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# BUSINESS LEADER<sup>®</sup>

MORGAN COUNTY

April 2021

## MORE THAN MEETS THE Y

*The YMCA dedicates programming to improve people and their lives in Morgan County*

Dave Nash

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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 visit [www.bni.com/find-a-chapter?searchBy=46151](http://www.bni.com/find-a-chapter?searchBy=46151).

**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](http://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](http://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](https://facebook.com/martinsvillenoonlions)

**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](http://www.MorgantownIndiana.com).

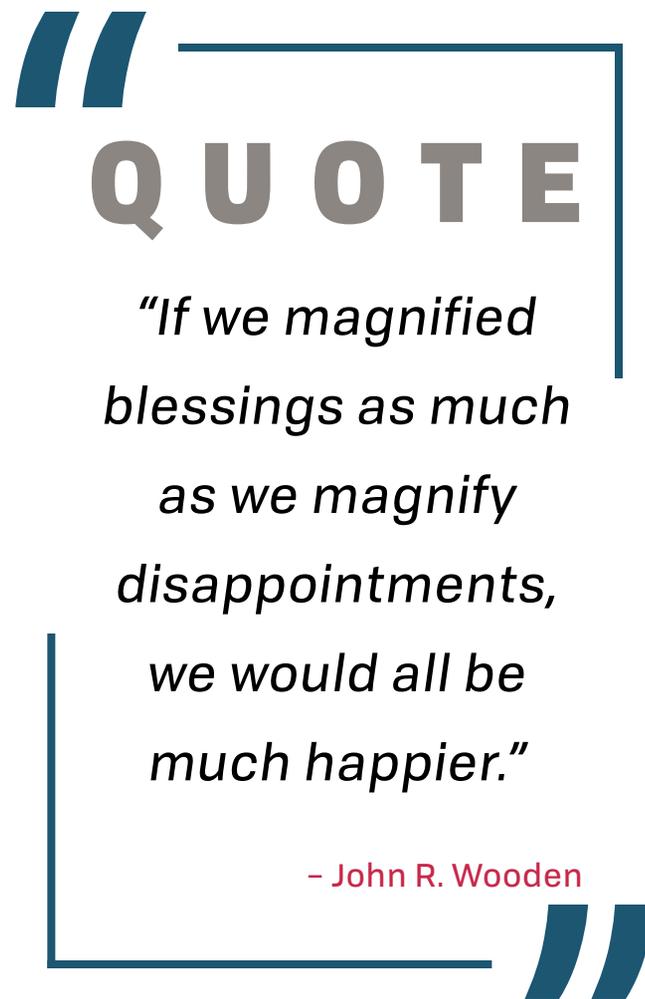
**Rediscover Martinsville:** An Indiana Main Street U.S.A. Association. For information: PO Box 1123, Martinsville, IN 46151. 765-343-6303 or e-mail: [rediscovermartinsville@gmail.com](mailto:rediscovermartinsville@gmail.com). Follow us on Facebook.

**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](http://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](mailto: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](http://martinsvillechamber.com)



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- John R. Wooden

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# The real meaning of follow your passion

Follow Your Passion. You hear it thrown around so often that it almost sounds cliché. In fact, I would maintain that perhaps for a lot of people it IS cliché and they don't really know it.

For someone who enjoys their work, be it as a restaurateur or a graphic artist or a home healthcare worker, it is not unusual to have the occasional thought about starting a business. After all, they enjoy their work. They might even say their work is their passion. Sometimes they make the jump only to find they don't have the business savvy or that the hours and energy it takes makes it into a J-O-B.

The difference between those who truly understand the meaning of follow your passion is not evident in the words, but in feelings and soul.

Take for example our cover story about Dave Nash, the CEO of the Barbara B. Jordan YMCA. He had a career in marketing and advertising. He was good at it and he enjoyed it. But it wasn't until he stepped into the non-profit world that his soul was stirred. When he joined the YMCA is when he discovered that that was, as he says, what he should be doing in life.

The Eckerts, owners of Wrap It Up in Mooresville, exude the enthusiasm of first-generation business owners. You can tell it is passion because they are well past the start-up stage and are still as eager and excited for each day to dawn. For most passionate small business owners, every day is different, filled with new challenges and solutions. The Eckert's business life sounds like an adventure unfold-



**JIM HESS**  
From the Publisher

ing one day at a time. Being neophytes to business ownership was unsettling at first but climbing the learning curve was worth the effort. You can tell they love the work, and they love building the business, too.

Mooresville Snow is a seasonal business, and it is not the first business the Haney family has owned. That being said, it is the business Kathy Haney says if the weather permitted, she would run it every day throughout the year. She says, "snow cones make people happy". The other businesses might have been fun and fulfilled a need and purpose, but this is the one that makes her happy. This is the one that she hopes will live on in the family. This is the one that all that prior experience was leading her to find.

Most of the time when you experience the passion of a soul-sparked entrepreneur, you immediately know that however long it took to find that passion, it was well worth the journey and the wait.

Happy Spring!

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MORGAN COUNTY

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

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# Wrapped up in business

## WRAP IT UP

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## By Elaine Whitesides

Morgan County Business Leader

A mosquito buzzing in your ear might be an annoyance, but whispers in your ear about starting your own business can be lifechanging.

Ben and Katie Eckert met after high school, married, and started a family. Daughter Mackenzie is now 12 and son Aiden is nine. Ben had a job working in shops that provided wraps and graphics for vehicles and trailers.

As their family grew, so did the whispers in his ear. "It was an eerie feeling in my gut," Ben said. "I was afraid to start." But then the couple began to see how it could change things for their family and give them their own opportunities to grow. "We pulled the trigger and never looked back."

## BUILDING BUSINESS AND CONFIDENCE

It wasn't quite that dramatic. Wrap It Up actually began as a side hustle in 2013. The printing equipment took over a second living room in the Eckert's house and Ben installed nights and weekends in their garage. Within six months Ben quit his full-time job. Katie kept

hers. That didn't last long. Soon Katie joined the business full-time, and they were looking for space to lease.

Even though the couple had grown up in Plainfield and that was where the family was settled, the first Wrap It Up location was in Mooresville. "It was a tiny little garage," Katie said, "nothing fancy. It was affordable and Mooresville was more welcoming for new business and wanted to work with us."

Katie explains they have had opportunities to move out of Mooresville but three years ago when they moved into a new location, they stayed. She said, "We made here home and we like it here. It's a good fit for us."

Ben's apprehension gradually subsided. "It took a couple of years, honestly," Ben said. "Things would slow down, and you start to worry. After you see that trend happen a few times, you see it comes back around. We just kept moving forward and putting things on the schedule."

## THE BASICS OF THE BUSINESS

It is actually Katie that puts things on the schedule. She runs the office side of the business. "No one in our families were ever business owners," Katie said. "It's all been a learning curve. We reached out to people and did a lot of talking, reading, and research." They have learned to trust each other and play to each other's strengths. Big decisions are joint decisions.

Time and experience have been critical. Ben said, "It took two to three years to wrap my head around busy and slow times and the transition from one to another. Close to the five-year mark, you start getting a feel for customer trends. The past three years I feel I have been very comfortable about decisions and business operations. Owning a business is not for the faint of heart."

They are on the cusp of hiring their first full-time employee. "It's a whole new chapter but

we can do it," Katie said, in a confident business tone. "People can bring more productivity so we can deliver more."

It was definitely an adjustment becoming owners. Ben said, "It's all in your hands and you have to keep yourself accountable and on-track." Not only must business owners stay on top of running the business, but they must also stay up on developments in the industry.

While Katie keeps them organized, Ben takes charge of the hands-on work. He does graphic design, printing, and installations.

Their products range from banners and yard signs to vehicle wraps, even custom labels and bottle wraps for manufacturing companies. "Basically," Ben said, "we make all signs except backlit signs. We do decals, door decals, and contour cut graphics."

Katie added, "We also do storefront window signs, wall graphics, and displays." In other words, she says, "Anything print-wise we can offer a solution and provide options to meet their needs and their budget."

Meeting needs within a budget forms the foundation for their work. "We try to offer a quality product at a fair price," Katie said. "Everyone is treated the same. We try to be fair with everyone so we can meet the needs of big companies and small."

To that end, they added a direct-to-garment printer, which is relatively new in the industry. With it, they can print on apparel in full color, and, best of all, in any quantity. If a small company needs four shirts, they can do the job. If another company needs 400 shirts, they can do that, too. "We thought it might be a good fit for the smaller businesses," Ben said.

That customer-centric ethic is also the basis for their growth. They support the community organizations with banners and signs. "When you treat your customers right, word of mouth spreads," Ben said, "which is mostly where our work comes from." Their first customer is still a customer eight years later.

Now their customers come from all corners of Indiana and, as companies expand nationally, so does their work.

## FAMILY BUSINESS

One of their biggest supporters is their daughter, MacKenzie. "Our kids have been raised around (the business)," Katie said. "(Mackenzie) doesn't know anything different from us being self-employed. She hangs out in the shop, learning, and already has a plan for taking the business over in time. Son Aiden is passionate to become an entrepreneur and we want him to follow his passion."

They feel their time is best used devoted to work and family. They agree that starting a business has been the best decision for them and their family. "We are super thankful for opportunities provided to us," Katie said, "and we can't see a different life at this point. It's been amazing."

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# Maybe a little prayer on our knees

*"I'll tip my hat to the new constitution  
Take a bow for the new revolution  
Smile and grin at the change all around  
Pick up my guitar and play  
Just like yesterday  
Then I'll get on my knees and pray  
We don't get fooled again"*

– Peter Townshend

Markets are funny and fascinating things. Sectors, industries, companies, rotate into favor then rotate out again. In again, out again. In, out. We've seen a little of that these past few weeks with the FAANG stocks (Facebook, Apple, Amazon, Netflix, Google). In early March, the Nasdaq composite seemed to be in a confirmed downturn, moving over 10% lower in just a few weeks after its mid-February record. Now at press time (March 20<sup>th</sup>) it's made up for more than half of that loss. Out. In. In. Out.

Where's a prudent investor to rotate or put new moneys into this market? Ahh the age-old question.

I've been doing this a long time. (Since 1993). I've seen a lot of rotations, ins and outs. One thing I learned a long time ago from a very wise, old-school stockbroker was, "Buy when the news can't get any worse. Sell when the news can't get any better." This is known as contrarian investing. And it works sometimes and works very well some-times. I'm not advising that you buy any single company that's in the throes of near bankruptcy. (Actually, you shouldn't take action on anything in my columns until you speak with an advisor about your own personal situation.) No, I'm saying you should look for a sector or industry that nobody likes. But be cautious. For example, cruise lines. Nobody wanted any-



**JEFF BINKLEY**  
Finance

thing to do with them a year ago and understandably so. Since then, some have come back strongly, but some haven't.

Want nice gains? Find an out of favor sector and start your research there.

What does everybody hate right now? Energy. Start your research there. And maybe (just maybe) a year from now you'll have a nice addition to your portfolio's total return.

Then maybe a little prayer on our knees may be in order.

So, we don't get fooled again....

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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# MORE THAN

*The YMCA dedicates programming to improve people and their lives in Morgan County*

**By Elaine Whitesides**

*Morgan County Business Leader*

Dave Nash graduated from Ball State with a marketing degree. He joined the media industry in newspaper advertising. "I enjoyed that work," he said. "It was a way to help businesses in the community meet their goals.

"When I was working at my first newspaper in Elkhart Indiana, there was an opening at the local Y for a sports director," said Nash. "It paid so little that I didn't feel I could do that." But he views that opportunity a little differently now, as the CEO for the Barbara B. Jordan YMCA he said, "This is my passion. This is what I was born to do."

It was actually his career in newspaper advertising and marketing that brought Dave Nash to Morgan County in 2001. When that job was gone, he decided he didn't want to move with the newspaper business anymore. The natural beauty in the area, close proximity to large cities like Indianapolis and Bloomington, and the plethora of interstates allowing for visits to family and friends elsewhere captured his attention. He liked Martinsville and all the people he had met. A widower, he thought it would be a good place for his daughter, Kelly, to grow up, so he sought other work.

He answered an ad for the Indiana Blood Center. He got the job and that was the beginning of almost a decade of work in the non-profit sector. He found he loved working with nonprofits and expanded his involvement to become a board member for the Morgan County YMCA.

Joining the board of the YMCA seemed like a natural fit for him because he and his daughter were both involved at the YMCA. She was in the after-school program, took swimming lessons and he coached sports with a variety of her teams. He says the Y and his time there left "a soft spot in my heart."

## YMCA PRIORITIES

Nash became CEO of the YMCA in January 2016. He says activities and programs are developed at the YMCA first and foremost to strengthen the community. "We look at the needs, how we can help and who we can collaborate with in the community to fill the voids," Nash said.

We are working to transform the way people think of the YMCA. It is much more than just a place to take swimming

## BARBARA B. JORDAN YMCA

Dave Nash, CEO

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lessons and play basketball, although those are important and fun. It is the underlying reason for programs that makes the Barbara B. Jordan YMCA a significant organization in Morgan County.

According to Nash, the priorities of the YMCA are the most important and motivating to him: healthy living, youth development, and social responsibility.

## HEALTHY LIVING

As a runner since middle school, Nash had to learn the relationships between food, sleep, and practice which led him to pursue healthy living on his own. With Indiana rating poorly in the nation and Morgan County further below the state rating in regard to obesity, diabetes, smoking, and more, he understands the importance of promoting and educating the public in healthy living.

Programs are built on those needs in the community. A collaboration with IU Health, the MADE program explores the idea of healthy diet and the right activities for each person, youth and adult. A dietitian and a trainer from IU Health help residents learn about nutrition and expose them to different activities available at the YMCA to get 30 minutes of movement into their day. There is a menu of options that support getting active and involved at the Y.

"I would love to go out on a Sunny Saturday morning and see people running, biking, and moving about," Nash said.

Nash would like everyone to know the YMCA is open to all Morgan County residents. Programming has been developed to bring Y-sponsored fitness events for youth and adults into the smaller Morgan County communities such as Monrovia and Eminence as well as into Mooresville. Events have been planned for the final Wednesday of each month from April until October.

## YOUTH DEVELOPMENT

"The YMCA," Nash said, "partners with the community in



youth development. We want to transform the notion that we are just babysitters." Playing a team sport is a personal learning opportunity but is certainly not the only learning going on at the YMCA.

A variety of programs are available for children from age three through middle school. Locations vary. Preschool is at the YMCA as are the summer camps. There is before-school care at the schools starting at 6:30 AM.

Partnering with the school system through the 21st Century Learning Grant, a teacher comes to the afterschool programs housed in all the Martinsville schools to help with homework, check it, and help submit it online, as well as engage in additional learning activities. Families can join the program at any time.

Martinsville students have e-learning every Wednesday. This

*Economy*

HEATING - AIR COND - PLUMBING

# MEETS THE Y



Of course, the YMCA has long been a community hub for sports. The YMCA offers multiple options and leagues for different age groups in sports such as volleyball, soccer, and basketball.

## SOCIAL RESPONSIBILITY

Social responsibility is an umbrella for several different aspects of Morgan County living.

Nash says socializing is such a central part of life. “When you think of people who are widowed or lonely and need someone else to be active with, getting out to the YMCA is a good solution. It has been especially evident during COVID,” Nash said. “For instance, there was a group of seniors that met at the pool regularly. They all became friends and would even vacation together.” The exercise classes are not only for movement but are also the social life of many people.

Nash sees another social need. “Because we move so often as a society many families do not have family living nearby. With the activities and support programs, the YMCA creates an opportunity to connect with one another to become a community for members.”

The well-being of families is another aspect. Through United Way funding, a Center for Working Families is based at the YMCA. People in the county work one-on-one with advisors to learn financial and life skills such as budgeting and employment coaching. Participants learn about resume building to gain business experience and about the benefits of a full-time job such as insurance. The goal is to work toward breaking the cycle of generational poverty.

Again, the YMCA provides support programming for people meeting in the Center for Working Families. Their children can be in an exercise class, an activity class or a care program. “A lot of people are taking advantage of the preschool or summer camp programs,” Nash said. “One, they trust the YMCA, and two, they hear about the offerings regularly.”

Another prong of social responsibility addresses emergency or immediate needs such as homelessness, hunger, and bankruptcy. “We try to coordinate with other organizations and programs as much as possible,” Nash said. “We refer people back and forth and work together to provide services to those in need. They might workout or be participants in the Center for Families at the YMCA, address food needs at a pantry, and pursue housing through a shelter.

During COVID, the YMCA is working with Churches in Mission to make sure children are fed. Dinner has been added to afterschool programs. In addition, the YMCA is working with the First Christian Church in Morgantown to provide a



grab-and-go community dinner. Five days of dinners are provided for each child.

## THE UNDERLYING, ULTIMATE ROLE

“I love getting up and going every day because it means I am helping others achieve their dreams,” Nash said. “It is so much more necessary in the community; helping the spirit, mind, and body.”

“The Y has evolved through the years in how it responds to community needs,” Nash said. “Each YMCA is different because the needs of every community differ. In Peru, the Y runs the bus service. In Spencer, they provide driver education. No matter what, the idea is to fill gaps in the community, and we will continue to do that in Morgan County.”

Nash views his ultimate role is to make sure the YMCA has the funding to continue to operate. He said, “The funding makes it possible to work with department heads to continue transforming lives – through education, healthy living, and physical activity and movement.”

The YMCA leadership is preparing for an upcoming capital campaign. “We are exploring if that means adding on to the building or building new in a nearby place.”

Whichever decision is made, Nash says his perspective will not change. “We are helping people improve themselves every day. We are helping people every day to be their best. It is enjoyable to do that kind of work every day and I think I might never retire because I have finally found what I want to be doing with my life.”

situation caused problems for families in several ways: internet access problems and care while parents worked. On Wednesday, YMCA staff is here to work with kids to get their work done electronically, solving those problems. “This has gone amazingly well,” Nash said, “and a lot of people have really appreciated it.”

Through the Indiana Youth Institute, Promise Indiana for young elementary aged students is another example. It runs out of the YMCA in Morgan County. The purpose of the program is to build hope and understanding about careers students might pursue and what steps they need to take to achieve that goal. All careers are encouraged and valued including those that require post-secondary education such as a 2-year or technical school education, trade school, or 4 years of college. Community speakers talk about their careers, parents learn about 529 funds, and field trips to colleges help students think about their futures.

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# Icy cold sweet spot in Mooresville

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Kathy and Nathan Haney

## By Elaine Whitesides

Morgan County Business Leader

Growing up in a household where her father was a small business owner, Kathy Haney had an independent philosophy when it came to work. Throughout much of her adult life she has been self-employed. She knew what affect small businesses had on their owners and families: long hours, risky decisions, and the thrill of being independent.

While the decision to buy or start any business is a big one, the decision Kathy and her husband, Nathan made to purchase the Snow

Cone business in Mooresville was made within about a month's time.

The Haney's have lived in Nathan's hometown, Mooresville, for about 20 years and their children, Brittany, Samantha, Kaitlyn and Halley have grown up here.

## ONE OF THOSE COMMUNITY GEMS

For about 35 years, the Snow Cone shop has delighted Mooresville residents with cold summer treats. Daughter Haley commiserated over the two years it had been closed in 2013 & 2014. When a For Sale sign went up in the window, the Haney's saw it as an opportunity.

A patron while growing up, Nathan became the official owner. Kathy is the manager and Haley hopes to take it over. "It is something the community needed," Kathy Haney said. "It's so neat to see families grow and see kids at five-years-old and then later when they are driving themselves to the shop."

## DIPPING A TOE INTO UNFAMILIAR TERRITORY

With only a brief experience with food service, Haney drew upon her previous experience as a business owner to work through the learning curve. Now known as Mooresville Snow, the shop reopened in June 2015.

The building is eight feet wide and 14 feet long. Space is limited, and unheated. It is a seasonal business. Depending on weather, the store opens late spring and closes in early fall.

"The first year we ran it as it was," she said. "Each year we improved operations and flow." They brought in technology to accept credit card purchases and equipment to increase the volume of customers they could serve. They offer a discount to military and first responders and run specials and sales. Using the loyalty card, after purchasing 10 snow cones, one comes free. With the purchase of gift cards, gift givers can surprise friends and family with a summer of snow cones.

In addition to the more than 40 flavors for

snow cone flavors, soft serve ice cream was added to the menu. Patrons can purchase shakes in any of the flavors or mix the ice cream with cookies or candies. Dietary restrictions don't limit customers since they offer sugar-free flavors, and low-fat, lactose-free ice cream. "We found what works and improved on it."

The shop makes all the ice blocks using a filtration system and then shaves each serving individually. "A machine shaves the ice into a cup and every snow cone is made fresh," Haney said. "It's a better quality of shaved ice." That system creates what Haney says is one of their biggest challenges: keeping up with demand. Increasing the number of ice shaving machines to two took up more space, but also increased production. "We have gotten everything in there that we can get in there," Haney said. With the limited space, there is only outdoor seating. "The only way we can grow at this point," Haney says, "is to either open a new location or move."

## EXPANSION AND GROWTH

While constrained by the building size, the Haney's have found other ways to expand the business.

With the exception of 2020, mobile ice shavers are set up under a 10x10 tent at festivals, events, and some sports venues around Morgan County and the metro-Indy area. They work with not-for-profit organizations at events and donate a portion of the sales back to the organization.

The last couple of years have been challenging with COVID and the tornado that wound through Mooresville last April. Neither has been fatal. Besides COVID necessitating additional sanitization, requiring more employee training, there were problems getting supplies. "We rebuilt after the tornado because we love Mooresville," Haney said.

They do, however, offer take-away party kits all year round. Kits come with shaved ice, four to eight flavors, cups and spoons. Gift cards are available at any time for gift giving. Contact Haney by phone, email or through their Facebook page at any time.

## A WAY OF LIFE IN FAMILY AND COMMUNITY

"Our business is a huge part of our lives and if the Indiana weather were better, we would be open all year," Haney said. However, as a seasonal business, most of their 15 employees are high school students.

She appreciates the business community in Mooresville where, she says, owners support each other, talk amongst themselves, and work together. Haney always expected she would be a business owner and Mooresville Snow hit the spot. She said, "I like making people happy, and snow cones make people happy."

An advertisement for C2IT Consulting Incorporated. The top part features the company logo, which consists of two interlocking circles, one orange and one blue, followed by the text "C2IT CONSULTING INCORPORATED". Below the logo is the headline "Prominent Morgan County Businesses Choose C2IT As Their Technology Partner" and a list of services: "IT Support • Websites • Mobile Apps • Custom Software". The bottom half of the ad shows a group of four people (three men and one woman) sitting around a table, working on laptops. At the bottom, there is a call to action: "Call Us Today For a Free Discovery Session" and the contact information "(317) 721-2248 • c2itconsulting.net".

# What is co-managed IT?

If your small business is the size of mine in that sweet spot of 5-20 employees, you're likely a wearer-of-many-hats business leader. Today's focus is on invoicing, tomorrow's will be on administrative tasks, and you have to help the team out with an install next week. As the team continues to grow, you're able to start delegating more than just tasks, but authority and responsibility: Joe is in charge of installs. Susan is responsible for invoicing. And Bill... well... Bill gets the work no one wants to do, including the nebulous "IT."

I saw a meme on the IT Manager's desk at a client once that summarized it succinctly: "IT Manager Job Description: Fix things with batteries and cords." We can laugh at that, but isn't it true? Whoever is responsible for tech at your office is likely the first to be contacted about the company website, the TV in the conference room, cell phones in the field, and (yes, it's happened) the TV remote at the owner's lake house.

There's a term we've introduced to many of our clients that have an overworked employee responsible for tech like this, and even some that have a full-time person focused on technology oversight: "Co-Managed IT." In a scenario such as this, a company has a point person for IT and technology, but this person isn't expected to know or do everything. They might still wear the title of CEO, VP, or even IT Manager, but they are the person responsible to get things done with tech. That said, they aren't alone. When a company goes the co-managed IT route, they engage with an outside partner to assist them with managing their technology. This could simply be for the sake of expertise, to give staff more capacity for other priorities, or to have an outside perspective and second set of eyes on tech.

Co-Managed IT is an effective and economic way to bring talented IT professionals onto your team without breaking the bank or giving away the keys to the kingdom when it comes to critical passwords, systems, and services. Your team member sets priorities, oversees projects, and gets their hands dirty with



**CHET CROMER**  
Technology

day-to-day tasks, but your outsourced partner can step in wherever they're needed. In some cases, this may mean your in-house staff runs the helpdesk while the co-managed IT provider handles servers and the network. It could also be the other way around if your business is decentralized and you have web-based technology to run the business but need someone to handle day-to-day tech support. The scope of the partnership is entirely dependent on what you need, where you need the help, and where you want to place your investments.

Many businesses feel they have to choose - do I keep IT in-house and hire 1-2 full time staff and then try to find ways to keep them busy all year, or must I outsource technology completely and lose control to a vendor that could walk away tomorrow? Co-Managed IT can be a best-of-both-world solution, and an interesting approach to managing IT in-house while bringing on scalable resources where and when you need them.

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](mailto:chetcromer@c2itconsulting.net) or (317) 721-2248.

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# How to influence another person – Some ideas

Leadership is influence. Nothing more and nothing less. Every day we're confronted with situations where we need to influence, lead and persuade people. The spectrum is really wide too, from persuading your children to clean their room, to convincing your boss to give you a raise. It's all about influence.

Our ability to deal successfully with people determines the quality of our business life, our family life, and our social life. Ultimately, our success in life and in any endeavor will be solely determined by how well we influence other people. Our ideas will never see the light of day if we can't persuade others why it's such a great idea.

Excellent influencing skills require a healthy combination of interpersonal, communication, presentation, and assertiveness techniques. But, there is no right way, nor is there only one way to influence others. Everything is a factor when influencing people.

Dale Carnegie's "How to Win Friends and Influence People" gives an incredible insight into human behavior. If you've never read this classic book I highly recommend it. There are also plenty of other great books out there on people skills and human nature. It would do us all good to gain more understanding on this vital topic.

We must, absolutely, have a proper understanding of people and their nature if we are



ever to win others to our way of thinking. When you gain a proper understanding, then, and only then, can you become a successful person of influence.

"When you see things through Jane Brown's eyes, you'll sell Jane Brown what Jane Brown buys."

Influencing is about being able to move things forward, without pushing, forcing or telling others what to do. It's the ability to use all the various tools your disposal, both verbal and non-verbal communication, to create the impact you want, rather than letting things just happen.

Albert Mehrabian's study from the late nineteen fifties revealed that the essential elements of a received message are Word, Tone and Body Language, where the words are the least important of element. His study suggested that the meaning determined from a message the Body Language was Fifty-Five percent, Tonal-

ity was Thirty-Eight percent and the actual words were a mere Seven percent/

The masters of influence know that you must have an understanding of yourself and the effect or impact you have on others. It's about knowing how others perceive you which can sometimes be looked at as the ability to finesse another person. They become persuaded, often unconsciously, into seeing and understanding your view.

If you can make people understand your view then they will be far more willing to at least meet you halfway. Even more so if you make them feel acknowledged, understood and appreciated. They may even end up doing or agreeing to something they wouldn't have previously done because they feel good about making the choice.

Now, here's a big secret to influencing people; make the other person feel important and the more they will respond to you. It's human nature for people to want to be recognized and to feel like "somebody." It's been said about recognition, "Babies cry for it and grown men die for it."

People will always respond in a negative way to you if you treat them like a nobody, or talk down to them. I see this all the time, particularly on work teams. Managers can't seem to understand why their employees don't follow

their direction and at times, even disrespect them. Often times, the managers are talking down to their employees belittling them, making them feel like their ideas are stupid, and making them feel unimportant.

All of us could benefit a great deal by first listening to others without judgment and criticism, hearing what is important to them, and hearing what will move them. When you know what will move them, you will then know how to move them because you will be able to tell them what they want to hear. You can simply show them how they can get what they want by doing what you want.

In life, our successes will be greatly determined by how well we influence other people. So, we need to learn all we can about human nature and obtain great people skills so we may win others to our way of thinking. When you gain a proper understanding of human nature and hone your people skills, then will you become a mighty successful person of influence.

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. Jack can be reached at [Jack@GYBCoaching.com](mailto:Jack@GYBCoaching.com) or at 317-755-6963. Learn more at [GYBCoaching.com](http://GYBCoaching.com).

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# Charitable giving and the organization's operating expenses

It seems anywhere we look, organizations are asking for donations. Determining where you gift your monies and how effective your donation will be is often a daunting decision; and how much of your donation goes into the organization's operating costs rather than directly to the cause? Great question – you deserve to understand the impact you make through your donations!

Now, let's talk operating expenses – the small percentage that supports the business side of your recipient organization. At CFMC, 2% (2 pennies of a dollar) supports operations (compared to an average of 30% for most Indiana Non-Profits). This includes overhead, staffing, back-office tax expenses and support to your local non-profits which may not have the funding or capacity to run their own registered 501-c-3 and therefore operate under the umbrella of CFMC. Also, depending on whether or not a non-profit runs programs will significantly affect their fee. To be clear, non-profits who run programming will have a higher fee to help pay for these added expenses.

Depending on what type of nonprofit you choose, the standard operating fees range significantly. A foundation like CFMC, for example, keeps a lower fee because rather than providing services or goods to individuals, we gift these monies to organizations via grants. These grant dollars support programming such as business training, seminars, COVID-19 relief, and evidence-based solutions. Alternately, other charitable organizations require an increased operating fee to provide more staffing and space to host programs. Best practices for charitable organizations found that charging more than 30% of donations for operations will cause an unfavorable result with donors, yet many non-profits choose to run up to a 30% fee for cushioned bud-



**BRITTANI BENTLEY**

getary purposes.

When considering the operating fee percentage of your donations, remember operating fees include management of the organization and fundraising costs. You may find other charitable organizations have an increased operating fee when they include staff time for programming or providing goods and services to the community. So, your best bet is to ensure your donations go to an organization with reasonable (or minimal) fees compared to their impact (dollars donated) within a community. You deserve to know how your donations breakdown. The good news is it is always acceptable to ask an organization about their fee structure. Wise charitable giving is effective community stewardship.

To join our monthly newsletter, visit [cfmconline.org](http://cfmconline.org). You can also follow us on Facebook at Community Foundation of Morgan County.

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# Will you be prepared for summer?

This winter has given us more than our share of rain, wind and freezing temperatures. Now is the perfect time to inspect the exterior of your home for potential damage. During this time of inspection, recovery from the winter and preparation for the summer; our air conditioning systems are often overlooked.



**Jod Woods**

Here are a few maintenance tasks 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
- Replace or clean the air filter in the furnace
- Replace the batteries in the thermostat (if applicable)

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A trained technician should complete the following:

- Disassemble the outdoor unit to remove debris from the inside the cabinet (mice often build nests in the electrical compartments)
- 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
- Check electrical voltage and amperage readings
- Flush and purge condensation drains
- Inspect and clean the indoor cooling coil
- Ensure proper refrigerant charge
- Verify for proper air flow and temperature



This planned maintenance will allow your cooling system to operate at peak performance and efficiency. Any concerns about the reliability of your air conditioning system should be discussed at this time. Our highly-trained technicians will provide recommendations to enhance the performance, reliability, and efficiency of your comfort system. Please contact Anita at 317-831-5279 to schedule an appointment to get your home ready for the summer heat. Don't wait until it is HOT to find out that you are not prepared!



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## Are You Facing Any Of These Challenges



- You have a dream for your business that is larger than its current position?
- Your business is not providing the income, personal growth, and balance that you had hoped?
- You don't have a solid plan to accomplish your goals?
- Is your management team in need of training for leadership or growth?
- Do you need a keynote speaker

*If you are not successfully running your business or organization – but rather being run "BY" it, we need to have a conversation.*

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# INSPIRED BY A BETTER YEAR



What's at the top of your to-do list this year? If getting back to better health is one of your goals, we're inspired to get you there! And it can start today, with routine cancer screenings you may have missed last year. Because early detection screenings, like **colonoscopies**, **mammograms** and **lung scans** offer the best protection against cancer by finding it sooner when there are more treatment options. **Mark your calendar with a plan for early detection and make this year better.**



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