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BUSINESS LEADER

MORGAN COUNTY

August 2022



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A BRIGHT FUTURE

Tony and Kellie Joseph power 21 Electric with purpose and intention



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Indy airport a bright spot for us in Morgan County

The Transportation Security Administration reports air travel is back to approximately 85% of its pre-pandemic levels. With pre-pandemic level highs in 2019, this means a whole lot of people are working their way through the nation's air travel system. Perhaps this would not be much of a challenge if these numbers were not met with a confluence of events, led by a growing shortage of labor for airports and airlines, especially pilots. The surge to near pre-pandemic travel levels has come back strong and quick, leaving airlines unprepared and behind, and air travelers reeling from the resulting cancellations, diversions, and schedule shuffling.

But there is a bright spot for those of us in Morgan County. Those of us in the Mooresville or Monrovia area are just a 15-minute drive to one of the finest airports in the country, while our friends near Martinsville are only 30 minutes away. And this isn't hyperbole: award after award solidifies the



**RYAN
GOODWIN**

Indianapolis International Airport as one of the very best in the country. Most recently, the airport was awarded the Airports Council International's Airport Service Quality Award for Best Airport in North America – making it the only airport in the United States to win the honor for a straight decade. A decade of excellence. The ASQ Awards are determined based on passenger feedback independently collected by the ACI program on the day passengers travel giving the most complete picture of the passenger experience. Each airport is rated based on 34 key performance indicators, such as access, check-in, security, food and beverage, and cleanliness of overall facilities. Readers are likely aware too that the airport has been voted Best Airport in America by readers of Condé Nast Traveler year after year.

The frustrations often associated with air travel can make it easy to overlook just how significant an asset the airport is to Morgan County and central Indiana as a whole. The airport is not only beautiful, clean, and inviting, but it is a driver of economic activity for the region – hundreds of millions of dollars of construction projects and other capital-intense activities spur out from the airport's activities. Not to mention it is a large

source of jobs, including many who live in Morgan County.

With more than a decade in the rearview mirror on the opening of the new terminal – yes, that was all the way back in 2008! – the airport is engaging in several capital improvement projects over the next few years to keep the facility in top-notch shape for years to come. A current project of note is the Parking Garage Expansion project. The Parking Garage Expansion project was put on hold in the spring of 2020 due to the pandemic but is back in progress. Due to the continued growth of the rental car companies' fleets and increased enplanements, the parking garage is being expanded to provide approximately 1,500 additional parking spaces, enhancing customer service for rental car customers and passengers and guests parking in the garage.

Another project of note you may have noticed driving along I-70 is the complete reconstruction of Runway 5R-23L and associated taxiway, one of the airport's main "parallel" runways. This is a 3-year, \$190 million project largely funded by FAA Airport Improvement Grants. This project strengthens the runway and taxiway to accommodate increased traffic and loads, mostly associated with FedEx's Indianapolis operation, and builds upon a key relationship between Indianapolis and Memphis, Tennessee-based FedEx.

Next time you travel, I hope your whole trip is smooth, but I especially hope your departure and return to the Hoosier state is a smooth and enjoyable experience. We really are blessed in Morgan County to have the best airport in the country as a neighbor.

Ryan Goodwin is a former Morgan County Commissioner and current board member of the Indianapolis Airport Authority. He holds an MBA from Purdue University and writes on business and government.

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What's your kernal?

This month I am reminded there are more reasons to be a business owner than “I love what I do” or “I want to be my own boss” or “I want flexibility in my life.” Granted, some or all those statements could be true for any entrepreneur, and they are all legitimate.

Occasionally, someone reveals the true kernel of why they are doing what they do. I think every successful person has one little kernel. When they share it, it illuminates the power inside them and lights up the hopes and dreams in their heart.

Our cover subject is a couple, Tony and Kelie Joseph. What makes this couple and their business, 21 Electric, special is the purpose they have for chasing success. Relative new-lweds, the couple brought together their six children into a blended family. One of the boys, Brody, was born with Down Syndrome. Every aspect of their life centers on Brody, even their business. From the company name to the operations, you will find their purpose. It influences hiring, employee relations, customer service, and branding. The kernel is deeply embedded in who they are as people, as parents, as employers, and as business owners.

Equally as powerful is the purpose for starting a new business in an emerging industry. Jason Spoor and Nick Phillips see their new endeavor called Patriot Aerial Worx using drones in unmanned aerial systems being like working in the wild west. Rules and guidelines are nebulous. Spoor is fascinated and thrilled with the underlying technology and what it can become while Phillips sees the venture as an opportunity to do something in the world that matters. Both are powerful drivers of their efforts.

Our last story, about Chris Tann and the Boys & Girls Club of Morgan County may



JIM HESS
From the Publisher

sound a bit more conventional, but equally as powerful. Words from a young boy many years ago still challenges him every day. This youngster told him that it didn't matter what he was told to do because he (Tann, an adult) wouldn't be there tomorrow. You can read between the lines to see what this boy was screaming out and that message was not lost on Tann. Ever since that day, he has worked tirelessly to use every resource available to create a consistent, stable, and caring environment for those children who need it most. This goal focuses the drive for the growth and progress experienced by the Club under his leadership. It's a good bet to say that the same appetite he has to fill that need will be part of him for the rest of his life.

Take time to dig deep to find your kernel, the purpose that influences your decisions and interactions. Accepting it and using it might be the key to your success.



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Ephesians 2:10

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Data from a bird's eye view

PATRIOT AERIAL WORX

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By Elaine Whitesides

Morgan County Business Leader

Technology marches forward every day bringing new innovations to the market. While some are using technology illegally or covertly to undermine competitors, Patriot Aerial Worx is using cutting-edge technology to collect precise and accurate data. That data is then used by organization leaders to make informed, accurate, and profitable decisions.

Jason Spoor and Monte Dillon are used to living in a world with a bird's eye view. As pilots with decades of experience in the air, they know that viewpoint provides a new perspective. When Dillon retired and began to explore drone technology, he saw the potential drone use could have for decision-makers in business, government, and municipal operations. Recognizing the entrepreneurial sense Spoor has in other personal ventures, Dillon contacted Spoor. Together, the pair began to investigate the viability of drone use and of a business that could provide related services.

AN EXPANSE OF SERVICES

Technology has made many kinds of work easier. In this case, the work of Patriot Aerial Worx drones makes work faster, safer, more affordable, and is tailored to meet the specific needs of clients.

For instance, Patriot employs drones for construction inspections, insurance building inspections, precise topographical measurements, and maps. Utility and road construction companies can get data that measures the loss of energy, or the grade, hydrology, or erosion



Nick Phillips and Jason Spoor

of land for infrastructure construction. Law enforcement can use data for situational awareness in search and rescue operations or for accidents. Farmers can identify erosion patterns, the effectiveness of fertilizers, and current crop conditions without walking miles of fields.

In addition, aerial imagery is ideal for marketing in many industries from real estate and land sales to commercial construction, or corporate branding.

"Delivery of the data is customized to the client specifications," Spoor said. "The final product is packaged and organized in a way that is meaningful to them. It could include raw data like measurements, aerial maps, or 3-D renderings.

PROTECTING THE CONFIDENTIALITY OF DATA

Security is top of mind in every aspect of business and life today, including Patriot Aerial Worx. To provide security for proprietary information being used for decision-making purposes, Patriot has adopted unique protocols.

First, Patriot only collects data. The company collects a broad variety of data ranging from structural inspection to topographical measurements and infrared thermal imagery. Their

clients are experts in industries such as construction, insurance, road design, and construction, as well as farming and natural resource preservation. They are, or work with, experts who can study, evaluate, and analyze the data for use in making decisions – big and small. Patriot, therefore, collects the raw data and provides that to the client.

Second, Patriot Aerial Worx operates from the premise that a client's data belongs to the client. They only share the data with the client and do not store any of it after delivery. Dillon and Spoor have extensive professional experience with the air industry and governmental regulations as pilots. In addition, Dillon is a veteran, and the third partner, Nick Phillips is on active duty with the National Guard. Together, they all have a deep understanding of the role of honesty, integrity, and security and bring those principles to the business.

With the industry in its infancy, they also recognize the importance of professional and industry security, and even national security. To prevent any possibility of non-compliance with regulations and rules that are likely to come, as well as the possibility of foreign entities gathering technical information, all the equipment, hardware, and software are US-based products. Everything is designed and serviced in America. In addition, they are US-certified products that are National Defense Authorization Act (NDAA) compliant. Not only for security purposes, but this designation also allows them to work with the local, state, and federal government agencies in America. In essence, this means that they are operating the business legally in the United States.

COVERING ALL THE BASES

"I was exposed to the industry by my father who was a pilot," Spoor said. "I made it into a career, going to flight school at 25 years old." He graduated from Indiana State with a degree in Aviation and started flying for Cooke Medical. Wanting to know every aspect of the industry with the intention of being a corporate pilot,

Spoor attended Vincennes University in Indianapolis for an aviation maintenance program.

His career includes time as a pilot and director of aviation for several Fortune 500 Corporations and he received an MBA from Notre Dame in Leadership Studies. He now flies "freelance" for several corporations. He and his wife, Wendy, live in Mooresville and have two daughters in high school.

Patriot Aerial Worx grew from Dillon approaching Spoor saying, "Let's start a business using drones." While Spoor had owned and operated his own businesses, they knew they needed to include others with expertise critical to the company and its services.

Nick Phillips is a life-long Mooresville resident who enlisted in the Air National Guard right out of high school. "I was stationed in Terra Haute and became an imagery analyst," he said. His interest led him to enroll at Purdue University for computer science, but when the new Unmanned Aerial Systems program opened, he changed majors.

Working in the military in geospatial analysis, Phillips began his studies with extensive experience using drones, equipment, and software to collect highly technical and accurate data. "Working in the field and seeing how much information you can get for the military," Phillips said, "I started to see civilian applications and the growth of the industry." Partnering with Dillon and Spoor, Phillips became the third partner in Patriot Aerial Worx.

They added a fourth member, Tanner Yates, as Director of IT to customize data packages for clients and monitor every aspect of security.

ON THE CUSP OF CUTTING EDGE

Being part of a growing start-up small business is hard work, but this kind of business provides a special spark.

Being experienced in business, Spoor sees the excitement that comes with new technology. "The technology is constantly growing and evolving," Spoor said. "It fascinates me what we can learn from drones and software. The process of how it works, I am mesmerized with it. Drones are cool and fun and what we can deliver to somebody is exciting, something the customer is amazed to see."

On the other hand, Phillips has the technical aspect in hand and looks at it from another point of view. "This is an opportunity to build and create something," Phillips said. "It's so new and we can make something that matters. The drone industry is emerging, and I see it as a good opportunity."

Both agree on one thing. As they watch the industry's rapid growth, they will innovate, evolve, and forecast adaptations. They will determine what works and what doesn't work while Mooresville will always be home and headquarters for Patriot Aerial Worx.

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“History doesn’t repeat itself, but it often rhymes” Mark Twain

Lately I’ve been studying economic models and trying to better understand the causes of inflation. (You can stop reading now if the words “economic models” strike fear and/or boredom in your heart).

One standard economic model argues that inflation rises for one of three reasons or combination of:

One: The demand for goods rises due to high consumer confidence and ready cash. In other words, inflation comes from people feeling confident to spend more, they have more cash to do so, and prices rise because of this confident demand.

Or

Two: The supply of goods lessens. For example, because of a geopolitical oil embargo like in 1973, or maybe a pandemic like in 2020 when workers (producers of goods) were forced to stay home for months, not producing anything.

Or

Three: Monetary and fiscal policy makers attempt to shift the demand curve: for example, an expansionary monetary policy, like free money and low interest rates like we had during COVID, can increase demand causing inflation while raising productive output, whereas a contractionary monetary policy, like when policy makers sell bonds to remove cash from the economy and raise interest rates to make borrowing (to grow your business and production and revenues) more expensive. Like we have now.

So, what is the cause of our run away, rampant inflation right now? That’s a real quandary. You could argue that any of the reasons above are the culprit. And you could find credible validation for each of them.

After the COVID lockdowns ended and we all began to emerge from our bunkers, we went on a spending spree. We had all that money from the government and all that pent up demand and we kind of went crazy. And at the exact time when companies had just spent months with no production. Once the demand exhausted the supply of the goods that had been surplus produced before COVID, we had



**JEFF
BINKLEY**
Finance

too much money chasing too few goods. A classic case of an inflationary period.

Then on top of that, and I am not trying to be political here but rather educational, we had a new administration come in whose whole purpose and goal seemed to be to reverse everything the previous administration had done, whether it was good fiscal policy to do so or not.

And now it seems like the feds (lower case f) don’t know what to do. The Fed (upper case F) doesn’t know what to do. The Street (upper case S) doesn’t know what to do. And you and me here on the street (lower case s) don’t know what to do either.

But there’s cause for hope. If you read my column last month, you will note that I wrote about consumer sentiment being very, very, low.... And it stayed low this month. Historically, when consumer sentiment hits this level of discouragement, the market performs well over the following 6 months.

That is a cause for hope. Not that what the market does is any reason why any of us do what we do. But the market is a good barometer for how our country is performing economically. And if the market performs better over the next six, nine, or twelve months, we can hope that our economy and our own personal financial lives will improve as well.

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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A B R I G H T

Tony and Kellie Joseph power 21 Electric with purpose and intention

By Elaine Whitesides
Morgan County Business Leader

One thing economic fluctuation does is drive businesses to re-assess their business model and the diversity of the products and services they provide. It was seeing possibilities that prompted Tony and Kellie Joseph to begin 21 Electric in 2019.

Tony's 37-year career in the electrical industry began when his parents retired and sold their grocery store business in Fountain Square. Their sons were looking for new careers. An electrical entrepreneur offered the eldest son a job and the education to do it. "He took it and ran with it," Tony said. Another brother followed his lead and when it was time for Tony to make the decision, he chose trade school over college.

He went through the four-year program with Associated Builders and Contractors and before he graduated, he was working for a local firm. "I liked it because of the mental challenges that were set in place," Tony said. "I always wanted to challenge myself to become the most valuable an employee I could become."

He moved to the International Brotherhood of Electrical Workers (IBEW) shortly thereafter where he spent the next 20 years. Wanting to learn about every aspect of electrical work, he found himself a general foreman working in the highest levels of fieldwork on some of the largest construction projects in the area.

Ready for a new challenge, Tony left the fieldwork behind and went to work for a smaller commercial contractor inside the office as a project manager.

Seeing the opportunity, and need, to diversify, Tony encouraged the owner to pursue residential work. When the owner made the decision to not expand services, Tony began to do that work and in 2019 started 21 Electric out of his home serving both commercial and residential customers.

THE HEART OF 21 ELECTRIC

Over those years, Tony married, had three children, divorced, and then married Kellie, who had three children of her own. One of those children, Brody, was born with Down Syndrome.

Down Syndrome is the result of an extra copy of the 21st chromosome. This extra copy changes the way a baby's body and brain develop. "Brody is high functioning," Kellie said. Although he is mentally delayed, he is on track to graduate with a

21 ELECTRIC

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certificate of completion and is healthy with a strong heart. "Brody is very social," Kellie said, "everyone knows Brody."

The Josephs have been very active with several organizations focused on Down Syndrome, such as Down Syndrome of Indiana. It is an organization with support groups for parents and families as well as events like the Buddy Walk and a golf outing.

Tony grew up with a special needs sibling. He knew his brother could not function without the help of his mother and their situation was simply their family makeup and dynamic. When Tony met Kellie, a single mother of three with Brody, a special needs child, there was no reluctance to become a family.

When the couple decided to start the business, they wanted the name, and the business, to stand out and have meaning. "We



wanted it to include something that affects our life," Tony said. The name 21 Electric is a reference to the 21st chromosome and the three arrows on the logo represent the 3 chromosomes.

However, referencing Down Syndrome in the name and logo was not enough. They are carrying their philanthropic work into the business. A donation is made in the customer's name of a portion of sales from specials in addition to their own company sponsorships and donations. "We wanted to do something that is going to help us give back to the community," Kellie said.

"It is good to have a purpose," Tony said. "It is the added drive to what we are doing."

THE 21 ELECTRIC MODEL

Tony said, "There are so many different variations of electrical that at the end of the day, it challenges you." He said he has never gotten bored. "There is so much to it, and it gives you an equal amount of using your mind as well as your hands. A lot of



Tony and Kellie Joseph

the trades don't do that."

He says there are times he misses the instant gratification of fieldwork. After all, when the job is finished you can flip a switch and see the lights come on.

However, he confronts the challenges that come from changes in the industry, market, and supply chain that require adjusting the business. He says his experiences gave him the skills he needs for fieldwork, management, and running his own business.

An electric company that serves both the residential and commercial sectors is also a challenge. "Keeping all the balls in the air," Tony said, "to be sure you have work ready for the crews in

Economy

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FUTURE



wiring up ceiling fans and hot tub receptacles to tearing out and replacing old wiring. Or the installation of electric car charging stations. In fact, 21 Electric is one of two central Indiana contractors certified through Qmerit for installing EMV chargers in homes.

On the commercial side, 21 Electric has experience in all aspects of remodels and new construction from 5,000 SF to \$1 million buildings.

Growth led them to decide it was time to move the business out of their home and, according to Tony, Mooresville was the best location. It was centrally located in their service area and the rent was affordable for a small business.

“Having a brick-and-mortar location gives us credibility,” Tony said. “We do a lot of work with contractors and vendors outside of Indiana. This is a location where we can host them and conduct meetings and interviews.”

“Out-of-state general contractors get a proposal from us and then go to our website,” Tony said. “They read our story and see we are a little different. We know that once they use us, they see we are more than a little different.” Everyone in the trades knows that once a company finds good subcontractors, they don’t want to leave.

BRANDING AND THE TEAM

Tony sees branding as part of the strategy to build a stellar reputation. “It starts from the time the service technician pulls in the driveway,” Tony said. He wants 21 Electric technicians to be professional ambassadors for the company that appear clean and neat, speak well, and are sincere in their service. “I really had to navigate to find our people. It’s hard to find good, clean-cut employees who will make recommendations rather than oversell to customers.”

Hiring is part of what makes 21 Electric unique. “Every employee is a known quantity,” he said. “I have either worked with them personally or they have come as a recommendation from another employee.” That means he knows the personalities, abilities, and capabilities of each employee and can plan so that everyone plays to their strengths. Also, with that understanding, he says he can help them step out of their comfort zone to gain new knowledge and develop new skills.

“Taking on employees is a huge responsibility,” said Tony. “They have to get paid whether I do or not.” Hiring right is essential. In the early days of his career, at age 19, a business owner told him, “If I lose an employee, it’s because I didn’t take care of

them.” That advice is the cornerstone of 21 Electric’s employee relations. “I set expectations and don’t bombard my guys with paperwork,” he said, “but I do hold them accountable, and I have to be accountable, too.”

He explains that he will not hire yellors and screamers. “I don’t work well with them, and I am not going to put my guys in that situation. I am hardworking and driven. Having like-minded individuals in the workforce makes it easier to convey and instill what I am trying to do here.” He currently has a team of 22 employees that he feels make up an experienced, strong, and stable workforce.

He said he has had 37 years to identify the negatives and now takes the positives and applies them to his business. He requires and pays for continuing education for employees. Because of the wide range of work 21 Electric does, employees can mentor and be mentored to expand their experience or take on new roles in their careers.

One very experienced, life-long electrician told Tony, “This is the first time in seven years I have actually liked coming into work.”

Kellie’s role in taking care of the administrative and financial aspects of the business does not preclude her from working alongside Tony to create a positive workplace environment. One of the most gratifying experiences for her was when she opened a meeting asking employees if they had any complaints or issues they needed to address. Instead of complaints and issues, from the first person to the last they spoke about what they liked about the company and working there.

HELPING PEOPLE THROUGH BUSINESS

“I knew I had to have help and work together with others to build a business,” Tony said. “I couldn’t have done this when I was younger. Now, at age 53,” Tony said, “I understand the work/life balance thing better than before.”

Kellie said, “Our personalities are that we are both fixers. We don’t have to fix each other so we work together to help employees, customers, and organizations.”

“Building for a Brighter Future” is the company’s tagline and represents more than a catchy phrase for the work they do for customers to build their business. For them, it also represents their desire to help employees build their future as well as to support and raise awareness for Down Syndrome in the community. “It just felt right,” Tony said. “Like divine intervention. The right fit for the right time.”

all kinds of weather and working with contractors to have payments come in a timely fashion is important.”

Opening up residential services in 2020, Tony, says, was the right move at the right time. He explained that when COVID hit and people began spending money on their homes, they were ready for it. Competition for commercial jobs was fierce as that market dried up. “Residential work got us through those times,” he said. It also began building their reputation and spurred the referral network.

The company is full-service for both residential and commercial jobs. Calls are answered for everything from service calls and

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Boys & Girls Club touches the future

BOYS & GIRLS CLUB OF MORGAN COUNTY

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By Elaine Whitesides

Morgan County Business Leader

Chris Tann, Executive Director at the Boys & Girls Club of Morgan County began his career in the fiftieth state at the Anchorage Community YMCA. He stepped into his current role in August 2016 when the Club was in a storefront on St. Clair Street.

Much has changed for the Club since 2016. One thing has not. Early in his career, Tann was called in to intervene with a young boy who was misbehaving. He told the boy that it is not good to use the words he was using, and the boy told him that it didn't matter what he (Tann) said because he (Tann) wasn't going to be there long. The boy's remark brought home to Tann the experience of many children and he has kept the boy's words with him as a challenge every day since.

"We have a duty to make sure the Boys & Girls Club is strong," Tann said. "Our mission is to empower all youth, especially those who need us the most, to grow to their full potential to be responsible, caring, and productive citizens." Youth seeing the same faces and building relationships is core to achieving success. "It makes me proud," Tann said, "to see the kiddos who participate develop and take the opportunity to serve in staff and coordinator roles."

"People learn through making good choices and working hard," Tann said. "It doesn't come naturally. They must be trained, mentored, and supported. That is why we come to work and what we expect from ourselves as staff. We work on developing interests, relationships, and proficiencies. It can be fun and squirrely, but it



needs to be intentional."

A CHANGE OF PLAN

It was in 2018 that Club leadership embarked on a new five-year strategic plan.

The plan adopted a new business model changing the organization from being grant-centered to becoming more donor-centric. Not only did a change make sense from a business point of view it also allowed the Club to stay true to its mission. With this change, the Club went from being 75 percent grant-funded to 67 percent funded through local donors.

"Another tenet of the plan," Tann said, "was to find a larger, more accessible facility."

ON THE MOVE

At the time Tann came on board, the Club had a space issue. "We were overfilling with capacity," Tann said. "When B.J. Bungard from Mt. Gilead Church asked if we would be interested in partnering with them in the Mt.

Gilead Community Center, I asked if we could move in that day."

In August 2018, the Club moved into the facility with a full gym, an institutional kitchen, dedicated homework space, and 10,000 SF for programming. "It is a great partnership," Tann said, "and a great place for the kids."

THE PROMISE OF SPACE AND COMMUNITY SERVICE

More space means more programming and services.

The Club has been a Kendrick Foundation grantee for the last four years. In partnership with Adult & Child Health, there is a focus on physical activity, mental health, and nutrition

The Indiana Kids program in Morgan County through the Indiana Alliance of Boys & Girls Clubs flourishes in increasing children's scores in reading and math. The addition of a full-time experienced educator brought greater intention to the homework assistance program. Each child receives at least 30 hours of academic tutelage resulting in consistent post-tested scores at 100 percent above pre-entry scores. Individuals and business employees who volunteer to work with students find a meaningful way to support the community.

The pandemic closed the Club for about 60 days. With funding through several community grants, the Club provided virtual learning opportunities, a homework help hotline, and made regular calls to check on families. From March until September, the Club collaborated with the schools and Churches in Mission to provide about 4,000 pounds of food to families weekly.

The pandemic brought attention to mental health in Morgan County. A recent survey said the ratio of mental health providers to Morgan

County residents in 2021 was 1:1,720. In 2022, the ratio improved slightly to 1:1,470. Still, studies show 40 percent of teens are experiencing anxiety. The number of school social workers increased. "When we saw schools and the Kendrick Foundation investing," Tann said, "we asked, 'what about the Club in after-school programs?' Our inquiry was well-received and drove the implementation of programming."

The Boys & Girls Club Triple Play program emphasizing a healthy body, mind, and emotions grew and added 20 hours per week of mental health programming and services.

TYING IT ALL TOGETHER

Over his tenure, Tann says he sees relationships in the community strengthen and deepen the Club mission. "This is a caring and generous community," Tann said. Individuals, charitable organizations, businesses, and civic groups like the Kiwanis Club of Mooresville have played a significant role in the development and growth of the Boys & Girls Club of Morgan County through the years. "Positive outcomes for kids are possible because of their generosity," Tann said.

The Boys & Girls Club holds several events throughout the year.

A group of twelve community volunteers, including some board members, are the face of the Great Futures Annual Campaign. Monthly Lunch and Learn events are hosted at the Club. Guests tour the facility and learn about the organization and what it brings to the County.

A stewardship event In February, called Eat-Thank-Love, is held to thank donors, and share the results of their generosity.

A Celebrity Golf Outing is a fundraiser. The 2022 Golf Outing is September 16 at Heartland Crossing Golf Links.

An average of 110 youth come to the Club daily. It costs \$1,200 per year per child. A donation of \$300 supports a child for three months. The fundraising success of the events provides programming and keeps Club fees affordable.

The two ways to give include monetary donations, gift cards, snacks, or supplies or volunteering as tutors, serving on event committees, and participating in annual events.

THOUGHTS ON THE FUTURE

The next five-year strategic plan will be developed in 2023. "We want to be sure that hours at the Club are spent in activities for caring, productive, and responsible purposes," Tann said. He foresees the opportunity for "going a mile wider and a mile deeper" by combining resources in the Morgan County community.

Most of all, Tann looks forward to the Club inspiring and empowering young people to move from being service receivers to being Morgan County community co-producers.



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Improving the quality of life in the county

By Mike Hurst

First Merchants Bank has been a financial supporter of the Morgan County Economic Development Corporation (MCEDC) for several years. Officers of the Bank have also supported through service in a variety of roles over the years. Mike Hurst, President of Regional Banking at First Merchants, serves on the Executive Committee and is currently the Past President of the organization. He shared some insight into the Bank's view of the EDC and its importance in the future growth of the county. As a resident of Morgan County, Mike provides a local perspective on the effort.

The Morgan County EDC is focused on fostering growth and prosperity for the county's residents through its work, which is important work. First Merchants is focused on positively impacting the communities we serve, with a "helping you prosper" mindset. That includes creating significant improvements in communities by investing in schools, businesses and neighborhoods. "We continue investing in the MCEDC because we see the impact and growth of what's coming from those efforts" added Mr. Hurst. "Their work aligns perfectly with our priorities as a community bank, which are detailed in our Elevating Communities publication, found at firstmerchants.com/communities."

The EDC serves as both an advocate for Morgan County



and its municipalities and as a resource to businesses and government partners engaged in growth activities. That includes sharing in some of the expenses needed to evaluate projects designed to improve quality of life in the county, assisting businesses to evaluate the area as a new location, and supporting existing businesses that want to expand or simply improve. Ongoing support for all those activities comes from a multitude of investors and is an important, often behind-the-scenes effort.

Much of the growth and community improvements are obvious. Monrovia, Mooresville, and Martinsville all have very active projects currently underway. These cover new homes, new businesses, and upgrades to parks and other facilities that make the community a great place to live and work. In addition, the significant changes being driven by the I 69 project stand out. However, a large part of these efforts occur outside the public eye. Mike Dellinger, the Executive Director of the MCEDC, works tirelessly with new and existing businesses to evaluate expansion opportunities, serving as the primary point of contact. He is also a great resource for the municipal leaders themselves. Those leaders are fully focused on improving the quality of life in the county and can lean on the MCEDC.

First Merchants Bank is committed to assisting with the growth, quality of life and prosperity of Morgan County. Continued support for the Morgan County Economic Development Corporation will remain a part of that commitment.

First Merchants Bank is a member of the FDIC and Equal Housing Lender

Franciscan Health Mooresville earns top marks for patient safety

Franciscan Health Mooresville has received an "A" Leapfrog Hospital Safety Grade for spring 2022. This national distinction recognizes Franciscan's achievements in protecting patients from preventable harm and error in the hospital.

"We are very proud of this important recognition as it attests to the hard work and dedication of our staff and physicians to care safely for the patients we are privileged to serve," said Trish Weber, RN, MHA, MBA, vice president and chief operating officer for Franciscan Health Mooresville and Carmel. "Our approach is quality focused, and patients come to us knowing and trusting they will receive great care. Clinical providers such as nurses also choose us because of the importance of quality care in Franciscan's healthcare ministry."

The Leapfrog Group, an independent national watchdog organization, assigns an "A," "B," "C," "D," or "F" grade to general hospitals across the country based on over thirty national performance measures reflecting errors, accidents, injuries and infections, as well as systems hospitals have in place to prevent harm.

The Leapfrog Hospital Safety Grade is the only hospital ratings program based exclusively on hospital prevention of medical errors and harms to patients. The grading system is peer-reviewed, fully transparent and free to the public. Grades are updated twice annually, in the fall and spring.

"As our health care system continues to feel the strain of the pandemic, I thank the workforce and leadership of Franciscan Health Mooresville for sustained commitment to patient safety, day in and day out," said Leah Binder, president and CEO of The Leapfrog Group. "An 'A' Safety Grade is an outstanding achievement, and one that is not possible without a 24/7 effort by the entire health care workforce to protect patients from harm. This community should be proud."

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Build your way to success

Building real relationships doesn't happen overnight. Author C.J. Hayden said, "All things being equal, people do business with people that they know, like and trust." It takes time and intentionality to get to know people, to get to like people so they get to trust you.

As a business person or entrepreneur, one of your ongoing goals should be to make yourself known to the people you want to do business with, and then elevate the connection to a relationship and to the trust level. This process of building relationships can take many forms. Think of the great relationships you have now and then take a few minutes to review what is working for you in this area. Then consider the following ideas to add to your relationship building toolkit.

HAVE A READY TO GO 30 SECOND INTRODUCTION

Have you upgraded your 30 second introduction lately? Do you have a 30 second introduction? If you don't have one or if you haven't revised it in the past year, chances are the impact may be stale. A new revised or enhanced introduction can spark your own energy which will definitely show when you introduce yourself. Consider the use of powerful action words such as create, design, compose, organize, generate, solve, produce, and supply. Deliver it in front of a mirror and see what others see.

WHAT DO YOU HAVE TO GIVE?

Author Gary Vaynerchuk wrote a little book a few years ago, "Jab, Jab, Jab, Right Hook" Which means, give, give, give and then ask. Too often think of what we want to get from our interactions.



JACK KLEMEYER
Business Coach

Things like a request for proposal, a new resource, a potential alliance, or a business contact or sale. Flip this over and consider what you are willing to GIVE to your network of potential customers. Do you have free information that your ideal client can use? Can you provide a free evaluation of your client's current service provider? Keep in mind that building relationships is a two way street that begins with you. Approaching these relationships in a giving, proactive mode is a terrific beginning.

FOLLOW UP, FOLLOW UP

The simple act of following up with individuals that you meet for the first time will make you stand out. You want to become, TOM to the people you meet, that is Top Of Mind. Very few people use a consistent follow up method over a period of time. You'll need to have their contact information in order to implement this step and it's well worth the effort to get it too. Successful follow up actions include handwritten notes (they stand out), e-zines, newsletters, holiday or birthday cards, an article of interest, and invitations to an event. Choose several actions that fit your personal style and do them consistently. Watch your

network grow as you demonstrate an interest in building the relationship. Learn what is important to them and then deliver.

TRACKING SYSTEM

Consistency in building relationships will be difficult to maintain without a method to capture and maintain contact information in a practical way. This means being accessible and easily updated for changes. Contact Relationship Management (CRM) software such as Zoho, Daylite, and Outlook were created for this purpose. An excel or google sheet will work too. Other options include business card files, your address book on your phone, or a planner system such as Day-timer or Franklin-Covey. Choose the system that fits your work style and schedule time for communication with your contacts and maintenance of the database. This foundational step is an important part of building relationships over time.

ALWAYS BE PLANTING SEEDS

Remember the Parable of the Sower and think of building relationships in the same way as planting seeds. In order for the seeds to grow, they need water, food, and sunlight over time. For relationships to grow, you provide opportunities for your network to get to know you, what you provide, how you provide it and ultimately trust in you with their business.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963. Learn more at GYBCoaching.com.

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Lilly Endowment Community Scholarship application due August 26, 2023

The 2023 Lilly Endowment Community Scholarship application is now available in Morgan County through the Community Foundation of Morgan County. The Lilly Endowment Community Scholarship Program (LECSP) will provide 145 scholarships statewide and 2 Scholarship(s) will be awarded in Morgan County. LECSP scholarships may be used for otherwise unreimbursed full tuition, required fees, and a special allocation of up to \$900 per year. The special allocation may cover the costs for required books and required equipment for four years of undergraduate study on a full-time basis leading to a baccalaureate degree at any eligible Indiana public or private nonprofit college or university.

The program, administered statewide by Independent Colleges of Indiana (ICI) and locally in Morgan County through the Community Foundation of Morgan County, is open to all Indiana residents who:

- graduate from an accredited Indiana high school by 2023 and receive their diploma no later than June 30, 2023;
- intend to pursue a full-time baccalaureate course of study at an eligible college or university in Indiana; and
- meet the criteria specific to their local community foundation. Visit <https://cfmconline.org/donors/>



scholarships/#lilly for complete information regarding the Community Foundation of Morgan County's application criteria.

Students can learn more about the Lilly Endowment Community Scholarship in Morgan County and apply for this scholarship by visiting <https://cfmconline.org/donors/scholarships/#lilly>. Applications must be completed and submitted by 4 PM, August 26th to be considered.

Applications will be evaluated on October 19th, 2023, but not limited to, the following criteria: Academic Performance, a 500-word essay on financial need, and an in-person interview. Two finalists will be nominated by the Community Foundation of Morgan County, and their names will be submitted to ICI for final selection of the recipients. Scholarship recipients will be notified in December 2022.

Lilly Endowment created LECSP in 1998 and has supported the program every year since with tuition grants totaling more than \$424 million. Nearly 5,000 Indiana students have received Lilly Endowment Community Scholarships since the program's inception.

The primary purposes of LECSP are: 1) to help raise the level of educational attainment in Indiana; 2) to increase awareness of the beneficial roles Indiana community foundations can play in their communities; and 3) to encourage and support the efforts

of current and past Lilly Endowment Community Scholars to engage with each other and with Indiana business, governmental, educational, nonprofit and civic leaders to improve the quality of life in Indiana generally and in local communities throughout the state.

The Community Foundation of Morgan County is again pleased to offer LECSP for 2023 in Morgan County. "The Lilly Scholarship is an opportunity for our youth to be rewarded for their commitment to their education and our community." Britani Bentley, President of the Community Foundation of Morgan County.

More information on the Community Foundation of Morgan County is available online at [CFMOnline.org](https://cfmconline.org) or by calling the foundation at (765) 813-0003.

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What is "Indoor Comfort"?

We are often asked questions such as, "What effects indoor comfort?" or "Why is it not comfortable in my home or office?"



Jod Woods

There is so much more to "indoor comfort" than just the temperature that the thermostat is set to maintain. Actually, the temperature is the least important factor in addressing total indoor comfort. Total indoor comfort is achieved when humidity, air

quality, and temperature are properly addressed.

During the summer, the central air conditioning system is utilized to control humidity as well as cool the air in our homes and offices. We are seeking approximately 50% indoor relative humidity. If the rate is higher than this, the space will feel "warm" or "muggy". To attempt to compensate for this, the temperature setting is forced lower. This adjustment causes the cooling system to run more and consume more energy. A higher temperature setting is comfortable when the humidity levels are at, or below, our desired levels.

"Air quality" factors humidity into the equa-



tion. Air borne particles such as pollen, pet dander, mold, mildew, smoke, odors, dust, and bacteria are being constantly circulated through our homes and offices. These particles are only controlled by a high-quality air cleaner such as the Trane "Clean Effects" air cleaning system. Regardless of marketing claims, a disposable filter cannot provide the proper level of filtration to properly clean the air in your environment. When these particles are properly addressed, the results are less dust, reduced allergy symptoms, and fresh smelling air that is easy to breathe. Please feel free to contact us to discuss your environment at 317-831-5279.

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



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Pinnacle Treatment Centers to build drug and alcohol detox program at IU Health Morgan

Pinnacle Treatment Centers, a leader in providing affordable, accessible treatment for adults struggling with substance use issues, is jumpstarting the development of a withdrawal management (detox) unit at Indiana University Health Morgan in Martinsville, IN.

Pinnacle's unit, named Recovery Works Morgan, will be dedicated to comprehensive care for patients needing assistance with drug and/or alcohol addiction.

"It is an honor to collaborate with such a prestigious healthcare system that is so integrated with the community," said Joe Pritchard, CEO of Pinnacle Treatment Centers and an individual in addiction recovery for nearly 47 years. "This new component of our care continuum will allow for addiction recovery to begin immediately and seamlessly when an individual is in crisis and wants to get help."

Jason King, DNP, RN, CENP, FAONL, chief operating officer and chief nursing officer at IU Health Morgan, said, "IU Health wants to make Indiana a healthier state, and mental health and addiction recovery are an integral part of that goal. This collaboration will bring a welcomed addition to healthcare in Morgan County, and our surrounding



communities."

Recovery Works Morgan will span more than 16,000 sq. ft. on the third floor of IU Health Morgan, located at 2209 John R. Wooden Drive in Martinsville. The unit will consist of 32 beds for adults and provide traditional detox, care coordination, and long-term recovery planning.

Patients may choose to be admitted to this program after initially presenting themselves in distress at any of IU Health's emergency departments or other providers within the community.

After discharge from Recovery Works Morgan, patients will be able to continue treatment nearby at Recovery Works Martinsville, Pinnacle's new comprehensive addiction treatment campus.

The value of a single sheet business plan

Long-range goals and short-term actions on the same page

When you're running a company it's easy to drown in the day-to-day details!

- Do you accomplish your highest priority task each week? Each month?
- Do you know what your highest priority task is each week? Month? Quarter?
- As your business grows and you begin to hire more people, how do you know they each know where you're taking the business and how you plan to get there?

The Single Sheet Business Plan gives you, and everyone on your team, a line of sight from your 30-year vision all the way through to the actions necessary in 5 years, next year, next quarter, and today—so you can all always be driving toward that vision and move fast doing it.

You're not running a multi-billion dollar company so you don't need a multi-page plan. You can get your plan all on 1 sheet of paper. The SSBP enables your team to get on board and pull their oars in the same direction. It provides a line of sight between your long-term goals and the actions that you and each person on your team needs to take to accomplish them.

The SSBP is the "living" document that charts your company's course and gives you a simultaneous view of where you are today, where you want to be in the distant and near future, and the next step you need to take. It's planned and written by you, usually with the help of your key leaders, so you can adjust it as circumstances change. In fact, it's set up so that once per quarter you review it for any needed adjustments.

The SSBP is a compelling way to hold yourself accountable and to hold every member of your team accountable because it's easily communicated and because you visit and update it regularly. It energizes your employee since it helps them understand their role and how they



ROGER AND SUSIE ENGELAU
Business Coach

can contribute to the vision.

The SSBP comes from the excellent work of Verne Harnish's "The Rockefeller Habits" and you can download it from his website. We've modified our version over the years based on our work with what real small business owners need on it. It's an 11" x 14" spreadsheet, also downloadable, and you can complete it online or with a pencil.

Your SSBP is your whole business on a single sheet of paper. It's your hopes and dreams laid out and your roadmap to achieve them spelled out. Your SSBP is your inspiration when you lose hope and your compass when you feel lost. When you've had a string of crazy days, your SSBP is the place you can turn to remind yourself where you're trying to take your business.

Without this strategic operating plan, you miss the deep thinking that's so necessary to running any business. There's amazing confidence that comes from the sure knowledge that what you're doing today will get you where you want it to be. That can only come from having a small business strategic operating plan. Why not put it all on a single sheet of paper so you and everyone on your team can see what to do today to get you where you want to be years down the road.

Truly, a well-thought out SSBP almost guarantees your company's growth and success.

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