9, Lacy, 8, and Elizabeth, 7.

When the long-time Morgan County residents met at church three years ago, they discussed how they, as working women, yearned for greater flexibility while still adding to the family's financial picture. They also wanted to have work that they enjoyed and could look forward to going to every day.

At that time, Hannah worked in the medical field and Kaylah worked for a cleaning company. Merida said, "I wanted to change careers, we started cleaning residences and commercial properties part-time."

"In January, 2016," Southerland said, "we went full-time with SuperMaids. We have families and kids and we wanted to be flexible, not miss things, and participate in church missions, too."

In order to maintain control over their standards and flexibility, the pair opted to stay out of the franchise possibility. "Southerland said, "Franchises have their own rules and schedules, and we wanted to create our own thing. We want to build our own reputation and build on that."

### Building a business from scratch

Although both partners had worked in jobs through the years, neither had experience in running a business, so the learning curve was steep, fast, and is on-going. Merida said, "We had to learn about things like insurance, taxes, bookkeeping, and reporting."

They both emphasize the learning experience that came with the business. "We are spread out into communities including Greenwood, Bloomington, Avon, Spencer, Martinsville, Mooresville, and Franklin." Servicing a broad area would be easier with additional workers, but they have encountered challenges.

"Some people think, it's just cleaning houses," Southerland said. "But to us, it's more. It's a business. We have a high standard of how the work should be done and how it should look when we leave."

The energetic pair are doing all the work themselves, scheduling by areas. This suits them well for now, but they do look to expand at some point as new clients come on board. In the meantime, they are developing training processes as well as systems for reporting to clients and staying in touch with clients.

Building a relationship with



Hannah Merida and Kaylah Southerland

clients is one of the foremost goals the SuperMaids set for their business. "We like to clean," Southerland said, "and there is such satisfaction of seeing it done well. It's an accomplishment and a good feeling when you know you have done it to the best of your ability." They believe that if they feel good stepping out the door, they know their customers will feel good stepping into a nice clean home or office.

"Originally, I thought we might grow and become a bigger company," said Merida, "but we have learned we have such a high standard that it's hard to pass that off to someone else. So, for now, we want to be known as a company that can be trusted to come in, do what the customer wants done and provide a good experience."

### A leap and belief through faith

When the SuperMaids made the decision to start the business, they didn't have any clients in place. "We were a little nervous," Merida said. "We knew where we wanted to go, and we had faith that if it was His will, God would see to it that everything would fall into place." And it has. Business

has grown through word-of-mouth and they currently service about 30 clients. Southerland said, "We have room to grow, but we are controlling our growth, too." Merida added that they don't want to turn people away.

They split responsibilities when it comes to the business. Merida does the paperwork and Southerland takes care of the service reports and equipment. "We work well together," Merida said. "We have a calendar connected to both of our phones. Bids are done together and then we figure out what works to add them to the cleaning calendar."

"We really truly enjoy what we do," Merida said, "and while every business has challenges, we have faith that we will work through ours. I think we both go to work every day happy."

"A cleaning service makes real sense for us," said Southerland. "After all, we are both moms, what we do is what we do at our own houses. We clean all the time. We take what we know and just go do it for others in the communities we love."

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# All work, no play is a total biz kill

Who says work can't be fun? Research (and anecdotal evidence) suggests otherwise. In fact, having fun at work has both personal and professional benefits including lower stress, higher job satisfaction and better overall task performance.

Best-selling authors Dave Hemsath and Leslie Yerkes believe that fun at work may be the single most important trait of a highly effective and successful organization. In "301 Ways to Have Fun at Work," the duo draws a direct link between fun at work and employee creativity, productivity, morale, satisfaction and retention as well as customer service.

"Fun and humor help individuals through crisis and change," the authors say. "Because they facilitate the release of tension, fun and humor increase employees' ability to cope with stress on the job and to remain flexible, creative, and innovative under pressure--central features of a strong, resilient corporate culture."

Fun work environments regularly incorporate formal and informal activities to lift people's spirits and remind them they are valued -- by their leaders, their organization and each other. Humor, when used appropriately and in moderation, not only helps keep customers, but also it improves relationships between coworkers.

Indiana University Health has launched a hashtag #IUHealthworkbesties and encourages team members to - share the joy and tweet a photo of you and your work BFF(s). This simple exercise encourages comradery between team members.

Games, celebrations, self-development opportunities, recognition of achievements and milestones, and designated "fun days" all have been used successfully to introduce more humor into work settings by companies of all



shapes and sizes. These team building activities have long lasting benefits. Team members relax and come out of their shell when involved in outside activities.

Recently, some of the IU Health Morgan leadership team enjoyed a dinner out and participated in an "Escape the Room" activity. While the team was not successful in solving all the clues to escape, they enjoyed time away from the traditional work environment and worked together in a fun setting. They learned from one another and can use that information in their daily work to better problem solve as a team.

What's clear about an enjoyable work environment is that it makes the work itself more enjoyable, too. So laugh a little, if you will. Turns out it's good medicine and even better for building strong bonds between people and among teams.

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.

**Games, celebrations, self-development opportunities, recognition of achievements and milestones, and designated "fun days" all have been used successfully to introduce more humor into work settings by companies of all shapes and sizes.**

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## Rainy days and surge protection

Spring is coming around the corner, and with those warm February days, it will be here sooner than you think. With the warmer weather we get several thunderstorms. The potential for lightning strikes or even fluctuation in power is a lot higher this time of year. If you don't have your computers and hardware on surge protected power strips you could be paying for it later. Most computers can handle a small surge, and just reboot up afterwards, but it puts stress on the equipment that if it can be avoided, every effort should be made to prevent the occurrence. There are battery operated Uninterrupted Power Supplies (UPS) that can be used to protect your equipment. Not only will they arrest any power spikes that come through, but will keep the power flowing in either a brownout, or power outage, at least long enough to save what we are working on, and shut down the system yourself.

Last year our company had someone call us after they had a power outage, where the power flashed, off, on, off, on and their server would not boot up afterwards. Physically the server was fine, but windows was corrupted, because it was writing system files when power went down, and didn't finish writing what it needed to and corrupted it. We worked with the Mi-



JAY ALLEN  
 Technology

crosoft tech team for 6 hours trying to fix and repair. Ultimately Microsoft told me, "Just rebuild this". So that is what we had to do. Needless to say this client became my "Poster-Child" for why you need a UPS on your system. I agree that the chances of this happening, and corrupting your system is rare, but it does happen. If your computer is just plugged into the wall outlet you might think about adding a UPS, or at a minimum a good surge protector before the stormy weather really sets in, or you may be our newest poster-child.

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](mailto:jallen@technotc.com) or by phone at 317-857-0150.

## How is your Furnace Filter?

This is a picture of an air filter that we recently removed from a furnace. When asked, the client said the filter had "recently been replaced". This person has been spending tons of money to heat their home, placing unnecessary stress on their furnace, suffering with less indoor comfort and paid a diagnostic fee simply due to a dirty air filter. Life can be busy. Time slips away quickly. PLEASE, check or change your furnace's air filter monthly. If you would like a reminder, you may "LIKE" the Economy Heating and Air Conditioning Facebook page



Jod Woods



for monthly filter reminders, money saving tips and advice.

Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or [JodWoods@EconomyHVAC.com](mailto:JodWoods@EconomyHVAC.com).

# Economy

HEATING - AIR COND - PLUMBING

# Picking up the pieces, maybe they'll fit someday

The line from one of my favorite musical groups, SQUEEZE, *Picking Up The Pieces Maybe They'll Fit Someday* can be a powerful metaphor if you think about it. I would like to share a few "pieces" that I know will help you grow. We all have those projects, days, sales, etc., etc. that don't quite go as planned. Many people wrongly focus on all the things that go or went wrong. As a matter of fact, they fixate on those things.

This is the challenge you face when you focus or fixate on the wrong; more wrong shows up. What we focus on, we attract and we become. Sound familiar? Yes, it is the Law of Attraction.

You might be asking, "How do you go from being immersed in the, let's say, yogurt hitting the fan, and move your focus on something, anything else? The first step is to be aware of what is happening. If it is not conscious we cannot fix it. Karl Jung said "Until you make the unconscious conscious it will direct your life and you will call it fate."

Wallace D. Wattles said in *The Science of Getting Rich*, "To think health when surrounded by the appearances of disease, or to think riches when in the midst of appearances of poverty, requires power; but he who acquires this power becomes a master mind. He can conquer fate; he can have what he wants." That quote is more than 100 years old and might be written in a way we might, sadly, rebuke today, but the message is as pertinent today as it was when Wattles put pen to paper.

Being aware is the first step. Next look at it from a learning, curious mind. Literally ask yourself these two questions: What did I learn? and How can I grow? No matter the situation's outcome, especially if it is not quite, or even nowhere near, what we desired, asking those two powerful questions gives you something to build on for the next time. And there will always be a next time.

The quality of your communication can be judged from the results you get. That is a presupposition of Neurolinguistic Programming. It is something to hold true to guide you. You



**JACK KLEMEYER**  
Business Coach

see if you are not getting the results you want, look to yourself first to make sure that what you are communicating is what your intended audience hears.

Another powerful is the presupposition that "The quality of your life can be determined by the quality of the questions you ask yourself." Most of us ask ourselves the wrong questions in times of stress and duress. Take time this month to notice the questions you are asking yourself, especially during the times when you are under pressure and things are not going quite the way you planned.

*Picking Up The Pieces Maybe They'll Fit Someday* encourages us to keep track of what we learn and how we are growing. The pieces I have shared today are: Awareness, make the unconscious, conscious. Take a long-range view. Notice your focus, where your focus goes your energy flows and that is what you attract and become. Notice the response you're getting from your communication, is it what you really want? Be conscious and ask yourself better questions.

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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# Latest research shows continued growth in Morgan County tourism

Visit Morgan County once again has invested in a county-specific economic impact study of visitor spending. This annual research initiative is a state-wide study through the Indiana Office of Tourism Development that county tourism offices throughout the state have the opportunity to buy into and receive a report for their county. The most recent report is based on 2015 data and is available in the Industry partners section of the Visit Morgan County website.



According to this recently received study, the impact of tourism in Morgan County is substantial, and growing! Visitors (defined by this study as those traveling more than 50 miles from home to the Morgan County area) spent a total of \$23 million in 2015, supporting 426 jobs and more than \$9 million in local wages and proprietor income. This spending also generated significant tax revenues – more than \$2 million in federal taxes and \$3 million in state and local taxes.

Of that spending, food and beverage purchases account for the largest share at 42% of all visitor spending, which is much higher than the state average of 27%. Next is retail spending at 29%, transportation at 13%, lodging at 9% and recreation and entertainment at 7%. Interestingly, the segment with the largest growth over the previous year is recreation and entertainment with a 17% growth rate.

“We all know recreation is a popular reason for visitors to be in the area, with Morgan-Monroe State Forest and various county and city parks, but these attractions are often free and so would not affect the numbers much in this particular study,” says Visit Morgan County

director, Tosha Daugherty. “What these numbers do tell us is more people visiting the area are paying for recreational and entertainment opportunities, such as horseback riding at Grandpa Jeff’s in Morgantown or tickets to a play at The Depot Theatre in Martinsville.”

Over all, visitor spending in Morgan County was up 5.4% over 2014 spending, a healthy and fairly steady growth rate. Tourism is currently the 11th largest industry in Morgan County (excluding government). Revenues collected locally from tourism is sufficient to support 314 Indiana public school students. If tourism in Morgan County did not exist, each of the more than 28,000 households in the county would have to pay an additional \$107 per year in taxes to maintain current tax revenues. What’s more, of every dollar spent by visitors in Morgan County, 71 cents remains here in the area economy. That’s money that did not previously exist in our local economy. In this way, tourism helps to increase the overall economy of Morgan County.

Link to complete Economic Impact Study: [www.visitmorgancountyin.com/about-us/industry-partners/economic-impact-study/](http://www.visitmorgancountyin.com/about-us/industry-partners/economic-impact-study/)

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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# 5 great blog ideas

Here it is. You went to a marketing workshop; you got convinced yet again that you need to blog more and you are stuck with writer's block.

So you need help coming up with ideas to blog about. Here is great tip. The web is becoming more and more about "curation" instead of performing. Meaning people want to know what information to pay attention too, instead of just plain more information.

Here are Five Great Curation Ideas.

1. **Review a Book, a Blog, an Expert, Something.** First, make a quantitative argument or summary of something from another expert (for your targeted market) is a great way to get the attention of both search engines and get the attention of the author of the book. What's more, when you share it with the author, you'll likely get a repost of your blog to the author's social following. This has the added effect of getting earned links back to your site, which increasing your SEO.
2. **10 Best Places to get Great Marketing Ideas:** Google is moving more and more to answer questions as technology improves and allows search engines to get closer to how we speak through using implicit and explicit data to generate smart results. When you use this type of tagging, you will get found referenced,



which will once again sending the accredited sites a mention that you mentioned them, which in turn will greatly increase the likelihood they give you some love back and boost your traffic. As you do this, you naturally simplify and curate the search for people, which, in turn, helps the reader learn how to help themselves find information faster.

3. **Get 30% more Leads out of your Website:** I know that most business professionals are mainly concerned about how to overcome the highly volatile, ever changing world of the internet. Provide content that helps people climb out of that morass. Provide the "cliff notes" version of strategies, new ideas and desired result. This naturally provides effective and engaging content, which in turn, drives traffic and inbound links, and most

of all, it drives readers.

4. **The One Conference you Must Attend as Marketer:** Events cost precious time, so why not take the time to review a conference, a webinar, a lunch and learn, you name it. Your followers will appreciate how the event went and know whether or not they should spend their time going. What's more their activity online may encourage the event promoter to link to your reference.
5. **Low Cost Marketing Automation Platforms that Won't Break the Bank:** Hot spaces on the web are highly contested places, usually loaded with the incumbents. In this case 3% out all the marketing automation platforms run 80% of the web traffic, effectively dominating a category unfairly on a search. Users starve to find other alternatives to these solutions. Curating and finding these types of lists with reviews creates a loyal list of followers and list of loyal potential company sites that will again link back to you get you more traffic.

Curation of content is powerful. People don't want more necessarily. People want the right kind of content that can engage more users, the right type of traffic and more links attributing links to you. That is the kind of traffic you want.

*Curation of content is powerful.  
People don't want more necessarily.*

## Create a business plan that leads to greater profits!

Inspire Results Business Coaching Offers "Growth Plan Business Planning Workshop," Thursday, Apr. 6, 2017, Hilton Garden Inn, 8910 Hatfield Dr., Indpls, 46231, 9 a.m. - 4 p.m. In this fast-paced session, business owners discover the potential in their business by completing a 1-Page Strategic Plan. Then, they break it into quarterly, monthly, weekly, and daily goals, getting a line-of-sight from daily tasks to their 10-30 year purpose. Led by local business Coach

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*"Wow. I can't imagine where we would be if we hadn't met Roger. Direction exists and we're proactive instead of reactive."*

— Alan Ausbrooks, Owner, Access Mobility, Inc.

## 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 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.



# FOR THE LEADERS

People rely on you day in and day out, so you need healthcare professionals you can depend on. Franciscan Health ob-gyns work to ensure our services are tailored to care for women of any age. Offering a variety of treatments, our comprehensive healthcare team helps women be more prepared to take on life's greatest challenges.

[FranciscanHealth.org/OBGYN](https://FranciscanHealth.org/OBGYN)



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