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BUSINESS LEADER

MORGAN COUNTY

November 2017



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Nic Allen

Allen Irrigation celebrates growth with new Mooresville location



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What are you thankful for?

The month of November always reminds us of images of colorful scenes and big feasts – and for all we can give thanks. It makes us turn our minds to those things for which we are grateful. Thanksgiving is a time for remembering, our blessings – family, friends, business, and the good that is happening all around us. It is a time for being truly thankful for what we have and not just for the turkey.

I would like to give thanks for all the talents endowed on people around our Morgan County community. One of the stories we share this month is about Nic Allen, and he inspires my thinking on gratitude. He commented on recognizing his strengths, but that it's also important to recognize those things that are our weaknesses, too. His comment made me think how we should consider the skills we don't possess, and be grateful that each of us are gifted in different ways to achieve success in this community.

Former fire fighter, Keith Buis, uses his special knowledge and skills to make our community safer – one business and residence at a time. And Chris Branson, he not only uses his special skills for the community, but expanded on those talents to enhance Morgan County by all the effort he puts back into the community.

All we have to do is take a moment to look around Morgan County to see all the small businesses who practice their special skills and abilities in a way that makes life here better for us all: the products they make or sell, the services they provide. We are all touched in some way, every day, by a small business.

We have two ways to celebrate small business this month. The first is at the Morgan



JIM HESS
From the Publisher

County Business Leader Cover Party which will be held at SCI REMC Community Room, 300 Morton Ave. in Martinsville on November 14 from 5:30 to 7:00 p.m. We are thankful that the event will be sponsored by Economy Heating, Air, & Plumbing. Join us for a wonderful evening celebrating Morgan County business successes.

The second way to celebrate is to patronize a small business on Small Business Saturday, November 25th. Take in a movie, have dinner, call to schedule a service provider, take out an ad, or just acknowledge your appreciation for small businesses you visit.

We all have special talents, and we all have some deficiency, which we look to others to cover for us. Give thanks for what we have ourselves, but also give thanks for the skills, talents, and knowledge held by others. Together, we have it all covered and we can do anything!

Count your blessings this Thanksgiving. They are probably more numerous than you realize. Then give sincere thanks to the Great Provider.

Happy Thanksgiving!

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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E-mail:

jim@morgancountybusinessleader.com

Publisher Jim Hess

Copy Editor Sherry Smith

Writer Elaine Whitesides

Writer Ariane Cagle

Design/Production Zachary Ross

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Good business is a natural extension

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By Elaine Whitesides

Morgan County Business Leader

Since Chris Branson and his family came to Mooreville in January, 2007 to take over for the Carlisle family in what is now the Carlisle Branson Funeral Service & Crematory, there have been many changes in Mooreville and Morgan County. Crematory services were added, and Branson has become active in many of the civic and county organizations.

Behind the growth and expansion of his business and his participation in the community, is Branson's desire to make something better for all. The same holds true of the business he opened on Indiana St. in August, 2016. Mooreville Monuments & Memorial Gifts, located in a property that housed a florist that closed, just celebrated its first year anniversary.

"We originally purchased the property as an investment and it has allowed us to enhance the neighborhood with this business," Branson said. "We are fortunate to be on Indiana St. because the drive-by traffic is terrific, plus the proximity to the funeral home," Branson said. "It's convenient for the families to come over here and select their stone. I see this as an extension of services of the funeral home. "It's such a personal, relationship-based service, that



Chris Branson and Karen Keeton

it just seemed natural to offer monuments.

The monument process

"In the past," Branson said, "ordering a mon-

ument involved a lot of steps in the design process because we had to rely on human-generated sketches that became a CAD drawing and then there were the reviews and revisions." At Mooreville Monuments that long, extended process has been condensed through the utilization of a web-based monument design tool. "This allows families to have a lot of control and input into the design of the monument.

"The design is actually created and an image is immediately available for the family on the spot," Branson said. "They can see exactly what is possible."

Monument design possibilities are endless

A monitor displays the design that they can modify and change as they want including fonts and font sizes, granite colors, images, and laser etchings. The library of etchings to represent civic or fraternal organization affiliation, military service, and images for hobbies or interests is

vast. There is also the ability to make laser etchings from family photos on the monument or on plaques to affix to the monument.

Monuments are available in a variety of shapes and sizes. In addition, sculptural pieces from angels and hearts to motorcycles can be included. The design is truly customized to the person and the family. "Life and the significance of it are hugely important to the immediate family and the family to come in the future," Branson says. Names and dates are significant for history and genealogical purposes, as are bits of information about the person so customizing details make a difference.

After the design is finalized, it is sent to the manufacturer, which Branson has sourced nationally or internationally depending on the stone selected. He says that some granites are more affordable if they are imported because they are less common in the country, which makes them more expensive.

Business decisions based on customer needs

"We have embraced technology in this organization to better serve families," Branson said. "They can start from scratch and build what they want, something unique and special. Something that will stand out."

Another factor in what Branson feels is the success of the shop so far is the office manager, Karen Keeton. Branson had met Keeton before and felt she would be a positive addition to his team. After many years at the Mooreville Times, Keeton took the reins at Mooreville Monuments when it opened. She not only works with families to design monuments, but she also manages the memorial gift selections.

"When we started talking about opening this," Branson said, "I wanted to have memorial gifts as an option for people. Gift stores have gone by the wayside. There is nowhere you can just walk in and select something in the way of a bereavement gift."

"Many people today don't want to send flowers," Keeton said, "They want something that will last, a keepsake." Memorial chimes, garden stones, music boxes, and a large selection of Willow Tree angels, along with candles and lanterns are available in the shop and online. "People can purchase directly from the Mooreville Monuments website, designate the recipient with a gift card and it is delivered to the service," Keeton said. "We provide delivery to local funeral homes in the area".

"When people lose pets today," Keeton said, "friends send gifts and notes because animals are part of families and there is a loss, there is grieving." The shop has a selection of garden stones specifically for pets.

"It's interesting starting something brand new," Branson said. "I feel like we have done a good job serving our families and families that were not served by Carlisle Branson Funeral Services. It's been good for our business, and it's good for the community."

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Smokeout Day great way to become a non-smoker

If you smoke, have you thought about trying to stop smoking for at least one day?

If so, you could join in on the Nov. 16 annual Great American Smokeout. An American Cancer Society sponsored event, the Smokeout is designed to encourage those who smoke to quit for that one day – the Smokeout day.

Each year, the Great American Smoke Out is held on the third Thursday in November. The event has helped dramatically change Americans' attitudes about smoking and led to community programs and smoke-free laws that are now saving lives across the country. Annual Great American Smokeout events began in the 1970s, when smoking and secondhand smoke were more common.

While stopping for that one day is a great beginning, it is also an excellent time for tobacco users to take the next step and quit for good.

The American Cancer Society website states that approximately 36.5 million Americans still smoke cigarettes and 24% of Morgan County adults still smoke. Tobacco use remains the single largest preventable cause of disease and premature death in the world.

While nationwide cigarette smoking rates have dropped from 42 percent in 1965 to 15.1 percent in 2015, cigar, pipe, hookah and other dangerous and addictive ways to smoke tobacco are very much on the rise.



JENNIFER WALKER

Quitting smoking has immediate and long-term benefits at any age. Quitting is hard, but you can increase your chances of success with help. Getting help through counseling or medications can double or triple the chances of quitting successfully.

In addition to yourself, there are ways employers can encourage their workers to stop smoking as part of the day. Many workplaces have already implemented smoke-free policies in order to provide clean indoor air while on the job and protecting employees from the harmful effects of second hand smoke.

Promotion ideas for worksites

By implementing smoke-free policies and encouraging employees to become smoke-free themselves, everyone in your enterprise benefits. That includes the potential for increased productivity, fewer sick days and lower insurance claims.

By participating in the Great American Smokeout and providing employees with a smoke-free environment in which to work, you send the message that you care about the health and well-being of your employees. You will also be contributing to the success of a nationwide promotion that helps Americans lead healthy, smoke-free lives.

The increasing public support of a smoke-free environment makes Great American Smokeout an excellent day to initiate new no-smoking policies.

Here are a few ways you could participate in the American Cancer Society's Great American Smokeout:

Set up Smokeout stations where smokers can trade cigarettes or other tobacco products for chewing gum, breath mints, carrot sticks or pretzels to help them kick the habit.

Host no-smoking breaks when everyone can take a fresh-air breather and relax as they DO NOT light up. Designate an area where everyone can take well-deserved breaks and refresh themselves with beverages and healthy snacks to become more productive instead of lighting up as a result of stress.

Help pay for a membership to a nearby health club for quitting smokers who are worried about stress and weight gain. A new aerobics class or weight training will ease the ten-

sion of quitting and help trim waistlines, too. Some health centers may be willing to offer special discount rates for new members.

Hold an informal breakfast for those who smoke and for those who've committed themselves to adopting a non-smoking lifestyle. Provide them with cessation materials. Ready Set Quit Tobacco can help providing those materials.

Create a competition between different departments or regional offices to collect the most kept pledges to quit smoking. One prize can go for quitting for the day plus a grand prize for people who stay smoke-free through the New Year.

Incorporate smoking cessation into employee health promotions or wellness programs. Arrange for blood pressure screenings, fitness activities or healthy dieting counseling.

Invite a yoga or similar instructor to the company for a tension-reliever at the end of the day to encourage employees who stayed smoke-free to keep it up on the drive home after dinner.

For more tips or assistance in helping employees kick the tobacco habit, contact Jennifer Walker, Director, Ready Set Quit Tobacco at jennifer.underwood.walker@gmail.com. Additional information can be found at www.cancer.org, the American Cancer Society website.

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How to host a healthy meeting

Meetings become interactive when attendees are alert and in tune with the meeting topic or presentation. When you host a meeting do you think about the health aspect of the time spent and food served? Making a few small alterations could turn your meeting into a healthy meeting.

Have you heard “sitting is the new smoking”? Dr. James Levine, director of the Mayo Clinic-Arizona State University Obesity Solutions Initiative and inventor of the treadmill desk, has been studying the adverse effects of our increasingly sedentary lifestyles for years and has summed up his findings in two sentences.

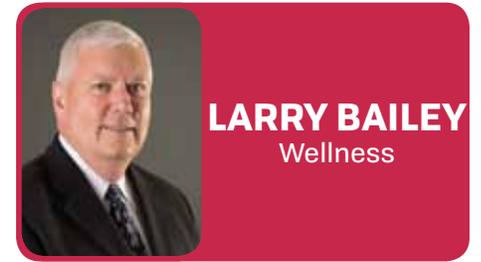
“Sitting is more dangerous than smoking, kills more people than HIV and is more treacherous than parachuting. We are sitting ourselves to death.”

How can we change the sedentary meeting culture? One way to start change within your organization is to structure a meeting in a healthy manner. Don't sit the entire time. Move every 90 minutes.

Tips to make a meeting interactive:

1. Encourage the participants to be active by offering activities that require attendees to get up and move around the room. This could be a brainstorming activity and each person places a post-it note on posters around the room. Use your imagination to encourage attendees to stand and get the blood moving. This can reenergize the meeting discussion as well.
2. Lead a group stretching session. Choose stretches that can be modified for different ability levels to include all attendees.
3. Take your meeting on a walk. Walking meetings offer a chance to get fresh air, while in a different atmosphere and space. You can walk inside if weather will not allow an outdoor walk.

Now let's consider the food aspect of your meeting. If you meet over lunch or dinner, it's



LARRY BAILEY
 Wellness

easy and cheap to order a few pizzas and be done. However, pizza is a carb loaded choice that will leave the attendees energy crashing a short time after the meal. Think about mixing up food options with a few of these suggestions.

Avoid the Carbs: Offer soup and salad as a healthier option to carb loaded pastas or pizza.

Wrap it up: instead of sandwiches and chips, offer wraps and raw vegetables.

Food is Fuel: Snacks are a way to keep attendees fueled throughout the day. Why not offer a bowl of fresh fruit, trail mix or granola bars high in fiber. Yogurt is a great option as well.

Don't Drink your Calories: Drink options are another way to cut unwanted calories and sugars. Use staples like coffee and hot tea, but instead of offering soda you can offer water with a drink packet for flavor or a large water pitcher infused with fruit (oranges, lemons or strawberries with cucumber are just a few ideas).

Making a meeting a healthy meeting may seem to be a big task. You will find the benefits of an interactive meeting will be worth it in the long run.

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

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The 7 steps to efficient profit-producing processes in small business

Imagine what your business would be like if 100% of the processes were completed with 100% accuracy every time? Or even 98%?

Unlike large corporations with resources devoted to developing robust processes, we small business owners barely have time to bring together a group of people, tell them what to do, and hope things work out. Over time, making adhoc decisions condemns us to being the on-site expert, forcing everyone to come to us to figure out what to do next. The result is

- Disorganized processes and
- An overwhelmed business owner
- A limit to how much your business can grow

Thoughtful strategy and attention to processes and systems can transform a group of people into a capable, winning team and enable them to execute the majority of the business' activities without direct input from the owner. Here are the 7 ways to have efficient processes in any small business:

1. Create & Improve Operational Systems

There are few things less glamorous than reviewing operational systems. But they're the most demanding, most client-facing processes; the more robust they are, the better the business operates.

Start by having every team member document his/her processes... every detail. Then identify improvement opportunities and create workflow charts that reflect you and your team's best thinking about how each process should work.

2. Create & Improve HR & Administrative Systems

On the people side, your goal is to have the right people in the right roles, each one happy, motivated, and engaged. Create your organization chart, a future-focused organization chart (what your organization needs to look like in, say 5 years), and position descriptions.

3. Create & Improve Safety & Security Systems

Protect your people and your business: regular safety meetings, writing safety policies, posting safety posters are a few things you can do.

4. Create & Continuously Improve Quality Systems.

The key here is to elevate your company's ability to produce products or deliver services

Thoughtful strategy and attention to processes and systems can transform a group of people into a capable, winning team and enable them to execute the majority of the business' activities without direct input from the owner.



ROGER ENGELAU
Business Coach

at a high level. Identify where poor quality and failures exist, perform root-cause analysis, and implement continuous process reviews.

5. Create Performance Management & Development Systems

Use your future-focused organization chart to talk to each individual about opportunities and their goals, then create a plan each person can follow to develop the skills and knowledge to get them there.

6. Create Innovation & Technology Processes

The long term life of your business depends on your ability to identify more impactful ways of delivering your products and services. Insure that you're using the latest technology wherever you can—in accounts payable and receivable, equipment, purchasing, physical space, etc.

7. Create Synergy Between Every Department

Since you're challenging the whole team to work together efficiently, there'll naturally be situations where one department's inhibiting the success of another. Provide opportunities to bring leaders or team members together so they can hash through these.

Efficient processes in small business are not only possible, they're necessary. If you improve processes so that anyone anytime can do them flawlessly, your team's performance will be so high that everything gets done the way you want—even when you're not there.

Head Business Coach and Owner of Inspire Results Business Coaching, based in Mooresville, Roger Engelau, graduate of the U.S. Military Academy at West Point, applies his business expertise to help business owners improve business, income, and lifestyle. His clients enjoy record profits. To book a complimentary 90-minute business analysis, go here <http://bit.ly/timewithRoger>, call 317-908-5809, or email Roger@InspireResults.com.

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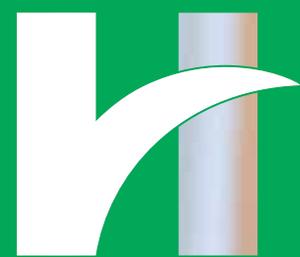
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*Pictured from left to right:
Debbie Plummer, Clinical Manager
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AT WORK

WATER IT AND WATCH IT GROW

Allen Irrigation celebrates growth with new Mooresville location



Nic Allen, Pat Allen, Jeff Allen and Chris Wright

Allen Irrigation Company

Nic Allen, president
390 N. Monroe St., Ste. B
Mooresville, IN 46158
Phone: 317-831-8700
Email: info@allenirrigationcompany.com
Web: www.allenirrigationcompany.com
Facebook: Allen Irrigation Company

with an estate referral that required new technology involving computers. It was a big job, and one that not everyone in the business would have the courage to tackle. He took the risk, bid on it, and was awarded the job.

The project required the irrigation system be integrated with technology so that the entire system and operation could be remotely monitored and operated. "Once we completed it, whenever conversations came up about irrigation and that new technology, word got out that we knew how to do it." The irrigation industry is a relatively small network of professionals. As interest grew in the new innovation, Allen Irrigation became a go-to source for information and installation.

A part of this technology is a rain sensor that monitors rainfall and shuts off the irrigation system. At the time it was not a mandatory feature, but now state regulations require that a rain sensing device, commonly referred to as a backflow preventer, be a part of irrigation systems. The purpose of the cross-connection device was to prevent any debris from getting back into the municipality drinking water or potable water source and contaminating it.

The technology element allowed it to be monitored automatically and remotely at all times. If there is a problem, it could be identified and remedied right away. Because Allen Irrigation was on the front line of the innovation, they were also on the front lines for the servicing of the system, too. Now that the device is mandated, only technicians certified by the Indiana Department of Environmental Management (IDEM) can maintain or service these devices, which is part of the Allen Irrigation staff training.

The other significant happening during this time frame was a conversation Allen had with another businessman. "He told me that there are only three parts to any business: Service, Quality, and Price and that you can only offer a customer two at a time. They can't have all three. If a customer is looking for price, they cannot have quality and service, too." At the time Allen figured there had to be a way to offer all three to his customers. Since then, he said, "I have determined that he was right. You cannot give all three. I decided there was no way I was going to let go of the service and quality at Allen Irrigation. That business model, picking two of the three, has worked well for us here." He says he knows that sometimes his quotes are more expensive, but says it is because of the quality of the staff and services, and the quality of the products they buy.

The big estate project and new technology moved Allen Irrigation into larger and commercial projects. They now primarily concentrate on three types of installations and services: sports complexes as small as schools and park districts to the Cincinnati Reds legacy project, commercial projects working with many irrigation architects in the Midwest, and residential properties.

By Elaine Whitesides

Morgan County Business Leader

Ask Nic Allen about moving and he will agree with the majority who do not like doing it. Then, in the next breath, he quickly adds that the recent move of Allen Irrigation Company to its new location on Monroe St. is a positive move well worth it in several ways. The 16-year-old business has always been in Mooresville, but this new home provides more space for staff and training, a place for remote irrigation operation technology, and garage space to maintain and repair equipment during the winter. He sees it as opportunity to grow his business.

Allen Irrigation is a business that started like many others: a man bootstrapping from job to job out of his garage, with a truck, a trailer and a lot of determination. Allen had been in college pursuing a turf science degree when a local golf club opened up a superintendent's position. He started part-time, moved into full-time and found he loved the irrigation part of the job. Encouraged by a family friend that he says, "saw something in me that I myself didn't see," he left school, left the job, and, in his own words, "decided to try my own thing."

His start-up strategy was simple. Along with a friend who was in between jobs, he said they basically just knocked on doors and asked people to give them a shot. At the time he concentrated on all residential jobs because he could manage them.

Building a business from the ground up

Like many others, Allen knew the work he would be doing, installing residential sprinkler systems. But that's not all he needed. "I knew nothing about owning a business," Allen admits. He said he felt he had the organizational skills that would be needed, and he had the tenacity to be a business owner. He

also had the courage and acumen to realize something else. He said, "I feel I am able to recognize what I was good at, but getting to know what you aren't good at is the important side." That insight was one of the keys to his success.

Wisely, he put great effort into focusing on the things that he was good at, and sought help to learn the other things. He went to government offices to get insight on payroll, taxes, and how to structure his business. When he got stumped, he asked another small business owner, an accountant, to help him figure out what he did not understand.

He learned how to be strategic, especially with purchases and expenses. He said, "I needed a lot more than I had so I rented a lot of equipment when I started." One piece of equipment in particular, a vibratory plow, was needed almost daily. He said he found one in Chicago. It was very used and still expensive, but he pulled together everything he could and made the purchase. Doing that made it possible to rent the other equipment he needed with his available cash flow.

"It was not what I thought it would be," Allen said. "It wasn't easy along the way." In fact, he said he did not think he made any money the first few years, or, if he did, it was just enough to eat. He would work all day and meet potential customers at night. Most of his customers were friends or leads from his supply house. "I chased every lead I got, even ones that started from conversations while I was pumping gas into my truck."

The turning point

"After I had been in business about four or five years, is when there was a turning point. The supply house I used noticed that I wasn't one of their highest volume customers, but every referral they gave me came back very complimentary." The commitment paid off because there came the day when they called him

Continued on Page 13

Fire safety and your business

Extinguisher Pro

Keith Buis, Owner
Martinsville, IN 46151
Phone: 765-315-8656
Email: extinguisherpro@yahoo.com
Website: www.extinguisherpro.com
Facebook: Extinguisher pro

By Elaine Whitesides

Morgan County Business Leader

As a Martinsville fire fighter, Keith Buis spent about a third of his adult professional life in a fire house. Fact is that as a youth growing up two blocks from a fire house, Buis spent a good part of his time growing up there, too. It just made sense that he would take a full-time position in January, 1980, soon after graduating from Martinsville High School.

When Buis began with the fire department, the training was limited to on-the-job training. "I grew into the job as the state was growing into it, too. As training became available I took it, achieving different levels, first and second class fire fighter and then master tactics fire fighter."

Two things of life-long significance for Buis happened during his 32-year tenure. Most importantly, Buis met his wife, Dawn, a para-

medic from Whiteland. They settled into Martinsville and have two children, Bill and Beth. Second, the fire fighters would service fire extinguishers for residents at no charge.

Fire extinguishers then and now

At the time he was a young fire fighter, fire extinguishers, Buis explained, were usually brass containers with soda and acid inside. When needed, the extinguisher would be inverted to mix the two ingredients that would then pressurize the contents for spraying. This type of extinguisher is now outlawed. "There was trouble with the containers bursting because you never knew how much pressure would be created," Buis said.

"Now they are pressurized extinguishers that maintain a constant pressure," Buis said. "The standards are set by the National Fire Protection Association (NFPA)." To maintain those standards, metal-topped fire



Keith Buis

extinguishers must be inspected and serviced annually, and most have to be dismantled, pressure checked, rebuilt and recharged on a six- or 12-year schedule.

Buis said it is important for owners to know that metal topped extinguishers can last as long as NFPA standards will allow, however, any dated before 1984 no longer meet manufacturing standards and are obsolete. Plastic-topped extinguishers cannot be recharged and are disposable.

After the change in the industry, and as local safety regulations were established, companies emerged providing extinguisher services. But as a fire fighter completing safety inspections for local businesses, Buis began to see a troubling trend: many expired extinguishers. The reason was because service was expensive and owners delayed inspections.

Extinguisher Pro sets up shop

It was not business opportunity that led Buis to start Extinguisher Pro in April, 2012. Newly retired, but still a fire fighter at heart, it was a matter of safety for people of the county. "I thought if I could keep the cost down, they would get the inspections and that is safer for everyone."

He made a conscious decision to keep his business simple and mobile. Most all of his work is done in his customized van, "so they are never without fire protection." He set his fees at levels he thought businesses could afford and started reaching out to them and other organizations in the area. "I started from nothing," Buis said, "and now have more than a hundred regular customers." His customers are on a schedule and contacts them when an

inspection is due.

While he tries to keep costs down for his customers, one thing he learned very quickly is incorporating unexpected costs into his fees. The materials and supplies he must use are costly to ship because of the hazardous materials fees.

He keeps business simple, but his work is not

"Some industries are more highly regulated with additional safety precautions and rules," Buis said. He provides records of compliance for OSHA and other agencies as needed, and can provide replacements. In addition to regulation and compliance variances, different extinguishers are needed in different industries and must be located in specific areas depending on the nature of the business and the materials used or housed in the business.

Buis took the necessary training through NFPA to obtain a certificate for servicing extinguishers. He then updates his certificate with training every three years. In addition, his affiliation with NFPA keeps him abreast of industry innovations and changes in building and safety codes and standards. People should know they cannot service extinguishers themselves. Parts for fire extinguishers cannot be purchased by just anyone, he is a registered company with suppliers.

Fire safety for all

Over the years Buis has discovered that the public is not well informed about fire safety and fire extinguishers.

One of the biggest mistakes made is not looking at an extinguisher before it is needed. Users often spray the extinguisher too close to the flames, which makes the fire worse. Most extinguishers are designed to be sprayed about eight to 10 feet back from the base of the flames.

Another example is using a fire extinguisher on an electrical fire, which again makes the fire worse. Buis said if you shut off the power, the fire will go out.

Smoke detectors are only good for about 10 years. After that, the sensors are no longer reliable and the detector should be replaced. A date on the back indicates the age of the detector.

Buis has a Facebook page to provide information and training opportunities. "It all goes back to safety," Buis said, "every commercial property has to have fire extinguishers and safety equipment and there are still a lot of businesses out there that need better service to stay up to date."

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Economy Heating – Air Conditioning – Plumbing, Inc. hosts ribbon-cutting ceremony to commemorate facility expansion

Economy Heating, Air, and Plumbing, of Mooresville, hosted a ribbon-cutting ceremony with the Mooresville Chamber of Commerce to celebrate the recent facility expansion. More than 60 people gathered for the ribbon-cutting, including Mooresville Chamber of Commerce's, Executive Director Mindy Taylor and former Chamber presidents, local business owners, community members and Economy Heating – Air Conditioning – Plumbing's staff. "We are very humbled by the representation of the community and outpouring support of our event," said Jod Woods, Co-owner of Economy Heating – Air Conditioning – Plumbing, Inc. "I never cease to be amazed at how blessed we are. The new space will allow us to add to our growing team and continue meeting the needs and expectations of our clients." The expansion includes two new offices to accommodate for exponential company growth. Economy Heating – Air Conditioning – Plumbing, Inc., is actively looking to fill a



bookkeeper position and installation crew positions. To learn more or apply to the Bookkeeper position, please email StephanieWoods@economyHVACP.com. To learn more or apply to the Installation position, please email JodWoods@economyHVACP.com. Economy Heating – Air Conditioning – Plumbing, Inc., promoted Darin Woods to Sales Associate, where he will manage client accounts, coordinate execution of projects and maintain service agreements. For more information regarding the expansion or to learn more about current or former employment opportunities, please contact Economy Heating – Air Conditioning – Plumbing, Inc., at 317-831-5279 or visit <http://www.economyheatingandair.com>.

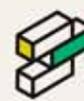
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The Moon and Venus

I think about you Dear Reader. I think about you a lot. I think about what words I can share with you that would be enlightening, uplifting, and yes sometimes even educational. I was thinking about you this morning on my way back from dropping off my neighbors at the airport for their flight back to their Florida home for the winter. I had the radio off; the crescent moon was hanging in the sky with Venus dangling underneath her. The sun was just starting to rise and paint the sky the colors that make Hoosier sunrises and sunsets so very beautiful, especially at this time of year. And at that moment I was just "being". I had nothing on my mind but the moon and Venus and those beautiful colors. And then I thought of you. And what I would write.

This isn't a column about markets nor Trumponomics nor the likelihood of the Fed raising or not raising rates. No, let's save that for some other time. Today I want to encourage you to "just be." We all live so very busy schedules. So many demands. So many tasks. So much information bombarding us seemingly 24/7. Just Be! Get off Facebook for a while. Don't check your email. It can ALL WAIT! Don't read a book. Don't listen to music. Don't vege in front of a video game or binge on Netflix.

JUST BE!

I try never to make demands or requests from



JEFF BINKLEY
Finance

you Dear Reader, but today I would ask you to consider a suggestion. It's simple in concept really, but I personally have found it very difficult to do at least when I first started doing it.

But first a story:

I recently spoke to a group of High School Seniors who were entering into internships. In preparation for that I polled a dozen or so business leaders I know asking them what their number one pet peeve was with high schoolers. Overwhelmingly the response I received was that they are too attached to their phones. Then I realized that I was too. Maybe we all are.

My suggestion to you: Every once in a while, Turn everything off. Be present. Put the phone down and Just be.

Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group LLC located in Avon. His firm is an Independent Fee-Only Indiana Registered Investment Adviser that has adhered to the fiduciary rule since its founding in 2010.

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Business consequences to a job well-done

Business volume began to grow rapidly, and Allen needed people. He quickly learned that no one came already trained for this industry. Instead, he looked for people he could trust and who could be depended upon to learn and work hard. It was family plus one that filled the void. His father, Pat Allen, showed up and stepped in to do whatever, whenever he needed. His brother, Jeff, and one of Jeff's friends, Chris Wright, started working part-time to help him through.

Originally everyone was doing whatever was needed at the time, but then because of the volume and kinds of work to be done, Allen says the business evolved and transitioned into separate divisions in the company. Pat still works part-time and helps train new employees. Jeff has become Operations Manager taking over the day-to-day construction and project supervision. Wright is now the Service Manager who supervises all the service contracts and technicians.

"It was a good thing for us," Allen says. "I was able to focus on the business and not the actual day-to-day work. Sales went way up, and our margins were a lot better, not because we were charging more, but because we were operating much leaner and with greater efficiency.

"These two guys were a critical part of the turning point in the business and a very significant part of the company," Allen said. "I knew that we could do better. I knew that our customers were happy, I just needed to make sure we were as good as our customers told us." It is the trust he has in them that allows him to spend his time on three key areas: bringing new customers in the door through both on-and off-line methods; improving the business by comparing and evaluating the company to see where money is being spent and where it could be saved, and tending to the needs of the people in the company through training, benefits, and making sure they have the proper tools to make the job as efficient and easy on staff as possible.

Allen says he is surprised the business has turned into what it has. Part of his success he attributes to the partnership he has with his wife, Melissa and their family of three children, Ava, Parker and Knox. "From time to time she helps," Allen said, "but mostly she manages the rest of life and does a really good job of it! Our faith makes us believe the rest is possible. That's the kind of support I need to grow the business.

"I never dreamed it would get this big and I believe that between myself, Jeff, and Chris, there are big things in the future here. I really do."



Thanks-Giving

This time of year the "attitude of gratitude" is on most people's mind! We hear many speak about for what they are thankful. I am so thankful for the many blessings God has given me. The Thanksgiving spirit encourages more than simply being thankful for all our blessings. The word "Thanksgiving" alone requires more. Just as history books tell the story of Pilgrims sharing their harvest with the Native Americans on the first Thanksgiving, we should share our harvest with those around us. Everyone has been gifted different things. Some are blessed with talent, others may have money, some may have extra time. Everyone has something which they can give to others. I encourage you this Thanks-Giving season to find ways to GIVE to others. I can guarantee you will receive more of a blessing when you give to others part of what has been given to you.



Jod Woods

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.

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 Kominiowski, 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.



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Citizens Bank & Home Bank assemble kits for United Way of Central Indiana's 100th Anniversary

United Way of Central Indiana representatives will be joining together to celebrate 100 years in Boone, Hamilton, Hancock, Hendricks, Marion and Morgan counties over the next 7 months. In Morgan County, volunteers walked, or rode on the United Way float during the Fall Foliage Festival Parade on Sunday, October 15, to celebrate ReadUP and 100 years of serving the Central Indiana community.

In the Spirit of the 100th anniversary, local United Way partners Citizens Bank and Home Bank recently assembled 100 kits and participated in a poverty simulation to learn more about the needs in Morgan County. Citizens Bank employees in Mooresville worked together to assemble 100 health and hygiene kits to benefit Head Start preschool students, while in Home Bank's Main Branch in Martinsville, employees

assembled 100 Family Literacy Kits to benefit Strengthening Families in Morgan County.

Diana Roy stated, "When you see local companies like Home Bank and Citizens Bank, both who are very charitable and truly care for this community, give of their time to serve the community in so many special ways, it just makes me very grateful. We are happy to partner with these local companies to serve the community. Seeing the Head Start kids just light up when they found out the colorful boxes of goodies were for them to take home and enjoy was a great feeling!" Martinsville Head Start Staff commented, "Thanks to United Way (and partners) for helping our families with hygiene resources".

Strengthening Families was also excited to receive the donated Family Literacy Kits, which contained family activities centered around literacy, including the popular book "If You Give a Mouse a Cookie". The kits also included family friendly games such as checkers and craft items to encourage families to unplug, talk and reconnect.



As United Way of Central Indiana celebrates its 100th Anniversary, the community's help is needed to nominate local heroes who have helped to improve Central Indiana spanning the last 100 years. Whether this hero is a well-known individual or an unsung hero who has helped from behind the scenes, United Way wants to highlight 100 diverse heroes who have made Central Indiana a great place to call home. Please nominate your hero, now through October 31, 2017, at: <https://100.uwci.org/100-heroes-nomination-form>

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Three principles to help you stand out

Think for a moment about all the people you know that Stand Out from their peers.

Michael Jordan, Wayne Gretzky and Tiger Woods may come to mind. Singers like Madonna, Paul McCartney, Pavarotti, Ray Charles, Ella Fitzgerald. Actors like Tom Cruise, Betty Davis, Merrill Streep: so many names – so many standouts.

The question then becomes, How is it or what is it about people like these, that make them stand out?

A simple answer might be, Jordan or Gretzky scored more points and personally won more games and awards than their teammates. Although that may be true, one could argue sports statistics are simply a byproduct or outcome from the practice of Standing Out. After all, actors and singers don't score points; nevertheless, they do win awards – when deemed Outstanding amongst their peers.

How about the people you actually know, that also stand out? Who comes to mind? A former teacher, a coach, your parents, a scout leader or perhaps your favorite boss? The fact is, everyone can recall people they know [and do not know personally] who unquestionably Stand Out. The important issue here is that a person doesn't need to be famous or infamous to differentiate themselves or in other words to Stand Out.

Granted, some of us are blessed with more natural talent than others and so for those fortunate, the road to 'standout status' is far less difficult. The irony, though, is that, more often than not, the more talented individuals put more time, effort and dedication into their discipline compared to others. The Biography Channel confirms this with almost every episode. Therefore, perhaps we might begin here, to better understand, the fundamental ideology of the 'Stand-Out' Principle.

Stand-Out Principle #1: Goals

A motivational speech would not be a motivational speech, if it did not talk about the importance of Goals. There... I've said it! We've all heard it before. Many believe, ad nauseam. But regardless of how many times some may tire of hearing it, the importance of Goal-Setting, as it relates to Standing Out, can never be diminished.

Whether it's a Stanley Cup, an Academy Award, a certain income or the next sale, stand out individuals without exception – that bears repeating... WITHOUT EXCEPTION – have goals. They're goals are Clear, Specific and Defined. Exhaustive studies done over the last couple of decades on the highest achieving, highest income-earning men and women from around the world bear this fact out.

On the flipside, those without goals exist in a vacuum in the pursuit of nothing. Their chance to Stand Out is often realized only in their lack of achievement.

Stand-Out Principle #2: Purpose, Passion & Dedication

A Goal can never be a Goal unless there is a purpose for it. So too, there has to be a reason. Simply put, it has to mean something for the individual or there can also be no passion.

Standouts are driven by Purpose. They understand that Pas-



JACK KLEMEYER
Business Coach

sion walks in lockstep with Purpose. They believe that purpose, passion and dedication are intrinsic to each other. Each one fuels the next drawing strength that serves to keep the individual ever focused on: a) the goal, b) the reason for it, and c) the benefits from it. There is nothing mysterious about this process, but there is nothing easy about it either – unless and until one believes in it and makes it part of who they are.

Stand-Out Principle #3: Attitude & Behavior

Clearly, there is no difficulty in having a great attitude and good behavior when things are going well. Even the least accomplished among us find it easy to be more positive when they are in their comfort zone. That said, herein is yet another hallmark difference that separates the standouts from the rest.

Standouts are never surprised by negative events or situations that interfere with their goals. In fact, they expect them – and often have a plan to overcome them. It is all part of the 'learned discipline' or as alluded to earlier, the practice of Standing Out.

Individuals like these, maintain a Positive Attitude, which determines how they react to adversity and change. They behave in a winning way regardless of how adverse the challenge is. That's not to say they can't be disappointed or have feelings of emotional setback. They do. After all, they are human.

The important point not to be missed here is that in times of challenge, they are never alone unlike others without direction or goals. They have a direction. They have a purpose. That never changes, even in the face of adversity. They remain steadfastly dedicated to their mission albeit fueled at times by hope, but the net result is they draw upon the strengths they possess or in simpler terms, the Stuff of the Stand-Out Principle – Positive Attitude, Positive Behavior, Purpose, Passion, Dedication and Goals.

What does all that do for them? It makes them more successful ... It makes them Stand Out! What about you? Are you ready to stand out from your competition?.

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.

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 Mooresville Eagles Lodge, 451 Samuel Moore Pkwy. Lunch is free. For more information call the Chamber office at 317/831-6509 or visit its website: www.MooresvilleChamber.com.

Morgan County Toastmasters Club: Meets every Thursday at 6:30 p.m. at the Ivy Tech Mooresville Education Center.

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.MorgantownIndiana.com.

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

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

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