

WHERE MORGAN COUNTY BUSINESS COMES FIRST

BUSINESS LEADER[®]

MORGAN COUNTY

January 2024

200 YEARS
MOORESVILLE
1824-2024

CHEERS TO 200 YEARS!

*Mooresville 200 Committee Chair Sharon Taylor
leads plans for this year's bicentennial celebration*



LEGACY
BUSINESS CONSULTANTS

Improving Leadership, Culture, and Employee Retention
LegacyBusinessConsultants.net

IN THIS ISSUE

One for the history books.....2

Leaving a legacy: The ultimate new year's resolution 3

Showcasing artistic talent and supporting local artisans..... 4

Reconnecting with lost contacts: Rekindling old friendships and building bridges 5

Cheers to 200 Years!.....6

Support CFMC's efforts in a 2 for 1 match.....8

Three financial resolutions you should make and keep!.....9

Combat Winter Woes.....9

Mooresville family physician honored with Franciscan Health Healing Hands Award.....10

Biggerstaff joins Mooresville Schools.....10

Reminiscing over 20 years in tech11

Solar Eclipse 2024 Notification System11

5 Techniques to Conquer Distractions and Skyrocket Your Productivity12

One for the history books

"No matter where you live, we are all in the membership of this small group of people that we call a county. The difference is not a matter of who's in and who's out; it's a matter of whether you know that you are a continuation of something bigger than yourself. We are all a part of the life and history of the place."

— Eric Overby

Did you know the United States government officially preserved its first historic area in 1889? Markers across the U.S. commemorate people, places, and events to preserve knowledge about the rich history of our country. Morgan County has its own historic markers lining areas including the Mooresville Historic District. Soon, the Mooresville Public Library intends to add window clings to those same historic businesses which will share more information about what purpose those structures have served in the past, making that information easily accessible to those who pass by. This is part of a bigger celebration, one we're glad to see so many Mooresville businesses, organizations, and individuals taking part in this year.

Indiana celebrated its bicentennial in 2016. Since then, towns across the state have reached that same milestone. Martinsville celebrated in 2022. This year, it's Mooresville's turn and the town intends to go big with that commemoration. As featured in this edition's cover story, the Mooresville 200 committee will promote events all year long that celebrate the town's history, its current businesses, and nonprofits and the town's potential for the future. The committee



JIM HESS
From the Publisher

has spent years, literally, planning for this bicentennial and that hard work is now coming to fruition. Its members are asking for involvement from local businesses and organizations and we're happy to hear so many have already volunteered for the cause, either by hosting their own event, sponsoring an event, or donating funds for the events already in the planning.

This is a wonderful opportunity for our local businesses to join in on the fun and create a stronger community by bringing residents, businesses, and organizations together. It's not simply good for marketing and brand recognition to get out in front of the community but creates a sense of belonging and connection between businesses, residents, and visitors. Businesses have played a huge part in the development of our county and will continue to do so in the future. We look forward to what this year has in store and to celebrating a happy 200th birthday with Mooresville!

BUSINESS LEADER[®]

MORGAN COUNTY

"Declaring the good works being done"

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

ESTABLISHED 2006
Vol. 18, No. 8

Phone: (317) 418-7925

E-mail: jim@

morgancountybusinessleader.com

Publisher Jim Hess

Copy Editor Sherry Smith

Writer Nicole Davis

Design/Production Zach Ross

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at morgancountybusinessleader.com

MAXIMUM RELIABILITY,
EFFICIENCY AND COMFORT.

Economy
HEATING - AIR COND - PLUMBING

317-831-5279
ECONOMYHEATINGANDAIR.COM

ROMANS 12:10-11



TRANE[®]

It's Hard To Stop A Trane.[®]



Leaving a legacy:

The ultimate new year's resolution

It is an honor to have this space to write each month, a privilege bestowed on me for the last three years. As such, this is my third January article. In a January article, at least in a business or career-oriented publication, it seems almost compulsory that the author pen prose replete with words like resolutions or goals. One sees these words in New Year articles as much as one reads the word whereas in a legal document. I would contend the proliferation of these words in this season causes many of us to gloss over those words about as quickly as we dismiss the whereas in the aforementioned legal masterpiece.

Do not, though, take my skepticism for the overuse of resolutions or goals as an indication I do not care for setting or accomplishing resolutions or goals. I very much do. Reflecting on the year – what went right, and what did not – with an eye for the upcoming year, is one of the many reasons I love this time of year. Who does not enjoy the cleanness and, well, newness, of a new year?

My skepticism on resolutions and goals is based on my past pursuit of so many things – in many cases successfully – that simply did not matter. I look back on past goals I have set. And met. Often, the goals were noble: reading the entire Bible in a year or holding regular ‘date nights’ with my spouse and boys. Those are goals I am proud to have set. Most, however, were goals rooted in shifting priorities – things that mattered to me at the time but only held significance at the moment: Making more money. Winning a political office or increasing political influence. Achieving a certification or degree. I submit there is nothing inherently wrong with these things. Many of you are in professions where achieving a certification or additional education is important. And money is a necessity of life, so no harm in wanting to have more of it available. After all, that could be a good tool, right? Of course.

My thoughts going into this new year are much less consumed by thoughts of making more money or achieving something. I’m not a millionaire but I can live comfortably in Morgan County, Indiana. I do not need more money. I do not need any certifications or more degrees. Much to my occasional frustration, I do not need the certifications or degrees I already have! This alone is evidence of past goals set on shifting priorities. Of course, plans change, and new opportunities emerge we never knew we would have or would have considered. We



**RYAN
GOODWIN**

need not disparage ourselves when things do change. Things do change, and that is okay. The main idea in my mind here is not that these things are bad, they are just not things of ultimate, sustaining importance. They are subject to shifting, moving priorities. What is important and immovable? My family. My faith. My legacy to my family and community. The late Rev. Billy Graham so poignantly said “The greatest legacy you can pass on to your family is the legacy of your character and your faith.”

How can I better grow my faith? How can I impact my community? And most importantly, how can I impact my family and ultimately leave for them a legacy built on my character and faith? Growing and developing these areas certainly is prime for setting a resolution or goal or two. As I do that, I will rest in the assurance that developing these areas will never be met with regret or shifting priorities – that I have moored my thoughts and growth plans on the immovable and unshifting priorities in life. It is on these things I ponder for the new year.

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.



**MOVING MORGAN
COUNTY FORWARD**



*Morgan County puts you in the
middle of 1.2 million workers*

morgancoed.com

FITE
PLUMBING

FITEPLUMBING.COM
2908 EAST MAIN STREET
PLAINFIELD, IN 46168
LICENSE# CO19400024



At Fite Plumbing, we take pride in our work and strive to provide the best service for Central Indiana businesses and homes. A family-owned industry leader for 30+ years... we offer full and emergency-response services!

CALL 317-271-5400
TO REQUEST AN APPOINTMENT



**Serving Morgan County
and all of Central Indiana**

Showcasing artistic talent and supporting local artisans

THE STERLING BUTTERFLY

Owner: Pam Hurst
Address: 96 E. Morgan St.,
Martinsville, IN 46151
Email: info@thesterlingbutterfly.com
Phone: (765) 318-2159
Web: thesterlingbutterfly.com

By Nicole Davis

Morgan County Business Leader

There's a science to the art of making jewelry. While Pam Hurst doesn't consider herself truly artistic, she has a passion for crafting jewelry and the process that goes into it. Her pieces, displayed at her shop, The Sterling Butterfly in Martinsville, are a shining example of that passion at work.

"I'm kind of a science nerd," Hurst said. "I love learning about gemstones, the chemical compositions. I think jewelry making is much more of a process than a creative experience which is why I think I'm good at it. It's in line with the engineering background."

CRAFTING A NEW CAREER PATH

Hurst is originally from Northwest Indiana. She graduated from Purdue University with a degree in industrial management and industrial engineering. She worked for GM for 15 years as an industrial engineer before leaving to become a stay-at-home mom. She and her husband, Mike, reside in Martinsville with their two children.

She decided she needed a hobby and the idea of making jewelry appealed to her. Ever since she was a small child, she would save her money to buy gold chains, not costume jewelry. As an adult, she started with making beaded jewelry with gemstones. Eager to learn, she then took glass bead-making and metal smithing classes. She studied at Revere Academy of Jewelry Arts, earning a diploma there in 2016.

What started out as a hobby evolved into more when Hurst joined a pop-up shop in Martinsville at The Art Sanctuary from



Pam Hurst

(Photo by Nicole Davis)

November to December 2013. It went over so well, they decided to permanently open, doing so in February 2014.

"There was a part of me that thought if this works, we're doing it full time," Hurst said. "But this was prior to anything being restored downtown. I just wasn't sure how it would be accepted because there wasn't a lot here to measure if it was a good fit or not."

Despite challenging times, from navigating redevelopment construction in downtown Martinsville and the COVID-19 pandemic to a now slowing economy, Hurst has found success and community support in her jewelry making. She was a studio artist at The Art Sanctuary for many years before deciding to open her own retail location.

The location at 96 E. Morgan St. opened up five years ago and Hurst felt it would be a good place to relocate her operations and open a store that focuses on arts and crafts. Her workshop is located upstairs, where she spends the majority of her time, so she's hired a full-time staff member to run the shop downstairs.

SUPPORTING ARTISANS FROM ACROSS INDIANA

Hurst is a member of the Indiana Artisan Organization. Her work is also featured in their stores in French Lick and Carmel, Ind.

The Sterling Butterfly sells pieces by independent artisans from across the state of Indiana, within a wide price range. There are around 20-25 different artisans featured at any given time, with everything from paintings,

glass art and pottery to soaps, clothing items and more. The shop also offers special workshops to allow its customers to learn to make their own jewelry and other crafts.

"Our store is unique in that you support our store but that then supports other people and other causes," Hurst said. "I try to keep everything as Indiana based as possible. If it's not, it usually has a cause like Alegria Accessories is a nonprofit out of Evansville, but the items are made in Guatemala. They help women have living wages. Pura Vida helps clean water. Those things have after effect ripples of where their money goes."

WORKING LIKE A CHARM

Hurst only uses quality products like real gold and gemstone beads. Beaded gemstone jewelry is a well-liked item and pearls are gaining in popularity for both women and men. Hurst's personal favorite to make is earrings, the one thing she won't leave her house without wearing.

The newest product Hurst offers is a permanent jewelry bar. Permanent jewelry is welded together instead of secured with a clasp, so the wearer cannot remove it without cutting a piece of the chain. Hurst said she was getting calls asking if she offered this service and was sending those potential customers to other shops across central Indiana before she decided this was something she needed to offer locally. She purchased the supplies to offer permanent jewelry and it's gone over well.

"It's been a great seller this year," she said. "It's an experience thing. People can come in with their friends, pick out a chain together and a charm. It's like the old friendship bracelets. It's been a fun addition."

Coming out of the holiday rush and entering into the new year, Hurst said she looks forward to 2024 and hopes to see business pick up, for herself and all of Martinsville's small businesses.

"My hope would be to have a normal year," she said. "Right now the economy is the biggest issue. It's not just a Martinsville thing. I would like to see the business, the community, the downtown continue to grow and thrive."

Indiana's Largest Jean and Fashion Store

An advertisement for Ward's Apparel, featuring a large display of jeans and clothing. The text "CELEBRATING 50 YEARS!" is prominently displayed above the "WARD'S APPAREL" logo. Below the logo, the address "1 Moore St., Mooresville" and phone number "317-831-3773" are listed, along with the website "wardsapparel.com".

CELEBRATING 50 YEARS!
WARD'S APPAREL
1 Moore St., Mooresville • 317-831-3773 • wardsapparel.com

Reconnecting with lost contacts:

Rekindling old friendships and building bridges

In our fast-paced and ever-evolving digital world, it's not uncommon to lose touch with people who were once an integral part of our lives. Whether it's childhood friends, former colleagues, or distant relatives, life's demands often lead us down different paths, causing us to drift away from those we once held dear. The good news is that reconnecting with lost contacts is not only possible but can also be immensely rewarding and the holiday season is the perfect time to take action.

As we start the new year, here are a half dozen ways to reconnect.

UTILIZE THE DIGITAL AGE ADVANTAGE

Thanks to the advent of technology and the digital age, reconnecting with lost contacts, prospects and customers has become easier than ever before. Social media platforms like Facebook, Instagram, and LinkedIn have revolutionized the way we stay connected with people from our past. A simple search with a name or email address can lead you to old friends, prospects, clients, centers of influence and acquaintances, helping you bridge the gap that time and distance may have created.

REMEMBER THE POWER OF A PERSONAL MESSAGE

Once you've located a lost contact, the next step is, take a deep breath, take action, and reach out. A personal, sincere, transparent message is often the best way to initiate contact, as it shows genuine interest and a desire to reconnect. You can start by reminiscing about shared experiences or mentioning a



JACK KLEMEYER

common interest. Keep your message friendly, warm, and concise. It's important to be patient and respectful, as the other person may have their own reasons for having lost touch.

REKINDLING OLD FRIENDSHIPS

Reconnecting with old friends can be a heartwarming and at times a profitable experience. Shared memories and the nostalgia of your past can bring back a sense of familiarity and comfort. You may discover that, despite the years that have passed, you still share common values and interests. Reconnecting with old friends can offer a unique opportunity to rekindle the closeness that you once enjoyed, providing a sense of continuity and stability in an ever-changing world.

TAKE ADVANTAGE OF NETWORKING AND PROFESSIONAL OPPORTUNITIES

Reconnecting with lost business contacts can be equally beneficial. Networking is crucial, and lost connections can represent untapped opportunities. Reaching out to former colleagues,

mentors, or business acquaintances can open doors to all sorts of new opportunities, collaborations, or even valuable advice. These days the world is a smaller place than ever before which makes it easier to connect. You never know how your past connections can possibly influence your future in positive ways.

MAINTAINING AND NURTURING RECONNECTIONS

Reconnecting with lost contacts is just the first step. To maintain and nurture the reconnections, you'll need to invest some dedicated time and intentional effort. Regular communication, whether through messages, phone calls, or in-person meetings, helps solidify the rekindled relationships. It's also essential to be a good listener and show genuine interest in the other person's life. The goal is to build or rebuild trust which will ensure that your reconnections stand the test of time.

Reconnecting with lost contacts is a worthwhile endeavor that can bring joy, fulfillment, and new opportunities into your life. The digital age has made it easier than ever to locate and reach out to old friends, colleagues, and family members. So don't hesitate to reach out and start rebuilding those bridges—you may be pleasantly surprised by the connections waiting to be rekindled.

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.

Set your business on
a course for success with

SBA financing!



SINCE 1890
HomeBank^{SB}

There's no place like Home.

765.558.3822

wphelps@homebanksb.com

www.homebanksb.com



When is an SBA loan a good choice for me?

Loan programs with the Small Business Administration may bring greater optionality than conventional financing and can offer great potential for starting or expanding your business.

How can an SBA loan help my business?

Financing options are available for purchasing, constructing, or expanding your business, as well as debt refinancing, equipment acquisitions, leasehold improvements, and working capital.

Wade Phelps, Manager of SBA Lending at Home Bank, has over 30 years of experience in loans with the Small Business Administration.

Call Wade today!

CHEERS TO 2

Mooresville 200 Committee Chair Sharon Taylor leads plans for this year's bicentennial celebration

By Nicole Davis

Morgan County Business Leader

Two hundred years is a big milestone, and the Mooresville 200 committee is preparing for a big celebration to match. Not just one celebration, but many will take place throughout the entire year. 2024 will be a year to highlight the town's history, progress, and for family-friendly entertainment.

"We think our bicentennial celebration is a little different because we're asking businesses and organizations to plan events, the more the better," said Sharon Taylor, Mooresville 200 committee chair. "The idea is that people can get on the Facebook page all year long and see what's going on that month. It's going to be a fun year of celebration. Our slogan is 'We're the hometown that's close to everywhere.' We want to highlight our great location and the fact that we're home to the state flag."

Mooresville was founded in 1824 when Samuel Moore, a Quaker from North Carolina, laid out plans for the land he had purchased in 1923 and called it Mooresville, after himself.

Planning for the town's bicentennial began in the fall of 2019 and continued even through the COVID-19 pandemic with Zoom and then in-person meetings requiring facial coverings. The Mooresville 200 committee is broken down into teams: the executive team to help with overall planning, events, promotion and communications, fundraising, merchandise, arts, history, legacy, and schools. The committee notes on its website, "Our bicentennial committee believes this celebration will not just be a time to celebrate and reflect on the past but to invite our community and visitors to experience Mooresville and choose to be a part of our future."

GETTING THE PARTY STARTED

Celebrations already began in 2023 with a Mosaic Mural Tile Painting event where residents could come

MOORESVILLE 200

Committee Chair: Sharon Taylor

Email: planning@mooresville200.com

Web: mooresville200.com

and paint a tile for a community mosaic mural which will be put together for this year's celebrations. The Mooresville 200 Committee put together a calendar that was sold at the Victorian Christmas event and will be available at its first 2024 event, Dance Through the Decades on Jan. 27. The calendar features artwork from 12 local artists, six of those being high school students.

Many of the planned events will incorporate the number 200, such as aiming for 200 dogs to be in attendance at the Mutt Strutt in June. Some will simply be fun events that bring the community together.

2024 kicked off with a Bicentennial Baby basket, a gift package awarded to the first baby born at Franciscan Health Mooresville in 2024.

"Mooresville 200 is a huge undertaking, and I didn't realize all that would be involved when I began four years ago," Sharon said. "We've been working on this for so long, I can't believe it's actually here. Now, we'll get to sit back and enjoy the festivities."

Sharon primarily works as a group fitness instructor. Her husband, Jim, is a pastor, author, speaker, and head of the Mooresville 200 events team. They also run a nonprofit called City Changers, which promotes acts of kindness through organizing volunteer events in the community. For 2024, they are encouraging people to do their own acts of kindness and share them on the City Changers Facebook page. They're aiming for 200 acts of kindness throughout that year. Once they reach that goal, they'll increase it. Those who participate will be entered into a drawing for a prize.

"We know people want to make their community a better place but they don't know what to do or they're busy so we plan events they can just show up to," Sharon said. "We love this town so we want City Changers to be part of the bicentennial as well."

HISTORY AT YOUR FINGERTIPS

Mooresville Public Library is playing a large part in this year's celebrations. The library has almost as



Executive team from left to right, Gina Shelby, Diane Huerkamp, Rebecca Williams, Sharon Taylor, Ryan Goodwin (finance team)

much history as the town itself, starting as a workmen's subscription library in 1855, 31 years after the town's founding. The library was officially established in 1912.

The library will do monthly programming, generally on the first Saturday from 2 to 3 p.m., introducing famous people from Mooresville. The library's first program in January will feature more and discuss more about Samuel Moore. Some of these programs will be reenactments while others will portray the person in a video compiled by the library. February's program will feature Arthur C. Newby, philanthropist, and co-founder of the Indianapolis Motor Speedway.

The library has partnered with the Indiana

Astronomical Society to co-sponsor a program about the universe, including the 2024 total eclipse.

The library will also have displays with facts such as what did a dozen look like when the library was founded. How has the town changed through the decades?

Executive Director of Library Services, Diane Huerkamp said she is also working on a window clings for historical buildings to detail what those buildings looked like originally. These buildings already have window clings but the window clings will be a step further.

Economy

HEATING - AIR COND - PLUMBING

200 YEARS!



mp, Jim Taylor, Angie Kath, am), and Shane Williams

conduct monthly programs
ing several programs during

e displays with interesting
zen eggs cost in 1824 when
ow about a gallon of gas

brary Services Diane
working on creating win-
sinesses in Mooresville,
ngs were used for previ-
dy have historic markers,
ld take that information a

“To me, the library is the source of information,” Huerkamp said. “We’re not the museum but we definitely do collect historical documents. We hold the history of our town. That’s why it’s important for our library to be involved (in the bicentennial celebration). To the community we are the hub for social gatherings, for information, collective collaboration. The library is a hidden jewel, but we don’t want to be hidden, we want to be out there.”

She continued, “We are excited to be part of celebrating our town’s 200th anniversary. It’s a once in a lifetime for us to be part of that, record it and share our history. The other exciting news is the library will be going through a renovation in 2024 as well.

We were recently awarded a bond to update the library. We hope to make some changes to the floor plan to better serve our patrons. It’s been almost 20 years since we’ve done our renovations and the way we serve our community is different, so we need to change those floor plans. We encourage people to visit our website to see what is available at the library but also what is coming.”

Also, to read more about Samuel Moore see:
<https://mplindianaroom.blogspot.com/2010/05/samuel-moore-founder-of-mooresville.html>

2024 HIGHLIGHTS

Dance Through the Decades: Jan. 21, 7 - 10 p.m. at Jones Crossing Banquet & Event Center. Kick off the year’s bicentennial celebrations with a Dance Through the Decades. A DJ will play music from the 50s through today. Guests are asked to dress in their favorite decade-themed attire. There will be a large birthday cake where attendees can sing Happy Birthday to Mooresville. The Mooresville 200 Committee also ordered a custom surprise mascot for the town, which will make its first appearance at the dance. The cost to attend is \$25 per ticket. There will be a cash bar. Attendees must be 18 or older.

Sammy L Davis: Feb. 21, there will be a presentation on Medal of Honor recipient Sammy L. Davis, who will share his incredible story. Part of the street will be named in his honor that day.

Chamber of Commerce Awards Dinner: March 21, Gov. Holcomb plans to be in attendance, with the local school children’s choir providing musical entertainment.

Eclipse Weekend: April 6 - 8 there will be a three-day street fair in downtown Mooresville, with music, camping and more. The total solar eclipse will take place on Monday, April 8. “We have one of the longest viewing areas with a little over four minutes of viewing time,” Sharon said. “We’ve been having monthly meetings in Martinsville because it’s going to be so big. INDOT will change the timing of our lights because we could have 60-100,000 visitors in Morgan County that weekend.” The high school and library will offer special events throughout the weekend. Mooresville Public Library began offering Eclipse-themed educational programming in 2023

and will continue to do so up until the event.

Tri Kappa Art Show: April 22 - 30. This art show has been hosted at the Mooresville Public Library for more than 100 years! This year’s show will be themed around the town’s bicentennial.

Postal Carrier Food Drive: May 12, Churches in Mission will host a food drive.

Mutt Strutt: June 8 at Pioneer Park. The goal is to have 200 dogs, vendors, vets, groomers, adoptions and more will take place at Pioneer Park. There will be a couple of paths attendees can walk with their dogs, suitable to a different dog’s abilities.

Blast from the Past: June 9, 11, 16 and 18. Join for water aerobics at Pioneer Park.

Old Settlers Fair: Aug. 1 - 4 at Old Settlers Park. The Mooresville High School Alumni Association is working on a Mooresville 200 float for the parade.

Time Capsule: Sept. 29 at Bicentennial Park. The weekend of Homecoming, that Sunday the Mooresville 200 committee will bury a time capsule. Carlisle-Branson Funeral Service & Crematory has donated a small urn in which to place memorabilia. The committee is asking people to give their opinion on what should go in it. The idea is to open the capsule in 50 years and see things that were popular in 2024.

Victorian Christmas: Dec. 7

Additional events are being planned to include everything from frisbee golf, corn hole, and euchre tournaments to charitable donation and philanthropic events. The Mooresville 200 committee is also working on special projects including an information plaque at the old cemetery in Mooresville where one side would have information about the cemetery and the other side would include a QR code leading to a site showing who is buried there. They anticipate this being completed by Memorial Day.

HOW TO GET INVOLVED

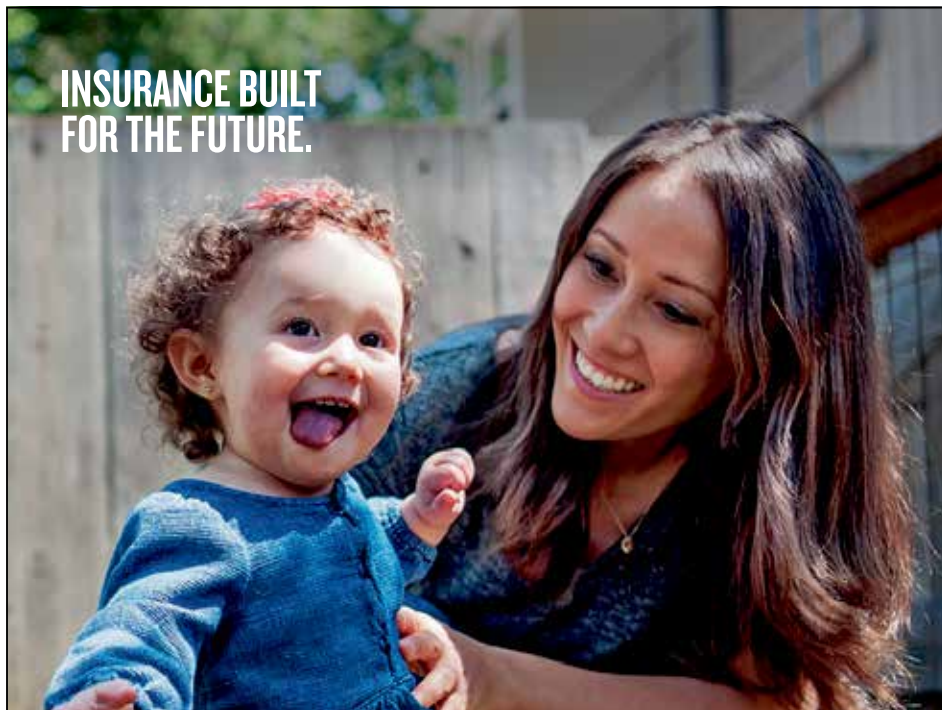
The Mooresville 200 committee will accept sponsorships and additional events throughout the year. Register events online at mooresville200.com to be included in the bicentennial celebrations.

“I would encourage people to get involved, look up the events, plan them, attend them, celebrate our town,” Sharon said. “We want to make Mooresville a better place and enjoy everything that’s happening.”

317-831-5279

www.EconomyHeatingAndAir.com

INSURANCE BUILT
FOR THE FUTURE.



Whether it's a new minivan that fits your growing family or a downtown condo that matches your cosmopolitan dreams, I'm here with advice and resources to help you in your journey.

Let's talk about your plans,
and how I can help you protect them.



Melissa Greenwell, Agent

mgreenwe@amfam.com

(765) 342-7549

389 E Morgan St Ste 3

Martinsville, IN 46151

melissagreenwellagency.com



American Family Mutual Insurance Company, S.I. & Its Operating Companies,
American Family Insurance Company, 6000 American Parkway, Madison, WI 53783
©2016 011780 - Rev. 4/20 - 17726684



Support CFMC's efforts in a 2 for 1 match

The Community Foundation of Morgan County (CFMC) is pleased to announce its intent to apply for a \$1,500,000 Matching Fund Grant through the eighth phase of Lilly Endowment Inc.'s Giving Indiana Funds for Tomorrow (GIFT VIII). This grant is one of three funding opportunities available to the community foundation through GIFT VIII. Lilly Endowment Inc. has allocated up to \$210 million to support Indiana's community foundations in their efforts to enhance quality of life across the state.

CFMC can use its Matching Fund Grant to develop its unrestricted assets further. 100% of the grant will be allocated to support the growth of CFMC's unrestricted endowment, which, over time, will provide financial resources that enable the community foundation to respond to both present and future community needs. Lilly Endowment Inc. will provide \$2 for every \$1 contributed to the CFMC's unrestricted endowment during GIFT VIII's matching period, October 1, 2023, through December 31, 2025.

This opportunity allows CFMC to support quality-of-life initiatives and nonprofits with capacity training and grants. While CFMC prioritizes funds to impact K-12 mental health and K-12 workforce development through Impact Grants, these funds can also support public efforts to encourage community for current and future residents. We are grateful to Lilly Endowment Inc. for supporting our mission and vision.

GIFT is a series of statewide initiatives and



**BRITTANI
BENTLEY**

programs that began in 1990 as part of Lilly Endowment's efforts to help establish and strengthen community foundations in Indiana and build their capacity to address the needs of their local communities. The primary aim of GIFT is to help Indiana community foundations in all 92 of Indiana's counties develop the philanthropic capacity to identify, prioritize, and address local opportunities and challenges.

To learn more about GIFT VIII, please visit Lilly Endowment's website.

Lilly Endowment Inc. is an Indianapolis-based philanthropic foundation created in 1937 by J.K. Lilly Sr. and sons J.K. Jr. and Eli through gifts of stock in their pharmaceutical business, Eli Lilly and Company. While those gifts remain the financial bedrock of the Endowment, the Endowment is a separate entity from the company, with a distinct governing board, staff, and location. Although the Endowment funds programs throughout the United States, especially in the field of religion, it maintains a special commitment to its hometown, Indianapolis, and home state, Indiana.



CFMC scholarships are now open until Jan. 19

It's scholarship season for Morgan County high school seniors attending a Morgan County school or residing in Morgan County (such as Indian Creek High School). We've posted the scholarship details on our social media pages and are working with each high school, but we ask you to help us share the news with seniors and their families.

CFMC is proud to offer over 50 scholarships, each ranging from \$500 to \$5,000 this year. These dollars come from fundholders in our community to specifically fund students' higher education costs. Many scholarships are specifically for trade school students, athletes, or students pursuing a specific field of studies such as social work, engineering, education,

sports broadcasting, criminal justice, and even ministry.

Applications are currently being accepted until 4 PM, Friday, January 19, 2024. For the complete program guide, please visit <https://cfmconline.org/donors/scholarships/#cfmc>. Seniors can apply here for all scholarships offered: <https://smr.to/p92456>.

Scholarship funds are awarded directly to a student's university once they submit their first-semester tuition statement. We celebrate these scholarship awards in May during the seniors' high school awards night.

Please share the news and help us make higher education more affordable for our Morgan County seniors!

Three financial resolutions you should make and keep!

Many financial resolutions made for New Year's never make it past the thought. That's why I'm going to suggest you make the most impactful one first.

BUILD AN EMERGENCY FUND FIRST.

An emergency fund is just that. Its money set aside in case an emergency happens. Its establishment provides the foundation for any other financial resolution to build upon. An emergency fund is typically one or two months' worth of expenses set aside in cash. A recent survey (Forbes.com 12/1/2023) stated that just over 40% (40.7%) of Americans are living paycheck to paycheck and that three quarters of those (77%) do not have enough money in emergency savings to cover even one month of their expenses. If you don't have one in place, forget about all other financial resolutions other than getting that emergency account fully funded.

PAY DOWN OR PAY OFF CREDIT CARDS.

When I establish a financial plan with a client, I like to find ways we can achieve total return for them. If you have credit card debt, one way of achieving total return in your portfolio is to pay it down or off. The average credit card interest rate is now 27.82%, according to Forbes Advisor's weekly credit card rates report (12/11/2023). My job has me look for good investment results for my clients. Imagine getting a guaranteed 27.82% rate of return! That's what paying down your credit cards does for you. Yes, when you're in debt, specifically credit card debt, money spent toward reducing that debt gives you a rate of return effectively equal to the interest rate of the debt you're paying off.



**JEFF
BINKLEY**
Finance

Guarantee a high rate of return on your money by using it toward paying off those debts.

CONTRIBUTE (MORE) TO YOUR RETIREMENT ACCOUNT.

Finally, but only after your first two resolutions have been met, consider increasing your 401(k) or IRA contributions. These are easy and very effective ways to help ensure the life you lead in retirement is just as fun and fulfilling as the life you lead now.

These are simple resolutions to make and with some discipline, shouldn't be all that hard to implement. But start with building that emergency fund first. Because just like what happens to the "lose weight" resolution when the boss buys your favorite pizza for the crew, if you don't have your emergency fund in place, the "pay off credit cards" and "save for retirement" resolutions quickly go out the window when the water heater breaks down or a tire blows out or your kid needs new basketball shoes and has to have the best. Best wishes for the New Year. Now get busy.

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

COMBAT WINTER WOES: *Discover the Health Benefits of Proper Humidity in Your Home*

During the winter months, the air inside your home can become dry and uncomfortable.



Jod Woods

This can lead to a range of issues, including dry skin, respiratory problems, and even damage to your home's structure. However, by maintaining proper humidity levels, you can avoid these issues and enjoy a range of benefits. Here are some

of the benefits of proper humidity in your home during the winter.

- **Improved Health** - Dry air can cause a range of health issues, including dry skin, sore throats, and respiratory problems. By maintaining proper humidity levels in your home, you can keep these issues at bay. Proper humidity can also help prevent the spread of viruses and bacteria, which thrive in dry air.
- **Better Sleep** - Dry air can cause snoring, congestion, and other sleep issues. By maintaining proper humidity levels, you can improve the quality of your sleep and wake up feeling more rested.
- **Protection for Your Home** - Dry air can cause damage to your home's structure, including cracking, warping, and splitting of wood. By maintaining proper humidity levels, you can protect your home from these issues and keep it looking great for years to come.
- **Energy Savings** - Proper humidity levels can help you save on your energy bills. Dry air feels cooler than humid air, so by maintaining proper humidity



levels, you can feel more comfortable at lower temperatures. This means you can turn down your thermostat and save on your heating bills.

- **Improved Mood** - Dry air can cause feelings of fatigue and irritability. By maintaining proper humidity levels, you can improve your mood and feel more energized and focused.

To maintain proper humidity levels in your home, consider investing in a humidifier. Humidifiers add moisture to the air and can help you achieve the ideal indoor humidity level of 30-50%. By investing in a humidifier and maintaining proper humidity levels, you can enjoy these benefits and create a comfortable and healthy home environment.

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.

Economy
HEATING • AIR COND • PLUMBING
317-831-5279

Hate the hassle? Head to Hobson!



655 West Southview Drive
(Hwy. 37, next to Taco Bell)
Martinsville • 765-342-3385
#hatethehassle

CORPORATE MEMBERSHIP

INVEST IN YOUR
MOST VALUABLE ASSET.



Contact Hannah for more info at hannaheads@bbjymca.org to get started.

YMCA OF MORGAN COUNTY

2039 E. Morgan St. Martinsville 765-342-6688



Commemorate the magic of a lifetime with a unique and personalized funeral service.

Costin
Funeral Chapel, Inc.
Established 1923

East Washington Street • Martinsville, IN 46151
(765) 342-5775
www.CostinFuneralChapel.com



C2ITCONSULTING
INCORPORATED

IT Support • Websites • Mobile Apps • Custom Software

**Prominent Morgan County Businesses
Choose C2IT As Their Technology Partner**

Call Us Today For a Free Discovery Session
(317) 721-2248 • c2itconsulting.net

Mooreville family physician honored with Franciscan Health Healing Hands Award

Pamela Lynch, MD, a physician with Franciscan Health Mooreville, was awarded the



Lynch

Healing Hands Award earlier this year. The Healing Hands Award recognizes physicians for excellence in clinical skills, patient relations, research, stewardship and reflection of the hospital's ministry values and mission.

Dr. Lynch has practiced the full scope of family medicine, including normal newborn deliveries, since 2002 when she joined Franciscan Physician Network Mooreville Family Care.

The nomination came from several members of the Mooreville nursing staff. Among their comments:

"Dr. Lynch is very supportive of her patients and the OB staff. She collaborates with the



OB team nurses to provide optimal outcomes for her patients. She always has a smile on her face and shows encouragement even in stressful times. She shares excitement with families at delivery as if they were her own family."

"Dr. Lynch is the epitome of a fantastic physician, and she goes above and beyond the call of duty for patients."

Board-certified in family medicine, Dr. Lynch specializes in obstetrics, family medicine and gynecology. She earned her medical degree at Loma Linda University School of Medicine in Loma Linda, Calif. She completed her residency at Ascension St. Vincent Hospital in Indianapolis.

For more information on the Healing Hands Award or to make a nomination, visit FranciscanHealth.org/HealingHands.

Biggerstaff joins Mooreville Schools

The Mooreville Schools Board of Trustees has announced that Dr. Patrick Biggerstaff will become the district's next Assistant Superintendent for Finance and Operations. Biggerstaff will replace Dr. Jake Allen, who is taking over as Superintendent.

Dr. Biggerstaff has served as the Director of Career and Technical Education and Adult Education at the Area 31 Career Center for the past eight years. The Career Center serves 11 school districts on the south and westside of Indianapolis, including Mooreville Schools. "We are extremely excited to have Dr. Biggerstaff join the Pioneer Team," said Dr. Allen. "Patrick is a proven leader in the field of education and brings a wealth of knowledge and experience with him to Mooreville Schools. Dr. Biggerstaff is a perfect fit for the vision and mission of MCSC."

Dr. Biggerstaff's career in education began with teaching high school students who were diagnosed with behavioral and academic challenges at the Indiana Development Training Center. He served as the Assistant Principal for Ben Davis High School and the Assistant Director for Career and Technical Education at Area 31 prior to rising to his current role as Director. "I'm excited to join the Mooreville administrative team," said Dr. Biggerstaff. "I have great respect for the history of this community, its people, and its aspirations to foster the confidence and academic growth of local students."



Biggerstaff

Dr. Biggerstaff earned a Master's Degree in Business Administration from Texas Christian University and then earned his Master's Degree in Teaching from the University of Indianapolis. He went on to earn his Doctoral Degree in Education from Ball State University. He has received Business Office Specialist certification from the Indiana Association of School Business Officials and completed the Indiana Association of Public School Superintendents and Aspiring Superintendent Academy.

Dr. Biggerstaff was also named the National Association for Career and Technical Education's (ACTE) Administrator of the Year in 2018 for Region III, which represents programs across six states. He has also served as the President for the Indiana chapter of the ACTE as well as the national ACTE Vice President for the Administration Division. In 2021, he was recognized by ACTE as its national Champion for Career and Technical Education.

Outside of his professional work, Patrick enjoys reading, playing sports, and spending time with friends and family. His wife, Kami, is a Nurse Practitioner at Eskenazi Health. He also has four adult children: one serves in the U.S. Navy, one works in the healthcare field, and two are pursuing further education.

Dr. Biggerstaff will assume the duties of Assistant Superintendent in January 2024.

Reminiscing over 20 years in tech

2024 marks twenty years of business for C2IT Consulting. It's an exciting milestone, and I'm still considering how to celebrate it over the course of the next 12 months. There are few things in life I've stuck with for this length of time besides matters of faith, family, and this business. As I talked with a new friend earlier this week, I joked about how the last resume I completed was when I was 16 years old, applying for the summer internship that eventually led to an opportunity to fall into business ownership 10 years later.

If you're a small business owner like me that found yourself owning a business doing the work you do as an employee and have never read the book E-Myth, I highly recommend it. There's a huge difference between doing meaningful work you love for a job, owning a job, and owning a business that employs others to do that work. I've learned so much over these years about how NOT to do things that I feel I've finally learned a few things that I SHOULD do. While I'm no expert, here are a few I thought were worth writing down:

- Treat your customers like partners.
- Treat your employees like family.
- Treat your family like a priority.
- Treat yourself like a work in progress.

I'm sure there are many more pieces of advice to give about cash flow, debt, investments in capital, strategic plans, and skilled labor, but when it all boils down to it, it really is the people you interact with that make owning and operating a business and serving others a journey worth staying on for decades. I look back to men and women who invested in me



CHET CROMER
Technology

early in my journey - Don Haycox, Dave and Sharon Pilcher, Jeff Harris, Stacey Peters, and Linda Smith - and realize that the effort they made into my life really wasn't a huge endeavor for them - it was just what they did and who they were.

We have a dozen families that rely on C2IT for their livelihood now and almost one hundred clients that count on us to manage aspects of technology within their organization, and while it's enjoyable to get the "big win" from time to time, the simple check-ins, honest talks about issues and occasional errors that have to be made right... Those are what make us a success.

I'm thrilled to have twenty years of business under my belt, excited about what's around the corner for our team, and thankful for all who've been a part of our journey, including you!

Thank you.

Chet Cromer is the president of C2IT Consulting, Inc., a Plainfield-based technology business that provides websites, mobile apps, and IT consulting/support to businesses across central Indiana. He can be reached at chetcromer@c2itconsulting.net or (317) 721-2248.

Solar Eclipse 2024 Notification System

The Morgan County Emergency Management Agency has created a Solar Eclipse Notification Group. This allows EMA officials to send text messages relating to the Eclipse (before, during, and after) to your cell phone. This way, you can stay up to date with Solar Eclipse events, traffic before and after, and any other important information they may need to share.

To enroll for these notifications, text morgancountybusinessleader.com to 69310.

Please note that messages will only be sent if pertinent and necessary, and these notifications will stop being sent on April 9, 2024, once the Solar Eclipse is over.



LEGACY
BUSINESS CONSULTANTS

**Guiding
business owners and
management teams
to achieve their goals
and fulfill their
God-given purpose**



Are You Facing Any Of These Challenges

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

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

LegacyBusinessConsultants.net

5 Techniques to Conquer Distractions and Skyrocket Your Productivity

One of the greatest enemies of success is distractions. They steal our focus, slow our progress, and hamper our productivity.

The word “distractions” has a dark origin. In French medieval times, it was the term used for a brutal torture technique called “death by distraction.” Criminals were tied to four horses, each pulling in a different direction. The result was a horrifying tearing apart of the body. It’s a gruesome visual, but it perfectly captures the concept of distractions pulling us in multiple directions, tearing away our focus and clarity, and preventing us from reaching our full potential.

In a profound study on time management, David Finkel, a Wall Street Journal bestselling author, discovered a shocking truth. The average person wastes over 30% of their work week on low-value and no-value activities. That’s a staggering 21.8 wasted hours every single week. Hours that contribute nothing to our company’s success. In fact, depending on the length of our work week, these wasted hours could account for up to one-third of our time.

Are distractions derailing your productivity? Don’t worry, I’ve got your back. In this game-changing post, I will reveal five powerful techniques to help you conquer distractions and skyrocket your productivity. Brace yourself – these strategies may seem simple, but



**JOHN
BARRETT**

their impact is profound. If you find yourself distracted, it’s a clear sign that you’re not fully implementing these crucial steps.

SET CLEAR GOALS

The first step to overcoming distractions is to set clear, specific, and measurable goals. When you know exactly what you want to achieve, distractions will make you less likely to get sidetracked. This will enable you to prioritize your time and focus on what really matters. Write down your goals, break them into small achievable tasks, and set deadlines. This will give you a clear roadmap to success. You’re only as good as your system allows you to be.

IDENTIFY YOUR DISTRACTIONS

Once you have set clear goals, the next step is to identify the distractions that are getting in the way. Take a few moments to reflect on your day and write down the activities or events that distract you the most. These could be social media notifications, email notifications, or even people who interrupt you frequently. Once you have identified your distractions, you can take steps to minimize them. You have to know your enemies if you’re going to conquer them.

CREATE A DISTRACTION- FREE WORKSPACE

One effective way to overcome distractions is to create a distraction-free workspace. This could be a physical space like a quiet room or a virtual space like an app or software. Eliminate all potential distractions from your workspace and make it conducive to concentration. This will help you focus better and complete more work in less time. Stop putting things in your workday that you know will tempt you to the dark side of wasted time.

USE TIME BLOCKS

Time-blocking is a productivity strategy

that involves dividing your time into blocks, each devoted to a specific task. This helps you work more efficiently and reduces the chances of getting distracted. Set aside specific times for answering emails, checking social media, or taking breaks. This will enable you to focus on one task at a time and complete it before moving on to the next. Know exactly what you will be doing before you start doing it.

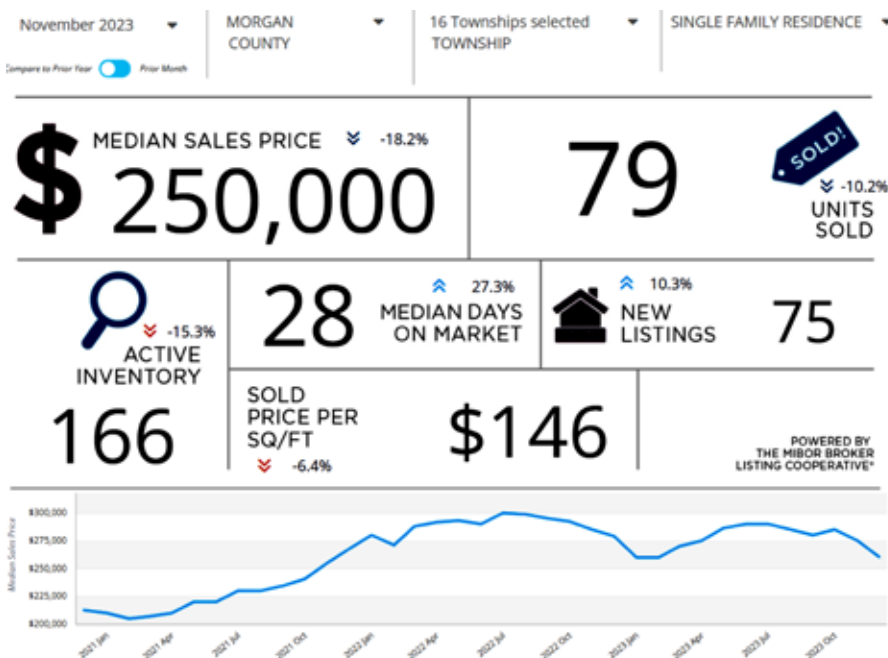
PRACTICE SELF-DISCIPLINE

Ultimately, the key to overcoming distractions is self-discipline. It takes discipline to stick to your goals and to avoid getting sidetracked by distractions. Cultivate good habits like prioritizing work, avoiding unhealthy procrastination, and staying focused. With practice, you can train your mind to stay alert and focused for longer. The more you discipline yourself, the easier it will get over time.

Distractions can be overwhelming, but they don’t have to be the enemy of your success. By setting clear goals, identifying your distractions, creating a distraction-free workspace, time-blocking, and practicing self-discipline, you can overcome distractions and unlock your full potential. Success requires focus, dedication, and staying on track despite distractions.

Keep pushing forward, and you will conquer distractions and skyrocket your productivity.

Morgan County real estate snapshot



Our Best Service is Our Customer Service!



6078 E. SR 144
317-831-6142
jakesbs@msn.com
Mooresville

John, a member of Legacy Business Consultants, has been helping leaders for over twenty years. As a certified coach, speaker, and trainer he has worked with Fortune 500 companies, entrepreneurs, non-profits, and individuals who have leveled up their success through his coaching. Invest into your leadership ability and you will be directly investing into the future you desire to experience. You can reach John at www.johnbarrettleadership.com



Hoosier Tent & Party Rentals

Tents & Accessories
Tables & Chairs * Linens
Flooring & Staging
Food Preparation
Inflatables & Games

(317) 272-9746

www.hoosiertent.com