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MORGAN COUNTY

April 2017



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The years and incredible achievement

As I looked around Morgan County, I see how many businesses are celebrating anniversaries. I know what it is like to celebrate some of those significant milestones here at the Business Leader. There is a feeling of accomplishment, pride and also a quizzical feeling of how that time passes so quickly. For me, there is also a feeling of gratitude.

Establishing a small business takes courage; operating it takes tenacity, patience and persistence. Growing it takes dedication and commitment. Every small business owner should look on every year's passing as a significant achievement because what they do takes more than most workers ever even think about.

Getting to 10 years or 15 years in business is something to really be proud of achieving. Getting to 25, 30 or 40 years means a lifetime and may even include another generation of proprietors. Making it to 50 or more is an incredible achievement, marked by few.

We celebrate small business each month sharing stories of what people have created from little or nothing, perhaps a simple idea or personal desire. Each month we share stories of how they have managed to grow or have had to adapt to changing market conditions.

This month is special because we are able to share with you two remarkable businesses. First, the story of David Keister as he and his business celebrate one of those incredible achievements – 50 years of business. Five decades of broadcasting from the first radio sta-



JIM HESS
From the Publisher

tion WCBK in Morgan County.

The second is about the Poe family, who, starting with William and Barbara Poe, have been in the restaurant business since they opened the Town House on the square in Martinsville in 1954. Their sons, Rick, Mike, and Brad, currently operate the Poe Brothers Cafeteria that opened at the present Mooresville location in 1982. All together the family has been in business for 63 continuous years.

As new businesses join the community of hardworking and committed entrepreneurs, we have to all take time out to welcome them, and also share the wisdom gleaned from our experiences as business owners. We also have to share the celebration of each of our businesses as we put one more knot on the strings that mark our passing years. Each business owner is a role model and an example.

Together we can build successful businesses, a strong community, and a healthy county.

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MORGAN COUNTY

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Ephesians 2:10

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The years and incredible achievement.....	3
County health is a community matter.....	4
It's tax time yet again so what do I want to talk about? Total Return!.....	5
Why we buy.....	6
Wade Phelps named vice president.....	7
Town Planner sweepstake winner.....	7
Conduit to the community.....	8
Serving home-cooked meals for 6 decades.....	10
Positive customer experience leads to loyalty.....	11
Are you ready for an ALLERGY STORM?.....	12
Put it out and it'll come about.....	13
Do you encourage vacation time?.....	14
Internet road trip.....	15
Networking opportunities.....	15

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County health is a community matter

Healthier Morgan County Initiative

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By Elaine Whitesides

Morgan County Business Leader

It was just over ten years ago that Bud Swisher led the development of an initiative to address overall health issues in the Morgan County community. The Healthier Morgan County Initiative was first established under the St. Francis Foundation and later moved under the Community Foundation of Morgan County and worked under an advisory board consisting of 10 to 15 community leaders.

The organization has made a difference in the county. Change is now underway and the Healthier Morgan County Initiative is pursuing 501c3 status. The board has been streamlined to seven members that represent a broad spectrum of disciplines. Work is slated to begin on a strategic plan to provide greater structure and focus for the organization going forward. President Bud Swisher says they are even more committed to making a real difference in the county.

The needs the organization addresses are brought to light by research and data about the health of county residents. Currently, Indiana overall has a low national ranking in health related areas, and Morgan County health is ranked lower than the state in several areas. For instance, the Indiana Business Research Center at the Indiana University Kelley School of Business ranks Morgan County health at 44 out of 92 counties in the state. The most recent United Health Foundation report, based on the Centers for Disease Control National Vital Statistics System, ranks Morgan County 25 in suicides, 35 in drug deaths, 44 in obesity, 41 in physical inactivity and 44 in smoking. Overall for health behaviors, Morgan County ranks 38th.

Community health programs

While healthy living promotion, reduction of chronic disease, and access to care for Morgan County residents is the mission of the Initiative, they have backed away from focusing on chronic diseases such as cancer



and heart health. "The hospitals and big associations do a good job in those areas," Swisher said.

Taking aim on specific needs and desired outcomes the Initiative has developed numerous programs through the years. Several of them have become very successful and popular.

The annual Senior Health Fair was initiated based on data from a survey from the Central Indiana Council on Aging (CICOA). It has evolved into a total family fair, which this year will be integrated into the Back Pack Attack and held at the Mooresville High School during the summer. Several thousand people are expected to attend the event with more than 60 exhibitors and many of the Morgan County non-profit organizations participating. The No. 1 response to the survey indicated that loneliness was a common health concern for seniors so the organizers developed a strategy to address loneliness for the aging in Morgan County. "We invite senior clubs to have booths," Swisher said. "Their exhibits provide opportunities and ways to engage seniors in new activities and organizations."

The Step it Up walking initiative spawned the Pounding the Playground program to promote walking among young people. There are two sessions, one in the spring and one in the fall, and all the schools in Mooresville participate. The walkers earn tickets and drawings for prizes like trail bikes are held weekly. To date, more than 300 bikes have been awarded. In addition,

schools compete for cash prizes ranging from \$100 to \$500 to be used for health education in the school. "One school bought horizontal climbing walls for their school," Swisher said.

The organization promotes healthy living and diet through community garden projects. According to Swisher, last year there were four gardens and together they produced more than 3,000 pounds of produce for food banks in Morgan County. Gardens are maintained and worked by individuals and organizations such as churches and youth groups. "This year we have the potential for three new gardens," Swisher said. "Our incentive was to increase the availability of fresh produce for people in poverty in Morgan County." Their next step is to provide education on food preservation and canning.

Taking aim together

The current initiative Healthier Morgan County is taking on focuses on suicide prevention and education. The Morgan County ranking, according to the United Health Foundation, shows that the County's rate of suicide is higher than the state average, which is above the national average. Already they have trained more than 300 people in education and law enforcement in the QPR (Question, Persuade, Refer) program.

"The Department of Education requires teachers to go through a suicide prevention program," Swisher said, "so we are moving our focus away from them and instead to chambers and business people, which will then reach their families and workers." Swisher is available for talks to the chambers of commerce and other groups in the business community. "We want business leaders to get on board with us to address this issue in our community."

"The Healthier Morgan County Initiative is a county-wide effort," Swisher said, "and we are committed to continuing to create an awareness of health-related needs of the county through activities, articles, and events and bringing together people from all over the county to work in a single effort. And sometimes, besides the stated benefit, there is an ancillary cooperative effort among county leadership to bring about good change." According to Swisher, health, life, work, and community are all intertwined.

"Life can be tough," Swisher said, "it is together that we get our hope."

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It's tax time yet again so what do I want to talk about? Total Return!

Yep, tax time is a great time to talk about total return. Total return of an investment includes interest, capital gains, dividends and distributions realized over a given period of time. When I meet with clients, I like to uncover total return wherever we can. Often it's not only found in the investments we select but also in how we make those investments. For example: let's say you and your spouse made \$100,000 last year. The federal income tax rate on that level of income is 28%. (IRS) And you'd be subject to Indiana's 3.3% income tax. And don't forget about Hendricks County's rate at 1.4%. All told, that works out to income taxes of 32.7%. Disclaimer: I am NOT a tax professional so your personal situation may be different than this. But for purposes of this example, let's use these numbers.

A total return of 32.7% in any given year would be a great return to achieve. How about getting that return every year on at least a portion of your money? Here's how.

Begin or increase your 401(k) and or IRA contributions. Yes. It is really that simple! If you make a contribution to your IRA or 401(k) you don't pay that 32.7% income tax on the dollars you contribute. In effect, you are "making" 32.7% on your money. If you aren't paying it to the government but are keeping it,

32.7% return and you don't even need to invest it in anything super go go growth, just get it in your IRA or 401(k) and lower your taxable income.



JEFF BINKLEY
Finance

isn't that adding "total return" to your money situation? I would argue that it is. (Again, your personal situation may be different so speak with your professional tax advisor about this.)

32.7% return and you don't even need to invest it in anything super go go growth, just get it in your IRA or 401(k) and lower your taxable income.

So now you're thinking, "How do I do that to lower my 2016 tax bill?" Well, if you don't have \$6500.00 to put in your IRA right now (2016 contribution limit for age 50 and over), then get started on making monthly contributions now to show on your 2017 tax return. You'll then reap that total return next year

when you file.

Coulda, woulda, shoulda is a common expression in the investment world but it's really just an excuse for bad decision making. Make a great decision right now and get started on earning that total return.

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

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If our business bankers look a little out of their element, it's probably because they're much more comfortable on the go. After all, they prefer to spend their time hustling for their customers—not posing for pictures. Take a moment to speak with one of them, and you'll see exactly what we mean.

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Why we buy

The psychology of the sale

In my years of working with business owners, I've found that understanding the customer is the key to a successful marketing effort. However, many companies don't take the time to truly study their customer's buying habits. They don't understand what led that customer to make the actual purchase of their products or services, or even why a customer chose their business over a competitor's.

Knowing this insight about your customers might change the way that you market your business, so why not give it a try?

Your customer goes through a rather complicated purchasing cycle, whether they realize it or not. Usually, your customer becomes aware that you exist through a **passive awareness effort**, when they see your brand or company name somewhere and become tuned in to what you do or what products you sell. For example, they may pass by your place of business and see the sign as they drive by. During this stage, they're not actively seeking your product/service.

It's not until a **pivotal event** takes place that your customer moves from passive awareness to **actively looking** for a solution. This is when something happens to trigger the need in them to seek improvement in their current situation. This could be a **pain point**, such as something breaks, like a water heater, or they step on a scale and realize they need to go to the gym. This is considered a **pull** in your direction, to solve their problem. Or another shift called a **push** toward your direction is when the customer becomes exposed to your type of product or service (usually from an advertisement or recommendation from a friend) and can see the potential of an improved life.

After the pivotal event, you have not closed the sale yet. Your customer has placed you in their **consideration set** and now must narrow their choices to select the right solution for them. This is where your marketing and advertising message plays a key role. If you understand your customer story, you'll know



**SUSAN
YOUNG**
Marketing

their motivation for purchase, and you can use that information to **help your customer buy**. Instead of leading with the features of your product or service, you'll need to distinguish your offering based on how the customer thinks. For instance, are they loyal to a particular brand, and why? What is the behavior surrounding their purchase decision? What are the social and emotional benefits of purchasing your product or service? How does social influence play a part in the purchase decision?

Once you understand your customer's habits and motivation for purchase, you can determine:

- What audience to target
- When to advertise
- Where to advertise
- What marketing message to include in your ads
- How to compete against other similar solutions
- How to improve your current offering or product to meet customers' needs

You have probably heard the phrase, "Customers don't like to be sold, but they like to buy." Putting on your psychology hat and getting in the heads of your prospects will help you move them forward in your sales funnel toward the place they want to be – a loyal customer. Your job is to convince them, through smart advertising, that they need to be there.

Susan Young is the founder of AimFire Marketing, a consulting firm that works with small business owners to maximize their marketing efforts. Visit her website at www.aimfiremarketing.com to subscribe to her marketing tips newsletter, or follow her on social media.

"Knowing this insight about your customers might change the way that you market your business..."

Wade Phelps named Vice President

Dan Moore, President and CEO of Home Bank SB, announced that Wade Phelps has been named Vice President/Manager of SBA



Phelps

Lending. Phelps joined Home Bank in 2015 with over 30 years of experience in commercial lending with a focus in SBA loans.

Phelps is a graduate of Ball State University, the ABA National Commercial Lending School—University of Oklahoma, and the Graduate School of Banking at the University of Wisconsin—Madison. Phelps is a past chair of the Loaned Executive Program at United Way, a past adjunct faculty member at Ivy Tech Community College, and



a current director of the Morgan County Economic Development Corporation. In his free time, he enjoys spending time with his children and grandchildren, as well as playing golf and tennis.

Home Bank SB was chartered in 1890 as a mutual institution which essentially means that it is owned by its depositors. Without private ownership or stockholders, the bank's profits are allocated entirely to its capital reserves, resulting in greater fiscal strength and resources for community support.

Town Planner sweepstakes winner

Jim Hess, owner and publisher, Town Planner Community Calendar West Indy had the pleasure of presenting the 2017 Town Planner Sweepstakes drawing winner, Trina Stultz, a shopping spree check for \$500. The Sweepstakes is presented annually to 6 recipients from around the country who returned entry forms from the current year Town Planner Community Calendar.

The Town Planner Calendar is a family and business-friendly resource mailed every year to homes around town. In fact, nearly 63,000 are mailed to the west Indianapolis suburbs of Avon, Brownsburg, Danville, Mooresville, Plainfield and Speedway.

For homeowners, the Town Planner provides year-round information on what's happening in our community, great savings from local merchants, and beautiful full color photography of the most scenic spots in our hometown.

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Jim Hess (left) Trina Stultz (right)

it prominently displays your company information every time someone goes to the refrigerator, the front door, or to their office. Our demographics of households are the customers you seek to have as your clients!

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CONDUIT TO THE C

David Keister brought the first radio station to Morgan County

By Elaine Whitesides

Morgan County Business Leader

Few business owners get to engage in a semi-centennial celebration when it comes to their business, but David Keister is one of those people. His business, Mid-America Radio Group, Inc., or, more commonly known, WCBK AM and 102.3 on your FM dial, will celebrate 50 years on the air this month. The radio station in Martinsville was the first in Morgan County and the first built by Keister. The year was 1967.

Keister is not a Morgan County native, he came from Michigan. It was in Middleville, Michigan that he put together a kit and built a radio station in the chicken coop in his backyard on the cusp of becoming a teenager. In those years, radio was the main form of communication in the community. "It was fun to do and went out on the airwaves in the neighborhood," Keister said.

Shortly after, his father died and his family moved several times over the next years. His final stop was in Hillsdale, Michigan where he went to work at WCSR, which stood for Community Service Radio. "It was there," Keister said, "that impacted my belief in what small market radio should be. In my mind, I am the public trustee of the airwaves in the communities I serve. I don't own the airways. I am simply the trustee granted by the Federal Communication Commission (FCC)."

While he was busy working at the small station and learning every facet of running a station, he was given \$5,000 in life insurance proceeds from his father's death. "I started trying to find places to build a radio station of my own," Keister said.

Most of the engineers who located open air waves were based in Washington, D.C., but he found Paul Dean Ford in Terre Haute. "I called him and told him I was looking for an AM station frequency and he said that he only knew of one - in Martinsville, Indiana." The bonus was that all the engineering for the station had been done earlier by two potential buyers, but they had backed out of the deal.

With his inheritance, Keister bought it. He packed up his family and moved to Martinsville. It was a daytime AM radio station, broadcasting from sun up to sun down, which it still does. Several years later he added the FM frequency station 102.3.

"The community embraced us," Keister said. "Almost everyone I saw told me that this was the best thing that ever happened in Martinsville. It was incredible; people brought flowers the first few days we were on the air, they brought food in and community leaders came by the station."

There had never been a radio station in Martinsville and 50 years ago, it was quite a thing Keister said. His experience in the



David Keister and Jim Hess

Tune in!

David Keister will interview our own Morgan County Business Leader publisher, Jim Hess, on April 17 at 12:30 p.m. on WCBK

Economy

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COMMUNITY

ty and concentrated on community service

Mid-America Radio Group, Inc.

Mr. David Keister, Owner
60 Wayne St.
Martinsville, IN 46151
Phone: 765-342-1485
Email: midamericaradiogroup@gmail.com
Web: wcbk.com

station in Michigan had convinced him that his was to be a local community station. “We had a middle of the road music format; lots of Frank Sinatra and Andy Williams. We couldn’t do a better job playing music. The only thing we could do better was talk about our community and that’s what we did – and still do.”

The station started with the tagline “Your Hometown Station.” Keister laughed and said it was kind of hokey, so they dropped it, but it described them at the time. “We’d go to the police department in the morning, report accidents and obituaries. We did interviews with chamber and community leaders and at the schools.”

The Keister family grew to four children, Dan, David, Debbie, Doug, and they all settled into Martinsville and it became home. For more than 20 years Keister ran the station doing everything from selling advertising, engineering the broadcasts, and gathering news in the community to being an on-air personality. He also built a strong staff, several of which are still with him today.

Business expansion

In 1988, Keister got the idea that he would like to expand. He said he had “some really good people” and he wanted to provide better opportunities for them. “Over the years,” Keister said, “I’ve had 34 radio stations in Indiana, Illinois, Ohio, and Michigan.” He says he built eight to ten of them from scratch. “It’s kind of the American dream and I have been fortunate to live it.”

The radio business has always been Keister’s American dream. He says he is one of only a few people he has ever known who always knew what they wanted to do in life. At 18 he was certified by the FCC as an electrical engineer and applied for his license at age 23.

The fact is that there has never been anything else that piqued his interest. “I never wanted to walk away from it. Nor did I do it because I thought I can make money at it,” Keister said. “Until I bought a lot of stations, I never thought of failure.”

In fact, it was in a business closing that the conversation turned to the potential of default on the loan that he was signing for that he realized he had never even considered what he would do if it didn’t work out. He was so focused on buying the station and making it successful that the possibility of default was, he said, “something I hadn’t even considered.”

Around the year 2000, he started to tire of the constant travel from station to station and began to divest himself of many of the stations. Today Mid-American Radio Group owns 10 stations in Bloomington, Martinsville and Logansport. Formats range from gospel, contemporary Christian, classic hits, country classics and a new one just going on the air in early March that is not yet set. However, each station continues to focus on the local community and the wants and needs of that community.

According to Keister, everything about his business, like most all other businesses, comes down to finding a need and filling it. In addition, he approaches everyone from his advertisers and the peo-

ple he interviews, to the listeners and his employees as partners.

“I am responsible for what goes on the air and I have to fulfill that responsibility,” Keister said. If there is controversy in the community, he wants spokespeople on both sides. He says that is great radio programming – and a community service.

For advertisers, he works with them to create a commercial, a jingle that sticks in listener’s minds, and suggests a schedule. “Repetition, saturation, is important,” Keister said. “And because we are small, we are very flexible so if it’s snowing, we can promote services that might be needed immediately by our listeners.” His goal is to be a revenue generator, not an expense for his advertisers.

“It doesn’t feel like it’s been fifty years, because I have enjoyed it. And, this business is challenging. I am just a fortunate risk-taker.”

Adapting and evolving the business

Technology has changed the radio business. “We used to have someone here every minute,” Keister said, “but now we don’t.” Technology has made it possible for the staff to be much more available in the community with on the scene broadcasting. With cell phones and internet access, they can cover events and activities like high school sports and send audio back to the station for broadcast.

The company has four different licenses, which makes it possible for them to play an almost limitless library of music. They welcome press releases and news that comes into the station via phone or email. “We like leads for local flavor stories.”

Mid-America Radio Group employs about 15 people in the

stations and just like he did in the very beginning, Keister still tells his employees that they “are all news people” in the community. “Our staff are involved in organizations and are a conduit between the organizations and the radio station. And the radio station is the conduit to the community as a whole.

“If it happens in the county and it’s worthwhile,” he said, “we want to be involved, promote it, and help it be successful.”

The business of radio

Although Keister always had his career path firmly in mind and never worried about failing, he said, “You have to be immersed in it and realize that it is a business, not just something you like to do. If you can’t make a success financially with it, it’s not a business – that’s a hobby.”

The fact that he loved it made it easy to be committed and put in the long hours to build success. When he was ready for a new challenge, he ended up expanding and growing the business. The demands weren’t any less when he expanded into four states, just different. But again, he says you just put your head down and do what needs to be done.”

Keister says that he learned that people are more an important asset to his business than the buildings, towers, or transmitters. He said, “You aren’t going to be successful without good people and you will truly feel it if you don’t have good people.” His belief is that if you treat them fairly and with respect, they will treat the radio station as if it is theirs, because, he says, “Actually, it is.

“When I think about it,” Keister said, “I wonder where all those years went. It doesn’t feel like it’s been fifty years, because I have enjoyed it. And, this business is challenging enough and always changing, so you have no time to get bored or complacent. I am just a fortunate risk-taker.”

The future of the business

It was almost inevitable that at least some of Keister’s children would acquire his love of radio. Two of his sons work for the company, but that doesn’t mean that Keister is ready to retire. “I don’t have lots of hobbies or anything. I really enjoy what I am doing and I have really good people. As long as it stays like that, I’m going to be here. I am hoping I can hand it off to people who have been working with me – and will love it like I do.”

After fifty years in Morgan County, Keister thought it would be great to bring back some of the people who embraced his ambitions and his radio station in the beginning, but he’s found that most of them are gone. He says that they made a difference in the community and he feels privileged to have known them.

When he does step away from the station Keister would like to be remembered this way ... “That I was fair and appreciative of people that I came in contact with and that the community and people’s lives are better off because of the years I spent here.”

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By Ariance Cagle

Morgan County Business Leader

For the last 63 years, the Poe family has fed hungry residents and visitors to Morgan County at one of their five family-owned restaurants. That longevity is a feat that few restaurants – let alone small businesses – have achieved. The Poe family takes great pride that five generations of their family have served hundreds of thousands of customers through the years.

The family restaurant business began in 1954 when William “Bill” Poe and his brother-in-law Bill Taylor opened the Town House restaurant on the north side of the square in Martinsville. When Taylor moved to Florida a few years later, Bill and his wife Barbara became sole owners of the business.

By the late 1960s, in addition to the Town House, Bill also owned the Poe Family House on the south side of the square and the Country House on old SR 37. However, when the state expanded SR 37 to a four-lane highway, it acquired the Country House. At that point, Bill decided to sell the Town House and Poe Family House to build a large cafeteria-style restaurant, Poe’s Country House, along the new highway.

Throughout these years, Bill’s sons, Rick, Mike and Brad, worked at the family restaurants. “We were raised in the restaurant business,” Rick said. “No matter if you had another job, you always worked at the restaurant, too. Dad always called it ‘room and board.’”

By working at the restaurants, Bill’s sons learned an ethic of hard work. “We mopped floors to cooking to serving food,” said Mike. “We had to do a little bit of everything.”

After the boys graduated Martinsville High School, they went to college. Rick graduated with a bachelor’s degree in history from Indiana State University, while Mike received a B.S. in business from Indiana University Kelly School of Business.

“Dad gave us the option to do something else [as a career], but I think Dad wanted us all together as a family business,” said Rick. While Mike did work as an assistant manager at a Kmart store for a while, both he and Rick continued working at the restaurants.

Additionally, during those early years, Bill wasn’t the only restaurant owner in the family. In 1960, Bill’s uncle, Kelly Poe,



Mike, Brad, and Rick Poe

started Kelly’s Restaurant (later renamed Kelly’s Grandview), situated on the hill overlooking SR 67 just south of Mooresville. After Kelly’s death in 1980, “Dad wanted to maintain the Poe name on the restaurant, so he bought it in an estate sale,” said Rick.

Following renovations, Poe’s Cafeteria opened in 1982 in Mooresville. “Mike and I took over the Mooresville cafeteria while dad and mom stayed at the Martinsville one,” said Rick.

However, in 1989, Bill passed away. After that, Mike managed Poe’s Cafeteria while Rick oversaw Poe’s Country House. Eventually, in 2003, they sold the Martinsville cafeteria, and renamed the Mooresville restaurant Poe Brothers’ Cafeteria.

“Today, Mike is the managing owner of the restaurant, while his wife Sue takes care of the finances and office,” said Rick. “Brad and I fill in and do whatever we can. We also have about 25 employees.”

Additionally, all three of Rick’s children, Erica, ElAnn and J.W., have worked at the restaurant, as well as Mike and Sue’s daughter Brandy. Occasionally, Brandy’s two children, Mya, age 11, and Brennan, age 15, help, too. Over the years, five generations of family members

have worked at the restaurants – a rarity for any business.

Throughout it all, Rick and Mike learned several lessons from their dad about running a restaurant. “You have to be hands on,” Rick said. “You have to be there every day. Even though at one time dad had three restaurants going, he was at almost every one, every day.”

As for the secret to the longevity of their family business, Mike said, “The main thing is we strive to deliver great food at reasonable prices in a friendly atmosphere.” Customers can enjoy home-cooked specialties such as chicken and noodles, meat-loaf, roast beef, homemade rolls, and a huge selection of made-from-scratch desserts like gooseberry pie, strawberry-rhubarb pie and fruit cobblers.

Because of their dedication, they have many loyal customers who have eaten at their restaurants for 60 years. And they’ve brought in their children, grandchildren and great-grandchildren to dine, too. With such a long and rich family heritage, it’s no surprise the Poe brothers want their customers to feel like they’re part of the family.

Business owners in any industry....

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Positive customer experience leads to loyalty

The customer experience is an intrinsic part of business success. The IU Health system takes our patient experience very seriously. We consider the experience to include both external and internal elements, from advertising, online presence (website and social media), communication and the actual visit. While our business is healthcare, the importance of good patient/customer experience can be applied to other businesses as well.

A customer's experience drives loyalty not just satisfaction at the transaction level. In other words, have our customers lives been improved by their experiences with us? IU Health conducted consumer research in 2016 that led us to the drivers of loyalty. These include Respect & Responsiveness and Coordination of Care (Coordination of Service for other businesses.)

Behaviors to support these drivers include:

1. **Listening and Taking Time** – “When I am listened to I feel like I matter.”
2. **Partnership** – “Relationships in and of themselves are healing. It is so important to be seen and heard.”
3. **Relationship Building** – “It felt comforting to have people that are looking at my specific needs, not somebody with this condition.”
4. **Working Together** – “Coordination gives me confidence. It is like they are organized and follow through.”

Design the experience to fit the way the customers live their lives with a proactive approach to service. Use the same technology they use in their every-day lives (mobile technology to communicate as an example.)

Help coordinating their service with ease and convenience in mind. Convenient access - Is your business location easy to find? Is it easy to schedule an appointment or walk in for service? Do



LARRY BAILEY
Wellness

you have convenient business hours?

The introduction of social media and the ability for a customer to post about an experience is driving greater awareness of the linkage between the brand and the experience.

Social media can be leveraged as a powerful tool for organizations to reach customers as well as potential customers, and have a two-way dialogue with them.

Proactively, you can create content and messaging that positions your business as a leader in your field of service. It keeps your services top of mind and creates an expectation of exceptional care. It also allows for the chance to tell the stories of customers who have had a great experience and team members who enjoy providing the services they do.

Reactively, we can take real-time feedback and identify opportunities for quick service recovery for customers who have had a negative experience, or provide appreciation for positive acknowledgements.

Customer experience will continue to shape the brands of today. How will your business harness this opportunity?

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.

Proactively, you can create content and messaging that positions your business as a leader in your field of service. It keeps your services top of mind and creates an expectation of exceptional care.

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Are you ready for an ALLERGY STORM?

Due to the mild winter, physicians are predicting a spring and summer with an alarming increase of the particles in the air that cause those with seasonal allergies to suffer. There is little that you can do if you venture outdoors, but did you know that you can eliminate as much as 99.98% of these particles from the air inside your home? If you or someone that you

love suffer from seasonal allergies, PLEASE contact us to discuss the Trane Clean Effects air cleaning system. This air cleaner works with your furnace blower to safely remove particles such as dust, pollen, pet dander, dust mites, and



smoke as well as pet and cooking odors. Don't wait until the sneezing starts! Contact Alicia at 317-831-5279 to schedule a project manager to discuss your options and quote this amazing piece of equipment.

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.

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Put it out and it'll come about

The mental game is much bigger than you might imagine. When the World Champion Chicago Cubs were in this year's World Series, the announcer Joe Buck, noted when the Cubs began to lag and miss routine, easy plays that it was their "mental game" that was faltering.

When the Cubs ran to the locker room to wait out the rain delay during game 7 in Cleveland, it was a most fortunate time for a break. The Cubs had just relinquished a three-run lead and the momentum was shifting to favor the Cleveland Indians. Then came that rain delay. The veteran Cubs outfielder, Jason Heyward, wasn't ready to for this to be another "almost" in the Cubs history. During the delay Heyward gathered the players together in a small weight room and reminded each and every player that they had what it takes to win.

The effect of that weight room speech is now baseball history and it should be held out as an example to every business person from coast to coast. It's not over until you think it's over. I think the same story, albeit with a much different ending, happened in Super Bowl LI. The Falcons watched as the Patriots rallied and passed them by ultimately winning the Super Bowl.

Can the mindset of a person or a team really be that impactful? The answer is yes, absolutely it can. It is true, especially in business where it plays out every day. Wallace D. Wattles knew that fact over one hundred years ago when he wrote the timeless classic, *The Science of Getting Rich*.

In that book, Wattles wrote, "to think health when surrounded by the appearance of disease, or to think riches when in the midst of appearances of poverty, requires power; but the person who acquires this power can become a master mind. They can conquer fate; they can have that they want." What he's saying is when things appear to go awry, that is the most difficult time to keep the right mindset, but if we can, we will rise above the average person.

The question then becomes, how do you and



JACK KLEMEYER
Business Coach

I do that? How do we keep the right mindset, have the right mental game in place when the game gets tough? I believe there are three ways we stay in the game. First: learn, study the mental game, how it works, know the mechanics and ins and outs of the mental game and mindset. Second: gratitude, be thankful and have an attitude of gratitude for everything especially the things that don't go your way. Third: create routines or habits that support your new behavior. As a bonus, read *Think and Grow Rich* and *The Science of Getting Rich*, form a mastermind group to share your insights and learning and to hold you accountable to your new behaviors.

Only the serious will endeavor to take this kind of action. Let me remind you that a professional player in most any sport practices over ninety percent of the time and plans to execute less than ten percent of the time. Business people on average practice less than ten percent of the time and expect to execute over ninety percent of the time. Change your efforts, change your mindset, and you can change your level of achievement.

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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Do you encourage vacation time?

As a business owner do you encourage your employees to take their allotted vacation time each year? According to a study conducted by Travel Effect, an initiative of the U.S. Travel Association, entitled "Overwhelmed America: Why Don't We Use Our Paid Time Off?" found that 40 percent of American workers will leave paid vacation days unused. Even more revealing in this study are the reasons respondents gave for not using their paid time off. The four reasons cited were:

- 40% dread of returning from a vacation to piles of work
- 35% belief that no one will be able to step in and do their job for them while they're gone
- 33% are not able to afford it
- 22% fear being seen as replaceable

By encouraging your employees to take vacations, you keep them healthy and energized. Vacations allow employees to focus on relaxation, recovery and refreshing both their personal



WILL GOTT
Business Travel

and professional lives. When discussing time-off with your employees strongly emphasize the need for vacations and consider these benefits for you, your employee and your company:

- According to a recent Gallop survey, on-the-job stress is the top reason for employee dissatisfaction in the American workforce; 35% report that "the source of this stress is their job interfering with their family or personal time.
- A CCH Human Resources Management study demonstrated that more than 50% of employees feel more "rested, rejuvenated and reconnected to their personal life" and that

nearly 40% of workers "feel more productive and better about their job" when returning from vacation.

- The same study reported that nearly 20% of workers have canceled or postponed a vacation because of their job.
- GoHealthInsurance.com reported a 200% improvement in productivity when allowing unlimited vacation time for employees; HubSpot has been ranked the #2 fastest growing software company on the Inc. 500 since allowing an unlimited vacation time policy.

Do yourself and your business a favor, and begin encouraging your employees to use all their vacation time in 2017. And, if you don't have a paid time off policy for your business, strongly consider instituting one.

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, or call (317) 451-4232 or via www.magnifiedvacations.com

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According to a recent Gallop survey, on-the-job stress is the top reason for employee dissatisfaction in the American workforce; 35% report that "the source of this stress is their job interfering with their family or personal time.

Bill Blaschke on the Community Foundation of Morgan County, Inc.

Why do you support the community?

It was time to step up. It has provided my family, not just me, but my entire family, income for years. So, it's time to pay back. I think all of us should have to do that. It's a give and take. So, it is time to give back.

What's the CFMC's impact on the community?

We're not just dealing with poverty in the community, we're trying to get all of these different charities in the area working together. We're helping with the education through scholarships; we work with the Lilly Endowment and the Kendrick Foundation to administer their scholarships in addition to our own. It is going to develop into something much, much bigger than we are down the road.

How do I partner with the CFMC to create a fund or donate?

I would suggest meeting with Ed Kominowski, the CFMC Executive Director, to see about making a donation to the Community Foundation or beginning a new fund. We were helping other charities in the community and we just felt we weren't getting the maximum impact. After meeting with Ed we thought investing through the foundation would be the best.



Community Foundation of Morgan County, Inc.

Philanthropy with Measurable Impact

Our Mission

The mission of the Community Foundation of Morgan County 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.

Check out our website at www.cfmconline.org to learn more about CFMC and how we are working towards our vision of Morgan County as a vibrant, giving community.

Internet road trip

As you well know, the internet is a great source of information and entertainment. One can keep current on news events, find the weather, socialize, look up vacation deals, spend hours and hours watching virtually anything, and even find a date. How did we ever survive without this incredibly useful tool? And now, there is also no putting the genie back in the bottle.

Let's look at the internet like a road trip. I remember as a kid, we drove to Florida to visit my grandma and we barely got half way through Kentucky when the signs started popping up for fireworks. Big billboards, every 2 miles was another one proclaiming the biggest supply of Fireworks in the state. 20 miles ahead, 5 exits away, next exit, what excitement! My brother and I pleaded, "Dad, Dad, dad... can we stop, can we stop?" So reluctantly our dad relented. With all the signs and hype I was expecting a Disney like experience. We were going to see all the vast array and varieties of fireworks a store could possibly hold. This place is going to be awesome. We pull off the interstate and the anticipation of walking into the store powerful. We didn't know what to expect. Perhaps roman candles, and those round things that spin shooting sparks when you light them going off would be on display in a live demonstration. Onto some small county road and pull



JAY ALLEN
Technology

into a gas station with pot holes in the driveway and a storefront that was pretty ordinary except for the big FIREWORKS sign across the top. What we got was a store, pretty barren, plain Jane shelves, and nothing special. With someone at the cash register that looked like he should be the villain tying the damsel to the train tracks. I don't know if it was dad's plan this or not, but we didn't push too hard to "SEE ROCK CITY", or Ruby Falls.

The same thing happens on the internet. Companies spend big money to get your attention and if you click on the links on the side, don't be surprised when you are misled. Be very wary and cautious. Or you'll be sure to see Dastardly Dan at the cash register.

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.

Networking Opportunities

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

Rotary Clubs: Martinsville meets every Tuesday at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville. Mooresville Decatur meets every Wednesday at 7:30 AM at Jones Crossing Banquet Center, S.R. 67 and Allison Road, Camby.

Business Networking International: Morgan County Connections meets every Wednesday Morning at the Mooresville Public Library, 220 West Harrison Street, from 8:00am to 9:30am. For more information call Angela Kath at 317-445-9827.

Mooresville Chamber of Commerce: The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Jones Crossing Banquet Center at the corner of S.R. 67 and Allison Road. Lunch (\$7 members, \$10 non-members) For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

Morgan County Toastmasters Club: Weekly meeting every Thursday evening at 6pm at Franciscan St. Francis Hospital

1st floor Conference Room.

Business & Professionals Exchange: This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at Trine University, 7508 Beechwood Centre, Avon. More information at www.b-p-e.org.

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

Morgantown Merchants Association: The Morgantown Merchants Association meets at the Fire Station on dates to be announced. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997 or on www.Morgantown-Indiana.com.

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

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



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