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BUSINESS LEADER

MORGAN COUNTY

June 2018

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Stacy Fitzpatrick

CORNERSTONE OF CARE

Mooresville Home Healthcare Agency in Top 100 Nationwide



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Ed Kominowski, Executive Director

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Serving to help others prosper

Another Cover Party has come and gone and what a fantastic night we had! To those of you who supported or attended our event, I appreciate your continued partnerships and involvement. When I reflect on hosting these events, it is with humble pride that I realize why we do it.

These events are not specifically about the publication, or even for that matter, about me personally. We have these events because it really is about you — the hardworking leaders who strive for and deserve business success in our community. It is also about providing an opportunity for people and leaders in the community to gather, make new connections and learn more about each other. We hear time and again how important relationships are to the success of our businesses and organizations.

Each Cover Party is held at different locations throughout the County on purpose so that we can expose others to the successes in the community. It was an honor to have the most recent event hosted by the Mooresville Schools.

The leaders we celebrated are great examples for the reason why this community prospers. There are many, many more just like them in Morgan County yet to be recognized. Celebrating the great servant leaders we have in our communities is important as we praise these individuals for their hard work and putting others before self. I truly believe this and it is a privilege to recognize these folks doing great things for the community.

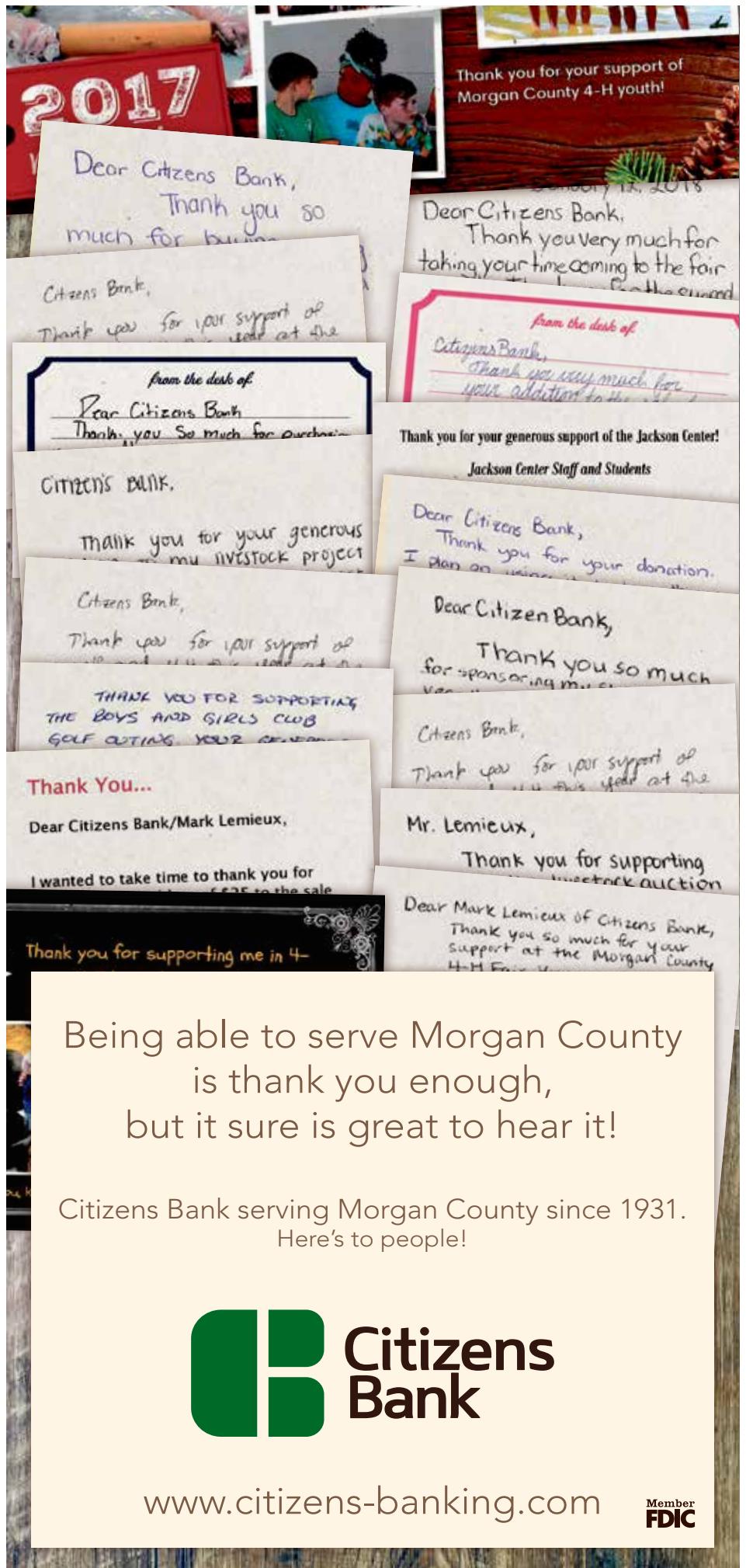


JIM HESS
From the Publisher

At the Business Leader, we strive to cover business, not for profits, service organizations, and community leaders who truly are these examples. It takes all of these to make a great community. I serve to tell the stories of these individuals, the efforts they make — many in quiet anonymity, the successes and lessons they find along their way.

When I hear, as I did at the most recent Cover Party, that one of our story subjects had a recent successful business transaction directly because of the article in the Business Leader, it always solidifies the reason why I do what I do. I am here to provide a platform of exposure to the strong business leaders in our area and provide the opportunity for greater economic growth.

Keep doing what you're doing in the business community here in Morgan County. Thank you for all that you do to make this county a great place to live, work, worship, and play. And also to conduct business!



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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 Arianne Cagle

Design/Production Zachary Ross

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Of Significance: The Cover Party story

By Jim Hess

Morgan County Business Leader

It is impossible to predict when you will meet that person who will forever change your business, but it is a fact that connections and relationships build and shape businesses. This is one reason that we make it a priority to have Cover Parties.

Sponsored by Jod Woods of Economy Heating, Air, & Plumbing, the Spring 2018 Morgan County Business Leader Cover Party was held on May 8 at Mooresville High School Visual Learning Center. The business leaders featured on the previous six covers were presented with a framed copy of their cover page and given an opportunity to share their comments.

I am always humbled (and thrilled!) at the response to the Business Leader. Kenny and Debbie Costin expressed very eloquently what it is like to be a cover feature subject: "You could imagine our anticipation to read our article when the phone started ringing with comments and compliments. We didn't realize what a circulation you had and how many still read their mail!"

We appreciate when readers and subjects embrace our mission to present every business and business owner honestly to reveal the very core of their story. The Costins said, "You conveyed our business as a ministry and that our passion to serve keeps us going. Bless you for recapturing our journey for us and others to see."

I always take a few moments at the Cover Parties to renew my appreciation for the accomplishments of people and business, and the contributions made to the Morgan County community. In the beginning of my ownership of the Business Leader, I perceived it as a business venture, but it has become something much more important, and significant, to me. In their absence, Kenny & Debbie Costin, through a note, honored me with these words I would like to share, not because it is about me, but because they described what has become my mission with the Business Leader. They said, "Jim Hess, thank you for your God given talents in writing publications and the ability to make each person you meet seem like your best friend. The passion for your job makes it your ministry and it shows. We look forward to each publication. Your mission statement says it all ... 'Declaring the good works being done.'"

I thank them for the kind words. I know the Business Leader shares good works in the community and I am proud to deliver the good news each and every month.

The Cover Party evenings are filled with good people sharing good news, good business, and camaraderie. I hope you will take advantage of the opportunity to build new relationships and strengthen existing ones by joining us at the next Cover Party event this coming November.



Spring 2018 Honorees

- A. Dr. Josh Healy, Abundant Life Chiropractic
- A. Dr. Ryan Dailey, Dailey Chiropractic
- B. Diana Roy, United Way of Central Indiana
- C. Melanie and Lara DePoy, The Jackson Center
- D. Randy Taylor, Mooresville Schools
- E. Autumn Hodge, Monrovia High School business student
- Kenny and Debbie Costin, Costin Funeral Chapel



Why travel makes employees more productive

Travel is good for business. It exposes your employees to fresh ideas, new places, and interesting people. And these days, people work to travel. A few days away from the office can do wonders for employees, preventing burnout and boosting productivity. That is why 40% of businesses are now rewarding their employees with travel incentives. After all, the happier employees are, the more productive and loyal they will be to your business. Happy employees are good for business.

You know that morale and productivity are closely tied, but keeping morale up can seem like a constant battle. Here are a few reasons why travel makes employees more productive:

- Vacation anticipation.** Dutch researchers found that the biggest happiness boost comes during the vacation-planning phase and that anticipating a vacation made people happier for up to eight weeks. And, if an employer is footing the bill and taking care of all the arrangements? Even better! This incentive makes workers feel good about their roles with your company, leading to better productivity and higher retention.
 - Travel reduces stress.** Studies have shown that people feel more rested and less anxious after returning from

Studies have shown that people feel more rested and less anxious after returning from vacation, and they reported that their overall mood was improved for weeks afterward. And when stress levels are low, employees have a reduced risk of developing mental or physical ailments in the future.



WILL GOTTLIEB
Business Travel

vacation, and they reported that their overall mood was improved for weeks afterward. And when stress levels are low, employees have a reduced risk of developing mental or physical ailments in the future.

- 3. Vacations also help people discover — or rediscover — their interests and motivations for working.** A U.S. Travel Association study found that people who take all of their vacation days are 6.5 percent more likely to get pro-

moted than those who don't.

- 4. Travel increases creativity and leads to personal growth**, and studies have shown that people who travel are more open to new ideas. It makes sense: Experiencing a new culture enables employees to develop new perspectives, making them better thinkers and workers.

The bottom line when business owners reward employees with time away from work, it makes employees feel like the owners of their companies care about their well-being.

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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Whether you are looking for gardening advice or seeking answers to a health issue for a loved one; we all want to speak with someone that we can trust. There are many "would be experts" to be found on the internet.

We all joke and say things like "You know it's true if it's on the internet!", but that is

the first place we go for answers. Can you trust what you are reading on the internet? We know in our heart that this may be false information. No one wants to be taken advantage of or cheated. TRUST is something that is earned.

May I offer a few items to consider when



Jod Woods

choosing a trustworthy contractor to work in your home or business?

- Well established in the community that you live and/or work. A local business can provide superior service compared to those coming from miles away to service your needs.
- Longevity in the community is typically proof of a trustworthy organization.
- Community involvement, such as work with local social services, not-for-profits and churches are typically good indicators of the "heart" of a business.
- "Gradings" or "Standing" with local chambers of commerce, BBB and consumer review organizations will help determine the consistency and quality of service that a company provides.
- Internet reviews can be a mixed bag. As we discussed earlier, this information may not always be true, but worth a look.
- A referral from a trusted friend or family member is always appreciated.

I hope this helps in choosing a contractor to assist with home improvement projects.

Thank a nurse

Do you know someone who is looking for a fulfilling career with growth potential? They may want to consider becoming a registered nurse. The Indiana Department of Workforce Development forecasts the field of nursing to grow almost 19 percent by 2024, but experts anticipate a shortage of about 9,000 registered nurses by 2030.

IU Health Morgan employs approximately 45 registered nurses. There are several reasons why people choose nursing as a first and sometimes second career. Flexibility is a key reason. There are few jobs that have the flexibility of nursing allowing them to work when and where they want to. There are part time, full time and temporary options. Nurses also enjoy good salaries with the median national wage for nurses at approximately \$50,000.

While IU Health Morgan is one of the smaller facilities in the IU Health System, it is known for high quality care especially when it comes to nursing. Earlier this year, IU Health Morgan achieved its Pathway to Excellence designation by the American Nurses Credentialing Center. The Pathway to Excellence designation identifies the elements of inter-professional work environments where nurses can flourish and feel empowered. The designation is granted based on the confirmed presence of



LARRY BAILEY
Wellness

six standards: shared decision-making, leadership, safety, quality, well-being, and professional development.

The public has rated nursing as the most honest and ethical profession for the past 16 years. Nurses' commitment to protecting, promoting, and improving health care for all is well recognized. Therefore, it is only fitting that nurses are celebrated. If you know a Nurse, be sure to say "thanks" to them.

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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Customizing software to meet your business needs

Last month I introduced a short series of articles aimed to help business leaders like you and I evaluate the ways we can “invent our own wheel” in terms of technology systems, software, and mobile apps. I divided the paths forward into three categories - Customization, Integration, and Coding from Scratch. In this month’s column, we’ll dive deeper into customizing off-the-shelf software to meet business needs and how to evaluate the right time to take this step.

There are thousands of tools available today available to help you run your business, whether it's accounting, logistics, or even selling online. If you need an accounting system, you can go out and buy QuickBooks. If you don't want to deal with installing software at all on your computer, you can get QuickBooks Online and do everything within your Internet browser. If you want to manage your shipments you can go with a tool like ShipStation. If you're ready to better track customer interactions, you can purchase a license to a CRM such as HubSpot. If you're looking to... you get the idea... “There's an app for that” is rarely an exaggeration in today's world.

How do you know if one of these solutions will meet your needs now and into the future? If all you need is to enter account numbers or contacts, you'll fit right into the mold of any accounting or CRM package. Tools like this are designed around a broad template that may fit many businesses, but before you can use them, you'll need to customize them to suit your needs.

Customizations come in a variety of levels of capability and complexity. While one tool may allow you to define custom fields that you can use for your specific needs, another may only allow you to enter data into the fields they've provided. While one tool may let you name your business within it, another may let you fully brand it with your logo and color scheme. You should also consider what you get out of a system you've customized. Pulling data back out into meaningful reports, dashboards, and other methods will truly help you make customized software work for you.

Is there a time to bring in a professional to help customize software? Certainly, but it's not always the case. My business recently helped a client customize a CRM system to not only track customer



CHET CROMER
Technology

interaction but also produce electronic e-mail blasts, connect to their accounting system, and provide their mobile sales force access to data on their smartphones. While these levels of customization begin to approach what we might call “integration” rather than customization, they're still working with standard tools and simply connecting the dots.

As you consider your step towards personalized software, customization is a great place to start, but keep the future in mind as well. Just because a tool is easy to start using doesn't mean it will be as simple to transition out of as your business grows and needs become more complex. As we dive deeper into integration and custom coding in the months to come, we'll continue to explore ways to connect systems in ways that allow you to scale your technology tools as your business grows.

Chet Cromer is the president of C2IT Consulting, Inc., a Morgan County-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.

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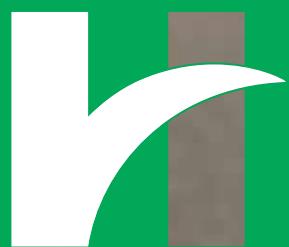
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Jennifer Wright, MSN, RN, CPN

Clinical Manager, School Nursing

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AT WORK

CORNERSTONE OF CARE

Mooresville Home Healthcare Agency in Top 100 Nationwide

By Elaine Whitesides

Morgan County Business Leader

For any business, being named one of the Top 100 in the Nation for their industry would be reason to celebrate. When Cornerstone Home Healthcare was named one of the Top 100 Home Health Agencies in the nation late last year by HomeCare Elite™, owner Stacy Fitzpatrick was proud. But the reason why her agency received that award is what makes her proudest. Cornerstone Home Healthcare made the Top 100 Homecare Elite list because of a high level of patient care and patient satisfaction.

Fitzpatrick says that her business had been named in the Top 500 for the last several years because of the quality of her staff. She attributes the new award to on-going training and commitment of the staff to providing quality of care and positive outcomes for patients.

From service provider to business owner

Cornerstone Home Healthcare came about because Fitzpatrick was a physical therapist trained at Indiana University who saw a need in Morgan County. With encouragement from her husband, Steve, she began the two-year task of securing state and federal licensing from the Accreditation Commission for Health Care to serve Medicare patients. By 2010 she completed the licensing requirements and opened for business.

She knew from her experience in the field how highly-regulated the industry was, and how much coordination and documentation was necessary. She intimately understands the stress levels and demands put on medical staff in a home healthcare role. That understanding drives her hiring decisions, business decisions, and employee relations.

For instance, in hiring, Fitzpatrick looks for candidates that are motivated by the same commitment to provide quality care and the desire to become a trusted partner for every patient, as well as highly skilled individuals. When she finds those people, she protects them.

For the past six years, Sarah Whaley has been the Clinical Nursing Director, holding a position that is traditionally known for its high



Stacy Fitzpatrick

turnover. "The philosophy and mission they have here (at Cornerstone) is significantly different than anywhere else I have worked. It is all about the patient. We are like-minded. We view patient care the same – what is important, what is the mission, and what do we need to do? The doors are always open to discuss

recommendations and make decisions about patient care."

The open door policy is critical for staff, according to both Fitzpatrick and Whaley. Conferring about patient care and making decisions about it as a group helps employees manage it better. "We want staff to be able to balance the

Cornerstone Home Healthcare

Stacy Fitzpatrick, Owner

5 E. High St.

Mooresville, IN 46158

Web: www.cornerstonehhc.com

Phone: 317-834-8034

Email: stacy@cornerstonehhc.com

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Healthcare

demands of home healthcare with the demands of their lives," Fitzpatrick said.

"We aren't going to over-commit our staff by expanding geographically," Fitzpatrick said. "It's very taxing for staff to have to drive too far. It puts them behind in their schedule and it doesn't put the patient in the best position to receive the care they need." This is especially true in emergency situations. "Distance impacts our ability to get to patients quickly and adequately care for them." Every business decision comes back to how to best serve the patients under their care.

Cornerstone Home Healthcare is the only community-based, independent home healthcare agency in Morgan County and stays in its original service area of Morgan, Hendricks, Johnson and southern Marion Counties. "The core of Cornerstone, who we are," Fitzpatrick said, "has been consistent. It's a high-stress industry with high levels of paperwork and physical and emotional stress." Part of that is because when regulations change, she explained, software changes, everything in the environment changes and that creates stress, and the need for training.

Currently Cornerstone employs three full-time nurses, and 32 skilled staff and administrative staff. Fitzpatrick is currently looking for candidates to fill a position for a quality assurance nurse.

Continued on Page 14

For the love of laundry

Pepper's Express Laundry Center

Jim and Pepper McNutt, Owners
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By Elaine Whitesides

Morgan County Business Leader

It was about four years ago that newlyweds Jim and Pepper McNutt found a house in Mooresville bringing them closer to Pepper's children. At the time they moved into Morgan County, both were working.

Jim is co-owner and president of a currency exchange machine manufacturing business on the east side of Indianapolis. His clients are primarily laundromats and his firm of more than 60 employees has been selling dollar bill change machines nationwide for more than 40 years.

He has served on the board and held a variety of leadership positions with the National Coin Laundry Association. The organization is made up of many involved in the laundry facility industry including manufacturers and laundry facility operators.

Pepper was working for United Airlines as a flight attendant. After 25 years, she retired from the travel industry, glad to be home more.

Taking note of opportunity

With Pepper retired, but wanting to work, the couple began talking. "I've been in the people business all my life," Pepper said, "and I like to do laundry."

"With my experience in the industry," Jim



Pepper and Jim McNutt

said, "and the area being underserved, we thought it would be a great opportunity to open a new laundromat."

According to Pepper, people have been asking Jim to open a laundromat for many years but he always declined. Jim said, "I had thought about it in the back of my head, but I couldn't do it by myself. I knew that to come at the industry from the other side takes a good team. When Pepper decided she wanted to retire, and with her love of laundry, I knew she was the perfect partner.

"Between the two of us, I figured, why not.

But there had to be a need in the community and we wanted to stay in Mooresville." The couple took their time scouting for a location that would meet the needs of a laundry business, including lots of space inside the location, lots of parking, and most of all, sufficient utility resources like adequate water and sewer services. "You can improve on the utility requirements, but it can be expensive."

Setting the standard

After years as a small business owner already, Jim has a defined philosophy about small business. "You can't come to it with a 'me, too' mindset," he said. "You can't just duplicate a business that is elsewhere. You need to be different and bring something new to the community.

"If you listen to your customers, they will tell you how to be successful by saying what they want." That is what Jim says is his Golden Rule about owning and operating a business.

His intention was to incorporate industry best practices into the business. For example, the couple made sure there is lots of space in the design of Pepper's Express Laundry Center. It is an attractive and comfortable environment with air conditioning, a lounge, good lighting, a children's play area, lots of laundry carts, and a selection of laundry supplies as well as snacks and drinks. Those are the creature comforts, but

customers also get the best and most state-of-the-art equipment, too.

There are 44 washers in sizes ranging from standard twenty-pound load size, to forty-pound, sixty-pound and two ninety-pound machines that can wash large items such as patio furniture cushions, bedspreads, rugs, and even horse blankets. The machines are super high-efficiency, using less electricity and water, and reducing time per load. In addition, each machine is continuously sanitized through an ozone injection technology system infused through the water system.

With 48 dryers, in thirty- and forty-pound capacities, lots of laundry can get done quickly. In fact, they say it is possible to get a load of laundry done in less than an hour. Compare that to one load at a time at home where doing the family laundry could take an entire day.

There is a reason "Express" is in the Center's name. Not only can laundry be done quickly, there is a drop off service available. "People are busy and their time is valuable," Jim said. "Many would rather be spending time with family than doing laundry." Turnaround is 24 hours or less. Jim says most is same-day.

Two more features make them stand out in the area. First, the business always has an attendant on the premises. The staff keep the facility clean and are always available to, as Jim says, "to take care of snafus." Second, customers don't have to arrive with their pockets full of change. Machines will take coins, but customers can also pay with a credit card using an app on their phone, which also includes participation in a loyalty program.

Jim says, "We want to take all the frustration of doing laundry away; make it stress free. The customer expects the latest and greatest in whatever business you are in and that's what we are providing here."

Managing expectations

Customer feedback has been overwhelmingly positive. Their vision of what a laundromat should be has taken shape and people are asking if they are interested in opening additional locations. For now, Jim and Pepper say no, one location is enough.

Pepper manages the facility every day, takes care of the drop off service, and wrangles all the orphaned socks in search of their solemates with the help of one employee. They expect staff will increase soon based on the growth since opening.

Another best practice is diversifying with a self-serve water dispensary available 24-hours a day. Water is filtered through a reverse osmosis system and can be dispensed into customer's one-, three-, and five-gallon containers.

Jim and Pepper have a vision, and a desire to bring something special to the Mooresville area. One step inside and you can tell they mean business.

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Are corporations wisely using the Trump tax cuts?

Well, if the latest earnings season told us anything it was that the Trump Tax Cuts really lit a fire under earnings. With that said, the numbers were strong even without the boost from the new tax law. Earnings growth was very impressive, with S&P 500 Index earnings growing by 26% over the first quarter of 2017. That was best year over year growth result since the last quarter of 2010. What's more; revenues grew more than 8% year over year as well. (Data taken from Bloomberg, Standard & Poor's and Thomson Reuters)

One thing that continues to cause me some apprehension however is stock buybacks continue to rise. Goldman Sachs anticipates a record \$650 billion in share buybacks in 2018. That's up 23% from 2017. Buyback approvals year to date are up 48% versus the same period last year. It appears that many companies are using the windfall from the Trump tax cuts not to invest in research and development, innovation and developing their talent, but rather in buying back their own shares of stock... at some pretty high prices. I can't believe it, but I find myself agreeing with the liberal Sen. Elizabeth Warren when she said in an interview with the Boston Globe that "stock buybacks create a sugar high for the corporations. It boosts prices in the short run, but the real way to boost the value of a corporation is to invest in the future, and they are not doing that."

Buybacks should be funded with excess cash that the corporation doesn't need for innovation or expansion. I should make it clear that I don't think all buybacks are bad. Sometimes a company may actually be trading for less than it is worth and using excess cash to repurchase



JEFF BINKLEY
Finance

shares is actually a prudent use of shareholder cash. But for the last several years and without shareholder approval, (you remember the shareholders? They're the ones that actually own the company.) Without shareholder approval, corporate boards of directors and executives in the C-Suite are freely and possibly recklessly exchanging safe assets (cash) for a risky one (stock).

Many companies in my opinion are choosing the easy path. They are too slow to adapt, too resistant to change, lacking the creativity and courage to innovate and settle for sucking on the sweet pap of tax cut cash rather than investing in research and development and talent development. Too many corporate boards of lethargic, bureaucratic businesses are bolstering stock prices the only way they know how: playing defense and buying back stock.

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.

They are too slow to adapt, to resistant to change, lacking the creativity and courage to innovate and settle for sucking on the sweet pap of tax cut cash rather than investing in research and development and talent development.

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Citizens Bank named a Five Star Member of the IBA



Citizens Bank has been honored as a Five Star Member of the Indiana Bankers Association (IBA). The award was presented on May 2, 2018 at the IBA Mega Conference in downtown Indianapolis, in recognition of Citizens Bank Association involvement throughout 2017.

The Five Star Member designation recognizes those IBA-member banks which demonstrate outstanding commitment to the Association in five areas: political awareness, issues advocacy, life-long learning, IBA volunteerism, and Preferred Service Provider utilization.

The Indiana Bankers Association supports Indiana banking through issues analysis, professional education, and products and services that enhance member banks' ability to serve their communities.



Amber R. Van Til (left), President and CEO of the Indiana Bankers Association, presents the Five Star Member award to Keith Lindauer, President/CEO of Citizens Bank, in recognition of the bank's commitment to the Association.

2018 festival and event grants awarded to 8 area events

Visit Morgan County, the tourism office for Morgan County, is pleased to announce that their Festival and Event Grant Program has awarded funds to eight events taking place in Morgan County during the 2018 funding cycle.

All events that take place in Morgan County and have the potential to bring visitors into the county are eligible to apply for these grant funds and were encouraged to submit grant proposals by the April 1st deadline. This year's grant cycle is for events that will take place between April 1, 2018 and March 31, 2019.

Visit Morgan County Executive Director Tasha Daugherty said "We received more grant proposals this year than ever before. Each event was worthy of receiving funding and we were luckily able to transfer a bit of unused funding from another area of the budget, which allowed us to fully fund all of this year's grant applicants. We are pleased to be able to support quality events throughout the county that will attract both residents and visitors."

Festival and Event Grant proposals were evaluated using scores tied to the application requirements and other criteria spelled out in the application information. Points were given to events that demonstrated an ability to draw visitors from outside the area, increase the



length of visitor stay, generate economic impact for local businesses and project a positive image of Morgan County, among other factors.

Eight events were awarded grant funds for upcoming events. They are listed below:

- Artie Fest, Martinsville – \$1,000
- Bicentennial Park Concerts – \$1,000
- Chili Cookoff & Chalk Art Contest – \$500
- Drink at the Creek Concert Series – \$1,000
- Eat to the Beat – \$1,000
- Giants LIVE North American Open – \$1,000
- Morgan County Fair Concert – \$1,000
- Porcelain Art School of Indiana – \$1,000

Be sure to watch for more information these, and other upcoming festivals and events, happening throughout Morgan County. More information on area events can be found at www.visitmorgancountyin.com or on the Visit Morgan County Facebook page.

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Seven strategies to be a better you

For you or me to get better, we have to become intentional about our development and remove the obstacles or roadblocks that hinder us. Use these seven strategies to be a better you and get intentional about your own personal development.

Do it anyway

On days that you don't feel motivated start you task anyways. It's the start that stops most people and when you get started, momentum kicks in and you most likely will keep going. Many times things seem harder, more daunting, when you are just sitting around dwelling on them. Tell yourself that you will work towards your goal for at least fifteen minutes, then if you still don't feel like working on it you can quit. Remember, in most cases, once you get started you won't want to stop.

Catch them doing something good

When someone does something remarkable or demonstrates improvement, call them out on it! Catch them doing something right. Our society makes it increasingly difficult to recognize everyone for their progress and abilities. If your waiter or cashier was friendly and attentive, make a special effort to call the business and pass along that information to their manager. Getting recognition, even for the smallest things, has the power to completely make someone's day. People who feel good about themselves do good work.

Find the gap

Before positive personal development can occur, you must admit that there is a gap between where you are now and where you want to be. Failing to admit that this gap exists, prevents any further steps from taking place and therefore, leaves you at a standstill. Consider doing a personal S.W.O.T.(Strengths, Weaknesses, Opportunities and Threats) to examine you strengths, your weaknesses then your opportunities and threats that you face.

Leverage technology

If you are not especially comfortable with technology, make it a goal to explore and learn about one tech device, gadget, or service every week. You may be surprised at the world of functional and accessible tools available. It could be a new software program, an app for your tablet or smart phone, an unfamiliar internet browser. Many of which could help you to stay organized and focused.

One day at a time

Concentrate on getting through one day at a time. Sometimes, in the very beginning of trying to stop a bad habit or to implement better behavior we have to think in even smaller time increments. Very few people can make big changes all at once and be one-hundred percent successful. Successful people make small



JACK KLEMEYER
Business Coach

incremental changes and they are consistent with implementing those small changes.

Keep calm

Work on controlling your anger and your overall temper. When things get rough and you get angry, try counting to 10 and slowing your breathing. Work at being able to relax or maybe walk away from whatever it is that is causing you to be angry. I recently saw a quote that said something like this: "When someone spits on you, the only thing that happens is, that you get wet. Becoming angry is a choice." By taking that "time out," you can come back with a clearer head to try to solve the problem.

Make a daily routine

Managing stress will help you enjoy your life. The number one tip to reducing everyday stress in your life, is to get clarity and to get organized. Becoming clear and organized will eliminate those last-minute scrambles when you are trying to get everything together to manage your day. Cutting this part of stress out of your life will go a long way. Try implementing a daily routine. John Maxwell says it very well, "You'll never change your life until you change something you do daily. The secret of your success is found in your daily routine."

Becoming intentional in your personal development is hard for some people to comprehend and especially implement. This is natural because it can be very difficult for us to analyze ourselves appropriately. Use these seven strategies to grow yourself and become intentional in your personal development.

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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How Cornerstone Home Healthcare serves the community

There are misconceptions and confusions about what Home Healthcare entails. Healthcare being the main descriptor, Cornerstone Home Healthcare provides medical services including physical therapy, occupational therapy, speech therapy, medical social workers, and home health aides.

What many don't realize is what all is included under those umbrellas. Not only is skilled nursing provided, but medication reviews and management, education in managing chronic illnesses such as diabetes, COPD, congestive heart failure, and actual nursing such as wound care.

"Most patients are short term care, 90 days or less," Fitzpatrick said. "Our services are designed for us to go in to address immediate needs and get the patients stabilized at home so they can stay and age in place. We provide direct services and also connect them with community resources."

The reality is, according to Whaley, that there is a lot of coordinating. She says that no matter what is going on, they help and assist within the parameters provided by laws and regulations. They look at the entire living situation and make recommendations to improve it so the patient is able to remain at home.

The staff at Cornerstone coordinate care with the patient's physicians. "Everything we do is managed by the physician," Whaley said. "We are independent, but directed by the physician."

In fact, the home healthcare service provider is often the eyes and ears for the physician. Fitzpatrick explained that patients put their best foot forward for doctor visits. They get cleaned

up, dressed up and go in for a doctor visit. She says that no one really has a clue what the home is like and what challenges patients are facing in their homes.

A good example of the difference between what is told to the doctor and what is reality at home is the issue of medication. "We complete what is called a medication reconciliation," Fitzpatrick said. "We pull out all the medications, write them all down on a medication list and send it to the primary care physician for their review." If there are multiple doctors prescribing medications, the coordination is extended to them all.

There is a tremendous amount of documentation and care, depending on need, is all very individualized, based on the patient's needs and doctor's orders. "With home healthcare," Whaley said, "we are navigating doctor's orders, family stresses, and patient worries. It is the most intimate type of healthcare in the home with a patient and family."

"We have to have a good support staff," Fitzpatrick said. "There are administrative hands in every patient chart from electronic medical records to physical files."

How does a patient get home healthcare?

Many patients are returning home from a stay in the hospital or rehabilitation center. At first glance, the transition from a care facility to home might not seem like a big adjustment. But when a patient gets home and has to take care of themselves, cook their own meals, manage medications, cleaning and laundry, all of a sudden it can be apparent that they need help.

Home healthcare services are medically based and are referred by physicians. Once referred, the goal is to do whatever is needed to make the patient safe and independent at home.

Doctors make referrals for home healthcare even without hospital or other in-patient stays. Fitzpatrick says that at Cornerstone, they try to educate referral services personnel in warn-

ing signs that a patient could be in need of help. Some warning signs include frequent calls with repetitive questions, changes in appearance or weight loss, and frequent falling.

"We get a lot of calls from concerned family members," Fitzpatrick said. "We never say no. We might be able to connect with their physician to see if there is a medical need we can service. Even if that is not the solution at the moment, we try to connect them to a community resource or someone who can meet their needs. We look at ourselves as a community resource."

Patients are able to make their own choice for home healthcare services and many of the patients served by Cornerstone are repeat patients. The most successful scenarios are when a patient knows they will be in need of services and calls to make arrangements before the medical event. For example with a hip or knee replacement, patients will call before the surgery and continue to communicate the intended release date so that Cornerstone can make the necessary arrangements. Even if the release dates are changed, they are monitoring the situation and are prepared to help when needed.

The business of caring

Sarah Whaley says that working in home healthcare is different from every other medical job around.

Fitzpatrick has built a thriving, award-winning business by staying focused on doing what is right for patients and maintaining a perspective that values employees. In all, she is steadfastly devoted to taking care of people who are patients and staff. She adheres to the philosophy of becoming trusted partners with patients and her team shares that, too.

It's not surprising that many of the Cornerstone Home Healthcare patients are repeat customers. They know they can count on excellent care when they need it most.

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Networking opportunities

Rotary Clubs: Martinsville meets every Tuesday at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville.

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.

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.

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

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.

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

Free help to quit smoking

The Indiana Tobacco Quitline is offering tobacco users free medication to help them quit smoking. The free nicotine replacement therapy promotion began May 1 and will end when supplies run out.

We want Hoosiers who are addicted to nicotine to know that additional help is now available.

Smokers often try to quit several times before succeeding, but proven treatments and services are available that can improve your chances to quit for good. It's imperative not give up and keep trying to quit. We hope Hoosiers will take advantage of this opportunity for free help.

To take advantage of the free offer, those who use tobacco must enroll in the Indiana Tobacco Quitline, which provides a trained Quit Coach who will work with them to make a personalized quit plan. Online counseling is also provided. Once enrolled, participants will receive a two-week supply of free medication, including gum and patches.

Although it can be difficult to overcome nicotine addiction, tobacco users do quit every day. Today, there are more former smokers than current smokers nationwide. Surveys have found that nearly 88 percent of all cigarette smokers want to quit, and research shows quitting at any age has health benefits. Those benefits include:

- Lowering your risk for lung cancer and many other types of cancer
- Reducing your risk for heart disease and stroke
- Reducing respiratory symptoms, such as coughing, wheezing and shortness of breath
- Lowering your risk of developing lung diseases, such as chronic obstructive pulmonary disease
- Reducing your risk of infertility
- Lowering your risk of having a low-birth-weight baby

Counseling, including Quitline coaching, and medication are both effective in helping



JENNIFER
WALKER

people quit, and using them together is more effective than using either one alone. Medications help those who use tobacco quit by decreasing urges to smoke and easing withdrawal symptoms.

Smoking is the leading preventable cause of disease and death in the United States. Approximately 24 percent of Morgan County adults smoke, and smoking kills more than 11,000 Hoosiers each year. More than 330,000 Hoosiers live with smoking-related diseases.

This month the Centers for Disease Control and Prevention launched their seventh annual national "Tips from Former Smokers" campaign featuring real people who are living with the effects of smoking-related diseases and secondhand smoke exposure. To see this year's ads, go to <https://www.cdc.gov/tobacco/campaign/tips/index.html>.

Take the first step toward quitting smoking and get free help by calling the Indiana Tobacco Quitline at 1-800-QUIT-NOW or by going to QuitNowIndiana.com.

Visit us at www.readytoquit.org for more information.

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

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