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BUSINESS LEADER

MORGAN COUNTY

December 2019



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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/martinsvillenoollions

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.

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.

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.

Join us for Coffee with the Martinsville Chamber. An informal hour every 4th Tuesday of the Month from 8:00 - 9:00 am at The Main Connection 460 S. Main St. Martinsville. For more info: martinsvillechamber.com

QUOTE

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- Winston Churchill

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So, What is Christmas?

About this time each year, something begins to happen to us. A most predictable transformation occurs. You may be starting to feel it even now. While driving home in late November, as dusk sets in on shortened afternoons, you may notice some colorful lights strung, or a decorated Christmas tree propped up in window. An air of festivity begins to drift into our homes and businesses, a sense of celebration felt no other time of year.

Indeed, shortly after we rake the last of the leaves, we begin to hear a lift in everyone's voice. We hold the door for each other a bit longer than we did in September, we pause in the driveway and say hello to a neighbor, and we chatter excitedly as the first flakes of snow dusts the sidewalk. Music filled with love and joy begin to move through cities and towns all across the country, songs that have been heard for over a hundred years, their familiarity never worn thin, their melodies carried with us since childhood.

One writer has summed it up: "At Christmas play and make good cheer, for Christmas comes but once a year." All the while knowing that come January 2nd, life will return to normal.

So, what is Christmas, really? Is this fleeting date on the calendar, which is ushered upon us so quickly to make good cheer, going to usher us again to the long wait until next year? Are these things that we feel only the shining of the silver and a toasting to imagined ideals? Is



JIM HESS
From the Publisher

it all just a time to play?

Or is it something else? Could there be something more behind what we so easily sing of - peace on Earth, the first noel, and herald angels? Kindness, merriment, and festivity. These are the results we see and feel, and it certainly is contagious. But the cause is not in the calendar, the cause is in the Christ-Child, this One who came to us offering not a season of bells, but an eternity of the richest blessings and ultimate peace.

It is a gift that is given to anyone, any day of the year, anywhere.

Another writer's words capture this: "And the angel said to them, 'Fear not, for behold, I bring you good news of a great joy that will be for all the people. For unto you is born this day in the city of David a Savior, who is Christ the Lord.'"

Have a wonderful and Merry Christmas.

BUSINESS LEADER

MORGAN COUNTY

"Declaring the good works being done"

For we are God's handiwork, created in Christ Jesus to do good works
Ephesians 2:10

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The cover celebration: Making connections and celebrating success



Jim Hess and B.J. Pendill



Jim Hess and Jen Staggs



Jim Hess and Matt Litchfield



Jim Hess with Phil and Alex Fred



Jim Hess and Troy Bryant

By Jim Hess

By now, if you are a regular reader of the Morgan County Business Leader, you know how much I appreciate the opportunity to share the good news about the people and ideas in the business community of this county in this publication. Bringing their stories into the sunlight not only shows what is happening, but what is possible with great effort, unending passion, and the desire to improve the community, not just for one, but for all.

The Cover Celebrations provide a little time to personally meet and celebrate yes, the business people featured on the covers of the Business Leader, but also everyone else who works and plays here, too. We try to introduce people, as well as venues and other businesses offerings to the community. You never know when a new contact will make a difference in your work. I have been told

time and again that the connections made during a Cover Celebration conversation are important and expand the network that supports and encourages the work we all do every day.

Sponsored by Legacy Business Consultants, the Fall 2019 Morgan County Business Leader Cover Celebration was held on November 19th at Bran N Shorts in Mooresville. The business leaders featured on the previous six covers were presented with a framed copy of their cover page and given the opportunity to share their comments.

The Cover Celebration events are always filled with good people sharing good news, good business, and camaraderie. As always, new connections are made and relationships are strengthened over food and drink. I hope you have the opportunity to join us at the next Cover Celebration in the Spring.

What about your plays that need tweaking?

In creating your Winning Game Plan, you first work on the plays that are working. You focus there first so you can be intentional about doing them and keeping those plays working correctly. Many times we focus too much on what's not working and forget or neglect what actually does work. Consequently, we stop or do less of the plays that actually work.

Remember to focus on your strengths and manage your shortcomings through other people, systems or focus. Unfortunately, too many people spend time energy and money in attempt to better what they're not good at doing, this pattern only drives our results downward creating a less than successful outcome.

But, what about the plays where we need help, the ones we don't do well or don't do at all? We do have to pay attention to them so we can improve our overall game.

Here's how you work on those plays that need help, don't work or you're not doing...

First identify the plays (things) that need tweaking. Here's an example to make this point more clear. Let's say there's a golf player who wants to play in the PGA. We first identify what plays work and let's say we have identified the plays that worked as;

1. Shots inside 3 feet and our desired outcome was to make 90% of those shots.



2. Reading the greens and our desired outcome was to be 100% confidence in our ability in reading the line (the trajectory the ball will take after being hit).
3. Our pre-shot routine and our desired outcome was to be able to keep our emotions consistent.

Next we identify the plays that need tweaking. The plays for our example that need tweaking are;

1. Long shots

"Once you discover the answer, you can congratulate yourself..."

2. Sand shots
3. Downhill putts

The question to ask as we look at these "need tweaking" plays is: "What am I thinking as I take the shot?" I call this "the spirit of the play." Remember from my signature talk "The M.F. Factor, Not what you think..." that our thoughts (thoughts to feelings) lead to our actions and our actions lead to our results.

If these were plays that didn't work in your golf game you might answer, "I think I stink at sand shots." Or maybe, "I've never been any good at sand shots!" With that as your thinking, imagine what your actions and thereby your results might be... I'd say not too good wouldn't you? By asking the question "what I am thinking about the play" there is a very important point that's critical to changing your game, raising your game, and that is this, the tweaking starts in the thinking not in the actions!

Once you discover the answer, you can congratulate yourself in taking first of three steps to correct it or any self defeating thought.


Here are the three steps;

1. Recognize your thinking
2. Refocus your thinking – Change your thinking or if you can't change it, change the way you think about it.
3. Create a new routine (a new habit) to correct it.

Changes from "I stink at sand shots..." to "Hit the sand 2 inches behind the ball and the momentum will carry the ball onto the green." Then every time your ball lands in the sand trap you can begin to focus on your form and your self-talk reinforces what works.

That inner voice is the "Monkey on Your Back" and the best way to reduce that dang monkey's affect on you is to literally say, "Get off my back!" That can be a trigger or anchor to let you know you need to change your thinking. We'll talk more about Triggers and Anchors later in this space.

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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Happiest season of all

The song writer called Christmas "The hap-happiest season of all". Most people have a bit more spring in their step, a twinkle in their eyes,



Jod Woods

and find it even easier to smile and be kind to others during the Christmas season. What makes this time of year so "happy"? Why do some fail to find joy during this season, or any other season, for that

matter? The happiness and joy of this season comes from a giving heart. We have all heard quotes such as It is better to give than to receive or Happiness doesn't result in what we get, but from what we give. Until we embrace this "giving" mindset, we will always be searching for joy and happiness. The size or price of a gift is not as important as the size of the heart from which the gift is given. We have all been given gifts and talents from God. How we use them to give to others is what truly creates the HAPPIEST SEASON, that can last any year.



Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or JodWoods@EconomyHVAC.com.

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Martinsville Celebration Destination

Celebrations Boutique

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Kit Stuard, co-owner
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By Elaine Whitesides

Morgan County Business Leader

What do you get when you put together two ladies who make friends everywhere, exude energy and excitement for life, possess business and organizational skills, and have a love for their hometown? You get Celebrations Boutique in Martinsville.

Carla Weber and Kit Stuard opened the shop in 2019. Morgan County now has a bridal shop.

Both Martinsville natives, the pair met through friends. As they led all the party planning for the social group, they discovered commonalities, in not only their personal traits and lives (Weber and her husband, Paul, have three children; Tyler, J, and Kaitlin. Stuard and her husband, Tony, have four children; Kacy, Lindsey, Ariel, and Jesse) but also in their dreams and aspirations.

“We shared our dreams and talked about all sorts of things,” Stuard said. “We both wanted to one day have our own business and be our own boss.” The longer they talked and planned parties together they realized their talents complimented one another. They saw a partnership at some point in the future. Often they walked the square to muse about how and where they could put their dreams into action.

Suddenly, opportunities fall into place

Then opportunity surprised them. “We were walking downtown and stopped to talk to a guy working in the building,” Stuard said, “The tenant was moving out and when we heard the rent, we decided we could do that.” At that moment, Celebrations Boutique was shot out of the cannon of dreams and four months later, opened on Main Street.

Since they had been talking about it for more than a year, plans were ready to implement. They envisioned a consignment shop to sell pre-owned wedding gowns and provide event rentals. That changed when they contacted a local wedding dress



Carla Weber and Kit Stuard

designer. They met and established a business relationship and agreement to sell new, off the rack, designer wedding gowns at significant discounts. “The whole thing was a God wink,” Weber said. “You can’t be afraid to reach out and take chances,” she said, “this one really paid off.”

Their concept changed to offering new bridal gowns and expanded into full-service event planning. In the boutique, shoppers find affordable, new designer gowns, event rentals, artificial flower arrangements and bouquets, and other accessories. Clients get the amount of assistance they want with planning and coordinating the event details.

Event planning is not limited to weddings. Celebrations will plan events for weddings, birthday parties, and showers as well as corporate events such as grand openings, VIP events, employee or customer appreciation and holiday parties.

Celebrations focuses on the needs of Morgan County residents

Their business decisions are based in what they see needed in Morgan County. Weber and Stuard saw that brides had to leave the county to find a wedding dress and the cost was often out of reach.

They realized many couples opt for a civil wedding at the county building. To provide another option, Stuard has become an ordained minister. With a 24-hour notice, a couple can choose from three packages to have a special wedding at the Celebrations Boutique. “It’s an option between the courthouse and a traditional wedding,” Stuard said.

This new wedding option represents the reason both wanted to be business owners. “We have free rein to be us,” Weber said. “While others are working 9 to 5 in a constant routine, this gives us the opportunity to discuss ideas, talk them through, and act if we decide to.”

Building the business

“The idea for the business wasn’t impulsive,” Stuard said, “pulling the trigger was. I think we needed to be impulsive because we would have thought about it too much and too long and gotten afraid to do it.”

Their quick decision kicked off a whirlwind of activity to

open the shop in four months. Currently, they set goals a day at a time. Initially, there was no time to set a plan for the future. “There is so much energy getting it off the ground,” Weber said, “It’s not realistic to plan outside getting started.”

However, they took the time to establish standards for the business. Their aim is for Celebrations Boutique to be a celebration destination that provides a quality product, an excellent experience, and great prices.

The partners talk through decisions and take advantage of the skills each has developed professionally. Along with her experience and love for sales, Weber is naturally talented doing the creative work such as floral pieces, marketing, setting up displays, and decorating. She also oversees the website and digital work. Stuard applies organization and administrative skills she learned from being a medical assistant, office manager, and preschool teacher, to take care of bookkeeping, product research, and ordering. She also did the research and set up the business. Multi-taskers, they work as a team on event planning and sales in the shop. Already three part-time employees have been hired for the retail shop.

The local business community

Becoming a part of the downtown business environment has been a good experience.

“Downtown Martinsville is really coming to life,” Stuard said, “and we wanted to be a part of that and bring something to our hometown.”

“We are all a resource for each other,” Weber said. “We can refer locally instead of sending business outside the county.”

They agree that being business owners has been better than expected. Weber said, “The moment you put a gown on a bride and tears start flowing you know you are helping someone prepare for a life-altering event.”

“I feel excited about what I am doing,” Stuard said. “There is lots of variety and I am never bored. We are here to help every client navigate through events and make the process easier and less stressful for them. We want to do whatever we can to help the people in our community celebrate the most significant times in life.”

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So what's with all this bullishness all of a sudden? Dow 30,000 soon?

Way back in the summer of 2016 a client sat across from me and said, "I think the Dow is going to 20000." This was mid-summer when the Dow was hovering around 18000. This was also when conventional wisdom very much thought Hillary Clinton was going to be our next president. At the time, I thought, "Sure. Dow 20000 is likely but not for at least a few years down the road. Maybe around 2020 as President Clinton's 1st and likely last presidential term would be winding down. I didn't think the economy and stock market would respond any differently to a Clinton (Hillary) presidency then it did to an Obama presidency... anemic economic growth resulting in anemic stock market growth. Then Trump was elected, upsetting many, many apple carts from DC to the corner of Wall and Broad.

I was wrong and my client was very, very right. The Dow broke 20,000 on January 25, 2017, a little over six months after my client predicted it. Lucky for him or maybe because he's a prudent investor, I listened to him, reminded him it's his money, and because of his belief, we took a more aggressive position that mid-summer afternoon. He's reaped the rewards ever since.

But Dow 30,000?

Yes ... Maybe. Here are a couple things I think need to happen:

Forget about the impeachment situation. At press time, just after the public hearings have started, I'm even more convinced that President Trump will likely be impeached. Not because he's done anything impeachable but because as then VP Gerald Ford said on April 15, 1970 "an impeachable offense is whatever a majority of the House of Representatives considers [it] to be at a given moment in history;" (Cong. Rec., vol. 116, p. 11913) And the current democrat majority in the house is drunk on so much impeachment blood in the water as to be deranged regardless of fact and



JEFF BINKLEY
Finance

evidence. So impeachment is a done deal. (But I also thought Mrs. Clinton was going to win in 2016, right up until she didn't so what do I know?) Impeachment with no conviction in the Senate.

What really needs to happen is for Speaker Pelosi to allow a House vote on the US-Mexico-Canada (USMCA) trade agreement. This would likely pass. The senate would almost immediately approve it and President Trump would sign it into law shortly thereafter. Do some research and you'll find that the USMCA deal is far more important and impactful than the China trade agreement.

The other thing that could push us to 30,000 may come from our European cousins across the Atlantic. European economies have slowed down and they're just not buying our stuff as much as they could. They could use a fiscal stimulus package to jumpstart their economies. Watch for that in Germany specifically.

And yes, a finalized trade deal with China would lift animal spirits and drive the Dow thru 30000.

Prediction is a dangerous sport for any of us to participate in, especially in these rather manic times.

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



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AT WORK

PUT A FOCUS ON MARTINSVILLE

New Martinsville Superintendent, Dr. Jay Arthur, wants to spread the word about the good things happening in the schools and community.

By Elaine Whitesides

Morgan County Business Leader

Many times, the choices we make in life as adults reflect our experiences as children. For one person, Dr. Jay Arthur, in his first year as Superintendent of the Metropolitan School District of Martinsville, it was his experiences with a cousin that fed his passion and purpose. "As a young man I had a cousin with significant disabilities that grew up in a world that was kind to him," Arthur said, "but he definitely didn't have the same opportunity as me."

The experience had a profound influence on Arthur. In high school, he was paired up with a student with disabilities in a peer tutoring course. "I learned about different aspects of working with people that are different from you," Arthur said. He was also paired with students with disabilities that he supported during the school day. It was in high school that Arthur made the decision to pursue education as a career.

Arthur was born and grew up just south of Morgan County in Bloomington. He went to college at Ball State and graduated with a bachelor's degree in Special Education K-12. "I focused on students with significant disabilities in particular," Arthur said.

He took a position teaching special education K-5 students in a Lawrence Township school. His path was winding after that. He was offered a full assistanceship. He ran tutoring services for all students in exchange for tuition to earn a master's degree in Counseling Psychology. He returned to Lawrence Township as an itinerant special education teacher, carrying a load of 45 students with orthopedic impairments throughout the district.

He was then tapped to go to the Indiana Department of Education as the project manager for ICAN and ISTAR projects for the entire state. When it ended, he took a position with Pike Township for a year as an itinerant teacher along with administrative work under the Director of Special Education in the district.

Arthur left Pike Township to become the Director of Special Education in Carmel. He was there for 11 years. The last three he was also Director of Student Services. During his tenure there he entered the School of Education doctorate program at Indiana University Bloomington. It was December 2014 when



he graduated with a doctorate in Educational Leadership and Curriculum Studies. On July 1, 2019, he officially became the Superintendent of the Metropolitan School District of Martinsville.

Some might see his path as circuitous. However, with each position he gained more insight and experience in different facets of education, students, and schools. He consciously stays in touch with all three still. This last year he attended his 29th Indiana State Fair in his participation in 4H and youth programming across the state. He takes on the task of chaperoning 70 kids and overseeing their participation in the State Fair. "I was a rural kid growing up, out in the woods with no internet," Arthur said. "Countryside living led me to become active in 4H for 10 years."

His pursuit of higher education and advanced degrees was fueled by watching his working-class parents without college degrees work extremely hard to give him, his brother, and his sister, opportunities they never had. "I watched them do things that people with a college education cannot do today," Arthur said.

He takes his new role with enthusiasm and very seriously at the same time. He has introduced staff to his Jack Russell Terrier, named Trevor, who accompanies him to work occasionally. Trevor gets a lot of attention, but

that is not where Arthur's focus lies. "I was so eager to step into a position like superintendent. First, because I really enjoy impacting positive change for students. I have worked as a teacher, camp counselor, 4H person, in different capacities, and I saw people create barriers that prevented good things happening for kids. Being Superintendent is the ultimate way to remove barriers in helping kids grow into their potential."

When he talks about removing barriers, he is not referring only to students with disabilities. His interest is in impacting students of all abilities and faculty to achieve their potential. "I see this like I am the CEO of this district of 4,237 students," Arthur said, "and every decision that gets made here impacts a life in some way. It is a neat feeling to go home at the end of the day to know that the work you have done with your colleagues has that impact potentially."

The challenges

Arthur sees big challenges for education today. "There is a large, on-going war on public education at the state and national levels," Arthur said. "There is reduction in funding, reallocation of funding to private and charter schools. In addition, there are state and federal edicts on assessment practices that we know don't work."

He says his first task as a brand-new Superintendent is foundational in light of the challenges the district faces. "I have to understand the financial situation. I need to know where we were and where we are now."

He has concerns about what is expected from teachers to provide the same level of education that was provided a decade ago. Teachers and teaching face big challenges in every aspect of their profession. "If we were granted more money," Arthur said, "how would that money be best used to support student learning and growth?"

Enrollment numbers pose a challenge. Despite students from outside the district coming to Martinsville for their schooling and programs, enrollment overall has decreased. "We need to understand the reasons why," Arthur said. "And, we have to see what impact I-69 and population growth will have and how to prepare for it."

Arthur sees these challenges as obstacles to be overcome, not brick walls. He believes he

Metropolitan School District of Martinsville

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has the knowledge and skills to find solutions with his colleagues.

He sees his work is both in the schools and in the community and that is important, too. "My challenges are getting to know people in the community and having authentic connections with community leaders because that influences how we operate," Arthur said. "We have to operate in sync with the community, like the police chief, Community Foundation leaders, and municipal leaders. I am getting to know all those pieces and bringing them together for the good of the school district."

While challenges face every school district, Arthur saw how innovative and forward-thinking the Martinsville school district has been. "For example," Arthur said, "we are STEM certified and there is STEM programming for students on a daily basis in schools, there is project-based learning and Project Lead the Way. The district has magnet sites in the community which include a Spanish immersion site, a fine arts centered school, and an agriculture school in Green Township. Curriculum at the magnet schools is centered on a specific topic, but basic curriculum is tied to the topic. The curriculum connects the two and gives instruction and learning relevance." With these, and other programs in the district, Arthur says it stretches the public -dollar even more, providing a higher level of education for students.

Local business connections

Arthur is excited about the Manufacturing Advisory Board and the influence that has on moving students interested in machining and other jobs in manufacturing into that industry after school. Part of that is, Arthur said, "getting people to understand that vocational

Continued on Page 14

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By Elaine Whitesides

Morgan County Business Leader

When Philip and Jen Taylor moved to Morgan County, they were coming to live closer to Jen's mother in Martinsville. Although Jen was born in South Bend, the couple met and lived in Akron Ohio for the majority of the fourteen years they have been married.

In Akron the pair had owned and operated a medical billing company. She knew the work from previous employment, and he knew about business from holding supervisory and management positions in the manufacturing industry. They came to Morgan County ready to start a new business, although they were not quite sure what that would be. Initially, Jen wanted to own a Christian bookstore and Phil wanted to offer classes and instruction in Hebrew and Bible studies.

However, when they started to research the viability of such a business, it wasn't a rosy picture, especially with book sales going to an on-line model. Then they considered opening a coffee shop. Concerned about the sustainability and growth for a coffee shop, they decided to open The House.

A business that would last

"We wanted a business that would last," Phil said. "Opening the The House café gave us the



Phil and Jen Taylor

opportunity to interact with the community, educate and instruct, and provide the community with a resource for Christian books and materials and operate a business with a sustainable business model." Since October 2017, The House has offered food for breakfast, lunch,

and dinner at reasonable prices, healthy portions, and even with local delivery.

"The House might seem like a strange name for a café," Phil said, "but it is the most comfortable place you can be in. That's how we want people to feel when they come here."

Along with food for the soul, there is a Christian bookstore inside the café and Phil holds regular classes and Bible studies along with Worship events. Their concept is reflected in their tagline, Food for the Soul. "I like knowing that being able to provide food for the soul," Phil said, "it starts with food for the body, then we can feed their spirit as well. We wanted to be available for people and provide a resource for the community. When people leave, we want them to feel satisfied, both with food and spirit."

They got a warning when they opted to locate their café on Indianapolis Road in Mooresville. More than a few people let them know that the location had never housed a successful, long-term business. "We just signed a new two-year contract," Phil said, "and we are

still here, doing well." In fact, he says, he feels they quickly have become a part of the community thread. Both he and Jen say it has been the support of the Mooresville community that is an integral factor in their success. He said, "The community response has exceeded our expectations, it's been tremendous. We love it here."

Building new skills

Although the pair had no previous experience in restaurants or food service, the people and resources they needed to learn and build the business have fallen into place for them. They attribute most of their growth to word-of-mouth referrals and social media advertising. He says some people are looking for a café and some are looking for a Christian bookstore, either way, they end up at The House.

They have expanded their menu and Jen is the master of the kitchen. "In Akron, we used to eat out a lot," Phil said. "If I had known what a good cook she was, we would have been eating at home more!" He says the majority of her experience was built as they went along, refining the menu, getting feedback from customers. They offer specials on certain days. Tuesday is known as Taco Tuesday, then there is Pasta Wednesday and most Thursdays they serve a variety of Manhattan dishes.

Although there is a standard menu, Jen experiments with new dishes like the recent pumpkin soup and ham and beans dishes. "Some of the dishes are new to us," Phil said, "but we sell out of them regularly." Well received dishes get added to the menu as customer feedback directs them.

It wasn't long into the business that The House began offering catering services for lunches, business meetings, church groups, family gatherings such as birthdays, showers, anniversaries, and other surprise events. Catering orders are delivered or a separate space in their facility can be reserved for small gatherings.

They are excited to be a stop on the trolley for the Victorian Christmas event in Mooresville. Special treats for both young and old are being planned.

Ready to grow

In the beginning their primary goals were approached on a day to day basis. They were determined to be profitable and effective for the community. The House employs two workers that are dependable and work alongside them. Now the couple is ready to look at the bigger picture for their business.

They have reached out seeking business experience and advice and are now working with a business coach to set short- and long-term goals and make changes in the restaurant to promote growth in the future. "We are entering a new cusp of growth," Phil said. "We are going into the New Year with a bigger vision and resources to increase outreach, business, catering, everything. We are ready to grow."



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Energy drinks: Worth the risk?

The days are shorter, weather colder and overall energy levels for employees and employers are challenged. Add in the holiday season and it is no wonder people turn to a pick me up. Some enjoy a cup of coffee, caffeinated soda or energy drink to kick off the day or perk up later in the day. Energy drinks are known to provide the consumer with a short lasting buzz, but when it comes to our health, are they worth all the hype? Despite the advertised promises to provide the body with elevated energy in exciting, fizzy flavors, energy drinks may not be as attractive when you consider the possible side effects.

According to Giesla Potter, an IU Health Morgan Registered Dietician, energy drinks use a blend of stimulants and energy boosters, such as caffeine, taurine, B vitamins, creatine, methylxanthines, and ginseng, just to name a few, to provide a desirable high energy effect. Though most of these supplemental ingredients are recognized as safe for human consumption on their own, they can pose a risk when combined together in a concentrated dose.

The caffeine content in energy drinks can range from 80-500 mg per 12 ounces of the beverage. A 12 ounce cup of brewed coffee measures at about 200 mg of caffeine. Adults are advised to limit caffeine intake to no more than 400 mg daily, teens should have no more than 100 mg daily, and children under 4 should not have caffeine at all. Caffeine is a stimulant to the central nervous system. Consuming up to 200 mg of caffeine has been shown to improve physical and mental performance, focus, and stamina. However, excess consumption can lead to nausea, headaches, gastrointestinal disruptions, sleep disruptions, irregular heart rhythm, rapid heart rate, blood pressure



JASON KING
Wellness

spikes, increased anxiety and irritability, and can cause withdrawal symptoms if consumed regularly.

Most energy drinks are loaded with some form of sugar and/or artificial sweeteners, neither of which are healthy for the human body. Many energy drinks are calorie free by use of artificial sweeteners that may impact intestinal health. Drinks made with sugar in some form can contain upwards of 300 calories per can. If consumed on a daily basis, these additional calories can lead to an undesirable weight gain of up to 30 pounds in a single year.

On the label of most energy drink cans you will see enticing claims stating the product improves energy, enhances stamina and concentration, improves performance, provides hours of energy and aids in weight loss. But as pointed out earlier, more isn't better. Take for example the warning label on many energy drinks. With warnings on supplement combinations, prescription drugs and a host of other health conditions to avoid from asthma to blood pressure, it makes one pause on the overall risk just to get a short term boost.

Potter suggests if you are looking for a jolt of energy, coffee and green and black teas are a safer and natural way to provide the body with 60-200 mg of caffeine per 8 ounce serving. Better yet, drinking water, consuming a healthy and balanced diet, getting regular exercise, taking a break to breath fresh outdoor air, and getting adequate and restful sleep could be the simple, free, and natural remedy to energize during your workday.

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.

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Eating Elephants – How to wade into large technology projects

I'm sure you've heard the question, "What's the best way to eat an elephant?" The answer, of course, is to eat it one bite at a time. Facing projects and obstacles of immense size and complexity can be a daunting task for any of us, and the next best step is often just that, take the next step. Proceed in the right direction and you'll eventually complete your large project, achieve that grand goal, or solve that immense problem.

Does this same rule of thumb apply to large technology projects? What do you do when your tech provider tells you that project will run at least six figures, will require at least a year of exploratory work, and may require more work that's yet unknown before it can be released to the public? How do we eat an elephant that seems to be growing in size as we chew and constantly twisting and turning out of our grasp?

There are a number of "next steps" you can take now to put your mind more at ease and keep projects from constantly over-running their time and cost estimates. Let's think about a few here.

Set Reasonable Expectations

A technology solution of any size will have a number of unknowns built into it. The greatest reason you may be embarking on this project is that it's never been done before, and you truly are reinventing the wheel. Your idea may be the greatest since sliced bread, but you can count on the fact that there will be features not worth their costs, pivots that must be made, and additional costs and time that must be absorbed. Set your expecta-



CHET CROMER
Technology

tions to a realistic level, and expect to be surprised a time or two.

Build Relationships on Trust

When partnering with a technology partner, the first "deliverable" provided should always be a relationship built on trust. Until that trust is established, you'll have no way to discern if a provider is over-promising, under-delivering, or doing the very best anyone could do to meet your requirements. These relationships take time to build, and venturing into projects with businesses simply because of promises made can be a very costly endeavor.

Wade Into the Work

Many of us enjoy starting with the end in mind. We set our sights on lofty goals and take measurable steps toward them to ensure we keep projects on track. As you wade into large endeavors, though, I'd encourage you to find ways to wade in slowly. This may involve a phased in approach, a stripped down prototype (yes, those do cost money), or even waypoints along the way that allow for pivots and exit strategies if something runs out of control.

As with any large endeavor, taking on a large technology project can be a daunting task. They can also be extremely rewarding when they are seen through. As you enter into these efforts, I'd encourage you to ease into these waters by getting ready, getting set, and THEN hitting GO, rather than jumping right in.

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

We set our sights on lofty goals and take measurable steps toward them to ensure we keep projects on track.

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Good bookkeeping essential tool in your business toolkit

As someone who has built a for-profit business as well as a nonprofit organization from the ground up, I can relate to the overwhelming list of things to do to get an enterprise off the ground. It's difficult to know where to begin, set priorities and get the engine moving forward.

My aim in writing this article is to help you understand the benefits of properly setting up and maintaining your financial records. Good bookkeeping is an essential part of your business toolkit. Notice I said, "good bookkeeping".

So, what exactly is bookkeeping and why does it matter to the small business owner and nonprofit organization?

Bookkeeping is defined as "recording, storing and retrieving of financial transactions for a business or nonprofit organization." Bookkeeping requires knowledge of debits and credits, as well as a basic understanding of financial accounting, which includes the balance sheet and income statement. Most of the time, today's bookkeeping is done with accounting software because it saves time and can provide reports for many purposes throughout the year.

Here's a sampling of bookkeeping tasks you may already be doing:

- Record receipts from customers
- Invoicing clients for goods or services
- Verifying and recording invoices received from suppliers
- Paying suppliers
- Processing employees' pay and required governmental documents
- Monitoring accounts receivable
- Recording depreciation and other adjusting entries
- Create financial reports
- Reconciling bank and credit card statements

You may be thinking, "But, I got into business to pursue my passion for _____". And that is where your heart is, right? Keeping track of your finances is crucial for all businesses, no matter how passionate you may be about



JENNIFER WALKER

your company and no matter how groundbreaking your product or idea may be.

If you think about it, you can probably name a business that provided superior products or ideas that failed due to poor management. The proverbial better widget benefits no one if the company making them can't stay open for business. According to the Small Business Administration, 71% of businesses that fail, do so because of poor financial planning. You need to know where your money is coming from and where it is going.

While it's tempting to put off the paperwork for a rainy day, don't do it. Those pesky receipts and invoices have a tendency to pile up quickly while you're busy taking care of business. Here's a little tip: carve out a little bit of time each day to record these transactions so they don't become overwhelming at the end of the month or worse – tax time. It's always best to do things the right way from the beginning, rather than the arduous task of trying to unravel a tangle of disorganized books.

Andrew & Jennifer Walker, Walker Bookkeeping, LLC, collectively have more than 29 years' experience in bookkeeping, helping small businesses and nonprofit organizations in Morgan and surrounding counties. They can be reached at (317) 306-1282 or email: walkerbookkeepingllc@gmail.com.

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Mooreville Industrial Park brings opportunity to Morgan County

"What is your product?"

That query is usually at or near the top of the list of questions asked by those involved in expanding or relocating business operations. Thanks to the Mooreville Redevelopment Commission (RDC) and its development of Mooreville Industrial Park, Morgan County now has an answer to the question with a 100-acre product that will bring new manufacturing, jobs and capital to our landscape.

Mooreville Industrial Park's development starts with a spec building construction project by MCEDC partner Runnebohm Construction. That project will be complemented by infrastructure improvements (roads, sanitary sewer, water and telecommunications) designed by MCEDC partner Banning Engineering to bring the area to market-ready standards. The RDC selected Runnebohm to build a 75,000 square-foot building that is expandable to 150,000 square feet, and as a result of this initial work, MCEDC has already engaged several prospects that have expressed interest in the spec building and other development acreage within the new industrial park. These contacts are from local companies that have been interested in expansion and new companies interested in locating into Morgan County that had been unable to find a site that would meet their needs. Because our previously depleted supply of development sites has been replenished, the market's demand for space is already consuming our new product. Growth and change are imminent!

Mooreville Industrial Park benefits all of Morgan County. What's good for Mooreville is good for all of our county's communities and vice versa. Mooreville's commitment to commercial and industrial development will send positive ripples through the Morgan County economy with higher wage

opportunities for our workforce. (Are you aware that 40% of our workforce leaves Morgan County each day for employment?) The

industrial park will increase property values resulting in additional tax revenues to pay for public services, it will create new opportunities for small businesses and not-for-profit organizations, and it will result in undoubted market pressure to increase our housing inventory so that more working families can reside here instead of

commuting from and to other counties each day. MCEDC encourages community leaders to think beyond their municipal boundaries when investing in economic growth and to recognize local economic development as the extensive partnership that it is. As leaders, we want to demonstrate commitment that results in new opportunities for our constituents and neighbors. History indicates that, when we reinvest in ourselves, others want to invest in us. Shouldn't this be a primary objective of economic development in Morgan County?

When you have a product to sell, the market will pay attention. If you don't have a product to sell, the market will ignore you. This has been the case for several years in Morgan County – without an inventory of sites and capacities for economic development, our county has been the Indianapolis region's growth laggard. Because of the work of many good people and organizations such as the Mooreville RDC, Morgan County's product and capacities for growth are being developed. Let's not be burdened by perspectives that would distract us from this moment. Growth and change are not only imminent but they are now occurring each day in Morgan County. Are you ready to capitalize the opportunity?

"What is your product?"



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Continued from Page 9



Jay Arthur, Debbie Lipps (president, MSD of Martinsville School Board), Michelle Baugh (vice president, MSD of Martinsville School Board), Mr. Craig Buckler, Asst Superintendent

trades in 1985 are not what we have in the sectors today. Today they involve robotics and an understanding of manufacturing. It is not the same way things were done 20 or 30 years ago."

Manufacturing is not the only industry Arthur sees Martinsville students pursuing. The district participates in the PRIDE Program for seniors. It helps students understand and develop soft skills so that they are better prepared for future jobs in any industry. The Senior Success Center helps students transition into next steps. The State's program, Graduation Pathways is locally decided and implemented in each school district and these are just a sample of the ways it is being implemented for students in Martinsville.

Another element of job preparedness for students relies on the business community's participation. "It's a positive thing," Arthur said, "to show what you know and do." Offering internships for students interested in a business's industry is one path. Jayne Burke, Director of Community Relations is the person to contact if your business can participate in internships.

"The business community could do several other things," Arthur said. "Come talk to students in careers classes and be models of people working in the industry. Volunteering time to do those things helps students better understand different industries, what they actually are, and what is done in them on a daily basis." Arthur says these interactions not only provide students with understanding and benefits students. They also benefit the businesses. They might be speaking with future employees.

In addition to being role models for students in the professional world, Arthur says, business and community leaders influence students as

role models when it comes to topics like drugs, smoking and vaping. Young people do not understand the health risks and seeing successful people in the community and how they go about life is aspirational.

The future

Arthur sees opportunity in promoting the positive things that are happening in the Martinsville Schools. "We are going to work hard to create a human dignity policy," Arthur said. He sees it developing with work from the community, the staff, and parents; a broad-based community commitment. "Those participants will put together a mission statement on how we value diverse people," said Arthur. "It's a formal statement that highlights the approach that everyone is welcome, and everyone matters here." Arthur hopes the school community and business community join in on this effort. "We want to put out the message to demonstrate what the school district is really about."

Promoting the school district outside the area is important, too, Arthur says. He wants to bring a spotlight to Martinsville and illuminate the positive things that are happening in the Martinsville schools and community. "Our voice outside the town and county is missing," Arthur said. "We need to tell our story outside the bubble of Martinsville. We need to share our plans for the future."

Arthur says it is important to put out the message of what Martinsville is now, and what we want to be down the road. "... because people fill in the blanks if they don't know the real story," Arthur said. "We have a great story to tell and that needs to be in the spotlight, so others see and know what we already know in our community. Good things are happening here."

Community Foundation of Morgan County awards more than \$20,000 in grants to focus on impact

Three outstanding non-profits throughout Morgan County were recently awarded Impact Grants from the Community Foundation of Morgan County (CFMC). These grants will address real problems surrounding K-12 mental health and access to affordable healthcare with real solutions.

“IMPACT is what CFMC focuses on as we always look to fix the root of a social issue,” said CFMC Associate Director Brittani Bentley. “We give a hand up, not a hand out meaning we help those who need assistance for a period of time so they can build a healthy happy life without being sustainable on assistance.”

Since 1998, CFMC has awarded over \$871,462 to 133 unique organizations throughout Morgan County. Starting in 2016, every donation made to CFMC has gone back out to the community in the form of grants to improve the quality of life for our community.

The following Impact Grants were awarded in 2019:

Gleaners of Indiana - \$4,000 - Bulldog Blessings Food Pantry at Monrovia High School

The Bulldog Blessings Pantry helps food insecure students and families by providing healthy produce and meal items that can be taken home and prepared independently. This site is a convenient location for community members to receive a reliable source of food each month to alleviate the symptoms of poverty.

Indiana University Health Morgan - \$3,333 - Healthy Food Pantry Collaboration

Indiana University Health Morgan will provide plant-based diet options, cooking tools, and education to food pantry participants on a monthly basis. They will also provide train-



ing to the food pantry staff and volunteers so that they can reinforce this important lifestyle dietary change.

Community Service Center of Morgan County dba WellSpring - \$5,547 - Changing the Question

The Changing the Question initiative will address adverse childhood experiences of children living in poverty in Morgan County. It will aide in creating a caring and nurturing environment where healing can begin. Adverse Childhood Experiences (ACE Scores) is a way of measuring trauma in our youth to understand the impact on a child's mental health.

Indiana University Health Morgan - \$9,115 - Community Health Bus

Once a month, the IU Health Mobile Health Bus will be located at Hoosier Harvest Church to provide a free health clinic operated by a licensed nurse practitioner. These free clinics will help the community to get preventative healthcare before letting an issue become a lifetime of bad health.

CFMC's mission 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 grantmaking.

The vision of CFMC is to be the philanthropic leader and a catalyst in order to maximize available resources in our community.

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- Do you need a keynote speaker

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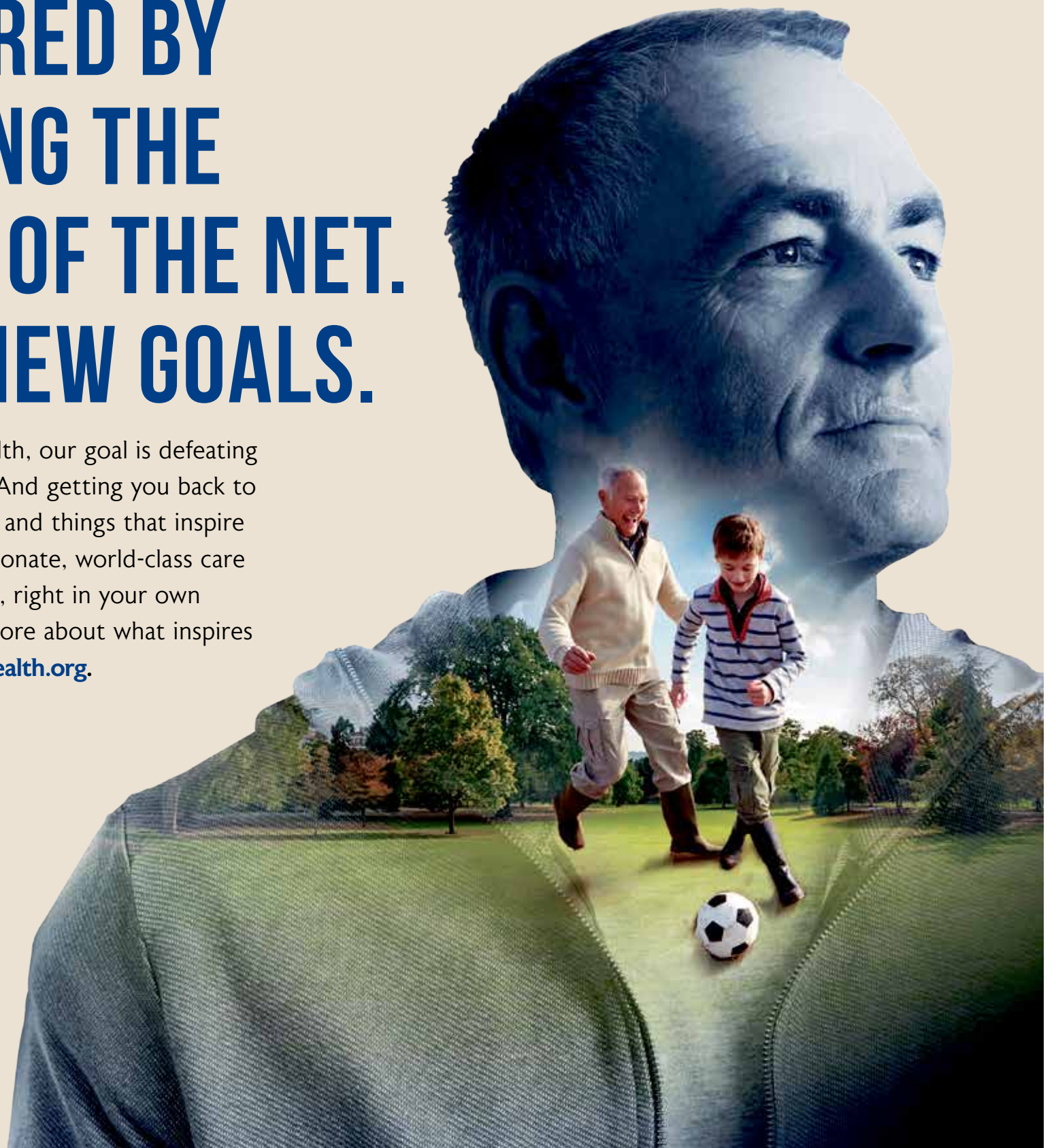
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