

WHERE MORGAN COUNTY BUSINESS COMES FIRST

BUSINESS LEADER

MORGAN COUNTY

March 2018

JACKSON CENTER FOR CONDUCTIVE EDUCATION



Lara and Melanie DePoy

JACKSON'S LEGACY

How a family turned one child's journey into possibility and hope for many more

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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.

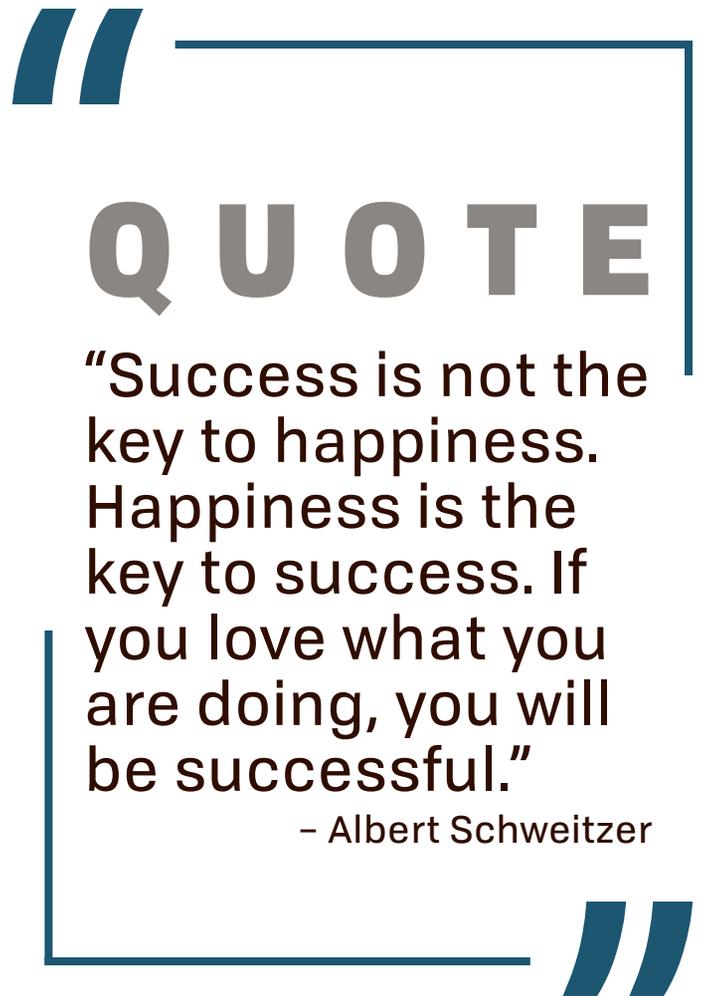
Business & Professionals Exchange: This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at Trine University, 7508 Beechwood Centre, Avon. More information at www.b-p-e.org.

Rediscover Martinsville: An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: rediscov-ermartinsville@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.



QUOTE

“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.”

– Albert Schweitzer

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Actions speak louder than words

With spring on the horizon many people get to feeling like they want to get out and do something, go somewhere, or start something new. They want to take some action and get moving. Some call it spring fever, but I think that mostly applies to people who are not business owners. Business owners are different. A quote I recently read has given me a new perspective about action – and entrepreneurs.

The key to success is action, and the essential in action is perseverance. (Sun Yat-sen)

In thinking about this quote, I realized just what sets true and successful entrepreneurs apart from the crowd. It is that when faced with an unknown, or when they have a vision to achieve, they aren't stymied by obstacles and hurdles. No, instead of faltering, they take action to activate their resources and find the answers they need so they can do what is required and move forward.

Lara and Spencer DePoy were faced with an enormous hurdle when their eldest son, Jackson, was diagnosed with cerebral palsy. Our cover story shares what has grown out of the perseverance and action they took in support of their son. The Jackson Center for Conductive Education has become a beacon of hope for many, many other families, bringing the world to Morgan County.

Once Jason Carmichael identified the needs of small business owners that he wanted to help, he pursued a second degree that would complement the skills and knowledge he already possessed in order to build Indy Web Solutions into a successful business.



JIM HESS
From the Publisher

Likewise, Deric Gayde takes full advantage of the resources around him when he has questions, needs advice, or wants to learn more about new products that will help his business, DG Graphics, be bigger and better today than it was yesterday.

That's what effective business owners and true entrepreneurs do. They persevere to achieve their vision. They move to work through the problems, dig deep to find the answers they need, and then apply the knowledge and skills they have gained. It's taking action to take additional action. It's continuing to change, move, and grow. It's success in action and they don't wait to respond to spring fever. No, they have business fever and push to take action all year long.

Enjoy this month's articles! And feel free to give me feedback.

BUSINESS LEADER[®]

MORGAN COUNTY

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Ephesians 2:10

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A passion for signs

DG Graphics

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By Elaine Whitesides

Morgan County Business Leader

What do you get your son when he turns 18 years old and graduates from Mooresville High School? Well, if you are Danny and Sandy Gayde and your son is Deric Gayde that is easy. You give him a wide format vinyl printer for his business, DG Graphics.

By the time he graduated high school, Deric had already been in business for four years, registered as a business with the state and had his first storefront location for almost two years. In fact, his senior year of school he participated in the ICE program, which allowed him to attend classes for half of the day and work in his business the other half. At the time, his business also mentored another student named Morgan, who, although they never dated at the time, later became his wife.

Deric says he grew up in the sign business owned by his parents and he felt he always knew what he wanted. "I never had the thought about working for someone else," Deric said. "I figured you grew up and ran a business."

The fact that his parents were successful and had flexibility in their schedules wasn't lost on him. Neither was their work ethic or commitment to the highest quality and standards. But it was the signs themselves that captured his heart. "Signs fascinate me. The fact that we can design something in 2D on paper, then take raw materials to make a sign that is 40 or 50 feet tall that lights up or has some other elements is amazing to me. Getting up in a buck-

et truck and putting the sign up is exciting."

As a youngster he says he "fiddled around with the metal" while his parent's company built signs from scratch. "It was normal for me to get up at 6 a.m. on Saturday and go to work with them. It's was what you did." By the time he turned 14, his parents sold the sign business and his dad started a company to service signs while his mother ran another of their businesses, the Splash and Dash car wash in Martinsville.

At 14, he still wanted to start a sign business of his own, but he was too young to do the big signs and run equipment. "My dad gave me his first 24-inch vinyl cutter and the software so I could play around making (stickers) at home."

Deric created a notebook stocked with stickers and decals that he offered to classmates and teachers at school for a small fee. Eventually he created several of the notebooks and had a stable of salesmen who would sell the stickers to their classmates for a commission. The business took off and he started doing more – and looking for more.

Vehicle wraps from a Martinsville location

Because of his age, he knew he needed his parent's help to get a storefront. "I begged and begged and begged," he said. "They said no." But that didn't stop Deric. "I went out and looked at buildings anyway. When I found a location that the owner would take a chance and rent it to me for a nominal fee, I jumped at it." Deric talked to his parents who agreed it was too good a deal to pass up. "I signed the lease by myself." But he had their approval and support.

He set up business and started production. "I started hearing about vehicle wraps," Deric said. His parents' business had never done vehicle wraps. He learned everything he could about the new product and shortly bought the printer needed to produce them. Deric said, "I took an Avery vehicle installation class to learn the basics of installation and started selling wraps."

Vehicle wraps are still part of his product



Deric Gayde

line and his enthusiasm for the benefits of wraps that advertise a business 24/7 with a design that is good, clean, includes contact information, and provides LOGO recognition has not waned. He explains that the cost for a wrap is significantly more effective based on the 70,000 people an average vehicle passes every day. "They might not need you then," he said, "but if you look good, people remember and when they do need you, they do an internet search to find you."

DG Graphics continued to grow and within a year, he hired his first full-time employee. "I taught him everything I knew and he started doing designs, printing, helping me do everything."

One of the early problems Deric faced was due to his age. Even though he would sell the work, make and install the product, some of his customers had a problem with payment. "They would want to give me a check made out to my parents." He accepted the checks and went on. His business was growing and he needed more space. In 2016 Deric purchased a stand-alone building for his third location.

Entrepreneurial actions and mindset

Deric firmly believes it when he says, "You aren't going to get anywhere if you don't take chances. I take all the risk I can because what's the worst that can happen?"

With that mindset he opened a second location in Bloomington in 2014. He ran it for two years and although profitable, it was a struggle. "I realized that I wasn't big enough to do it. I didn't have enough people to run two stores and it wasn't the best business decision to continue. I closed it and know that next time I will plan more and do it differently."

Deric's youthful optimism is backed up by

his passion and years of experience. "I can do it," Deric says of both his work and his business. "If I tell you it's going to be done, it will be done and done right."

That attitude and work ethic he said is, "from being around my parents and their business. I always watched how things were done and how people acted and interacted."

He learned to be resourceful when it came to his products and business. "I always went to my parents and asked how I should do this or that or how to take care of an issue," Deric said. Other times, he found answers and direction through internet research and direct content with manufacturers and other producers. "Most of the time," Deric said, "I just started doing it and figured it out."

That being said, Deric said, "My parents have helped me every step of the way and I know I would not be in the position I am in without their help and example."

Changes, in the business and at home, too

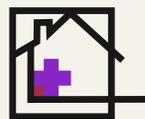
The same year Deric moved into his new building, he made other life changes, too. He and Morgan married and built a home. "I am a million miles an hour," Deric said. "She keeps me in check, and takes care of all the extremely important stuff like invoicing, paying bills, and administrative tasks. I focus on everything else. We discuss daily what is going on and make all the decisions together. It's no longer my business. It takes both of us and it's our business."

Just as Deric and Morgan were deciding that she would quit working as a hair stylist and move into DG Graphics on a full-time basis, they learned she was pregnant. Their son, Declan, was born in December 2017 and is perfectly named to carry on with DG Graphics in the future, should he share his father's passion for signs. New responsibilities and their growing family has altered Deric's attitude a bit. "I think a lot differently about how money is spent now," Deric said. "There is a budget and more planning ahead."

"If I didn't have bills to pay," Deric said, "I would do it for free. I love what I do."

Since DG Graphics has moved into the new location, their products and capabilities have increased to encompass any variety of sign. From vehicle wraps, vinyl signs and banners, Braille nameplates for offices and large exterior electrical signs to LED message centers, engraved wooden signs, and even architectural elements with logos, DG Graphics can create whatever sign a business or organization could want or need. "My goal is to get bigger every year," Deric said. "I never want to flat line so every year I will be looking at the next big thing."

Looking back from starting a small enterprise selling decals in high school to the business he is operating today, Deric said, "It's crazy and exciting. That was in seven years when I knew nothing. Now what will the next seven years be like now that I know what I know?"



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On staying motivated during the long winter

Before the seasons turns to spring, it's important to remember that life has a way of interfering us while we are going after our dreams. It distracts us from pursuing things that really matter and even convinces us that nothing really matters. It can attract us to adopt a defeatist attitude – lacking on enthusiasm and interest – ultimately sapping out our sense of purpose.

It's good to know that there are **proven ways to stay motivated**, no matter how you feel about everything around you. I'd like to share a few with you this month. These are simple but fair warning, they may not be easy, some are far from that, but all are nevertheless very helpful in keeping yourself fired with motivation.

Develop the attitude of interest. Find the thing you are most passionate about. The happiest people, they say, are those people who do the things they love the most. It is not coincidental that they are the most motivated people as well. After all, passion and motivation go hand in hand. They are closely intertwined to create a person who is full of zest about everything.

Nearly all successful people are (very) passionate about what they do. Remember Lance Armstrong? Despite of having been diagnosed with terminal cancer, Lance went on to win 7 consecutive Tour de France trophies? It is not only because he refused to give in to life's cruel joke, but because he was very passionate about cycling. I'm not saying that you have to have some tragic circumstances in your life before you find the thing(s) you are most passionate about, quite the contrary. In most cases, this very thing is right at the tip of your nose. Let me ask you, Have you really looked inside of yourself to see what you might be passionate about? Perhaps, you just don't want to see it, to accept it.



JACK KLEMEYER
Business Coach

Find the thing that can spark and sustain your enthusiasm. Then channel all your energies towards that thing. This sparks motivation, productivity and satisfaction. Napoleon Hill in his classic "Think and Grow Rich" says, "Desire is the starting point of all riches."

But what do you do when you are stuck with things that you are not truly passionate about? When passion is lacking and your zeal is at an all time low, interest can and will suffice. **Be interested in everything** you do, no matter how boring, tedious or nonsensical it may seem. Be genuinely curious and find meaning in everything. Take the time to be engrossed, to be interested. Otherwise, your life will seem and feel like... well, not too good.

Find reasons to be happy about the things you do, the goals you are pursuing, the dreams you are trying to realize, and the life you are trying to live. Never lose sight of happiness and never let it slip away. Gratitude does wonders. Be genuinely grateful for everything. You'll be amazed at the difference being grateful makes in your energy and in your life.

Maintain an elevated level of energy. The mere act of smiling at yourself can recharge your energy. Having no energy almost always ensure that you won't feel as motivated as you need. Always take the time to recharge yourself – sleep, eat, breathe, relax, and rest. Do whatever it takes to always keep your energy high, if not sustained.

Act like it. Translate positive emotions into actions. If you are not feeling positive about anything, try to act like it, in my NLP studies, we called it "Act As If..." Sometimes, despite of lacking motivation, you can still feel motivated when you deliberately act with enthusiasm. Let me know how you're doing with these ideas.

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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Have you heard?

Do you know that there is a facility in Mooresville that was designed and created to allow children with any form of physical, mental or behavioral disability to play baseball and other sports? The field surface is made of a material that allows wheel chairs to roll easily. There is no sand or gravel to injure someone that may happen to stumble or fall. There are plenty



Jod Woods

of handicapped accessible restrooms and even a full concession stand to complete the "Ball field" experience. The League of Miracles offers an opportunity for these children, who have patiently sat on the sidelines while friends and relatives play in traditional leagues, to participate in league play all of their own. This facility is located at 7101 E. Landersdale Road, directly behind the Madison Township Fire Department. There are many opportunities for the community to support the League of Miracles. Financial support and business sponsorships are always appreciated, but volunteers are need-



ed as well. March 16, 2018 from 7 a.m. to 8:30 a.m. will be our annual fundraising breakfast at Jones Crossing Banquet and Event Center. More information may be found at League-ofMiracles.org or you may call me at Economy Heating - Air Conditioning - Plumbing at 317-831-5279

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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Remote access – What are my options?

Here we are, deep in the midst of winter, and if your business is anything like mine, you've already had to declare at least one "snow day" for your team. Whether it's a foot of snow or just an eight of an inch of ice, winter weather can wreak havoc on commutes to the office. When it's unsafe for the team to travel to work, what can you do? You've probably got access to email and some web-based tools if you choose to work from home, but what about that important proposal you were working on or that massive CAD drawing you need access to keep an important project moving?

Remote access is vital part of day-to-day office environment. Whether it's for the business owner, the accountant, or the engineer, the ability to access important business resources from home, hotel, of coffee-shop is more important than ever. What options are available, and which one is the best for your situation?

One of the longest-standing means of remote access is the Virtual Private Network, or VPN. In the old days, you could dial in to your business on a modem and essentially become one with the network, albeit in a very slow fashion. VPNs now run over the internet, and thanks to high-speed connections, day-to-day access of files is simple and effective. You can easily access shared drives and printers straight from your kitchen table. If you're working in a system that requires constant and frequent network communication, though, such as QuickBooks or an Point-of-Sale system, VPN communication can still become slow and stagnant.

In recent years, other remote access tools such as GoToMyPC and LogMeIn have offered another way to connect to the office environment. If you have a computer at the office and another at home, you can sit in front of one screen and control the other from across



CHET CROMER
Technology

town or across the world. When you move the mouse, the mouse moves. When you open QuickBooks, it's like you're right there at the office, because as far as your computer is concerned... you are. The only data sent back and forth "across the wire" is information about what's on your screen. The biggest drawback to these tools are that they require a computer be left at the office, which can be a significant increase in cost if you only need one computer on a regular basis.

What's the best option for your environment and team? The answer could be one or either of the options above, or something completely different. Cloud services offer a whole new set of options, and branch-office-VPN's can help connect remote offices with a full-time connection that you never have to "turn on." As you consider the best way to remotely access your important company resources, keep in mind that each comes with its own benefits, drawbacks, and security concerns. You'll want to tread carefully, but you can also be thankful that your options are plentiful.

Chet Cromer is the president of C2IT Consulting, Inc., a Monrovia-based technology business that provides websites, mobile apps, and IT consulting/support to businesses across central Indiana. He can be reached at chetcromer@c2itconsulting.net or (317) 721-2248.

**Remote access is vital part
of day-to-day office environment.**

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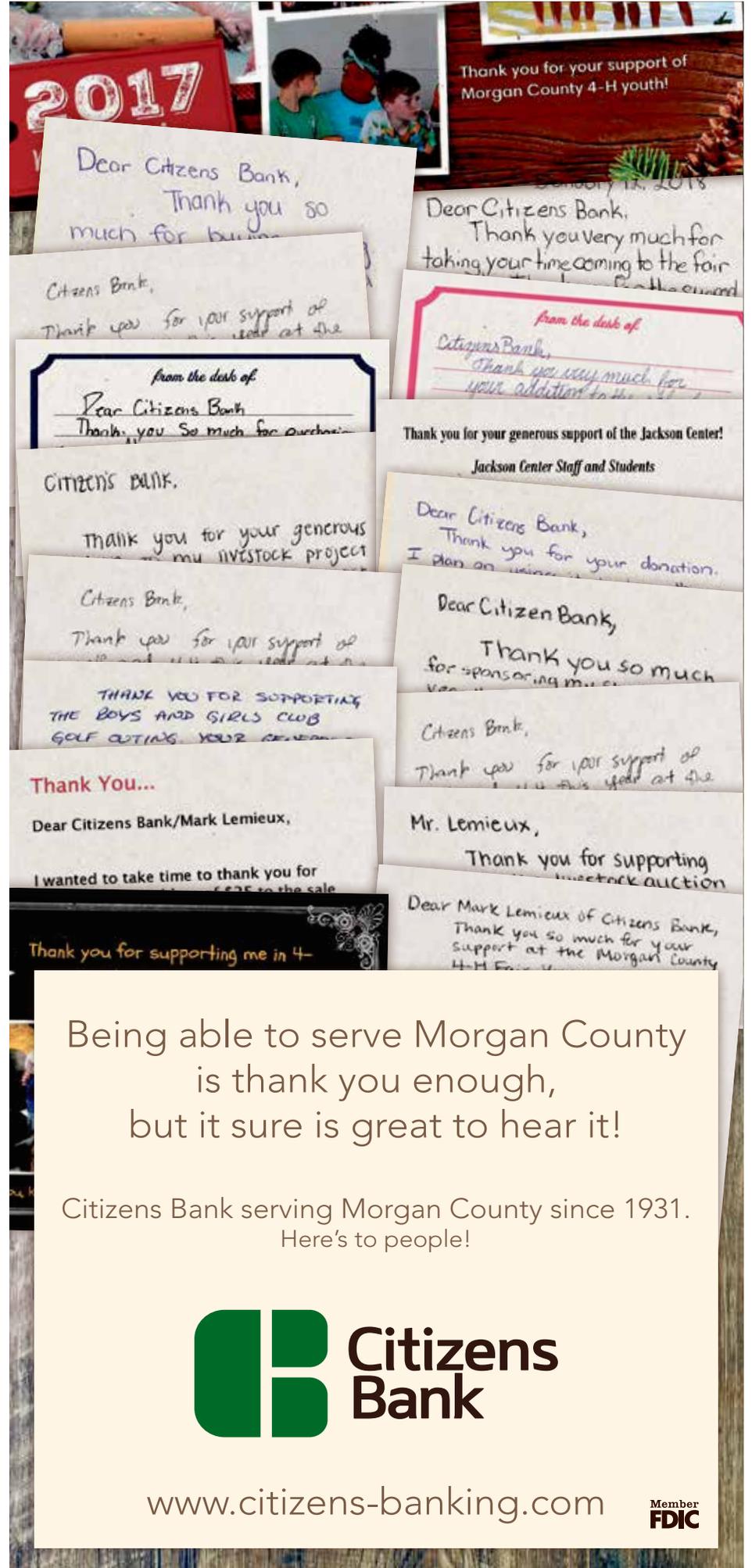
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Workplace walking warriors

Unfortunately most of us spend the majority of our work day sitting in meetings or glued to our computers typing emails. Some industries, however, have a multitude of team members who spend their days hustling from place to place, from client to client or classroom to classroom. Nurses, factory workers, retail staff and restaurant workers can log between three and four miles every work day. Teachers are close by with almost two miles daily and custodians lead the list with five plus miles some days. All that walking can keep them healthy, but it can also wreak havoc on their feet.



LARRY BAILEY
Wellness

As an employer why should your employees feet be important?

There are two major categories of work-related foot injuries. The first category includes foot injuries from punctures, crushing, sprains, and lacerations. The second group of injuries includes those resulting from slips, trips and falls. Slips and falls do not always result in a foot injury but lack of attention to foot safety plays an important role in their occurrence.

These two categories of foot injuries, however, do not exhaust the whole range of foot problems at work. There are also other conditions such as calluses, ingrown toenails or simply tired feet that are common among workers. Although these may not be considered as occupational injuries in the strictest sense, they can have serious consequences for health and safety at the workplace. They cause discomfort, pain and fatigue. Fatigue sets up the worker for further injuries affecting the muscles and joints. Also, a worker who is tired and suffering pain is less alert and more likely to act unsafely. An accident or incident of any kind may result.

Approximately seventy-five percent of

Americans will experience foot health problems of varying degrees of severity at one time or another in their lives. As an employer you can prevent foot problems at work by promoting foot health in your workplace and requesting a podiatrist to give a talk on foot care to employees. It also important to encouraging your staff members to report foot problems, however minor they may be.

If you would like a podiatrist from Southern Indiana Physicians to provide a presentation on foot health to your employees or leadership, please reach out to Krystal Napier at 812-353-3025 to set up a visit.

And remember to keep your feet on the ground, but let your ambitions soar as high as they will take you.

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.

Approximately seventy-five percent of Americans will experience foot health problems of varying degrees of severity at one time or another in their lives.

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JACKSON'S LEGACY

How a family turned one child's journey into possibility and hope for many more

By Elaine Whitesides

Morgan County Business Leader

Every parent dreams of a life filled with potential and purpose for their children. That desire is no different for parents of children diagnosed with cerebral palsy (CP) and thanks to the Jackson Center in Mooresville, the potential for those with CP is brighter. Jackson Center is one of a handful of Conductive Education centers in the nation; started and operated as a 501c3 non-profit organization by the DePoy family in Mooresville.

Conductive Education

In January 2001, Lara and Spencer DePoy welcomed their first child, Jackson, into the world. Lara had just finished a Master's degree at University of Indianapolis in occupational therapy and was set to begin a new job. The joy of new beginnings and life was quickly replaced with concern and fear as Jackson struggled to live. Within six months, Jackson became one of the 2.5 children in every thousand live births diagnosed with CP, which is a broad diagnosis for brain damage that occurs before, during, or after birth. The prognosis for people diagnosed with CP, according to Lara, is often very cloudy and uncertain. The DePoy's, like other families in the same situation, were thrown into an uncertain world with lots of unknowns and little information, support, and most of all, hope.

By 2003, Jackson was participating in the conventional therapies. From her education Lara saw he was making some progress, but felt there had to be a way to help Jackson make greater progress. She began researching and learned about conductive education.

Developed in the 1940s by Hungarian physician, Andras Petö, conductive education for children with CP is not a therapy or treatment. Its basis assumes that motor disorders are learning disabilities. It is a comprehensive method of consciously learning and performing actions for daily living, creating independence.

Training for the program is still based in Hungary and there were only a few centers in the United States. Luckily, one was in Chicago. Through her own determination and persistence because she saw hope for Jackson, Lara convinced the Center for Independence management to allow him to participate in the program for six weeks. Jackson blossomed and Lara knew she had to find a way for him to continue in a conductive education program.

Development of Jackson Center

At that point, the DePoy family saw two options: move to Chicago or start a program locally. The decision was made to start a program in the area. "We have a mix of talent in the family," Melanie DePoy, Jackson's grandmother, said. "Lara is a licensed occupational



Jackson DePoy with aid Caroline Thomson

therapist, Spencer is a marketing professional, Jackson's grandfather, Dale, was CFO for the United Way, and I had spent more than fourteen years in public affairs at the Indianapolis International Airport." They started planning and, thanks to supportive community and individuals, within six months they had what they needed: \$50,000, a place to house the program, and a trained conductor who moved from Ohio to Indiana to start the program.

Lara took on the roles of both Program Director and conductor. Melanie takes care of the organization administration and fundraising as Development Director and Dale handles the financial matters. Spencer serves as president of the board of directors.

A summer camp was launched in July, 2005, and has continued annually as an opportunity for the kids to carry on with conductive education, but also experience summer fun with field trips, visitors, arts, crafts, science projects,

cooking, and lots of physical outside activities. After the initial summer camp, the therapy program continued as a year-round program. Melanie said that Dale had projected a magic number of fifteen to seventeen children enrolled to make the program financially viable and sustainable. "We quickly found ourselves with fifteen kids," Melanie said, "and outgrowing the facility."

In 2009, Jackson Center received a grant from the Kendrick Foundation that would help them relocate the program into a larger facility. Since both DePoy families lived in Mooresville, they focused on finding property there. The search ended when they purchased the building on Samuel Moore Parkway.

Around that time Edit Vagedes joined the staff. "She invested her trust in our family. She came to America as a widow with more than thirty years' experience and whatever she could fit in two suitcases," Melanie said. "She had

The Jackson Center for Conductive Education

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been trained at the Petö Institute in Hungary and had worked all over the world as a conductor and in training others to be conductors." Melanie said the community helped provide a furnished apartment for Edit while she made the transition to America.

Edit is now making Morgan County her permanent home. "We are so blessed," Melanie said, "with everything that Edit has brought to the Center and Mooresville."

Two other opportunities came about with the additional space in the Mooresville location. One is that the Center can provide services to adults with CP. The second is that an academic program was established with a certified and licensed special education teacher.

Ripples from the Jackson Center

At various times, children from 18 counties in Indiana and some from Illinois have been served at Jackson Center. "We are privileged to work with some amazing families," Lara said. "They put their time and resources toward seeing their children achieve all they can." Some families drive more than four hours to get to Mooresville for their children to participate in the programming. They overnight in local hotels, eat in local restaurants, and shop in local stores before driving the hours back home. This routine repeats itself every week.

Lara believes that Jackson Center is a perfect learning environment for students in related fields. "For about twelve years, we have had practical application field students from IUPUI and University of Indianapolis."

"University students who come here learn so much," Melanie said. "They are able to work with specialized populations, are exposed to alternative therapies, and learn how small organizations work. Their experiences will blossom into wherever their future work takes them."

Continued on Page 14

Good foundations built on good advice

Indiana Web Solutions

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By Elaine Whitesides

Morgan County Business Leader

Technology fascinates people on many different levels. For a teenage Jason Carmichael the fascination was in how it worked. He wanted to know how pushing a button or clicking an icon made something happen on the screen. That question stayed with him and motivated him into a career. "I fell into the love of programming," Carmichael said, explaining that in programming he knew exactly how it happened because he made it happen.

Immediately after graduating, Carmichael joined a large corporation as a programmer. He soon discovered that his ethics and values were not aligned with some of the decisions and practices he saw at play. The situation planted the desire to be his own boss so he could make the decisions that he felt were right.

His direction was brought into focus by the people he met at the Greater Bloomington Chamber of Commerce. "The people at the (Bloomington) Chamber really opened my eyes with a sense of helping business owners. They didn't know who to go to and where to start. It had a profound effect on my starting my company."

Carmichael once again wanted to know how it worked when technology was used successfully for small business owners.

He made the decision to get a second Bachelor's Degree in Business Information Systems from Indiana Wesleyan University. "What I was seeking," Carmichael said, "was a better understanding in how to take my own business in the direction to help other businesses. This degree complements my technical degree and taught me how to integrate computer systems into a business situation."



Jason Carmichael

Making technology work for small business

The first service Carmichael's company, Indiana Web Solutions, offers is web development and design. It's important, Carmichael says, that small business owners realize a website is the most cost-effective way to advertise their business, both locally and globally, and give people a way to find them. A website is the place to communicate to current and prospective customers the important information about the business's products and services.

Not only will the Indiana Web Solutions team develop a website, but the company will also answer some of the other 'how does it work' questions by providing website hosting and, more importantly, free lifetime updates to the site. "This is taking the burden off of the

business owner," Carmichael said, "They don't need to spend their time taking on the problem of updating their website. They need to focus on their customers and this allows them to put their attention there."

After the website is up and running, the goal is to get the business near the top of the search page. Again, this is another 'how' question that Carmichael strives to answer and he does so with Indiana Web Solutions' online advertising services. From developing keyword lists to creating ads, the business will manage and monitor the advertising campaigns on a weekly basis and provide reports providing analytics and data about the ads, the demographics and behaviors of the people who click on the ads. With this information, future campaigns can more specifically target viewers and the geo-

graphic location of the ads in order to reach the business's prime target audience. In addition, Carmichael's team offers social media marketing and SEO services.

Solving business problems with technology

In his conversations with business owners, Carmichael has also discovered he has the 'how' to help them solve problems that impede their growth. Sometimes it is the development of an online presence through a website and advertising, but the problem could also be in processes and operations, too. Indiana Business Solutions also offers custom programming. Business solutions such as applications for an accounting department, or for inventory control can be standalone, proprietary systems, or integrated into other, larger systems.

Making Martinsville headquarters

Indiana Business Solutions has recently moved into new offices on Main St. in Martinsville, but Carmichael and his wife, Amanda, had already brought their two children, Jacob and Eliza, to Martinsville about two years ago.

The business was founded in 2014 in Bloomington, but several of the company's clients were in Lafayette and Indianapolis and all six of his employees work remotely. Carmichael was interested in a location that would be more centrally located between all his clients. He already knew several business owners in Martinsville, and he said, "I saw the up and coming business culture that is continuing to grow in Martinsville. I wanted to be a part of that."

The linchpin was finding property. "We found five acres in Martinsville and fell in love. We built our home there and enjoy the peaceful, quiet area."

Good foundations built on good advice

Carmichael approaches the work his business does for clients with a defined, systematic approach. "It's the same for every project, every company, big or small," Carmichael said. He has done the same in building his business from defining his services, to getting the education he felt he needed, to being selective in hiring, and deciding where to locate his business.

He says one consequence of his work has been a good surprise. That is the relationships that have developed with employees, clients, and other business owners. "When you hear that the work you are doing has greatly impacted other's lives, it makes it all worth it."

Building a business is a challenge, and business owners give credit to the people and decisions that have brought them success. One of the best steps he says he took was advice from his father. "I leaned on my dad and he told me it was important to reinvest into my business and get the tools to grow," Carmichael said. "I don't think we would be here today and as successful as we are if not for the decisions we made early on in that first year."

Although Indiana Web Solutions is a successful business here in Morgan County, you can bet that Carmichael still routinely asks himself, "How does that work?"

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Forbes ranks First Merchants as top-five U.S. bank for 2018

Forbes has released its 2018 list of “America’s Best Banks,” and one of Indiana’s legacy financial institutions has reason to celebrate. First Merchants Bank – the largest financial services holding company in Central Indiana and second largest in the state – sits fourth in the annual ranking of the country’s 100 largest banks, ahead of peers like JPMorgan Chase, Fifth Third Bancorp and Citigroup.

“This is a momentous achievement and speaks to the financial success and future opportunity for both First Merchants Bank clients and the communities we serve. Our success stems from their success,” said First Merchants CEO Michael C. Rechin. “From strategic guidance in the boardroom to exceptional marketplace execution, each and every one of First Merchants’ 1,700 employees deserve credit for this remarkable recognition.”

Forbes ranked banks based on 10 met-

rics related to growth, profitability, capital adequacy and asset quality. Metrics include return on average tangible equity, return on average assets, net interest margin, efficiency ratio and net charge-offs as a percent of total loans. Forbes also factored in nonperforming assets as a percent of assets, risk-based capital ratio and reserves as a percent of nonperforming assets.

First Merchants Bank has more than 120 banking centers in Illinois, Indiana and Ohio with approximately \$9 billion in assets, \$6.5 billion in loans, \$6.9 billion in deposits, and total shareholders’ equity of \$1.28 billion.

“We’ve just finished a year of very high performance and look forward to announcing our full 2017 earnings on January 25,” said Rechin. “As we celebrate the company’s 125th anniversary, the future has never looked more promising.”



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Change ... for the better

“Nobody likes change except a wet baby” according to Mark Twain. Most of us would agree, even if it’s for change for the better.

2018 marks Ready Set Quit Tobacco’s 10th anniversary—a time to reflect on the past decade. Are we better off? Have we improved our community’s health outcomes and economic climate?

In 2008, approximately 29.8% of the adult population in Morgan County smoked. As of March 2017, that rate dropped to 24%. We have seen similar declines in youth tobacco use rates. Since 2011, 648 Morgan County citizens have called the Indiana Tobacco Quitline seeking help in quitting tobacco use.

How does this impact our economic climate? Every business owner knows that the cost of employees contributes greatly to their budget, but healthier employees cost less to the employer. The average employee who smokes costs their employer approximately \$5,800 annually in increased healthcare benefits and lost productivity. Reduced smoking rate and smoke free policies put us in a better position to attract new businesses to Morgan County.

In 2008, three of the four Morgan County school districts allowed smoking and all tobacco products on school property (except by students) and only one school district had adopted a tobacco free campus policy prohibiting any tobacco use on school property. Just two years later in January 2010, all four Morgan County school districts had adopted policies. In 2014, those policies were upgraded to include electronic smoking devices.

In 2009, the Morgan County Fair became smoke free.



JENNIFER WALKER

All hospitals in Morgan County now enjoy tobacco free campus policies (including electronic smoking devices). Mooresville and Martinsville Parks are now tobacco free and Martinsville City Parks policy includes electronic smoking devices. All Morgan County libraries benefit from tobacco free campuses. More multi-unit housing facilities are becoming smokefree.

More Morgan County citizens are protected from the ill effects of exposure to secondhand smoke at school, at work and

play since 2008, and RSQT helped facilitate the majority of these policies. It’s like a snowball, once a few of these policies were adopted, others saw the benefits of said policies and reached out to us for assistance.

This is just a small sampling of how RSQT benefits Morgan County during the past decade. While it’s great to pause and take comfort in these positive changes, there is much more work to be done. We need more like-minded people to join us in our efforts to reduce nicotine addiction through education and outreach. For more information, please visit our website at www.readytoquit.org or email Jennifer Walker at jennifer@readytoquit.org

The Kendrick Foundation and Community Foundation of Morgan County are proud supporters and funders of Ready Set Quit Tobacco. To find more information on the Kendrick Foundation or CFMC visit cfmconline.org.

For more tips or assistance in helping employees kick the tobacco habit, contact Jennifer Walker, Director, Ready Set Quit Tobacco at jennifer@readytoquit.org.

It’s like a snowball, once a few of these policies were adopted, others saw the benefits of said policies and reached out to us for assistance.

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10 tips for safe international business travel

Sometimes business may take you to places outside of the United States. When this happens, you get to experience all the wonderful cultures that make up our world. Many people are wary of international travel, however, fearing that it is dangerous. For the most part, traveling throughout the world is very safe. This being said, there are safety precautions that every traveler should employ to ensure that their trip remains stress-free and joyous. Here are 10 top safety tips for you international travelers, compliments of the US Department of State.

1. Make sure you have a signed, valid passport (and visas, if required). Also, before you go, fill in the emergency information page of your passport!
2. Read the Consular Information Sheets (and Public Announcements or Travel Warnings, if applicable) for the countries you plan to visit.
3. Familiarize yourself with local laws and customs of the countries to which you are traveling. Remember, the U.S. Constitution does not follow you! While in a foreign country, you are subject to its laws.
4. Make 2 copies of your passport identification page. This will facilitate replacement if your passport is lost or stolen. Leave one copy at home with friends or relatives. Carry the other with you in a separate place from your passport.
5. Leave a copy of your itinerary with family, business colleague or friends at home so that you can be contacted in case of an emergency.
6. Do not leave your luggage unattended in public areas. Do not accept packages from strangers.
7. If you plan to stay abroad for more than



WILL GOTT
Business Travel

two weeks, upon arrival you should notify by phone or register in person with the U.S. embassy in the country you are visiting. This will facilitate communication in case someone contacts the embassy looking for you. Better yet, sign up for the Smart Traveler Enrollment Program (STEP) which is a free service to allow U.S. citizens and nationals traveling and living abroad to enroll their trip with the nearest U.S. Embassy or Consulate.

8. To avoid being a target of crime, try not to wear conspicuous clothing and expensive jewelry and do not carry excessive amounts of money or unnecessary credit cards.
9. In order to avoid violating local laws, deal only with authorized agents when you exchange money or purchase art or antiques.
10. If you get into trouble, contact the nearest U.S. embassy.

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. Email Will at wgott@cruiseone.com, or call (317) 451-4232 or via www.magnifiedvacations.com



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In addition to bringing families and university students to Morgan County, Jackson Center is also an employer. Every child in the program has a one-to-one aid. At any given time there are twelve to twenty employees working. Some of those employees are university students, but, according to Melanie, many are others are local residents who have an interest in the field.

“We try to be a good local business,” Melanie said. “We own the building, pay taxes, bring people to Morgan County, and are a part of local organizations. We try to give back to the community that gives so freely to us.”

The value of conductive education for those with CP

According to Lara, more than 700,000 people in the United States live with CP, which is a secondary diagnosis that covers a span of severity. She says CP is generally diagnosed as a global development delay as developmental milestones are missed. CP occurs more often in multiple births Melanie says, as well as children who are born prematurely.

“The goals (of conductive education) are for the children to achieve basic skills for independence,” Lara said. “What might seem minor or insignificant are major breakthroughs for children with CP.” They focus on activities that are needed for daily independence in home, school, and community environments such as sitting, crawling, walking, eating (self-feeding) and personal hygiene.

“These have to be taught to become habitual for these children,” Lara said, “These children have to have the motor planning to accomplish these tasks and each are broken down into the smallest skills so they can eventually master them. For instance, to drink from a cup, the first thing to learn is holding their hand out, then grasping a cup. Then the child must bring the cup back to their body and then tip the cup. Then we need to work on the oral processes. It’s very different from general therapy.”

The conductive education session is three hours long and is taught in a group atmosphere. Self-concept and self-worth takes a huge step,” Lara said, “because of the relationships and (friendly) competitions between children in the class environment.” Skills are taught through repetition, applying rhythm through counting, clapping, which keeps up not only learning, but motivation as well.

“Each child is an individual,” Melanie said, “and will achieve different levels of success.” She shares how one Morgan County child came to the center with a head injury at six months and a very cloudy and unknown prognosis. Since that time the girl has learned to walk and is able to access her environment independently. She is now attending public school.

“The public school system will not be the right environment for every child here,” Melanie said. “There are some that will be educated in the public school and some here.” That is possible because of the academic program



available at Jackson Center. The student’s conductive education skills are transferred and reinforced in an academic setting with functional application.

In addition to the appropriateness question of a public school environment, there are logistics issues of transportation and time. For many kids it is not feasible to split their time between school and conductive education. The academic program provides parents with an option for their child’s education and continued progress in the conductive education program. There are currently nine children enrolled in the educational program.

The value of conductive education for parents of children with CP

At the time the DePoys were beginning Jackson Center, their focus was on providing the program for Jackson and other children. As parents, Lara and Spencer saw the potential for Jackson, and others like him, to achieve his goals. Lara and Spencer welcomed two more sons, Owen and Isaac into their family. They are well aware of the pressure a special needs child puts on the entire family. But they also understood the struggles of parents.

Another outcome of the Center delighted them. “It was not a benefit we planned or projected,” Lara said, “but the opportunity for parents to network with one another was tremendous. There are people of similar ages and those ahead with experiences. Everyone can network to deal with processes of the situation in addition to the grief of the situation. It’s hard to talk to someone who has not been there and done that.” This has prompted them to host events and awareness programs, many with the

support of the local community members and the community they serve.

The Jackson Center as a business

“We look at ourselves as a business,” Melanie said, “and run ourselves as a business.” That statement is important to the success of Jackson Center because, Melanie says, “Often I see people try to start a non-profit and they struggle because they can’t do the business side of the house. That’s where we were fortunate with the skills in the family that came together.”

With an annual budget near half a million dollars, community contributions are critical. “In any given year,” Melanie said, “about fifty percent of our revenue comes from fee for service. The balance comes from grants, fundraisers, and private and corporate donations. Because of their stewardship and dedication, tuition has been stable with no increases for fam-

ilies in the last six years. Enrollment has been very stable in both the year-round program and in the six-week summer program that is open to any child with CP and the Center is able to provide free assessments for children to see if they would benefit from the program.

“It’s important to note how the community has supported Jackson Center,” Melanie said. From the Kendrick Foundation to many local banks, businesses, organizations, and individuals, donations have included funds, in-kind services and products as well as hundreds of volunteer hours over the years. Many have partnered, and participated, in annual events such as the golf outing, the spring Walking for Dreams, and the annual fundraising gala. “God has always blessed us with just enough,” Melanie said, “and that is fine for us to continue our work that way.”

The legacy of Jackson

This year Jackson reaches his 17th birthday. “Jackson,” Melanie said, “has been the center of our being.”

“It’s been awesome to see him grow and develop,” Lara said. “Our biggest dream and goal was for him to give back to his community and have a meaning and purpose in life. We have had so many places open their hearts and minds to see that potential like Orchard Country Store and the Mooresville Public Library. He has joined the Art Mix program to earn high school credit. He is able to take the skills he has learned here to functionally apply them in his world.

“In the beginning, as a family,” Melanie said, “we were meeting a need for someone that we wanted to be the best he could be. But it has become something more. Jackson is the face of the center and this is his work. We have been his hands and feet, but he has been the trailblazer to show what is possible. Jackson has changed lives just by the existence of Jackson Center. That is a legacy and that will follow him always.

“The Jackson Center for Conductive Education has given us more than we could ever have anticipated, and things we could have never anticipated,” Melanie said. “In the end, we just want to have done our work well, served the kids well, and improved the lives of people. We hope those things are true.”

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