

WHERE MORGAN COUNTY BUSINESS COMES FIRST

CANDY KITCHEN BUSINESS LEADER

MORGAN COUNTY

April 2019



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A SWEET CENTENNIAL

John and Pam Badger

The Martinsville Candy Kitchen celebrates 100 years of Business



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What will you do together?

You might think it odd that a blind woman can lead the way, but time after time Helen Keller's words ring true. She said: *Alone we can do so little; together we can do so much.* It is no secret that those are words that many small business people believe through and through. I know here at the Morgan County Business Leader we see how partnerships and corroborations expand the reach and success of businesses.

Our cover story on the 100th anniversary for the owners of The Martinsville Candy Kitchen celebrates more than the tradition of a much-loved institution on the square in Martinsville. John Badger promotes the success of the other businesses on the square and includes them in the celebration. He and wife Pam say that doing what is good for one business is good for all businesses and working together helps everyone.

Likewise, the owners of the new Alsup Flooring business, Tim and Lora Alsup find that supporting independent installers supports those businesses and also helps the Alsups build theirs. They say there is greater pride in a job well done by people who operate their own business. It is an example of a conscious effort of one business helping another to grow and be successful.

It is not only business that sees the collaboration between business, government agencies, and organizations is good for all. No, Julie Van-Winkle, director of Magdalene House has seen firsthand how collaborative efforts can raise people up to become better, more responsible, and contributing members of a community.



JIM HESS
From the Publisher

She sees how it can change lives – for the better.

The thing about working together is that it is not all giving, nor is it all receiving. It goes both ways. It feels good to give and support and contribute. It also feels good to know someone out there has your back and will be there when they are needed.

Take a few minutes to consider how you and your business could benefit from doing something together with someone else. You might just create something that is bigger than what you alone could create alone. It might be as easy as contacting me with the name of a business professional who has a great story to share. It might be reaching out or reaching over to toss out a new idea. Whatever you do, chances are good that Morgan County will benefit in some way.

Nature blossoms and new things sprout and grow in spring. What will you allow your business to sprout this spring?

BUSINESS LEADER[®]

MORGAN COUNTY

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Ephesians 2:10

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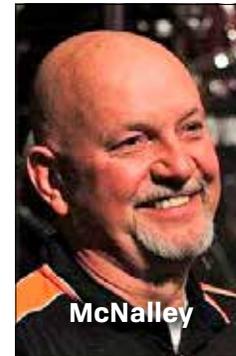
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Leading by example

There are children across Morgan County in need of positive, trustworthy adult role models to guide and encourage them as they encounter daily obstacles like poverty, homelessness, bullying, mental health, etc. Become a volunteer and you'll find helping becomes a blessing as these kids learn to become healthier and productive individuals at home, school and in the community. Just ask Neal McNalley, Co-President of the Boys & Girls Club of Morgan County Board of Directors as well as a volunteer for over 10 years.



McNalley

“The academic and social foundation taught at the Boys & Girls Club is outstanding as we give them opportunities to grow and successfully function,” said McNalley. “These kids are under many pressures and negative influences and need our love and encouragement. With the right influences, hopefully they'll want to become mentors in the future.”

While working for MCL Cafeterias years ago, Neal had a mentor in Steve Campbell, MCL's Chief Executive Officer. It was Campbell's genuine compassion and care for employees that inspired McNalley to make a positive impact in people's lives. “Steve showed a lot of grace and knew how to motivate people the right way,” added Neal.

Now that the Boys & Girls Club has moved to a new location, thanks to the generous support from Mt. Gilead Church, McNalley will use his hospitality experience to teach children how to cook nutritious meals. During the Summer, volunteers teach a Master Gardener program where kids learn how to grow food, a skill-set some of them may use in the future. “Many

of these children don't get hot meals at home and must rely on school lunches. If we teach them how to grow their own food and cook healthy meals, we're helping them fight obesity,” McNalley said.

Neal uses his enthusiasm for serving to encourage his employees at ServPro to get involved in the community. When his wife's civic group in Johnson County collected over 40,000 canned food items last year, Neal's employees distributed the items to 17 food pantries.

“It's a great feeling when you can help someone. The more you give, the more God blesses you, so you can keep giving,” McNalley added.

Prior to his volunteering at the Boys & Girls Club, Neal said he wasn't fully engaged in serving the community. It was his participation in the Morgan County Leadership Academy that changed his outlook and understanding on the purpose of non-profits. “I came to realize there were many people who didn't grow up in stable families, learn right from wrong or have opportunities to become successful. Non-profits exist to help raise productive members of society today and in the future.”

When asked how someone can start helping others, Neal had this to say, “Connect with the Community Foundation of Morgan County (CFMC) and you'll find plenty of opportunities to help. One act of kindness can change someone's life.”

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Eight steps for better engagement

Engagement, is this column about getting engaged? Shouldn't we have talked about this during the Holidays or even in February? Absolutely! But I'm talking about being engaged with your customers! Why? you might ask. A simple and practical answer, when your customers are engaged, they buy! It's just that simple. The more your customers engage, the more they buy.

Remember there are only four ways to grow your business...

- Get more clients – the most difficult and most expensive
- Get your existing customers to buy more – ancillary sales to the original sale
- Get your customers to buy more often – up sales and cross sales
- And the fourth... to improve on any of the aforementioned ways.

Here are some secrets to getting your customers engaged in your business.

- Hold an open house and invite your customers to attend.
- Publish and send an e-zine (like my weekly e-mail Throttle-Up Thursday) or mail a paper newsletter through the U.S. Mail, you cannot over communicate with your customers.
- Have an interactive on-line presence and be sure to monitor the activity.
- Use a survey either by mail, e-mail or in-store and tell your customers about it. The learn from it and share it.
- Make it easy for them to do business with you. Make no assumptions that they "know what to do" because a confused mind always says "No!"
- Tell you customers what you can do, not what you can't do.



JACK KLEMEYER
Business Coach

- Keep an ear open for their "pains" that you can solve or help them through.
- Tell your customers that you want to hear from them. Encourage feedback.

Let's talk about the eight simple secrets... When you commit to a schedule to publish an e-zine or paper newsletter, stay with the schedule commitment. Once you deviate from the schedule the impact will diminish and it will diminish fast.

Seriously consider having an interactive on-line presence. Your customers are talking about you whether you think they are or not. I assure you, they are! Have a place where your customers can talk and if they complain, respond appropriately. A Facebook Fan Page is a start for on-line presence. At the very least you should set up a "Google Alert" for your name, the name of your business, and possibly the name of your main products. Follow Mentos (@mentosUS) on Twitter and learn

from how they interact with their customers and fans.

When dealing with customers, it's important to never make assumptions that they know what to do or how to do something. Have a detailed plan, better in graphic form, to show them what you expect and how you expect it done. Dan Kennedy, marketing guru says "An educated client is the best client."

Tell your customers what you can do. Too many times I hear people tell a customer what they can't do and then try to recover from the customer's negative reaction. Let's say a customer asks for a product or service you don't have or don't provide... answer their request with, "I can get you..." followed by what you can do, what you can provide for them. From my experience not one customer will become upset or complain.

Just remember, an engaged customer is a buying customer! Strategize with your employees, your team, or close associates and discover all the ways you can engage your prospects and customers, write it down and then make it a practice, refine it until it's a best practice. Then discover how you can engage them more often. When you take the time to work on your business versus spending time in your business, you will be the beneficiary of the effort for a long time.

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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Magdalene House

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By Elaine Whitesides

Morgan County Business Leader

Every person has struggles in life. For some, those struggles include drug or alcohol addiction, which can lead to prison and homelessness and, eventually, to a life without hope. If the sun rises with no one and nowhere to turn to for support or guidance, people fall back into destructive habits and lifestyles. It is all they know. For a handful of women in Morgan County, there is a place to restore and build hope: Magdalene House.

Magdalene House is a program under the umbrella of Stability First. Stability First is a faith-based non-profit organization established to address multiple issues associated with poverty.

Magdalene House is a shelter for sixteen single women. Beyond having food and a bed, the women set goals and learn to manage the demands of life: cooking, housekeeping, laundry, work, budgeting, and more. The average stay is three to five months.

Julie VanWinkle became director of Magdalene House in November 2016. She is a soft-spoken, serious person who graciously accepts being called “the Enforcer.” The House operates within a strict structure and set of rules. It falls to VanWinkle to enforce the rules. Each resident meets with her on a monthly basis to review their status including goals and behaviors. Whether they can stay for another thirty days depends on the progress they make, and the commitment they have to moving forward. “They have to find their own way,” VanWinkle said. “We walk beside them to help them do what they need to do and give them the support they need to learn for themselves.” She works every day to find the balance between being “the Enforcer” and supporting them on their path to independence.

“The women come here broken down. They have been told they are worthless. Their families and friends have broken ties because of the choices they have made,” VanWinkle said. “Here we are providing structure, where they can develop skills for life and work so they can have a Stability Plan in place and be ready to be independent. If they do that, they are going to be more successful.”

The development of the director

VanWinkle grew up in a tiny town outside Effingham, Illinois. She married young and lived in a very abusive household.



Julie VanWinkle

“It was a self-harming situation and I eventually got divorced,” VanWinkle said. With two daughters, Brianna and Amber, to support, she got a job working third shift in a local factory. “It was good,” she said. “I grew and knew I was a good person.”

Later, she took a job as a server. She worked hard to become training coordinator. “It was rewarding to work with young people,” VanWinkle said, “I felt I was helping them grow. I felt as I grew in my job and faith that God did not make a mistake with me.”

That was where she met Jeff VanWinkle. He ate there every day over the sixteen weeks he was in the area working. She was not interested in a relationship, but they became friends. After he returned home to Martinsville, they met in Terre Haute to eat and talk. “It grew into something more as we both grew in our faith,” Julie said. She moved to Martinsville and they married.

“I wanted to be a part of the community and make a difference,” VanWinkle says about her arrival in Martinsville. She took a job at Goodwill. It wasn’t long before she wanted more and landed a job at Habitat for Humanity. “I loved working with families. It was wonderful to surprise them with the news that they would be able to purchase a home. I brought balloons and made it a big celebration.”

Then one day she was approached by someone saying they called to talk to her about a job at a new shelter for women, the Magdalene House. “I knew this would touch more people,” she said, “and I felt I would be good at it.” She took the job as director. Since that time, she has hired five additional house managers with a sixth in process.

How to help Magdalene House

Shortly after VanWinkle was hired, the sixteen beds filled up. The waiting list remains long. “The word is out that we are tough,” VanWinkle said. “To be here, the residents have to be committed to getting better and changing their lives.” Not everyone is a good fit for the program and participation is re-evaluated every thirty days. “We know it is working when we see them accepting responsibility and taking charge of their lives based on their behaviors.”

Part of the success of the program is due to requirements that residents find and keep jobs, do chores and perform community service. Local businesses and organizations provide job and volunteer opportunities.

Donations and the support of the community is critical. Groups hold drives for donations of work attire, hygiene items, cleaning supplies and food. Twice a year Stability First holds major fundraisers, a Gala in September and, in 2019, a 5K and Car Show in June.

There is a need for volunteers. “I ask people about their jobs or personal interests,” VanWinkle said. From their skills and interests, business people have helped set up the professional attire closet, done mock interviews, taught classes in budgeting, taxes, crafting and cooking. “These ladies need good role models who project things such as dressing or speaking appropriately.” Mentoring is powerful. A cup of coffee and conversation gives residents a chance to get a new and different perspective adding that a one-on-one experience is rewarding on both sides.

VanWinkle says she feels all her experiences have led her to the Magdalene House. “I love this place,” VanWinkle says. “I feel we have a good thing going here. We are changing life for one person at a time.”

Maggie Bags - Fashion with Heart

Stability First volunteer Susan Hobson had an idea about how to teach Magdalene House residents how to sew and some aspects of running a small business. A gifted seamstress and quilter, she showed them how to design, assemble, and sew reversible tote bags. They began selling them with all proceeds going to support Magdalene House. The Maggie Bags operation has grown to produce thousands of bags a year. The bags are available at a variety of local businesses as well as online www.maggie-bags.com.



Images Courtesy Julie VanWinkle, Magdalene House

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Virtual recovery program fills needed substance use gap

Your employees face personal issues that are often masked at work. Changing family circumstances, financial pressures and a host of other situations must be dealt with by employees, all the while maintaining a professional presence. Circumstances can become overwhelming and by the time the employer sees it through a personality change or in lost productivity, could mean the issue has entered a deeper phase.

Substance use is one of the most common problems facing employees. Addressing the growing epidemic in our communities needs to be a top priority. Morgan County ranks in the top 10 in the state in overdose deaths. Getting help at the right time when needed most is critical and a new virtual addiction recovery coaching program at IU Health Morgan is addressing the challenge. The new service provides around-the-clock access to peer recovery coaches for emergency room patients needing help with substance-use disorder and other addiction related concerns. The virtual service enables access to behavioral health expertise at a critical time for the patient. Clinicians in the emergency department are excited to see this innovative approach that provides around the clock access and intervention at a key time which is imperative to the recovery process.

Patients are assessed when they come into IU Health Morgan's emergency department as someone at high risk for, or struggling with, a substance use disorder. ED personnel will connect patients with the recovery coaches who interact live via video.



JASON KING
Wellness

The use of recovery coaches — all of whom are IU Health employees in active recovery from addiction — has proven effective in behavioral health treatment. The coaches aren't meant to take the place of Alcoholics Anonymous (AA) sponsors, counselors or accountability partners, but serve as a stepping stone by providing patients with resources to move them toward recovery.

Support does not end when the patient leaves the hospital. Recovery coaches follow up with individuals within 48 hours of initial contact and continue to provide additional resources as needed. Adding psychiatrists and advanced practice providers to supplement the peer recovery coaches and provide deeper levels of care for behavioral health patients is the next step.

No employer or employee is immune to life's unexpected pressures. While how each reacts may be different, having the best possible scenario for intervention and treatment is something that benefits all.

King received his Doctorate of Nursing Practice from the Indiana University School of Nursing. In service to his profession and community, Jason is an active participant in multiple nursing organizations local/regional/state boards and has garnered seven awards for nursing excellence. Jason has led day-to-day operations helping to transform IU Health Morgan into a successful outpatient facility. Jason has played a key role in developing and evolving of IU Health Morgan's success.

The use of recovery coaches has proven effective in behavioral health treatment. The coaches aren't meant to take the place of Alcoholics Anonymous (AA) sponsors, counselors or accountability partners, but serve as a stepping stone by providing patients with resources to move them toward recovery.

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that you can perform and a list that should be performed by a trained technician.

- Remove leaves and other debris from around the outdoor air conditioning unit
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- Replace the batteries in the thermostat (if applicable)

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- Thoroughly clean the outdoor coil
- Inspect the wiring for coating issues (mice love to chew on wires)
- Confirm electrical connections are tight
- Inspect motors, contactors, capacitors and other electrical components
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*Pictured from left to right:
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A S W E E T C E N T E N N I A L

The Martinsville Candy Kitchen celebrates 100 years of Business

By Elaine Whitesides

Morgan County Business Leader

You might already know that The Martinsville Candy Kitchen is celebrating 100 years of business this year. There will be a big community celebration on April 6, 2019 with kids' activities from 11 a.m. until 3 p.m. and an Open House at the shop at 7 p.m. True to form being an historic tradition in Martinsville, there are plans to have former owners there and lots of surprises.

You might also already know the history of the shop. Greek immigrant, Jimmy Zapapas opened the business in April 1919. He produced candy canes and other sweet treats. His original recipes as well as his original equipment and tools have been passed down from owner to owner through the years. The store has actually moved several times along the street on the square. Hundreds of families both local and from far away have made candy from The Martinsville Candy Kitchen, especially candy canes, a tradition stretching across generations.

What you might not know is that the Candy Kitchen came perilously close to closing its doors after 85 years. It was Martinsville residents John and Pam Badger that rescued the shop fifteen years ago.

How the Badgers came to own The Martinsville Candy Kitchen

Pam Badger spent years of her life as an interior decorator and dreamed of having a home décor shop. She and husband John looked for a location where she could open a shop, but nothing was available that fit her vision.

As members of the Morgan County Historic Preservation Society they were at a meeting when they heard that The Martinsville Candy Kitchen was going to close. The owners at the time wanted to get out of the candy business but couldn't find a buyer.

"We went to talk with her," John said. "She was selling everything; all the equipment, all the recipes, everything." They struck a deal and went to work with her for a month to learn how to make the candies.

"It's kind of funny," Pam said, "when we bought it, I thought he wanted it and he thought I wanted it, so we did it."



The Badger Family

"We didn't realize what we were getting into," John said. "The only thing I knew about candy was that it tasted good. We think the former owners had doubts we would be able to keep it running, primarily because we both had day jobs. They knew it would take more than evening work."

However, they did have families that jumped in when someone asked for help. The Martinsville Candy Kitchen under the Badger ownership has truly been a family affair.

"We come into the store after our day jobs," John said. "Pam makes the small candies and I make the larger ones. We do the paperwork and other administrative tasks at home after that. It's often ten p.m. before our day is done."

In addition to the five part-time employees, John, Pam, and other family members, John's mother, Agnes, worked at the shop every day. "She was 84 years old when she died and she never wanted to quit," John said. "She liked to

know what was going on." He also attributes her good health in later years to the fact that she stayed busy at the store.

"Having Agnes work here from day one was a lifesaver," Pam said. "We couldn't have done it without her." Siblings have stepped in to help when needed and have offered ideas, too.

Tradition runs deep in the Badger family. Father John is the fourteenth John Badger. He and Pam have two children, John (the fifteenth) married to Krissy, and daughter, Christian, married to Patrick Devlin. Their grandchildren John (the sixteenth) called Wesley, Tylan, Lilly, Kingsley, Regan, Christian, and Lane all started out as taste testers and have taken on a variety of roles over the years.

But it was more than having a candy business for both of them. "It was a store and it was a tradition and we didn't want it to close," Pam said. "Our history in this town was very important to us. We have lost so much already. We

Martinsville Candy Kitchen

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Hours:

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Tuesday - Friday 10 a.m. to 8 p.m.

Saturday 10 a.m. to 6 p.m.

Sunday 1 to 4 p.m.

didn't want to see it gone, too. It's our history."

Taking care of the business of candy

Shortly after buying the business, the Badgers spent a year remodeling a new and larger space. Besides increasing space, they added a large window where patrons could watch them making the candy canes. They moved in in 2007, just in time for the recession.

Christmas is the busiest time of year. It takes about two-and-a-half hours to make a batch of 200 candy canes. The first year as owners, they made 10,000 candy canes. Last year, they made more than 40,000. When you do the math, you see the number of hours this family puts into candy cane production. John says he comes in after finishing work for the day and works until two in the morning. Son John (the fifteenth) comes in to help as does grandson John (the sixteenth).

While it is not feasible to make candy canes any earlier than the end of October, they decided to begin taking orders in July. By doing that they accomplished three good things for the business. First, it improves cash flow during the slower summer months. Second, it allows them to plan for the busiest time of the year. "It also makes it so people are not disappointed when we sell out of candy canes," John said. "We are not mass manufacturers and people get angry when we run out."

Continued on Page 14

In the business of making feet happy

Alsop Flooring

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Tim and Lora Alsop

By Elaine Whitesides

Morgan County Business Leader

During the housing boom of the 1990s, Tim Alsop found his career. He had been working as a carpet installer and with the plentitude of work in new construction, he started working as an independent contractor for housing developers. His wife, Lora, managed the administrative work out of their home in addition to being a full-time mother for their children, Jonathan, now 26 and Shelby, now 22. “For me, it was the best of both worlds,” Lora said. “I got to stay with my children when they were little and contribute to our livelihood as well.” When the children started school, Lora took a full-time job.

As the boom receded and then turned into recession, Tim took a position as flooring manager with a restoration company. “It was good experience in learning to deal with insurance loss,” Lora said. “It’s really different whenever insurance has to be involved.”

Move to Morgan County

Tim’s family are long-time residents throughout Morgan County. “We always liked the quiet, home-town feel of Morgan County,” Lora said. About five years ago, the couple followed their hearts, purchasing a home in the country outside Martinsville.

Not only did they have a desire to move into the County, Tim wanted to go back to being self-employed. Lora says he has always been

a leader and never a follower. “He has always wanted to forge his own path,” she said. When Lora had the opportunity to take an early retirement with a buyout, there was no question what they would do. After that decision was made, they began looking for a location for Alsop Flooring to set up shop. “This was having the right opportunity at the right time,” she said. They soon opened their doors to the public.

The return to small business ownership

They quickly settled back into the same roles. Tim taking care of sales, measuring, checking for repairs and making sure the installers do a great job. Lora handles phone calls, sets appointments, and manages the books and paperwork.

Another big difference from their original foray into small business ownership is the number of employees. “We had lots of employees and more work than people to get it done,” Lora said. This time they are starting by contracting installers. “Sub-contractors have a ‘this is my business’ attitude and take more pride in the work they do,” Lora said, adding that that is important to them as it reflects their business.

Instead, the couple is investing in a store front. “I like having the store with the samples,” Lora said. “It is much easier to interact with the public. Plus, we like having a different place to come to work,” she added.

Being the owners means they can provide the products and service of their choice

Alsop Flooring offers all types of flooring including laminate, hardwood, carpet, tile, vinyl composite tile (VCT) for both residential and commercial interior and exterior needs. All estimates are free.

The couple agrees that business owners are smart to do what they know. “We have done flooring for almost 30 years now,” Tim said. They have extensive knowledge, experience, and contacts in the industry. They agree that flooring is still what they want to do.

Lora says flooring is way prettier than ever. “There is so much you can do with flooring,” she says. “You can even put it on the walls.”

Tim says he likes the variety. “Even though it is all flooring, the job is different every day,” he says. Some jobs are creative such as the one where they used a variety of carpets in different colors to create a rainbow that passed through both sides of a glass wall. Others are not so easy like when flooring is solidly glued down and requires a lot of hard labor getting both the original flooring and residual glue up in order to put down the new flooring. Either way, it is an accomplishment they say makes them proud when it is done. And the best part, according to Lora, is how excited the customers are with their new flooring.

If there is one bit of advice the Alsops give to prospective customers, it is to be sure the choice they make is suitable for their family situation, and that they will love it for a long time. Lora says flooring is not something people change often. “Take a sample and look at it in the light, day and night. Take it, look at it, sit on it, whatever you need to do,” Lora says. “Don’t settle and then be unhappy with it because you are going to see it every single day for years to come. We want you to love it.”

Social media for marketing

Together they are tackling a new responsibility this time around: marketing. That means social media. They set up a Facebook page and have been surprised with the early results. “We have already gotten calls and jobs from posts we have put out on Facebook,” Lora says.

She says it is a good platform to show the different custom work they can do, as well as focus on the messages that are important to them such as quality of products and excellence of service.

Ready for new chapter of business

“We moved to Martinsville and decided we have a great home,” Lora said. “We decided it will be the place for a great business, too.”

Lora says that Tim’s experience with insurance claims makes them uniquely qualified to help homeowners with the challenges of dealing with insurance and claims because of the common flooding issues in home and basements. “We are very happy to be back in business for ourselves again,” Lora said. “We welcome the opportunity to get busy ‘Making Feet Happy’ across the Indianapolis area from here in Morgan County.”

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Practice makes perfect ... or at least prepared

My 7th grade son came home a few days ago and told my wife and I that they'd had a drill at school to prepare for an active shooter situation. The school had done a great job of notifying parents in advance that this drill was going to take place, so we weren't caught off guard, but it's still a sad reality that our schools have to prepare for situations like this. "Back in the day" all we had to worry about were fire drills and tornado drills.

Think back to those days in your own life. What did they include? There was a map hanging on the door that told you how to get to safety. The teacher talked about what to do if the alarm went off. But even with all this head knowledge and planning, the alarm would still go off every few months and the entire school would go through the motions of an actual drill.

Over the last 3 months I've written about disaster preparedness and business continuity. We've covered this from a high level and touched on backups, redundancy, and the reliability of cloud-based services. Many of these practices are straightforward to plan for and implement, but is that enough? Using the school fire drill analogy - how can we put these plans into practice using drills, tests, and practice scenarios?

Having knowledge that your data is backed up to the cloud is great, but when your server crashes and you're told it will take a week to download all of that data back down or that you need to pay an extra \$5,000 for expedited service from your provider, will you be caught off guard? The same head knowledge goes only so far in day-to-day scenarios... how will your business continue to operate when the internet goes down? Do you send everyone home or ask employees to use their personal hotspots?

The best strategy is only as good as its ability to be executed. It may seem like a costly and time consuming effort, but a business continuity plan that includes an annual drill can spot-



**CHET
CROMER**
Technology

light weak points that must be corrected, pain points that may simply have to be lived with, or even areas of overkill where resources can be redirected.

As we wrap up this series on disaster recovery and preparedness, I'd encourage you to reach out to your technology partner and ask them how they'd like to put their plan to the test. These teams are often asked to trim all the excess they can from budgets, and practicing a plan they hope to never need is one of the first things to go. Providing some resources to put the plan to the test not only builds confidence but can also save large amounts of downtime and unexpected expense down the road.

As always, I welcome your questions and feedback on these columns. If you have a plan you'd like reviewed or don't have a plan at all, give us a call. We'd love to help you bring more stability to your business technology platforms.

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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Can you help tobacco users quit?

Helping employees quit tobacco use will save money and save lives, but what's an employer to do?

If you have been following my articles in the Morgan County Business Leader magazine, you already know the benefits of offering tobacco treatment through your health insurance plan, how the Indiana Tobacco Quitline can be utilized for cessation help and more. But, did you know that employees who smoke just one pack of cigarettes a day spend over \$2,000 annually on their habit? You could be helping them realize a huge savings if they quit.

Remember these two numbers: 80 and 8. Nearly 80% of employees who smoke want to quit, and it takes an average of eight attempts to be successful in quitting. You read that correctly – eight attempts! It's easy to understand why employers and healthcare providers sometimes feel it's hopeless to help tobacco users quit and maybe even get a little frustrated when an employee quits, then starts the habit again. Why is that? Addiction to nicotine (including vaping, smokeless, etc.) is more difficult to break than heroin. A bit eye-opening, wouldn't you say?

But, it's not hopeless. We are seeing success stories, one at a time. Yes, it's slow, but there is hope and you can help create a plan to ensure success for your employees. For inspiration, watch this short video: "Smoke Free Lisa's Journey" <https://youtu.be/oVFUhpG24eI>

Employers who implement evidence-based cessation programs often see success. Employers may refer tobacco users to the Indiana Tobacco Quitline or a local resource such as hos-



JENNIFER WALKER

pital programs and the Morgan County Health Department's classes.

The free Quit Now Indiana Preferred Employer Program gives companies proven, professional resources to help employees kick their addiction to tobacco. Quit Now Indiana offers materials to educate employees about the value of quitting and the Indiana Tobacco Quitline.

Visit this link to order free educational and free promotional materials such as posters and palm cards to distribute at your place of business: order.free.promotional.materials. These materials, including posters and palm cards, are available for free. Refer employees to 1.800.Quit.Now. Professional Quit Coaches® will help them quit at their own pace. No lectures. No pressure. No judgments. Just free help. Do it today.

For more information, please visit our website at www.readytoquit.org or email Jennifer Walker at jennifer@readytoquit.org. If you're ready to quit, call 1-800-QUIT NOW (800-784-8669). It's FREE! 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.

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Franciscan Health Mooresville Joint Replacement Program Rated Best in Indiana



Franciscan Health Mooresville has been named the No. 1 hospital in Indiana and No. 6 nationally for medical excellence in joint replacement care. The 2019 ratings come from CareChex®, an information service of Quantros, Inc.

The 2019 ratings come from CareChex®, an information service of Quantros, Inc. The hospital earned similar ratings in 2018.

The rating system is designed to assist hospitals and healthcare systems in improving the quality of inpatient care and promoting clinical excellence to patients, payers and employers. It marked the second consecutive year the hospital's joint replacement program has held the top rank and been among the nation's top 10.

The Mooresville hospital is home to the inter-

nationally known Center for Hip & Knee Surgery (CHKS), which has served patients for more than three decades. The Center performs about 2,500 joint replacements each year, treating patients from all over the nation and the world.

Surgeons at the Center are Anthony W. Fehner, MD; Robert A. Malinzak, MD; John B. Meding, MD; and Timothy J. Williams, MD, JD. They lead a team of advance practice providers and support staff at offices in Mooresville and Carmel.

The Center recently was recognized as one of the "100 Hospitals and Health Systems with Great Orthopedic Programs" by Becker's Healthcare. It also has garnered the Aetna Institute of Quality Orthopedic Care Facilities Award for Total Joint Replacement.

To learn more, visit FranciscanHealth.org/CHKS.

First time business travel tips

Congratulations, you've just been assigned your first business trip. You are heading off on your ownwelcome to the club of being a corporate traveller. Now it's easy to get excited and treat it like a vacation and you may be thrilled for an exciting adventure, how do you make the trip go smoothly, from ticket booking to expense report submission? Mastering the art of successful business travel can be daunting. Travelling for business can be a chore but there are a few tips and tricks you should learn:

1) Packing: Even on your vacation you'll most likely forget something so make packing easy. It's one of the ultimate top tips when travelling on business! Your brain will naturally be all over the place thinking about meetings and what you need to do when you arrive. A week before you fly, write a list of everything you need and don't over-pack. Remember to be sensible with what you pack.

2) Coming and going: International travelers need a current passport with at least six months until expiry. And there can be more requirements. Do you need a Visa or other authorizations? Do you have the right type of Visa for business travel? There are many potential paperwork disasters lying in wait at immigration. Check with your Travel Manager or travel agent – they are experts in what you will need to enter, and sometimes exit, foreign countries.



WILL GOTT
Business Travel

3) Travel in comfort: If it can be avoided, never check luggage. Bring a roller bag and a laptop bag for under the seat. Make sure your phone, etc. are charged before the flight. During the actual travel experience, try to eat healthy before, during and after. I cannot stress this enough: Salad, juice, fruit, veggies and tons of water. Additionally, automate all frequent flier numbers online and sign up for hotel points get airline status where you can and TSA Pre-check status or global Entry if applicable. lastly, do not sit next to your co-workers on the plane, especially your boss. It can be tempting, but it's super tacky to have business conversations in public. Use the plane ride to gather your thoughts, focus on trip goals, catch up on email or read.

4) Going long haul: If you're traveling to a

vastly different time zone, try to sleep in the night time of that zone prior to takeoff. Body clocks are hard to reset and it is better if you can do this on the flight. while sleeping in Economy Class can be a challenge, earplugs, noise-canceling headphones and Shiraz may help. If your business meeting is crucial, stumping up for a Business Class fare is never a bad option.

5) Got cover? Travel insurance is essential, especially for overseas trips. An annual policy for worldwide cover is tax deductible, not prohibitively expensive and you won't have to remember to buy a new policy for every trip. Check the current risk assessment of the country you're travelling to and ensure your policy covers that region. If you are concerned or unsure then contact a Travel Agent.

6) Lounging around: Airline lounges can reduce the stress of flying and lift you out of the chaos of the main concourse. Walk into peace and quiet, showers, decent food and drinks for free. Business Class fares generally include lounge access but some are available for a fee. Getting some last-minute work completed before your business flight in an excellent environment. And there is no better place to be if you are riding out a delay.

7) Making the most of your week: Focus on what you are there to do. Don't sight-see, try all the restaurants, etc. if it will get in the way

of your work. Try to stick to your regular diet. If you regularly exercise, keep it up. A normalized routine helps. Set times to call home, Skype with kids, etc. It's also important to know your company's per diem and what is covered. Movies? Room service? Minibar snacks? Taxis? Dry cleaning? If it's covered and it will help you be more efficient, use it that's what it's for. If possible, request a corporate card to avoid expense forms. When visiting an office or client, make the most of being face-to-face and integrate yourself into your hosts' culture. Whether it's a client, partner or even a different office of your firm, remember that you are a guest.

8) Make notes of your trip everyday: It might seem like a boring task, but it is one of our top tips for business travellers. It's very easy to forget key details that are very important and will be valuable to your company when you come back. Before you head to sleep, open up your laptop and start writing notes of your day; write up any business meetings and keep it safe.

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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It's Hard To Stop A Trane.

The Badger family has expanded candy canes into other holidays such as Valentine's day (hearts), St. Patrick's Day (shamrocks), and Fourth of July (stars). They make other sweet treats like suckers, caramel apples, and persimmon pudding in the fall and divinity eggs at Easter.

Chocolates, including sugar free candies, are available in an assortment of flavors. "Times change and we have to change with them," John said. He says that they have added many different flavors and different sweets treats such as pies and cookies, which are baked by daughter Cristian. "It took three years before the pies caught on," John said. "We took what was left on Sunday to our weekly family gatherings at my mom's house. We ate a lot of pie."

It was when they started posting pictures and making comments about pie on Facebook that it really took off. "The last couple of years we have been making a major push on Facebook," John said. "Cristian does most of it and it has made a world of difference for us."

In addition to ice cream, sodas, and phosphates, custom candies and candy canes are available by special order for events like weddings, birthdays, school and business events. Boxes of chocolates are favorite holiday gifts.

For the community

As downtown business owners, and also as members of the Morgan County Historic Preservation Society, the Badgers saw that



the downtown area needed rejuvenation. They were part of the group that started Rediscover Martinsville. "We got involved to help the downtown," Pam said. "We knew that it would benefit all of the businesses, and we need to attract more so everyone could do better." The organization was chartered in 2008 and is one of more than 100 Main Street communities statewide. They have worked to enhance the

downtown area and bring events such as the Martinsville Cookie Stroll to the community.

John is currently the president of Rediscover Martinsville. "I look to see how I can get others on the square involved," John said. "People might not come downtown for one business, but with other businesses open and around, we can promote each other."

His mission to bring more to the downtown

includes the 100th anniversary celebration. He has included other businesses in the celebration by offering wooden nickels for business owners to give away to patrons with a purchase designated by the business owner. The wooden nickels are then redeemable at The Candy Kitchen for a free scoop of vanilla ice cream during the anniversary event.

The future of the Candy Kitchen

John is eyeing retirement, at least from his day job. He said he looks forward to retiring and being in the store because it is his idea of fun. Pam said, "He really wants it and enjoys it so much."

The couple is also excited that their children and grandchildren are interested in continuing the tradition of The Candy Kitchen. "They have heard and seen the tradition of people coming in. People from Martinsville and from around the nation who have moved away and find us here when they return to visit thanking us for keeping it open. We are hoping to see 125 and 150 years under the Badger family," John said. "Grandson Wesley (John the sixteenth) has called himself CEO for a while."

According to John it is really important such a historical business remains open in the community. The Badgers say getting it to a hundred years is a big accomplishment for them.

"It's been a long-time tradition and part of so many fond memories for people," Pam said. "It's a part of the history of the town. It is who Martinsville is."

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IU Health Morgan launches virtual addiction recovery program



Indiana University Health

This week, Indiana University Health began providing a new virtual addiction recovery coaching program with IU Health Morgan. The new service provides around-the-clock access to peer recovery coaches for emergency room patients needing help with substance use disorder and other addiction related concerns. The virtual service enables access to behavioral health expertise at a critical time for the patient.

“Our clinicians in the emergency department are excited to see this innovative approach to helping with the addiction problems this state is facing,” said Cheri Hobgood, MD, FACEP, an IU Health emergency medicine physician and chair of the Department of Emergency Medicine at Indiana University School of Medicine.

“Addressing the growing addiction problems in our communities is a top priority,” added Jason King, Chief Operations Officer/Chief Nursing Officer at IU Health Morgan. “Around the clock access and intervention a key time is imperative to the recovery process.”

New care model

Use of virtual recovery coaches began late last year as part of IU Health’s response to a growing need for behavioral health services, including opioid addiction, across Indiana.

“Peer recovery coaches provide a lifeline of hope to those suf-

fering with Substance Use Disorder (SUD),” said Stephanie Berry, director of behavioral health at IU Health. “By offering access to recovery coaching services virtually, hope can be available 24-7 for patients with SUD at our IU Health hospitals.”

Patients will be assessed when they come into an IU Health emergency department as someone at high risk for, or struggling with, a substance use disorder. ED personnel will connect patients with the recovery coaches who interact live via video.

The use of recovery coaches—all of whom are IU Health employees in active recovery from addiction—has proven effective in behavioral health treatment. The coaches aren’t meant to take the place of Alcoholics Anonymous (AA) sponsors, counselors or accountability partners, but serve as a stepping stone by providing patients with resources to move them toward recovery.

“I have experienced life as a person in active addiction and now am living in long-term recovery,” said Sarah Stillerman, a recovery coach working in the new hub. “It’s important that our patients know that. We’re here to remove barriers, provide hope, and help them find a pathway to recovery.”

Expansion of services

Support does not end when the patient leaves the hospital. Recovery coaches follow up with individuals within 48 hours of initial contact and continue to provide additional resources as needed.

IU Health plans to expand virtual coaching services across its 16-hospital system over the coming months while also adding psychiatrists and advanced practice providers to supplement the peer recovery coaches and provide deeper levels of care for behavioral health patients.

Community Foundation of Morgan County receives \$1 Million Lilly Endowment giving Indiana funds for tomorrow grant

Community Foundation of Morgan County (CFMC) has received a grant of \$1 million as part of Lilly Endowment Inc.’s seventh phase of its Giving Indiana Funds for Tomorrow (GIFT) initiative. With GIFT VII, Lilly Endowment is making up to \$125 million available to help Indiana community foundations strengthen the towns, cities and counties they serve.

Community Foundation of Morgan County can use this matching fund grant to build our financial assets and support our charitable activities. At least two-thirds of the matching fund grant must be designated to support the growth of Community Foundation of Morgan County’s unrestricted endowments, which over time will provide flexibility to help the foundation to meet community needs. Lilly Endowment will provide \$2 for every \$1 contributed to Community Foundation of Morgan County’s unrestricted endowments during the matching period, March 1, 2019, through December 31, 2020.

Community Foundation of Morgan County may choose to designate up to one-third of the matching fund grant to support the foundation’s own operating needs or specific community or charitable projects. Lilly Endowment will provide 50 cents for every \$1 that Community Foundation of Morgan County raises during the matching period for these purposes.

“This wonderful matching gift will provide a unique opportunity for our community. Together, we can join our friends and neighbors to impact the lives of our fellow Morgan County residents.” Ed Kominowski, President, CFMC



The Community Foundation of Morgan County (CFMC) was founded on January 5, 2000, in a partnership with the Mooresville Community Foundation and Morgan County Community Foundation. The historic

Academy Building on the Newby Campus in Mooresville was CFMC’s original location. Every year, CFMC distributes thousands of dollars in grants and scholarships to local nonprofit organizations and students. We also collaborate with other nonprofits on major initiatives to improve our community.

The mission of CFMC is to connect donors and their charitable giving with our evolving community needs in order to enhance the quality of life for current and future generations through impact grant making. The vision of CFMC is to be the philanthropic leader and a catalyst in order to maximize available resources in our county.

The GIFT initiative is part of Lilly Endowment’s grantmaking to strengthen Indiana communities and has been a priority of the Endowment since the first phase of GIFT in 1990. The initiative’s primary aim is to help Indiana community foundations develop the philanthropic capacity to identify, prioritize and address local opportunities and challenges.

To encourage the engagement of Community Foundation of Morgan County’s board of directors, the Endowment also will award an additional \$100,000 unrestricted grant if the foundation achieves 100 percent financial support from our board members during the period January 1, 2019, through June 30, 2020.

Networking opportunities

Rotary Club: 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.

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.

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

Martinsville Noon Lions Club: Meets every Wednesday at Noon at the Wilbur Kendall Room at Morgan County Fairgrounds. For more, visit facebook.com/martinsvillenoonlions

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

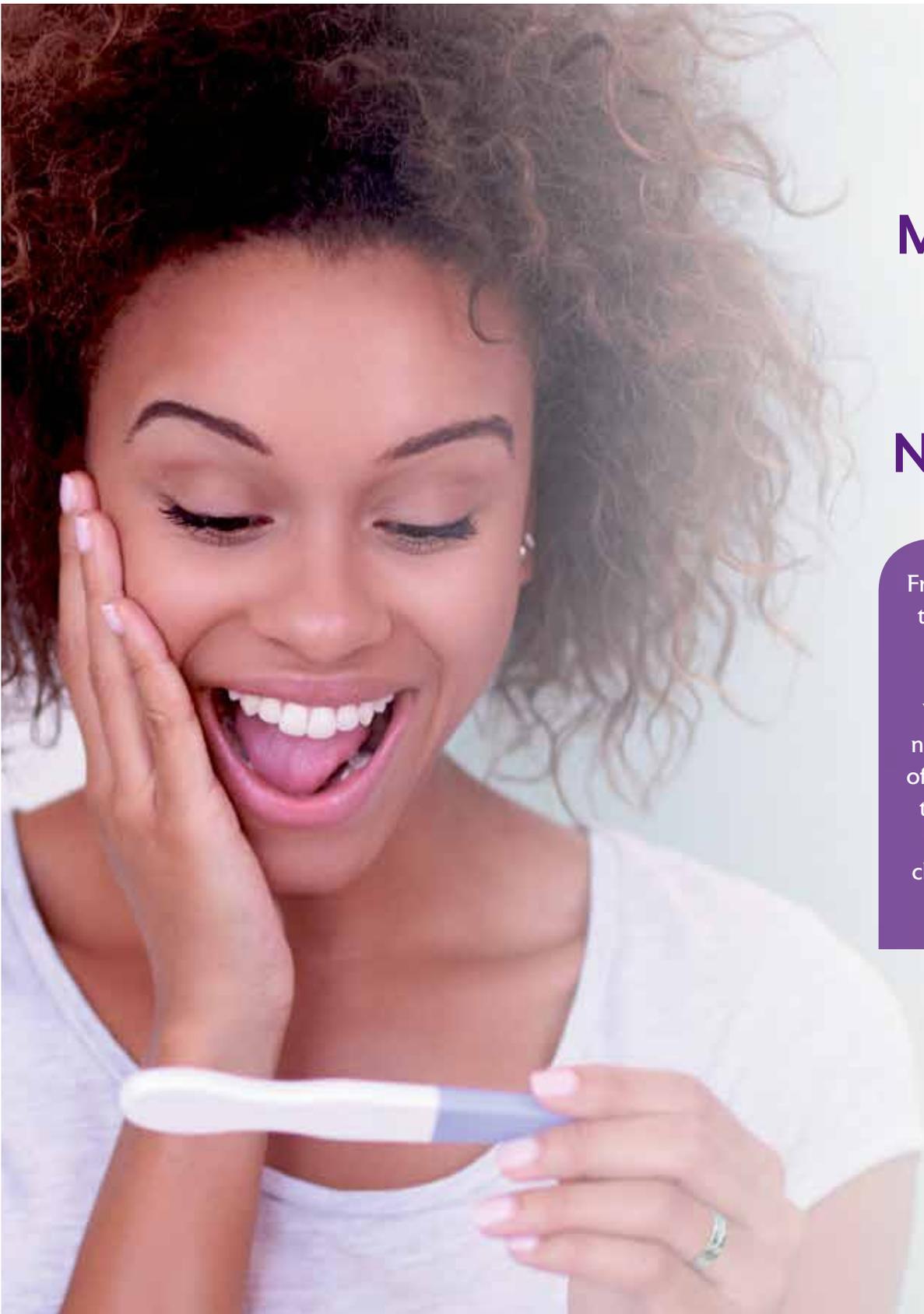
Morgantown Merchants Association: The Morgantown Merchants Association meets at the Fire Station on dates to be announced. For more information call Sharon Zimmerman at the Stitchery Mill at 812-597-5997 or on www.MorgantownIndiana.com.

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.

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 Coffee Connections: 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.



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Erin Neu, RN
OB Nurse Navigator