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MORGAN COUNTY

March 2024



SOLVING VIRTUALLY ANY DIGITAL NEED

Chet and Erin Cromer celebrate the 20th anniversary of C2IT Consulting



Improving Leadership, Culture, and Employee Retention
LegacyBusinessConsultants.net

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Right people for the right job

"Hiring people is an art, not a science, and resumes can't tell you whether someone will fit into a company's culture."
– Howard Schulz

In a time where employee retention is a growing concern nationwide – the national average turnover rate was 47% in 2023 – hiring is not always simple but hiring the right person is crucial to the success of any business.

Featured in this edition's cover, Chet Cromer of C2IT Consulting shared about the culture he aims to maintain within his company and how he was taught early on that hiring the right person for the right job should be his top priority as he looks to grow in his industry. He works to ensure a new hire not only has the appropriate skills for the job but that they fit into his company's culture as well.

Also featured this month, Steve Brock of Brock Safety Consultants mentioned that he is selective as to who he brings in to teach CPR, first aid, and other medically certified classes through his business. For him, that means they must not only be certified to teach those classes, but they must have experience in the emergency medical field. He wants someone who has used the knowledge they've gained on paper in real-life situations which allows them to relate to many of the people taking their classes.

Sometimes having the right skill set just isn't enough. Think about the work environment you want to create. The employee may have the right degree and even experience in the field, but do their goals align with your own? Can they work collaboratively with your other team members? Hiring the wrong person can lead to a



JIM HESS
From the Publisher

toxic work environment and negatively affect business for the long haul. Alternately, hiring the right person with the right skills, motivation, and goals that align with your company's values often leads to better employee retention, productivity, and overall business growth.

How can you go about hiring the right person for the right job? See first if you can promote from within, which is proven to raise employee retention rates. Should that not be an option or you are still looking to add employees, make sure the job description is clear and they know exactly what is being asked of them. Figure out how to recruit the right candidate and monitor which methods work best for you. You could go as far as bringing an employee or two into the hiring process. They may ask questions that aid in the decision-making process or have insight you may not have considered yet. Once you've recruited the right person, ensure you have a plan in place to start them off on the right footing.

Hiring is a big responsibility and not one to take lightly. Fortunately, our county is filled with a lot of great talent, the challenge is in finding the person best fit for your industry. Happy recruiting!

BUSINESS LEADER
MORGAN COUNTY

"Declaring the good works being done"

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

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Blue zones and Morgan County

Recently in my reading, I have come across a phenomenon previously unknown to me: Blue Zones. ‘Blue Zones’ does not have a political connotation – thinking red states or blue states – but rather, a Blue Zone is a label affixed to a geographic area with an unusually high concentration of centenarians – people living to be 100 or more, vibrantly. The term Blue Zone was first coined by Dan Buettner, of National Geographic, as he identified five regions across the world where people were routinely living active, vibrant lives into their 100s: Loma Linda, California, U.S.; Nicoya, Costa Rica; Sardinia, Italy; Ikaria, Greece and Okinawa, Japan.

I will be candid: Morgan County, for all it has to love and offer, is not known for its health. So, you may wonder what those regions have in common with Morgan County. And I will get to that momentarily. The short answer is, not much, except where it matters most.

Buettner’s research of Blue Zones across the globe revealed common themes in the lifestyle of these vibrant centenarians: plant-based diets – not entirely vegetarian, but sparse on animal protein, a naturally active lifestyle – gardening, hiking, working the land, avoiding overeating by stopping a meal when you’re about 80% full, avoiding a stress or anger-tainted life, a sense of purpose for each day, and a deep connection to faith and community. These things, when combined over time, are shown to produce significant gains in not only longevity but active, vibrant, happy longevity. The research is truly fascinating.

So, what led me to think of Morgan County when reading this? Morgan County does fall short in statistics around diet, movement, and overall health, as previously confessed. This shortcoming makes me grateful for organizations like Bud Swisher’s longstanding work on the Healthier Morgan County Initiative, and present-day efforts by organizations like the YMCA of Morgan County and the Kendrick Foundation, just to name a few top-of-mind. Where I think of Morgan County in the context of the Blue Zone research is in the areas of a sense of purpose, connection to faith, and a deep sense of community. In these crucial areas, candidly, I think we knock it out of the park.

Many of my Morgan County friends are



**RYAN
GOODWIN**

either actively doing work they love or fulfilling a sense of purpose through service to a local non-profit organization, or both. I routinely meet with or talk with fellow residents living with a deep sense of purpose surrounding our terrific community. Of course, not every one of our 70,000-something residents is in engaged this way, but many are, and the opportunities are here in abundance. I have often said you cannot out serve the collective heart of Morgan County and I still believe that to be true.

Morgan County’s faith community is active, alive, and in abundance. We have terrific church communities across Morgan County with many area pastors taking leadership roles not only in the church but in the community too, along with numerous faith-first programs, such as the Indiana Dream Team, City Changers, Churches in Mission, and many others too numerous to mention. Faith is an important part of daily life for many in Morgan County.

And finally, our sense of community is second-to-none. The coffee shop conversations, connectivity around our schools, our towns, our institutions, is a constant and ever flowing source of sense of community. I can say with certainty that this is my favorite and most cherished part of being a Morgan County resident – I love our sense of community and take pride in being in the middle of it.

Admittedly, we have work to do in other areas uncovered by the Blue Zone research, but we can – and should – be proud of our opportunities to serve, our strong faith community, and our sense of community. I hope to be part of it for many more years. I hope you are too.

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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When time is of the essence

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By Nicole Davis

Morgan County Business Leader

Having spent his 37-year career in emergency medical services and even longer as a life support instructor, Steve Brock has witnessed firsthand the importance of a quick response for someone under cardiac distress. Through Brock Safety Consultants, he sells automated external defibrillators (AEDs) to local governments, schools, businesses, and organizations. The accessibility of these devices can play a critical role in resuscitating a person who is experiencing cardiac arrest when time is of the essence.

"While I'm at the age that I can no longer keep up the pace of a firefighter/paramedic, I can still participate in helping save others' lives," he said. "Truthfully, that's one of the biggest rewards I could ask for. I am very blessed."

Brock started his career in 1980 as an EMT. He immediately began teaching basic life support, CPR and first aid. He attended paramedic school through Methodist Hospital in 1995 and became an advanced cardiac life support instructor at that time. He retired in 2017 where he had been EMS division chief at Brown Township Fire-Rescue in Mooresville.

"You never want to ask me to write a book on how to retire because I would fail," he said. "I spent one day after my retirement wondering what I was going to do with myself."

What he decided to do was a natural transition from his previous career. His business, Brock Safety Consultants, not only sells up keeps AEDs but also offers first aid and CPR classes certified through the American Heart Association, industrial safety training



Steve Brock

(Photo by Nicole Davis)

and more. Class instructors are individuals with experience in emergency services.

AEDS SAVE LIVES

Nationwide, approximately 356,000 individuals die each year of sudden cardiac arrest. Sixty to 80% of those individuals are gone before they ever reach the hospital. Ninety-four percent of sudden cardiac arrests are due to ventricular fibrillation, a dangerous type of arrhythmia, or irregular heartbeat. A normal heart beats 60 to 100 times per minute. Under ventricular fibrillation, it's beating in excess of

300 beats per minute. For every minute that lapses, there is a 7 to 10% chance that the individual will not make it.

"That's why it's important to have AEDs on hand and available as quickly as possible," Brock said. "People think I don't need one of those, the ambulance is just down the street. But what if that ambulance or fire department is already tied up on another run? You can imagine if you lose 7 - 10% of a chance at successful resuscitation each minute, 10 minutes are gone, there's a high chance that they won't make it."

Not only do AEDs save lives, Brock said, but they are also quite easy to use. He sells AEDs manufactured by Zoll, which offers two types of these devices, automated and semi-automated units. Once a user turns the device on, it voices prompts, telling them what to do. Photos on the pads show exactly where to place them on a person's body. AEDs deliver a therapeutic dose of electrical energy, a shock, to the heart muscle. The AEDs are designed to only administer a shock to someone experiencing ventricular fibrillation.

WHERE YOU WOULD FIND BROCK'S AEDS IN MORGAN COUNTY

Brock sells new and refurbished units and

accessories and services the devices himself. He goes out once a year to check the devices and ensure they're functioning properly. He also offers a program called Plus Track which a client can subscribe to, a software system which monitors the functionality of each AED and alerts the client as well as Brock if something is wrong. He is alerted six months in advance of the expiration of pads to ensure clients have time to order new ones.

The units are warrantied for seven years, eight if they're registered online. The batteries have a lifespan of five years, as do the adult pads. Child-size pads expire after two-and-a-half years.

Brock said he has AEDs across central and southern Indiana and has even begun shipping nationwide. His customers include the city of Martinsville, Martinsville schools, Paragon Fire Department, local churches and businesses such as Home Bank. Should an organization such a church purchase AEDs from him, he will often voluntarily offer to teach anyone interested how to use the devices.

TRAVELING, TEACHING AND GROWING THE NUMBER OF AEDS AROUND TOWN

"If you walk down the hall at a hospital, they're hanging on the wall," Brock said. "That's how quick and important they are that you need them. I can't let any more time go by than necessary. You're going to see them in shopping malls, hotels, little league fields and now thanks to the new legislation adopted July 1 of this year, you will see them all throughout the schools."

The Indiana senate passed Senate Bill 369 in July of last year, requiring all extracurricular school activities to have an operational AED present, that all leaders and individuals overseeing the activity know where that AED is located and have a plan in place with a goal to respond within three minutes.

As his business grows, Brock said he'd like to gain a permanent place of business however that's been difficult to achieve as the job requires a lot of traveling, teaching classes or monitoring the AEDs.

WHAT ARE THE SIGNS OF CARDIAC ARREST?

- the person collapses suddenly or loses consciousness
- the person is not breathing or is gasping for air
- the person doesn't respond to shouting or shaking
- the person doesn't have a pulse

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Why progress over perfection matters

In a society obsessed with achievement and success, it's tempting to fall prey to the pursuit of perfection. We're bombarded with flawless highlight reels on social media, where everyone seems to have it all figured out. But it's time to break free from this illusion.

As leaders, we are often expected to have all the answers, make flawless decisions, and execute impeccably. However, by fixating on the idea of being perfect, we risk our own well-being and the growth and development of our teams. On the other hand, progress is the fuel that propels us forward, embraces failures as learning opportunities, and enables us to create lasting impact.

Great leaders understand that progress is more important than perfection. They know that the key to success is embracing the growth mindset and focusing on continuous improvement – not just reaching a specific goal.

Perfectionism hinders growth. Focusing on perfection makes you less likely to take risks and try new things. You become paralyzed by the fear of failure and can miss out on valuable opportunities. It's time to set the record straight on what truly matters and eliminate the claws of perfectionism.

Let's explore how great leaders value progress over perfection and how you can adopt a growth mindset to become a more effective leader.

PROGRESS DRIVES INNOVATION

Great leaders understand that progress over perfection drives innovation. When you have a growth mindset, you always look for ways to improve yourself, your team, and your organization. You fix your eyes on the evolution of ideas, not the one perfect idea. You embrace change and are always willing to try new



**JOHN
BARRETT**

things. This mindset is essential for driving innovation and staying ahead of the competition. Instead of focusing on reaching a specific goal, great leaders focus on making progress every day. They understand that small improvements over time can lead to significant breakthroughs.

PROGRESS DRIVES EMPLOYEE ENGAGEMENT

Great leaders understand that progress over perfection drives employee engagement. When employees are making progress, they feel a sense of accomplishment and are more engaged in their work. A growth mindset fosters a culture where employees feel valued and can contribute to the organization's success. When leaders value progress over perfection, they create an environment where employees feel empowered to take risks, try new things, and make mistakes. Fear is crushed when no one feels the pressure of perfection but instead embraces the power of progress.

PROGRESS LEADS TO SUSTAINABLE SUCCESS

Great leaders understand that progress over perfection leads to sustainable success. When you are focused on making progress every day, you are more likely to achieve sustained success in

the long run. Instead of achieving a specific goal and becoming complacent, great leaders always strive for continued growth. They know that progress is a continuous process and embrace the mindset necessary to achieve sustained success. Endurance is activated when we value making progress. Seeking perfection wears us out to the point of giving up.

How are you ensuring that you value progress over perfection in your leadership journey and that your team understands this as well?

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



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SOLVING VIRTUALLY

Chet and Erin Cromer
celebrate the 20th
anniversary of C2IT Consulting

By Nicole Davis
Morgan County Business Leader

From the first time Chet Cromer wrote a piece of software for a printer for his dad's lawn care business when he was a teenager, he was hooked. Technology has evolved tremendously over the years and his interest in the field has only grown along with it. Chet is now celebrating the 20th anniversary of his company, C2IT Consulting, offering technology solutions for businesses and organizations who want innovative solutions for their virtual needs.

C2IT offers technological services in three areas: taking care of small businesses' general technology needs; web design and online presence such as the creative aspects of building a new website and maintaining it; and custom software development such as mobile apps. Though the business is based out of Plainfield, Chet and Erin reside in Morgan County, just west of Eminence. He serves clients in central Indiana, primarily Morgan and Hendricks Counties with some in Marion County. Clients range from small businesses to government, education, and nonprofits.

"We have a very broad client base in terms of what industries they're in," he said. "We like it that way. We go after clients that see technology as an investment rather than an expense, or another thing they have to pay the bills for. We want somebody who understands the value of investing in their technology, their website, or a custom software app. They see the strategic advantage that they can have to better empower their employees to do what they need to do, out power their competition, or have something unique to offer."

FROM OWNING A JOB TO OWNING A BUSINESS

C2IT Consulting began partially due to happenstance. Chet previously worked for another small IT company when his boss announced his retirement in 2004. He and his coworker, Joe Newlin, decided their choices were to brush off their resumes and start looking for another job or start a business themselves. Chet chose small business ownership, purchasing

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some assets from the former owner with Joe going to work for him, an employee who is still with him to this day. Their first and only client at that time was a car dealership just inside of Marion County. For 10 years, he had an office set up there, serving all of the dealership's technology needs.

In 2013, he was informed that the car dealership, still their sole client, was selling its business to a corporate parent. Again, Chet was in a position where he needed to decide between looking for another job and shutting the business down or searching for clients to continue the business. He had a friend who was a business coach and offered to work with him, teaching him about marketing and other skill sets.

"That was our first transition into owning a business and not just owning a job," Chet said.

Chet began picking up some clients in the Morgan County and Hendricks County areas, helping them to keep the business alive for a few years longer.

"Some of our earlier clients were people that mentored Chet in the early phases of the business which was important for growing the business too," said Erin Cromer, and C2IT co-owner. Erin has always been part owner but actively joined the team five years ago. "It's not often you find a client that says, 'let's grow up together a little bit.' Previous clients had been in established businesses in the community for a long time. That was an important part of shaping how we do business."

MAINTAINING A CLOSE COMPANY CULTURE

In 2015, they hired their first "real hire," a software developer/programmer.

"I was nervous about hiring somebody because it was like taking their livelihood into our hands," he said. "We saved his first year's salary in case things didn't work out well. Everything worked out great. When we hired that first employee, that was the first



The C2IT Consulting team includes Chet and Erin Cromer along with their employees.

time I realized this business could be more than what I and a righthand man can do on our own, the fact that we can grow and serve more clients. It was a pivotal moment for us."

C2IT has 13 employees now with plans to grow. "We really encourage our team to grow and develop in their field," Erin said. "It is always changing. There's new technologies and new ways to do things. We really encourage them to learn as they continue to do their jobs. I want them to feel like they could leave here and get a job anywhere else. We hope they're growing, learning, and feeling fulfilled enough like they can compete anywhere but hopefully they stay here."

To achieve that, the Cromers have built a close-knit company culture. They host monthly lunches together with fun activities such as cookie decorating or take a day to do things together, like watching an Indians game. Out of necessity during the COVID-19 pandemic when they couldn't meet in-person, they began holding meetings virtually. It's a habit they've kept after employees made their return. They meet about twice a week, everyone in a virtual conference room for a 10-minute check-in.

"First who, then what?" is a question Chet is an author on business, that

Economy

HEATING - AIR COND - PLUMBING

ANY DIGITAL NEED



mers focus on maintaining re. To achieve that, they her, host friendly competi- ting contests each month together such as attend necessity, during the CO- ey couldn't see each other ng daily check-in meet- at has lingered on long return to the office. Now, e gathers together in the minute chat. s a quote by Jim Collins, Chet references when

thinking about the culture they're creating at C2IT. Collins gives an analogy about being a bus driver and getting the right people on the bus before heading in the right direction.

"We need to have a team that is the right people, going in the right direction, to the same place together," he said. "Sometimes people get off the bus and new people get on. My business coach told me several times that every time we add a new employee, it's not just adding someone to the team but it's like having a whole new team. All 13 of us will intentionally take time to get to know the new person to help create that new team."

UNIQUE SOLUTIONS FOR UNIQUE PROBLEMS

One thing that sets them apart from many other technology companies is 99 percent of the work is done in-house. They don't outsource to other states or overseas.

"There are things that come up, but the jobs we provide are here in this community," Erin said.

Chet said it's sometimes hard to tell people what he does for a living as a sizable portion of what they're asked to do at C2IT, they don't know just yet how to do it.

"A large portion of our job is figuring out how to solve this unique problem that's been presented by a client, using the tools and things at our disposal, some of which we've never used before or some of those tools aren't designed to work together," he said. "It's our job to figure out how to make those pieces come together to build this product at the end that looks like it should be easy to flip a few switches and turn it on, but nobody's ever done it in that unique way. So many times, a client will ask us 'can you do this?' and the answer is almost always yes. We don't know how yet but that's part of what they're engaging us for. If it were something they could buy off the shelf, they would buy it off the shelf. It's a mindset our employees have to have, too. We don't just hire them for the skill set they have. They have to keep up."

He recalls the first time a client asked him if he had ever written a mobile app. He had to answer no but stated he would love to give it a try and fortunately, that client invested in him and allowed them to add that skill to their business offerings.

"That was not on our radar when we started," he said. "The vision of our business has been interacting with an innovative client, somebody who wants to try something new and taking that and turning it into something that helps them succeed and something we can replicate."

THE VALUE OF A STRATEGIC PLAN

Five years ago, Chet said they created a three to five-year strategic plan, including things like key next hires such as a project manager and experienced software developer, as well as moving into an office space that better suited the growing team. Since that ended last year, this year they're looking to revamp it.

"All of those things happened in that window of time," he said. "We recognized the value of having

those goals and a plan even if we don't know how to get there. It's been a good guide for us. Over the next several years, we don't know the people but we know the roles we need to fill. We'd like to outline six or seven key roles, some technical people and some administrative."

They're also looking to anticipate needs for that growth in personnel. Last year, they purchased the building in which C2IT is located, so there is room to grow should any of the other tenants eventually choose to relocate. The new strategic plan will also outline processes the company needs to create.

"We can't count on everybody knowing everything anymore with the day-to-day operations," he said. "Recently we had a client that I hadn't met until we closed the deal, the first time that has happened. Our team did everything from interviewing the client to on-boarding."

Employee retention will be another large priority. "We've had a low loss of employees," he said.

"Loyalty is a huge part for us with our team and our clients. We are a small business but we have good benefits and culture. We have some people that this was their first job and that can be scary that we're just a stepping stone and they could go somewhere else after a couple of years. They probably could but they stay here, and we reward them for that."

The company is also growing into cybersecurity, a hot topic right now.

"It's a nebulous thing that even we don't know what all it entails," he said. "It sounds really good until you figure out all of the different things you have to do. Our clients want it, but they don't want to pay a million dollars for it, so we have to help them take bite-size chunks out of it in a way."

From his unplanned start in entrepreneurship to maintaining a successful business going on 20 years, Chet said the 20th anniversary has already been an exciting time to reflect on how far they've come and the opportunities yet to arrive. C2IT will plan a special anniversary celebration later in the year, with details still in the planning stages.

"Some of our biggest are clients we've had the whole time," he said. "This year is reflecting and celebrating not just that we've made it this far, but that we've made it this far with many of those people. We've loved working with them and hope to remain that partnership for a long time to come."

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Celebrating a century of IU Health Morgan

A lot can change in a century, and IU Health Morgan is no different, but one thing has remained the same over the past 100 years—this team's focus on caring, compassion and community.

"The people at IU Health Morgan are here to care for our friends, family, neighbors and more," says Jason King, DNP, RN, CENP, FA-ONL, IU Health Morgan Chief Operating Officer and Chief Nursing Officer. "And we've done that since we opened our doors on April 15, 1924."

The original building, Morgan County Memorial Hospital, started with four nursing staff members, two laborers, four maids and a cook. And on their first day of operations, they admitted 19 patients.

The team has grown, and their services have developed over the years as the needs of the town and surrounding area have also evolved. Eventually, a new facility was built to better support the future of healthcare in Morgan County. This building, located on John R Wooden Dr, opened on December 16, 1958, followed by a remodeling 11 years later that included the addition of a third floor.

More changes came in 2001 when the hospital became the Morgan Hospital and Medical Center and again in 2011 when it officially merged with IU Health to become Indiana University Health Morgan Hospital.

"When I joined the team in 2012 as Chief Nursing Officer, I could see that we had some work to do to improve the patient experience and better serve the community in the current healthcare landscape," says King. "Thankfully, I have a wonderful team with the same vision."

In 2015, the facility became a Hospital Outpatient Department of the Academic Health Center and was renamed IU Health Morgan. The following year, they received a grant for a renovation that helped transform the patient experience for the better.

Throughout this time, leaders also focused on the team and what makes a foundationally healthy workplace. The American Nurses Credentialing Center recognized these efforts



JASON KING

in 2018 with their Pathway to Excellence designation. The team-focused approach remains top-of-mind, as shown with the re-designation in 2022.

"We currently have over 250 amazing team members supporting a mixture of emergency and outpatient services," says King. "Our goal is to be a partner in health, whether that means maintaining good health, taking steps to address concerns or providing life-saving emergency care."

But more than that, IU Health Morgan is dedicated to bringing excellent, personalized and whole-person care close to home for their corner of south-central Indiana.

Generations of families have trusted this team with their health over the past 100 years, and that won't stop anytime soon.

"The people who come through our doors know us and we know them," says King. "Taking care of our patients and community is personal, and this milestone anniversary is a wonderful reminder of a commitment to helping others that shines every day at IU Health Morgan."

Thank you to all of the individuals who have been part of the IU Health team over the past century, and thank you to everyone who's trusted this team with the health of you and your family.

Jason King, DNP, RN, CENP is the Chief Operating Officer at Indiana University Health Morgan. In service to his profession and community, King participates actively in several nursing organizations and local and regional boards. King leads daily operations at IU Health Morgan and plays a key role in continuing its service as a successful outpatient facility.



Original Morgan County Hospital

When failure isn't failure: Embracing the path to success

Failure is often viewed as the end of the road, a dead-end sign signaling defeat, a time to throw in the proverbial towel. I've learned after failing many times that a much more resourceful way of viewing failure is that it's merely a stepping stone along the path to success. I've come to realize that it's a vital ingredient in the recipe of achievement, always teaching valuable lessons and paving the way for growth and resilience. Don't be discouraged and remember there are instances when failure isn't failure at all but rather an opportunity for growth and progress.

When failure leads to valuable lessons. Every setback carries within it a lesson waiting to be learned. Whether it's a business venture that didn't pan out as expected or a personal goal that fell short, each time we fail, we're presented an opportunity to reflect, learn, and improve. Reportedly Thomas Edison once said, "I have not failed. I've just found 10,000 ways that won't work." His relentless pursuit of the light bulb serves as a testament to the transformative power of failure.

Moreover, failure often serves as a catalyst for innovation and creativity. Some of the most groundbreaking inventions and revolutionary ideas were born out of failure. The key is to view failure not as a roadblock but as a detour leading to unexpected discoveries. In the world of entrepreneurship, failure is celebrated as a badge of honor, a testament to one's willingness to take risks and push the boundaries of what's possible.

Failure builds resilience and grit, essential qualities for success in life and in business. The ability to bounce back from setbacks and persevere in the face of adversity is what sets apart those who achieve their goals from those who falter at the first sign of trouble.



**JACK
KLEMEYER**

Embracing failure as a natural part of the journey fosters a mindset of resilience, enabling individuals to weather the storms of life and emerge stronger on the other side.

Failure provides an opportunity for course correction too. When things don't go as planned, it's a chance to reassess priorities, pivot strategies, and realign goals. Rather than seeing failure as a final destination, we should view it as a crossroads offering multiple paths forward. Embracing failure with an open mind and a willingness to adapt is key to navigating the twists and turns of life's journey.

In conclusion, failure is not the opposite of success but rather a stepping stone on the path to success. It provides valuable lessons, sparks innovation, builds resilience, and offers opportunities for growth and course correction. By reframing our perspective on failure and embracing it as an essential part of the journey, we can unlock our full potential and achieve greatness in all areas of life. So, the next time you encounter failure, remember that it's not the end but rather the beginning of something new and exciting.

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.

Are You Ready For A Season Of Renewal?

As we approach the end of this crazy winter weather and look forward to a season of

renewal, are you prepared for the flood waters of melting snow and spring showers? Will this water end up in your crawl space or basement? We can not stop the water from coming, but we can control where it goes. Have you replaced your sump



Jod Woods

pump within the last five years? Have you considered a back-up sump pump or a sump alarm? If not, now is the time. Don't wait until your home is flooded to address these issues. Old sayings like "An ounce of prevention is worth a pound of cure!" Are old sayings because they are wise advice. Be prepared by calling 317-831-5279 to discuss



your options. It is our pleasure to be of assistance!

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@EconomyHVACP.com.

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Get ready for an E-ticket ride

Back in 1977, when I was a wee-lad of 11, we visited The Magic Kingdom at Walt Disney World. It was Spring Break. Gas was \$.62 a gallon. Station wagons were everywhere, the mini-van yet to be invented. And Disney World cost \$6 to get in. \$6 you say?! Yes, it was a different time.

But Disney World was different then as well. Your entry into the park cost \$6.00. But you also had to buy books of tickets to use on the rides you wanted to ride. Tickets had a face value and could be used for different rides. An “A” ticket was worth \$0.10, “B” \$0.15, “C” \$0.25, “D” \$0.50, and “E”, \$0.85. So of course, different rides “cost” more in regards to what ticket you needed to ride it.

An “A” ticket ride was what we’d now call a “kiddie” ride, like Cinderella’s Golden Carousel. “B” and “C” tickets were for rides like The Mad Tea Party, It’s a Small World, Peter Pan’s Flight. The “D” would get you on the Tomorrowland Speedway or the Skyway.

But the “E” ticket.... That’s the ticket! The “E” Ticket would get you on Mission to Mars, 20,000 Leagues Under the Sea, Big Thunder Mountain Railroad, and the pièce de résistance, SPACE MOUNTAIN!

Now that was an E-Ticket Ride! I can still remember watching a kid who had obviously eaten too many M&M’s before getting on the ride. And as he exited....well that’s a story for another time. But an E-Ticket ride was what you dreamed about and remembered long after you left the park.

Why am I writing about an E-Ticket ride in March of 2024? Because I believe that’s what we need to prepare ourselves for the remainder of the year. In the markets, in geo-political



**JEFF
BINKLEY**
Finance

stability, in the presidential election. I hope I’m wrong, but I think we need to mentally prepare for some ups, downs, twists, turns, sudden starts, and just as many sudden stops and a whole lot of flashing lights ahead.

Stay calm, breathe, hang on, keep your wits about you, and let’s all keep our M&M’s down rather than spread out in a puddle at our feet.

Stay Frosty my friends. *

*(Not 1977. The Frosty was introduced in 1969.)

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.



Franciscan Physician Network After-Hours Clinic in Mooresville offering expanded hours

The Franciscan Physician Network After-Hours Clinic in Mooresville is now offering expanded walk-in hours to provide more access. Patients may now visit the facility, during the following hours:

Monday-Friday 9 a.m.–9 p.m.

Saturday 9 a.m.–2 p.m.

Sunday 12 p.m.–5 p.m.

The After-Hours Clinic provides treatment for common illnesses and minor urgent care injuries for adults and children over three months of age.

The Franciscan Physician Network After-Hours Clinic is staffed by skilled and experienced advanced practice providers.

Appointments are not required at the Franciscan Physician Network After-Hours Clinic. Most insurance plans are accepted and patients’ co-pays should also apply.

The Franciscan Physician Network After-Hours Clinic is located at 1001 Hadley Road Suite 101 (inside the Medical Pavilion) in Mooresville.



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Who holds the keys to your website kingdom?

Your website is the front door to your business. It's the first impression people get when looking up your business hours, the virtual shop buyers visit in the middle of the night to place an online order, and the central hub for resources your customers need access to. We'd all agree that a good online presence can be a tremendous asset, but if your website is truly the front door, do you know who holds the keys?

I was chatting with a friend earlier this week about starting to care for their website needs as they faced mounting struggles with their current provider, and the conversation slowly turned to a big question: What if they won't let me out? Can they hold my website hostage?

The truth is that many business owners have accidentally given the "keys to the kingdom" to their website provider, marketing team, or IT provider without even knowing what they've done. While it is natural to give these providers access to the resources they need to manage your technology needs, it's important to know who has what, what they're doing with it, and what your options are if you choose to go in another direction.

For any given website, there are three primary keys you should be aware of.

DOMAIN REGISTRATION

Your domain registration is the master key. It's the registration of your "dot com" address that gives you the ability to route web traffic, email, and other internet services wherever you choose. Many domain registrations have accidentally found their way into being owned by the marketing agency or IT provider without any actual business acknowledgement, and if a relationship breaks down, wrestling control of your registration can become a burdensome and expensive endeavor.

DNS RECORDS

Second to your domain registration, knowing who controls the records comprising your Domain Name System (DNS) is vital to your online presence. DNS records tell computers on the internet where to go to find your website, where to route your email, and what sites are authorized to act on your domain's behalf. These records often are stored alongside the domain registration, but they don't have to be. If your marketing provider, web host, or IT provider wants to move these to their control, be aware that while you're making everyone's life easier in the moment, you're also giving away a bit more control.



CHET CROMER
Technology

WEBSITE HOSTING

The final key to your website kingdom is the actual hosting of your site. Somewhere in this world is a server with a folder containing files that make your website function. It could be in a server farm operated by Google, a local data center managed by your IT provider, or the bedroom closet of "that friend who makes websites." Where your website lives is obviously important when it comes to security and scalability, but you should also know who has rights and access to the content, data, plugins, and services that reside on it.

These three components of your website – domain registration, DNS, and hosting, are each a key to the proper management of your online presence. Each level provides a different level of authority and control over your business' online presence, and I'd encourage you to take fifteen minutes to chat with your provider about who owns each one of them and your rights to them should you ever need to make changes.

As always, if you'd like any help in this endeavor or advice about your online properties, we'd love to hear from 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.

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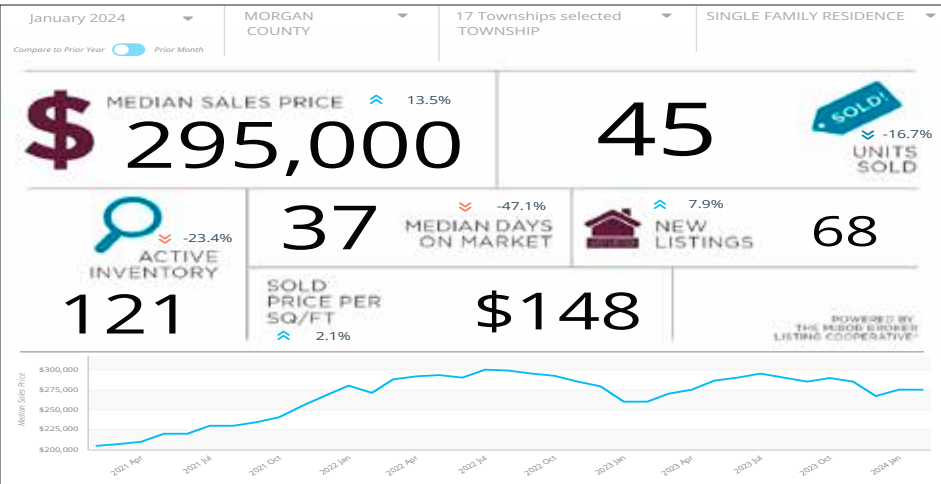


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What is a Lilly Endowment Scholarship?

On February 7th, the Community Foundation of Morgan County (CFMC) hosted a dinner to celebrate the 2024 Lilly Endowment Community Scholarship finalists from Morgan County.

Our guest speaker for the evening was a 2022 Lilly Endowment Community Scholar and Monrovia high school graduate, Sydney Schloemer. She currently attends DePauw University in Greencastle and is a part of the Lilly Scholars Network, which is available to Lilly scholars, and was a 2023 Lead Forward Community Grant recipient. Sydney shared her experiences thus far at DePauw as a scholar, how the opportunities in high school have allowed her to grow, and shared encouragement to our finalists and scholars.

The scholarship will provide full tuition, required fees, and a special allocation of up to \$900 per year for required books and required equipment for four years of undergraduate study on a full-time basis leading to a baccalaureate degree at any eligible Indiana public or private nonprofit college or university. Lilly Scholars may also participate in the Lilly Endowment funded Lilly Scholars Network (LSN), which connects scholars with resources and opportunities to be active leaders on their campuses and in their communities.



**BRITTANI
BENTLEY**

The 2024 Morgan County Lilly Endowment Community Scholarship application opened on Thursday, July 6, 2023. Seniors had until Friday, August 25th to submit their applications. Applicants were required to be a current Morgan County student or reside in the county and be graduating by June 30, 2024. We are thankful for the assistance of our high school staff and guidance counselors who helped share information about the scholarship opportunity and assist students with their applications.

This year, CFMC received a total of 93 applications representing seniors from most high schools, including our public and private high schools. After a rigorous application and interview process, CFMC welcomed seven finalists for an in-person interview where they

presented what they are most passionate about and answered questions from the interview committee.

Our Lilly Endowment Community Scholarship Finalist Dinner welcomed these seven finalists and their families for a celebratory dinner, graciously hosted at Brickhouse on Main in Martinsville. This year's Lilly Endowment finalists are Addison Kennedy – Monrovia High School, Asher Bryant – Mooresville Christian Academy, Campbell Cox – Martinsville High School, Kasey Etter – Martinsville High School, Rachael Vanzant – Martinsville High School, Sadie Skaggs – Martinsville High School, and Sarah Miller – Martinsville High School.

We are proud to celebrate these seven Morgan County finalists and announce that Sarah Miller and Campbell Cox are this year's Lilly Endowment Community Scholars.

Lilly Endowment created the Lilly

Endowment Community Scholarship Program for the 1998-1999 school year and has supported the program every year since with tuition grants totaling in excess of \$439 million. More than 7,000 Indiana students have received the Lilly Endowment Community Scholarship since the program's inception.

The primary purposes of the Lilly Endowment Community Scholarship Program are: 1) to help raise the level of educational attainment in Indiana; 2) to increase awareness of the beneficial roles Indiana community foundations can play in their communities; and 3) to encourage and support the efforts of current and past Lilly Endowment Community Scholars to engage with each other and with Indiana business, governmental, educational, nonprofit and civic leaders to improve the quality of life in Indiana generally and in local communities throughout the state.

Congratulations to our finalists and scholars!



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MHS Academic Decathlon team wins State Championship

Congratulations to this amazing Martinsville High School Academic Decathlon team, their parents, and the coaches for bringing home yet another state championship, continuing the winning tradition at MHS! Thank you for representing The City Of Martinsville, Indiana so well. We are proud of you and your dedication to excellence.

After weeks of long Thursday nights practicing, they competed in the State competition this past Saturday and took home the state championship.

In the Varsity division, Jamison Crabb tied for Gold in Math, Braxton Derringer took home Gold in Science, and Megan Johnson had an outstanding performance, winning

Gold in 9 out of 10 subjects and Gold overall in the Varsity division.

In the Scholastic division, Alex Wolfe won Gold in Math, while Lexi Watkins took home Gold in Science and tied with Angelo Gee for a Gold in Literature.

In the Honors division, Emma Heacock earned Gold medals in Art, Literature, Math, and Music, and took home Gold overall in the Honors division, while Campbell Cox won Gold medals in both Economics and Science.

Congratulations to all members of the team, and a huge thank you to those who have volunteered their time to help out so far this season.