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MORGAN COUNTY

October 2022



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## IT FITS TOGETHER NICELY

*The combination of career and community makes life good for Mike Hurst.*



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# Live2Lead

Our companies, churches, communities, and even our families need good leaders if they are to be successful. The best leaders know that leadership is not a “one-man” mission. We need others to encourage us, teach us, mentor us, and provide us with accountability. Each time we engage with other leaders, we leave better than when we came. This life-long journey toward leadership excellence requires us to intentionally seek out opportunities to surround ourselves with those further along on this path.

Imagine being able to spend time listening to leadership experts like John C. Maxwell, Patrick Lencioni, Tim Elmore, Doris Kearns, or Eric Thomas as they shed light on the issues most impacting us today. What amazing things could be learned during these times? How would opportunities like this create change and growth within you as a leader and those that you lead? Rarely do intense opportunities like this happen. Legacy Business Consultants is honored to bring this opportunity to you. You are invited to join us for a day filled with leadership training on Friday, October 28, 2022.

All the amazing leaders listed above will be speaking in Atlanta, Georgia, but you do not have to travel to Georgia for this event. We are bringing this to Martinsville, IN via simulcast! Plan to be with us at Hoosier Harvest Church located at 4085 Leonard Road, Martinsville, IN. We will begin at 8:30am with an opening session to get you warmed up and ready to hear as John C. Maxwell brings brand new content from his upcoming book “The 16 Laws of Communication”. Patrick Lencioni will discuss his new groundbreaking model that uncovers a deeper understanding into what hinders our workplaces and teams in his new book “The 6 Types Of Working Genius”. Tim



**JIM HESS**  
From the Publisher

Elmore will be speaking about how multiple generations can work together. Doris Kearns will share leadership principles she has gained from spending time with some of the greatest leaders of our time and how to navigate the leadership deficit we are experiencing today. Eric Thomas will give us insight into how to turn a mentality of struggle into enduring success. As a bonus, we will have Bob Hammel with us LIVE to discuss leadership principles he learned from legendary IU Basketball coach Bob Knight and his coverage of decades of Olympics. This will certainly be a day to remember!

What an AMAZING event being held right here in Morgan County! All the details and registration are available at [Live2LeadIndiana.com](http://Live2LeadIndiana.com). The coffee shop in the church cafe will be open and ready to take your order all morning. Lunch is included and being provided by Brickhouse on Main.

Gather your team and join us for a growth opportunity like none other for only \$125.00 per person. Use discount code “Team2022” to save \$20.00 per ticket for groups of eight or more. Seats are limited, so reserve yours today!

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## BUSINESS LEADER

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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# Taxes, the family way

## O'NEAL TAX SERVICE

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### By Elaine Whitesides

Morgan County Business Leader

The ancient Greek aphorism "know thyself" can be found in every age of humanity. From its first inscription in the Temple of Apollo at Delphi to an article by Patrick McGrath in 2011, "know thyself" has been a lesson for the ages.

When talking to Elaine O'Neal of O'Neal Tax Service in Mooresville, it is apparent that "know thyself" is a guiding principle in the company's long-time success. O'Neal grew up in Speedway and went to business college after high school. She graduated with a degree in accounting. She discovered her knack for numbers and grabbed an opportunity at the Internal Revenue Service (IRS). Her job was to answer caller's questions. After a week's training,

she manned the phones and in addition to starting life with her husband, Chuck, she also began a life-long relationship with taxes.

After her time at the IRS, O'Neal took a job in a CPA's office doing bookkeeping and some tax preparation. At the same time, she took classes at IUPUI. When her daughter, Terri, was born, O'Neal worked only during the tax season.

In 1984, the couple chose to settle in Mooresville. Terri was joined by siblings, Michael and Angie. They moved into the house at the corner of Franklin and Main Street and made it a home for their family and, later, a home for O'Neal Tax Service.

Elaine was working for Pauley Tax Service in Mooresville and Chuck was a full-time employee at Allison. Elaine did bookkeeping and tax returns. Chuck took classes at night and the couple began doing taxes in the evenings. When Pauley retired, he referred his clients to Elaine at O'Neal Tax Service. She moved her things from his office into a room in their home.

Connie Swinney moved over to O'Neal Tax Service with O'Neal. "Connie doesn't do taxes," O'Neal said. she takes care of business and is always smiling."

Instead of pursuing a CPA designation,



Gary Fox II and Elaine O'Neal

O'Neal took classes and exams over three years to become an enrolled agent for the IRS. That designation means she can represent her clients without them being present. It also means 21 hours of continuing education every year.

## A FAMILY AFFAIR

The business is a family affair. Chuck worked in it after he retired. Terri grew up in it and joined them full-time as office manager. Word of mouth was growing the client list and around 2000, Terri's husband, Gary Fox launched a website.

The office became part of family life. O'Neal's husband, daughter, son, sister, son-in-law, and now her granddaughter, have all worked there. "Our office is family-oriented and very casual," O'Neal said. "It's relaxed and clients say it is homey and charming."

## QUALITY IN A SPECIALTY

The same intense care and attention O'Neal has for family, also applies to the business. O'Neal realized that taxes were her interest and strength, so she has sculpted services to focus on that.

O'Neal admits being a control person. "We do everything we can under the letter of the law; we find every deduction and credit. I don't want sloppy returns," O'Neal said. "I want high-quality service." To ensure that happens, O'Neal works intimately with all preparers to look at the minute details and give each client a personal touch. The goal for the business has remained the same since its inception. "We want to have enough business that we are comfortable, but the numbers have to be right. That's how I would want mine done," she said.

With a good location reinforced by word of mouth, the business grew steadily. Then, at the height of that growth, the terrible year happened.

## THE TERRIBLE YEAR

2013 was a rough year for the family. Chuck died unexpectedly. The loss of her partner in life and work was difficult. The death of her daughter Terri dealt another blow to the family and the business. After 17 years of marriage, Terri's death left her husband Gary to care for their four children Gary, Faith, Garrett, and Grace.

Fox was a member of a family and business where, O'Neal said, "Everyone pitches in and covers one another for things in life. There is always someone else in the wings to help." The family leaned on each other and leveled off the growth of the business.

Fox's primary vocation has been ministry. He says he's not a number person, but he is an administrative and people person. That, in addition to his IT knowledge and ministry experience, made his recent transition to full-time employee an easy fit. Eventually, Fox married Kelly, and added three more children, Braelyn, Brenna, and Ilaria, to their household.

"The opportunity is there to grow," O'Neal said. "We could have been multi-location, but I didn't want the headache or responsibility. If we grow too big, I can't keep tabs on everyone and be sure every return is right."

She says that Chuck was the change agent in the family and together they laid a good foundation for the business. "I'm not good with change," O'Neal said. "People are in their right spaces here and everyone plays to their strengths." O'Neal realizes the level of work ethic she has. "I don't expect employees to work as hard or as long as I do, but I have high expectations. I have been blessed with good employees."

For his part, Fox said, "I love being part of a family business. In the early days, it was my late wife and her passion for the business that drew me in. Now I get to do the things I enjoy and use my strengths to contribute to its success."

"I like the family atmosphere when you walk in," Fox said. "Clients are treated the way we would want to be treated. Life brings challenges, tragedies, heartaches, and joys. Although the tragedies in life have been profound, I have had a lot more blessings and I am glad to be part of this family."

Since 1986 there has been an O'Neal Tax Service sign in the yard. It has become a landmark in Mooresville, and for good reason. It's a business that reflects the quality of service and depth of knowledge the O'Neal family has provided the community for more than 30 years. All because a lady knew she was a numbers person who loved her family and community.



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To say that society is struggling with “supply-chain” issues is a HUGE understatement! Everything from building materials to food at the grocery has been in less supply and higher priced. The heating, air conditioning and plumbing industry is no exception. There are repair parts that we have been waiting on since March, with no real answers as to when we can expect them.

Why am I mentioning this to you? The LAST thing you want for your home or office is to find yourself in a situation of needing a repair on your comfort system in the middle of the upcoming cold months, and the needed parts be unavailable. Being prepared is the answer! Schedule an appointment with a trained and licensed HVAC contractor to thoroughly inspect, clean, and prepare your heating system



Jod Woods

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for the winter. The sooner the better! This is NOT just a dusting off and vacuum job. This should be a complete disassembly of the combustion section, thorough cleaning and inspection of these components as well as the air circulation and exhaust sections. A weak component can often be detected and addressed long before it fails. My hope is that everything is great and ready to provide you with reliable comfort all winter, but if an issue is detected during this inspection process, we have time to locate parts.

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# Dan Moore receives Sagamore of the Wabash

Dan L. Moore has been named a Sagamore of the Wabash by Governor Eric Holcomb. Rod Bray, President Pro Tempore of the Indiana Senate, presented Moore with the honor on Sept. 13 in conjunction with the Indiana Bankers Association annual convention in French Lick. The award is a tribute given to those who have rendered distinguished service to the state of Indiana.

Moore’s history of leadership and community affiliations are many. He joined Home Bank in Martinsville in 1978, retiring as President/CEO in 2020 and currently serving as Chair. He is also Chairman of the Federal Home Loan Bank of Indianapolis and Chair of Council of Federal Home Loan Banks, the trade association for the FHLB system. Also on a national level, he was appointed to a position on the Mutual Institution Advisory Board of the Office of the Comptroller of the Currency. Moore was a member of the Hoosier Voices for I-69 and is currently a director for Stability First in Martinsville. He is a graduate of Indiana State University and holds an M.S. in management from Indiana Wesleyan University.

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Dan Moore

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# IT FITS TOGETHER

*The combination of career and community makes life good for Mike Hurst*

**By Elaine Whitesides**  
*Morgan County Business Leader*

For many years now, Warren Buffet has advised people seeking success to “do what you love.” Mike Hurst, the President of Region Banking for First Merchants Bank, takes Buffet’s advice one step further. He says his satisfaction in his job and life comes from doing what he loves in the place he loves.

Hurst grew up on the family farm in Martinsville. For just over a decade, he lived in Noblesville. However, when he and his wife, Pam began their family, they made the decision to return to Morgan County. At the time, Pam worked at General Motors in Marion, and he was working downtown in Indianapolis, so Martinsville was how they split the difference in distance. It was also the place where they wanted their children to grow up, close to the farm and family.

Their son, Jacob, is now on his own, but getting married soon and buying a home back in Martinsville. Elena, their daughter is in her final studies at Purdue. The years have passed, but the family is still centered in Martinsville.

## ON A PROFESSIONAL PATH

When Hurst left Morgan County to go to Purdue University, he thought he might like to be an engineer. It didn’t take him long to realize that his other classes, in business, were more appealing. He says he decided engineering would not lead him to a career he would enjoy. After a period of discovery, he settled into two areas of study and graduated with bachelor’s degrees in both Business Management and Psychology, as well as a master’s degree in Psychology.

Those decisions would indeed lead him to the career he would enjoy. “Business and psychology are a good mix,” Hurst said. “Business is relationship driven. It is all about connecting with people.” He says he loves meeting and talking with people. He takes the time to understand their thinking, their life, and their businesses. It is those insights, combined with his own personal nature, that satisfy him and has helped him build relationships over the years. Relationships often start out business-related but evolve into long-term friendships. He said, “If you don’t like someone, you probably won’t do business with them.”

## FIRST MERCHANTS BANK

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## FOUNDATIONS OF EXPERIENCE

Not only were Hurst’s choices at college beneficial, but he also says the path of his career has been better than he could ever have planned. When Hurst graduated from Purdue, it was at the height of the Savings and Loan crisis. He took a job as a bank examiner under the Federal Home Loan Banks. He was working with Savings and Loans in Michigan, Illinois, and Indiana. “I wouldn’t have picked that job to start my career,” Hurst said, “but I learned more about banking during those 9 years than I would have learned working in a bank.”

As Savings and Loans closed and the crisis subsided, the agency began to contract. Hurst saw it was time to move on and seized an opportunity to work at National City Bank. He started as a loan review and credit manager, moved into the sales side, and ended up managing sales teams in commercial banking. “I moved from behind the scenes to a customer-facing role as a direct face-to-face relationship manager,” Hurst said. “It was then that I found building and maintaining customer relationships was the best part of the job for me.”

National City Bank was a large bank and after fifteen years when Hurst found the opportunity to move to a growing community bank, it was a new environment, and he was intrigued. “First Merchants bank is a community-focused bank,” Hurst said. “It was a different style of banking and after 14 years with First Merchants, it still appeals to me.”

## THE DIFFERENCE IN COMMUNITY-FOCUSED BANKING

His experience is that First Merchants Bank blends together community and work whereas before in his career they were distinctly different parts of life. “Connectivity is important. The ability to have an impact on your personal community is very real. It is more meaningful. They get it right and it fits together nicely,” he said.

It is the commitment to community banking that first led Hurst to accept the job as commercial manager for the central



Indiana region. “I have never worked for an organization that is as committed to that focus as this one,” Hurst explained. It is what keeps him at First Merchants Bank today. “I legitimately love what I do,” he said. “I work for a company that has figured out how to balance growth focus with a community focus. It’s rare.”

*Economy*

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# THER NICELY



Mike Hurst

*"I work for a company that has figured out how to balance growth focus with a community focus."*

– Mike Hurst

First Merchants Bank headquarters are in Muncie, Ind. and they have locations in Indiana, Ohio, Michigan, and parts of Illinois. The vast majority of their lending is to businesses, and they are a preferred lender by the Small Business Administration (SBA). That designation means the Bank can approve loans in-house rather than sending them to the SBA for approval, which speeds up the process significantly.

Many people are surprised to learn that First Merchants is the 72nd largest bank in the country out of more than 5,000. They employ more than 2,100 people in this region alone.

Despite being a large organization First Merchants is dedicated to serving the unique needs of residents and businesses in individual communities. "Bankers are encouraged to have the same focus in all aspects of the community. Many are active in charitable and business organizations as well as with schools and other agencies. That means we sponsor activities and blend business and social. We personally participate in serving the community and celebrating its successes."

## FOCUS ON COMMUNITY BANKING

Originally, the organization was a holding company for a collection of banks. Hurst said, "Each bank was a little different, and that independent identity was important. Over time the organization became First Merchants Bank with a small bank feel that had a huge bank behind it."

The company developed and maintained a structure where that individuality continues to drive the operation. There are six regions that Hurst manages on the commercial side of the bank business. Not only is he involved with the delivery and execution of the company's strategic plan, but he is also customer focused and ensures teams have the people, processes, products, and tools they need to serve customers. "But, again, the best part," Hurst says, "is getting to spend time with customers."

## BANKING WITH FLEXIBILITY

Some communities are more urban or rural and their needs differ. "We take pride in the fact that we have flexibility," Hurst said. "People like to pick up the phone or come into the branch and talk to somebody. They want to know people are there who will work hard to help them."

The flexibility Hurst refers to is that First Merchants can assist business owners in any stage of growth with anything a business needs to grow from a financial standpoint. From investments, SIMPLE IRAs, financing for equipment, and capital, to credit card processors. "The bank is genuinely interested

in helping and we don't have a one-size-fits-all solution," Hurst said. "We know what we can deliver and how we can help."

Hurst explains that having deep relationships with customers is great, but it is beneficial to expand those relationships more broadly. Because they know how business works, the bank is a resource for a company at any stage of growth. He says bankers bring the experience of a host of businesses that are doing the same things and making similar decisions. There is value in looking at what others have done and seeing what has worked and what has not.

Many First Merchants Bank customers have long, long relationships with the bank for 40 years or more Hurst says with pride. "When we have business owners think of us as a resource," Hurst said, "we have some of the best conversations. They aren't necessarily about a problem or a solution, but they ask for thoughts or an alternate point of view. It has value and clarifies thinking. It is also very satisfying for us."

Personally, Hurst says he keeps in touch with customers. Because of his community activities, many times these conversations are not scheduled but happen spontaneously at organization meetings and events. Initially, the conversation may be about business and what is happening in the business, but it soon evolves into catching up with each other about family and personal life.

It is during these kinds of conversations that Hurst learns about what a business owner needs and the opportunity to stay in touch with the changes in the business community. There might be a solution the bank can provide or a service that is a new opportunity for the bank.

According to Hurst, the bank changes all the time as it follows a rolling path of improvement adapting to the needs of customers. "It's an exciting place to work," Hurst says.

In addition to his paying job, Hurst is also active in many community and civic organizations including the Morgan County Economic Development Corporation, Suzy's Place, the Desert Rose in Martinsville, and Lynx Capital. His wife, the owner of The Sterling Butterfly on the square in Martinsville, is also very active in community organizations and events. "Our family time is often spent at sports events like Purdue football and basketball games, and Colts games. Of course, there is always something to do on the farm and I enjoy spending time there."

It is very clear how Mike Hurst feels about his life in Morgan County. "I love my job but having this job in my community makes me love it more. I am part of the community. It's a part of who I am."

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# A new generation butcher

## OWEN'S BUTCHER BLOCK

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By Nicole Davis

Morgan County Business Leader

At 19 years old, Owen DePoy has a dream of becoming the number one retail and custom processing butcher shop in Indiana. He will soon take the first step to reaching that long-term goal as he prepares to open Owen's Butcher Block in October.

## LEARNING THE TRADE

DePoy's first job as a sophomore in high school was under Kenny Halcomb at Kenny's Fine Meats. He'd work two-and-a-half hours after school, cleaning and helping do other work. His senior year he enrolled in the half-day program which allowed him to begin learning to process meat.

"Kenny taught me just about everything I know," DePoy said. "Learning from Kenny showed me how they did it when he was younger, how he did it when he first started. It got to the point that we qualified each other as a second family. He always told me that I can make so much out of myself if I stick with it."

Halcomb retired in 2021, continuing to work in the industry part time. DePoy then worked for Mooresville Butcher Shop until early this year, when he left with the goal of starting his own butcher shop.

"He's got a lot of knowledge for how long he's been in it," Halcomb said. "He reminds me of me when I was young; really a go-getter. If I had a chance to adopt a grandkid, he would be the one that I would adopt. That is saying a lot. He's such a nice young man. I hope him the best."

## CURRENTLY UNDER CONSTRUCTION

The building was purchased June 24, 2022 and has since been undergoing a remodel. DePoy has been hands-on with the demolition. The building was formerly the old Morgan County Fire Department and then a Volkswagen dealership but has been sitting empty for well over a decade.

"I've grown up on the same street my entire life," he said. "I've passed this building every day to go to school, to go to work, I've seen this building every day since I was born. It's never really been open. Seeing how it's come from what it was to where it is



Owen DePoy

now, it's been a humongous change. It hasn't been easy, but it's come a long way from where it started... Kenny always told me that nothing ever comes easy but that just proves it's meant to be because you want to work for it that much more."

DePoy posts on the business' social media accounts regularly with construction updates. He said he hopes to be open in October, in time for deer season.

"Everyone knows that's a big season," he said. "There's only two processors between here and Greenwood, including myself, that do deer."

## SERVING THE COMMUNITY

But there's more to his business model than simply processing and selling meat.

In addition to fresh and frozen meat and seafood, Owen's Butcher Block offers

take-and-bake meals: fresh cooked meals which individuals can simply heat up according to the directions to have a fast lunch or dinner. While the shop is not yet open, DePoy has been cooking 40 to 60 meals each week in a commercial kitchen, taking orders and selling them at his shop.

"My big thing is I want to be the new generation of butchering," DePoy said. "I want to be able to incorporate the disabled community. My older brother Jackson has cerebral palsy. Finding a job for him was really hard. Because people underestimate them. They see them for their flaws and what they're not able to do when they should be able to see what they can accomplish. This business will become an outlet for kids with disabilities like him, both kids and adults. They will be able to take over our take-and-bake meals. This is going to give them a day-to-day job."

Before graduating this past May, DePoy spoke with Mooresville High School about working with their special needs classrooms to have them work the retail counter and with the take-and-bake meals. The building, the doors to the freezers and the custom kitchen will all be wheelchair accessible.

"This will allow them to not have any restrictions, to be able to go where they need to go," DePoy said.

## BORN TO BUTCHER

Even before starting his first job in high school, DePoy was no stranger to processing meats. He grew up hunting with his grandfather, who passed away in 2017.

"Since then, my little brother and I have each shot three deer and this year I'm taking my girlfriend hunting for the first time," he said. "To this day, hunting has always been a big part of my life. Even as a kid, I went pheasant hunting with my dad in Spencer, IN. I was 10 the first time I went hunting. My grandpa was a big help in showing me this is something I was born to do. We'd go camping, we'd shoot ducks or squirrels and I can remember processing with him growing up."

## EXPANDING INTO THE FUTURE

His said that his family and the greater Mooresville community have been and continue to be a large support of his entrepreneurial efforts.

The demand is there, it's just a matter of getting the shop ready to open, DePoy said. He has also spent time meeting and speaking with farmers to promote the business. He also obtains the vegetables and meat for the take-and-bake meals from local farmers.

"Farmers need things like this," he said. "They're driving two three hours away to get a couple cattle in. This is just opening up another opportunity for them to be able to come more locally. We even have people from Kokomo calling and asking if we can get beef in for the end of the year. It's solely by word of mouth. That's been a big help."

As the business grows, DePoy said he plans to venture into mobile processing where he'll have a truck to go to the farmers directly, prepare the meat and bring it back to the shop to process.

"That's a 10-year goal," he said. "Our 10-year goal is also to have this entire lot bought out to use this as retail, do processing and have storage. Our goal is solely to expand."

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# You may not be doing as bad as you think.... or maybe worse

Markets are for crap right now. No way around it. From mid-August to press time (mid-September), the S&P is down almost 11%. With that kind of drop, you may be thinking your portfolio is down 11% as well. Probably not though in truth. Why? Because of the benefits of diversification. Your advisor likely (hopefully) has partnered with you in building a diversified portfolio of stocks, bonds, international holdings, and cash. And you're likely not down what the overall market is down. At least that's what diversification is supposed to do: protect you some when markets are crap.

But how do you know comparatively how well your portfolio is performing? How well did you and your advisor do in building your (insert growth objective) portfolio?

Well, the first thing you shouldn't do is compare your performance directly against the performance of the overall market. Most portfolios are not 100% market portfolios, or at least they shouldn't be. Most portfolios have some kind of mix of stocks and bonds and cash. At least they should have. One thing I do with my clients is make apples to apples comparisons rather than apples to watermelon. A portfolio should have a defined growth objective: aggressive, moderately aggressive, moderate, moderately conservative, or conservative. And there are indices you can use to check your performance against.

Standard and Poors ([www.spglobal.com](http://www.spglobal.com)) has a stable full of performance indices you can use as benchmarks for your portfolio, regardless of your growth objective. If you truly are an aggressive investor, compare your results against the Dow Jones Aggressive Portfolio Index (P100GLB), for a moderate objective the Dow Jones Moderate Portfolio Index (P60GLB), and for the conservative portfolio, the Dow Jones Conservative Portfolio Index (P20GLB). There are also comparative indices in between



**JEFF BINKLEY**  
Finance

these objectives as well, moderately conservative, or moderately aggressive.

In the perfectly built portfolio, (Oh! Wait a minute. There is no such thing. I've been trying for almost 30 years now, but I digress...). In as perfect as you can build one, your portfolio performance should compare closely to the growth index you are trying to emulate. If your performance is quite a bit different, either above or below the trend line, then you likely need to reevaluate either your performance objective or make portfolio adjustments to bring your performance back in line with your stated objective.

So, are you doing as bad as you think? Better or worse than your objective? Check the S&P Performance Indices out. They could help you adjust your expectations as well as your portfolio construction.

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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**Kellie Joseph**  
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## The peaks and valleys of economic growth in Morgan County

**By Terry Brock**  
President of the MCEDC Board

First, I would like to provide a little background on my involvement with the Morgan County Economic Development Corporation (MCEDC). I was originally appointed by Commissioner Jeff Quyle 19 years ago and I am currently in my third term as President. I have served as the Morgan County Surveyor for 22 years and have also served on the Morgan County Planning and Zoning Commission since 2001.

When the MCEDC was first established, Morgan County did not seem to be on the radar of any larger site selectors or developers that were interested in Indiana. Rather than being a competitive option, it appeared that Morgan County was being used as leverage to negotiate a better deal for other counties and communities. One of the obstacles to attracting new business at that time, and still today, is the lack of infrastructure and actual property available for development within Morgan County. As Mike Dellinger, our Executive Director of the MCEDC, always says "We need dirt."

In the late 2000s, there was a turning point. A large national company contacted MCEDC about a site in Westpoint Business Park. Once the state realized Morgan County was a serious contender, they actively supported us. We had several meetings with the company which included state officials. One visit included a helicopter trip for an aerial survey. The Morgan County site became one of the last two contenders for the new project. Sadly, we lost our bid when the City of Milwaukee stepped up to keep the Wisconsin company and its national headquarters in Milwaukee.

While Morgan County was not selected by this company, our strong showing opened the doors for consideration by other site selectors and companies for larger projects. As a result, project acquisition has been successful. For instance, construction started on a one-million-square-foot logistics building earlier this year.

As the MCEDC grew, we realized that from an economic standpoint, it is as important to

retain our current employers and do everything possible to keep businesses here as well as seek new businesses. To that end, we initiated visits to industrial parks and the owners and managers of the businesses in them to gain a better understanding of their needs. We have continued to make this a regular practice.

One of the greatest successes we have experienced is retaining TOA in Mooresville. TOA is one of the largest employers in Morgan County. We worked closely with the company as they expanded several times instead of relocating elsewhere.

Two other success stories are PacMoore Process Technologies and For Bare Feet. Working with the MCEDC, PacMoore, located its facility in Mooresville and has expanded twice with a possible third expansion on the horizon. For Bare Feet relocated to Martinsville in the old Harmon Motors building after they lost their facility in Brown County to a fire.

In addition to retaining and developing new business locations, the MCEDC sees the need for affordable housing and quality-of-life amenities for the current and future residents of the county. Amenities such as parks, trails, and the vibrant downtowns of Martinsville and Mooresville elevate the quality of life in Morgan County and attract new residents needed for the workforces of new and existing businesses.

Therefore, the MCEDC is working with the county and all the municipalities on comprehensive plans and zoning issues. In addition, we are also collaborating with them on infrastructure in preparation for the completion of I-69 and the commercial growth that is expected. An example is the expansion of the new sewage facility in Waverly.

There are many factors to attract new businesses and residents to Morgan County. Our goal is to meet those needs and be successful in creating jobs within our county. Not only do we want good jobs and great communities for ourselves, but we also want our children to have the opportunity to work and live in a vibrant, thriving county as well. The plans we make and the things we do today matter for tomorrow.

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# Use our libraries!

I wrote this article from one of my favorite perches: the back table at the northeast corner of the Mooresville Public Library. From this quiet, comfortable spot, to my left is an open view of the expansive bricked and landscaped outdoor courtyard at the library, my view aided by the floor-to-ceiling windows that are ample from several vantage points in the library. But the best view is ahead and to my right: rows and rows of books. I can see hundreds of books from this one spot: each representing a look into a new world, a new place, new people, or offering bona fide information about a topic known or unknown. The importance of libraries should inherently be ingrained in us, its importance obvious and commonplace. But sadly, in our current world, we replaced the librarian's right answer with a thousand wrong answers on Google, and Candy Crush replaced the book as the preferred escape when "killing time."

## DO LIBRARIES STILL MATTER?

I am not an expert, but I will render my opinion with an unequivocal YES! I find myself in good company. Former First Lady Laura Bush, a long-time library advocate said, "I have found the most valuable thing in my wallet is my library card." Albert Einstein, one of the most influential scientists of all time and a de facto face of brilliance, said "the only thing that you absolutely have to know is the location of the library." Libraries may have begun with books, and books still hold primacy in the list of services offered by libraries, but today's library is so much more than books (though that would be enough for me!). A library card not only grants you access to tens of thousands of books but also magazines, newspapers, reference material, expert



**RYAN  
GOODWIN**

research assistance, internet access, printers, classes, meeting space and so much more. A library card is as much a passport to the world as an actual passport. And at a cost immune to inflation: free. A good library is not just a collection of books; a good library is a community. A community, that in rural areas, maybe the best access to the internet, or in an urban area, might be the best safe place. Libraries matter.

## WHAT ARE OUR OPTIONS IN MORGAN COUNTY?

Library access is yet another unsung and underrated success story in Morgan County. If you live in Brown Township, including all of Mooresville, you're ably served by the Mooresville

Public Library. If you live in any of Morgan County's other 13 townships, you're served by the Morgan County Public Library. The Morgan County Public Library's main branch is the recently – and beautifully – expanded and renovated location on Jefferson Street in Martinsville. The system operates "mini branches" in Monrovia, Eminence, Waverly, Brooklyn, and Morgantown. And thanks to the Evergreen Indiana Library Consortium, you can borrow materials from all other participating Indiana libraries, right from any of our local libraries. Morgan County residents and businesses are amazingly served by these two library systems, and their respective leaders – Diane Huerkamp in Mooresville and Krista Ledbetter in Martinsville – are two of Morgan County's most engaged and dedicated citizens.

So, have a young child you'd like to expose to the lifelong joy of reading? Use our libraries! Let them marvel in all the books and stories available, seeding an early love of books. Need to research a new product or market for your business? Use our libraries! The reference materials – both physical and digital – are unrivaled and you'll get excellent help if you ask. Need to host a meeting for your organization? Use our libraries! Both of Morgan County's main libraries have terrific meeting space available with a simple phone call or request in person. Need a quiet place to write an article or work through a big project? Use our libraries! After all, I've already pointed out the best seat in the house.

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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# Are you persistent in your pursuit of success?

Achieving success in life no matter how one may define what successful is will always be dependent on being persistent. A river cuts through a rock, not because of the power of the river, but from the persistence of the river on the rock. No matter what your success goals are, be it in business, sports or even family life, being persistent will always play an important role.

Being persistent is defined as continuing to move on with whatever goal has been planned even though an external event or initial losses may have slowed down, or temporarily halted a person while she's on her way in her trip towards achieving her goals in life.

Look no further than the career of Professional Football quarterback Gino Smith with the Seattle Seahawks. Smith has been in the professional ranks since 2013 and has been with three professional teams before he signed with Seattle.

According to Gino, even though he didn't get the opportunity



**JACK KLEMEYER**  
Business Coach

pursuit of success, he needs to know what drives him towards success. Monetary rewards alone at the end of the journey do not necessarily guarantee that the journey will be successful. Money may not be a strong enough motivator but it certainly is one of the rewards. It takes some folks many years of persistent effort to become an overnight success. All we see is the success... not all the trials and tribulations faced along the journey.

Passion and drive in whatever a person does in life makes her committed towards her goal. What makes you sing? What makes you sad? The answer to one or both of those two little question might reveal your passion to you. Material rewards comes in secondary and only serves as a bonus once they reach the end of their success road map.

The commitment to finish a task or a goal is kept afloat by passion and drive. While this trait is intangible, it's a trait that is available for free to anybody.

If the goals or objectives are worth all the risk, the time and the effort, this already justifies the reason to be committed. Sometimes being committed justifies the passion and the drive and sometimes the passion and drive justify (and create) the commitment.

Discover your passion and realize the drive and commitment which will fuel the effort. Keep moving forward and believe in your goal.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. 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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to start in the game that many times, he prepared every day, every week as if he would start. His motto was that no one would out work him. There's a quote by legendary basketball coach John Wooden that says

"When opportunity comes, it's too late to prepare." Gino Smith proved that to be true.

In all aspects of life, there will always be challenges that will be ahead of anyone who has planned a success road map. There will be hurdles, humps and disappointments along the way and the only way to cut short the journey towards the end of the map is if the person traveling that success road map has decided to stop, change directions or even turn back to square one. You don't fail until you give up.

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