

WHERE MORGAN COUNTY BUSINESS COMES FIRST

# BUSINESS LEADER

MORGAN COUNTY

July 2019

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Ryan Goodwin

CHANGE IS CONSTANT  
... AND GOOD

*Morgan County Commissioners seeking to establish County Administrator role*

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# QUOTE

*“The growth and development of people is the highest calling of leadership.”*

—Harvey S. Firestone, founder,  
Firestone Tire and Rubber Company

## Networking opportunities

**Rotary Club:** Martinsville meets every Tuesday at noon at the First Presbyterian Church, 240 East Washington Street, Martinsville.

**Business Networking International:** Morgan County Connections meets every Wednesday Morning at the Mooresville Public Library, 220 West Harrison Street, from 8:00am to 9:30am. For more information call Angela Kath at 317-445-9827.

**Business & Professionals Exchange:** This Hendricks County meeting takes place each Tuesday from 8:15-9:45 a.m. at Trine University, 7508 Beechwood Centre, Avon. More information at [www.b-p-e.org](http://www.b-p-e.org).

**Martinsville Chamber of Commerce:** The regular monthly meeting on the third Friday at 11:30 AM at the Morgan County Administration Building, 180 South Main Street. For more info, please contact the Chamber office at (765) 342-8110 or visit its website: [www.MartinsvilleChamber.com](http://www.MartinsvilleChamber.com)

**Martinsville Noon Lions Club:** Meets every Wednesday at Noon at the Wilbur Kendall Room at Morgan County Fairgrounds. For more, visit [facebook.com/martinsvillenoonlions](http://facebook.com/martinsvillenoonlions)

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

**Morgantown Merchants Association:** The Morgantown Merchants Association meets at the Fire Station on dates to be announced. For more information call Sharon Zimmerman at the Stichery Mill at 812-597-5997 or on [www.MorgantownIndiana.com](http://www.MorgantownIndiana.com).

**Mooresville Chamber of Commerce:** The regular monthly meeting on the third Thursday from 11:30 AM to 1:00 PM. The meeting location is Mooresville Eagles Lodge, 451 Samuel Moore Pkwy. Lunch is free. For more information call the Chamber office at 317/831-6509 or visit its website: [www.MooresvilleChamber.com](http://www.MooresvilleChamber.com).

**Networking Business Women of Morgan County:** NBW of MC meets on the second Thursday at 11:30 AM at the Mooresville School Administration Building next to the Post Office on Carlisle Street. Bring your own lunch. For more information, call Patti Wilson at 317-856-9801.

**Mooresville Chamber of Commerce Coffee Connections:** Event the 4th Thursday of each month at Bran & Shorts Coffee House at 8:00am, located at 15 W Main Street in Mooresville. Please RSVP to [mindy@mooresvillechamber.com](mailto:mindy@mooresvillechamber.com), public welcome, do not need to be a Chamber member to attend.

**Morgan County Toastmasters Club:** Meets every Thursday at 6:30 p.m. at the Ivy Tech Mooresville Education Center.

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# You need a map to get to your destination

How do you think of the future? Are you a planner and a goal-setter with a bucket list or are you a dreamer, envisioning "someday"?

*"The past cannot be changed. The future is yet in your power."*

*— Unknown*

Whichever way it is that you approach the future, change is almost always a part of it.

Sometimes change is something undertaken on purpose to influence future outcomes. Ryan Goodwin explains a change in Morgan County that he thinks will have a significant positive influence on the future for citizens and businesses in the County. The county is growing and facing not just challenges, but opportunities as well. He says having the right people in the right places at the right time is key and now is the right time.

Sometimes change is the result of evolving situations. Michelle Keller stepped back after two decades to reevaluate and decided to initiate steps to make a dream come true. A dream that will directly benefit the Martinsville community and the Morgan County community overall. The Brickhouse on Main is not just a personal dream, but a way for her to help others see the beauty that is Martinsville.

Sometimes change is the result of lessons and learning how to improve and grow on the path of continuous improvement. Tina and Doug Ayers make it a point to learn as they have built a business over the last twenty years. They use that learning to develop processes and protocols that make them more successful today than they were yesterday. They exemplify the work ethic of so many hard-working Mor-



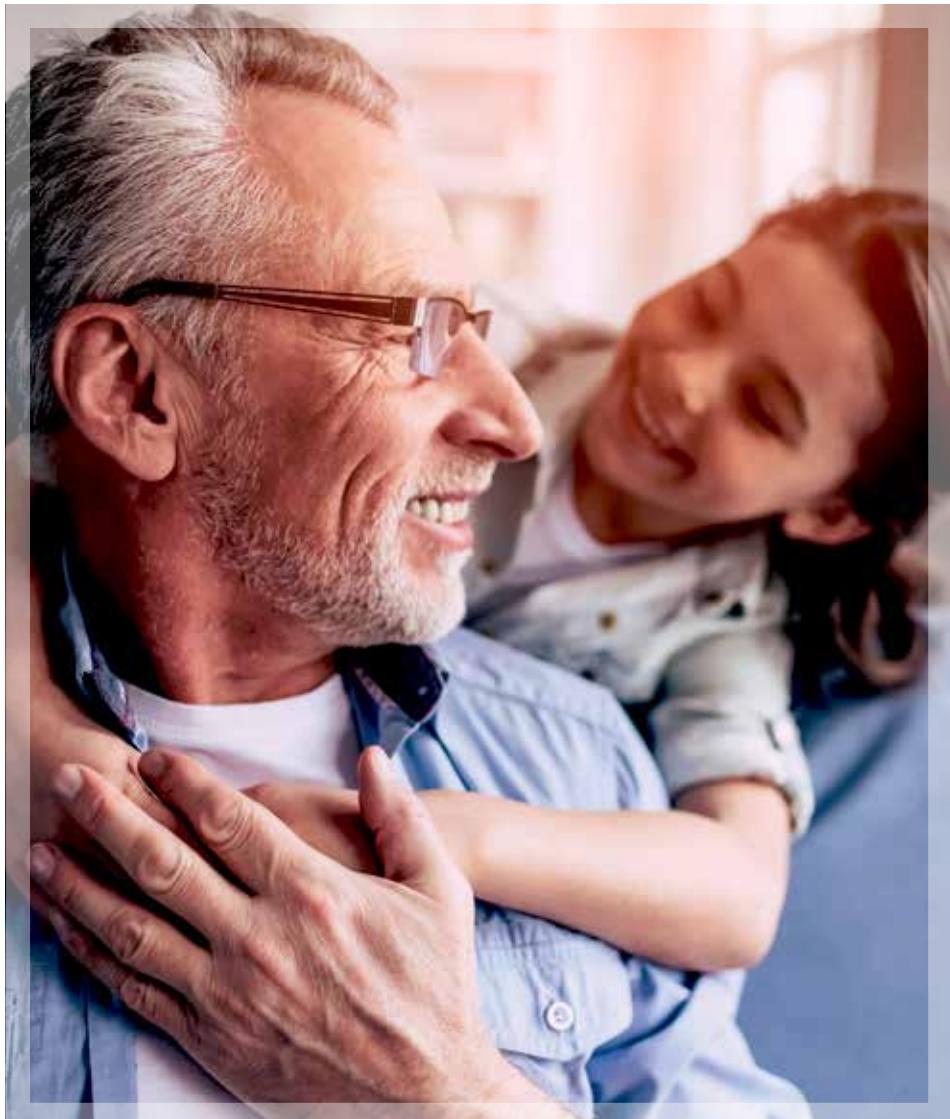
**JIM HESS**  
From the Publisher

gan County business people.

These are only examples of how some people in Morgan County are approaching the future of their businesses and their community. The common thread that is woven into the story of every person looking to the future is the desire to make life better for the people they care about and the community in which they live. There is hope and belief in a better, brighter day tomorrow.

Doug Ayers said you don't know what you don't know, and he is right. That is why it benefits everyone in our business community to work alongside each other, neighbor helping neighbor. Together we can thrive in a future Morgan County that is prosperous and satisfying for all who work, live, and play here.

No matter what, the future is going to come one way or the other. Now is a great time to stop and think about your future and what you are going to do to make it become the best it can be.



## BUSINESS LEADER®

MORGAN COUNTY

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

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Morgan County Business Leader

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Cancer Centers

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# Beat the heat: Employee sun safety

When summertime hits and people take to the outdoors to the lake or pool, one of the first items on the agenda is to put on the sunscreen. No wonder protection is first and foremost on people's mind with estimates of over 8,500 new diagnosis of skin cancer every day, according to the American Academy of Dermatology. But there is a segment of the population that that is often neglected or overlooked. In fact, some studies reveal less than 20 percent take any protective measures. As a business owner, you have the most potential control and impact this group. The segment is employees at work. Outdoor workers naturally have a greater risk of exposure than the casual sun seeker. It is not hard to figure out the risk. While a person's exposure to the sun is often measured in limited fashion to recreational activities on weekends or a vacation, outdoor employees are exposed day after day, week after week to the sun's harmful effects. We tend to think of outdoor workers primarily as construction or landscape type workers. However, other occupations also run a higher risk of skin cancer including parks and rec employees, truckers, drivers, postal workers, golf course personnel, even event volunteers.

According to the CDC, U.S. workers lose more than \$100 million in productivity each



**JASON KING**  
Wellness

year because of skin cancer related issues. Much of this productivity loss is preventable if employers approached sun safety with the same level of attention as any other safety procedure. Certainly, providing sun screen of SPF 30 or higher to employees is one way to start, just like you would provide rubber gloves or masks for certain tasks. Application 20 minutes before exposure and reapplication every two to three hours is recommended. A second safety measure is clothing. Sun protective clothing can be one of the most effective steps to prevent UV exposure. The type of fabric and percentage of skin coverage greatly affects the amount of UV radiation that reaches the skin. If you have a company uniform, take into account and perhaps readdress how it can play into protecting employees from sun exposure. Another effec-

*With the responsibility of employers to provide a safe employee working environment, sunscreen and sun protection is an essential to providing a healthy and safe workplace.*

tive measure that can be applied in a variety of shapes and sizes are hats. The width of a brim or style can provide additional protection to the face and areas where sunscreen is difficult to evenly apply like scalp and ears. Wearing quality sunglasses can reduce UV damage not only to eyelids but the cornea and other parts of the eye. Look for options that block 99%+ of both UVA and UVB rays. Also, if schedules permit, working in the shade for prep work or minimizing peak sun hours (11am-3pm) should be considered when possible.

With the responsibility of employers to provide a safe employee working environment,

sunscreen and sun protection is an essential to providing a healthy and safe workplace. Prevention is far easier and better than the cost of lost time or health.

King received his Doctorate of Nursing Practice from the Indiana University School of Nursing. In service to his profession and community, Jason is an active participant in multiple nursing organizations local/regional/state boards and has garnered seven awards for nursing excellence. Jason has led day-to-day operations helping to transform IU Health Morgan into a successful outpatient facility. Jason has played a key role in developing and evolving of IU Health Morgan's success.

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# COMMUNITY FOUNDATION OF MORGAN COUNTY

## Leading by example

In her five years as Superintendent of the Metropolitan School District of Martinsville (MSD), Dr. Michele Moore made student health and wellness one of her top priorities. Thanks to her commitment and the work of teachers, staff, organizations, and others, at-risk children are learning to cope with the trauma they're experiencing outside of school such as poverty, substance abuse, neglect, homelessness, domestic violence and more.

"We have children experiencing things that would traumatize most adults. Because they don't know how to process the hurt, we see their behaviors change, so we're offering more wraparound services to reach them where they are," said Dr. Moore.

In 2018, the Community Foundation of Morgan County (CFMC) connected MSD and the Mooresville Consolidated School Corporation with Youth First, an Evansville (IN) nonprofit focused on helping students and families through specialized programs in schools. The local school districts both received mental health grants from the Lilly Endowment and were able to fund Youth First social workers.

In November, Niki Walls, a Youth First social worker started working at Bell Intermediate Academy to help students either one-on-one or in group sessions address issues such as substance abuse, peer conflicts, anger management, family and home problems, depression, and more.

Older students are not the only ones suffering from the negative effects of trauma at home. Grade school-aged children are also impacted, and teachers are having to learn how to help their students cope with situations out of their control.

"The Lilly Endowment also allowed us to add another guidance counselor at Poston Road, so we now have counselors in all our elementary schools. This is a game changer for us. These skilled professionals are interacting with our students and helping them self-regulate and deal with the trauma they're experiencing," Moore added.

In 2017, MSD partnered with CFMC to launch a Mentoring Program for at-risk students at John R. Wooden Middle School. CFMC provided the training and coordination in partnership with Big Brothers Big Sisters. Adult mentor volunteers meet once a month during their lunch hour with children who are at risk of failing in school and life. These



Dr. Michele Moore

mentors listen, encourage, and offer guidance to help students learn how to overcome their challenges and work towards a better future.

"Kids need at least one trustworthy adult to connect with them and a lot of times the difference between their success and failure is that one man or woman making a positive impact. You don't have to be perfect, because children are very forgiving. Kids don't need our perfection. They need our time," said Moore.

CFMC's mission is to connect donors and their charitable giving with our evolving community needs in order to enhance the quality of life for current and future generations through impact grantmaking. The vision of CFMC is to be the philanthropic leader and a catalyst in order to maximize available resources in our community.

CFMC can connect you and your giving with organizations making an impact. Contact CFMC at (765) 813-0003 for details and visit our website at [www.cfmconline.org](http://www.cfmconline.org).

## To recharge or NOT to recharge? That is the question.



Jod Woods

Much discussion has been made over the ability to recharge your air conditioning system with the (soon to be phased out) R-22 freon. We can discuss EPA rulings and phase out dates if you would like, but let's make this simple. The a/c system in your home CAN still be recharged with up to three pounds of R-22 without performing a refrigerant leak search and repair. With this being said, is this the best choice? The fact is, your a/c system does

not use freon like your car uses gas. If you need to recharge it, there is a leak. As with any leak, it only gets worse. This is where the choices begin. Do you just continue to recharge it? - Do you try to find and repair the leak? - Do you replace the a/c? - Do you forgo any of these and spend all summer in a cold water bath? There are many things to consider other than just to recharge or not to recharge. Things such as - How long do I intend to live in my home? - Do you want to continue paying the ever increasing amount for this type of temporary repair? - Is the a/c system more than 12 years old? - How well does it cool when it is charged? - Does it cost a lot to cool



your home? - Are there other repairs that need to be made to the furnace or a/c system? We can help you answer the questions and concerns about your homes comfort system. Please contact us at 317-831-5279 to discuss your options.

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# Bringing business back home

## Brickhouse on Main

Michelle Keller, Owner  
128 N. Main St.  
Martinsville, 46151  
**Phone:** 765-346-3222  
**Email:** brickhouseonmain128@gmail.com  
**Hours:**  
Monday 11 a.m. to 3 p.m.  
Tuesday - Sunday by appointment, private events

### By Elaine Whitesides

Morgan County Business Leader

There was a reason Michelle Keller left after one semester of college to enroll in beauty school. "I loved business, but I couldn't see myself behind a desk crunching numbers for the rest of my life," Keller said. "I made the change and I have not looked back."

The Martinsville native said she knew in high school that she wanted to be a business owner. It was her time in DECA where she started to think about being self-employed and live by her own rules. "I like being in control of my environment, my hours, everything," Keller said. Five years after finishing beauty school she and a partner opened a salon in Bloomington.

### Building businesses and a life

As a business owner, Keller learned how to build relationships and focus on providing exemplary customer service with care and patience. She learned the importance of efficiency and organization. Those skills were central for business and also for the personal life she and former high-school friend, later husband, Chip Keller, were building with their two children, Emmah and Ben, within both of their large and close-knit families.

Chip was a CPA for an Indianapolis accounting firm. "I think he was at a point where he was either going to go big – become a partner – or go home," Michelle said. Chip went home and opened Keller Office Supply in Martinsville. That was more than 20 years ago



Michelle Keller

and was where another seed was planted for Michelle.

The upper floor of the building that houses Chip's business is what Michelle calls the loft. They have never renovated the space and use it as storage and, for Michelle, dreaming. The brick walls inspired her to name her dream The Brickhouse on Main. "I always thought I would open a venue by that name right up there," she said. That thought stayed tucked in the back of her mind for decades.

### Time for change

When her mother had a stroke about two years ago Michelle felt it was time to re-evaluate life. The distance to the shop was great enough that it was difficult to manage. She was traveling back and forth to help care for her mother in Martinsville as well as working in Bloomington. "I kept asking why I was killing myself with this schedule," Michelle said. "I have made a great living doing hair, but it's not about money. I saw a need in my community and a way to give back and be close to home."

The dream re-surfaced. The notebook she had compiled was opened and her ideas spilled out. The problem was that the renovation of the loft space was time and cost restrictive. It wasn't going to work. She looked for other space on Main street, but nothing was available. "When I knew Chip believed I was serious about it," Keller said, "I sent an email to Doug Molin (of the Artesian Group)." Molin agreed to meet with her.

"I was so excited and nervous," Keller said. "What if he didn't think this was a good idea for Martinsville?" They met in September 2018. She presented all the ideas in her notebook and explained her vision. The pair brainstormed, and the project took root, eventually coming to fruition at 128 N. Main St. The soft opening

took place in May 2019 and already Keller has more than 30 events booked.

### Building the dream

Keller is confident in her party-planning and hosting skills. She had been managing large family and community gatherings for years. Even still at the outset, "there is a fear that you don't have what you need," Keller said. To alleviate her fears, she talked with people and listened carefully. She discovered it would be much different than getting a cosmetology license and a permit to open the salon.

She learned she would need attorneys, architects, the excise police and municipality agencies. There are many legalities involved in opening a venue space; permits to acquire, rules for serving alcohol and food, meeting building and safety codes. She purchased equipment for the kitchen and bar. She also opted to purchase rather than rent tables, chairs, linens, and serving pieces. In order that she could provide a full package for clients, the venue is wired and outfitted with a sound system for streaming music or performances by live musicians.

While she conferred with the Artesian Group on the design and materials used in the space, they built out the space. It gave her the time to pay particular attention to planning rather than construction. For example, she detailed a variety of configurations that could be used for different events as well as different packages and options for gatherings.

### The Brickhouse on Main

Keller retired from the salon in June. "I am so excited to be back in Martinsville," she said. "The fact that I can be in my home town, make people happy, and be in control of my hours is a blessing." Keller wants Brickhouse on Main to be a gathering place for people in the community.

Flexibility is one of the basic elements offered at the Brickhouse. The space is available for short periods or full days. Alternate floorplans for seating, bands and the bar mean they can accommodate a large variety of gatherings from weddings and showers to business meetings and public events. Formal seating will accommodate up to 170.

In-house catering, or from a list of preferred caterers, as well as carry-ins for smaller gatherings indicates how clients can customize events. The Brickhouse can serve alcohol and can provide bar services. Keller is also offering complete party planning services or help with vendors.

### A good place to work and live

This summer is going to be busy at the Brickhouse on Main and Keller is humbled by the way the community has embraced her endeavor. "I love it that finally people are seeing the beauty in Martinsville like I do."

"I loved growing up here and that's why Chip and I came back here to live," Keller said. "With the small-town feel we can live a simple life here. We are a commuter town, but maybe we won't always be a commuter town. Maybe the future of Martinsville is that it will be a destination for people to work and live."



## COMPETE FOR KIDS

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or Dave Nash  
at 765-342-6688

# When could an employee be like a dinosaur?

This might seem to be a strange question... but the answer is vital to your business growing and thriving. I don't know if you've heard the news or not, but dinosaurs are extinct! They simply don't exist any more! Many of my clients don't understand why their employees aren't fully engaged or why they seem to have high turnover. Is this Extinction? Yes! And it's the boss's fault. The main reason why employees leave an employer either physically or mentally isn't the pay or the vacation days, it's due to the interaction between the employee and their direct supervisor.

Last time we visited I mentioned a book by Thomas Connellan, PhD., Bringing Out the Best in Others! I want to revisit some concepts from the book in an effort to help you move forward in your business. Connellan investigated the question, why do firstborn children usually out shine their siblings? As a matter of fact, in addition to being firstborns, 21 of the first 23 astronauts, 45 percent of the female leaders between 1960 and 1999, over half of the U.S. Presidents and over half of the U.S. Supreme Court Justices all had three traits in common, those three factors in common were: Expectations, Responsibility, and finally, Feedback.

Firstborns had higher expectation put upon them at a very early age, they were given more responsibility and they received more feedback. It's the feedback piece that can prevent an employee from becoming like an extinct dinosaur. There are three main types of feedback...

**1. Positive Feedback for reinforcement!** Reinforcement of improvement not just perfection or excellence.

Too many times I hear the lack of feedback because the job done wasn't exactly as it should have been but it was a



**JACK KLEMEYER**  
Business Coach

good attempt and improvement was made over previous attempts. This is a great place for some positive, specific, feedback geared to the improvement.

**2. Negative Feedback for punishment.** When a job is done incorrectly or a task not done, negative feedback is to be used. Be careful with this one. Too many times negative feedback is used when excellence is not achieved but improvement is made. Positive Feedback should be used for the improvement. If a person is given negative feedback too many times and no recognition of the improvement is noted, guess what will happen? The employee will eventually stop trying!

**3. No Feedback leads to extinction!** This is the least

motivating type of feedback a supervisor can give to an employee. If you ignore a person's bad or wrong behavior as if it didn't happen ... how will the employee know not to do it again? Conversely, if you ignore a person's attempt and improvement, they will stop trying and just check out.

Which of the three types of feedback are most common in today's workplace? No Feedback!

I see it all the time, the employee has no idea if what they did was correct or not. They are extremely frustrated. The second most common type is Negative Feedback. The employee is constantly criticized for not achieving a goal or task.

This month, set a goal to give some positive feedback for the improvement, for the effort, and for the some of the little things! You'll be amazed at the response and the renewed effort from your employee!

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. As a John Maxwell Certified coach, speaker, trainer and facilitator of Mastermind groups for business owners and professionals, his results-driven philosophy calls for action and accountability. He and his Grow Your Business™ team are dedicated to taking businesses and their owners to the next level. Jack can be reached at [Jack@GYBCoaching.com](mailto:Jack@GYBCoaching.com) or at 317-755-6963. Learn more at [GYBCoaching.com](http://GYBCoaching.com).

*If you ignore a person's bad or wrong behavior as if it didn't happen ... how will the employee know not to do it again?*

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# Transforming health. *Lowering costs.*

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**AT WORK**

# CHANGE IS CONSTANT ... AND GOOD

Morgan County Commissioners seeking to establish County Administrator role.

**By Elaine Whitesides**

*Morgan County Business Leader*

It is Ben Franklin who is credited with saying, "... in this world nothing can be said to be certain, except death and taxes." While some support that position, others, including Ryan Goodwin, the president of the Morgan County Commissioners, also agree with Heraclitus's words when he said, "The only constant is change." Goodwin sees that Morgan County is experiencing "an unleashing of change." He thinks with responsible guidance, the momentum that is building within the county can become a great revitalization.

The Morgan County native's vision of the future of Morgan County is one of the primary reasons Goodwin became a member of the Mooresville Council in 2007, the Morgan County Council in 2011. Then, in 2016, he took office as a Morgan County Commissioner, where he is currently serving as president.

While he was interested in pursuing this progression of service, he says the timing was outside his control. When a commissioner decided not to run for a third term, the seat became available. "If he had not retired, I would not have run for a seat on the Commission. I would have stayed in the Council," Goodwin said. "I loved being a Council member. But it is a reality that you have a greater opportunity to shape the future of the County as a commissioner."

Goodwin was eager to take part in shaping the future of Morgan County. "The Council is a great place to serve prior to becoming a commissioner," he said, "because you learn all the services provided and the costs and finances of the government, and I had a front row seat to watch the commission," he said. "It provided a good background and makes for a good segue into the commissioner position. I felt confident and prepared to make the change. I felt it was a good step."

## Difference between County Council and Commissioners

While both bodies make up the government of the County, each has specific roles. Like the federal government, there is a separation of powers in county government, divided between commissioners and the council.

The Council is the fiscal body overseeing the budget, tax rates, salaries, and matters that are directly related to expenditures and purchases



Ryan Goodwin

by the County.

Goodwin explains that the Commissioners form the executive and legislative branches. Their many responsibilities include handling personnel issues, vendor relationships, negotiating and executing contracts as well as passing local laws called ordinances.

The maintenance of infrastructure – roads and bridges – is the most common connection people make with the commissioners. In Morgan County there are 142 bridges and more

than 700 miles of roadways to oversee and maintain. "Infrastructure is our biggest responsibility by cost," Goodwin said.

"The only other area that rivals infrastructure," Goodwin said, "is criminal justice and public safety." The County Commissioners are responsible for the County Sheriff's Department and staffing the County Jail, which typically houses about 300 inmates at any given time.

They also oversee the county judicial system

## Morgan County Board of Commissioners

Ryan Goodwin, President  
180 S. Main St., Ste 112  
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rgoodwin@morgancounty.in.gov  
**Web:** morgancounty.in.gov

including the prosecutor, county judges, support staff, bailiffs, administrative staff, and the probation department. While the prosecutor and judges are elected locally, they are state employees on loan to serve the county.

The Commissioners run the 911 center handling all the police, fire and emergency medical dispatching for the entire county except Mooresville. The Commissioners found that there were approximately 4,000 fire department runs last year, and the majority of those were emergency medical service calls. "The biggest bulk of the need lies with good quality medical care," Goodwin said.

Beginning September 11, 2017, the entire county became covered by paramedic level ambulance service operated by the County. "This decision improved the resources available to the residents of the county." All employees of the service are County employees and good working partnerships were established with public safety agencies across the county.

Commissioners are also charged with maintaining the County courthouse, which is one of only a few statewide that dates before the Civil War. Because of its age, the building regularly offers its own surprises. "We can never anticipate every conceivable thing that could happen with the property."

## Growing challenges in the county

As change comes to Morgan County with a growing population, new businesses, and the development of the I-69 corridor, County leaders are looking to the future. "We sit here as a donut county, a mid-size county in the state's largest metropolitan area. We are not only busy with the duties of the County, we are competing for a workforce for Marion, but also for businesses and jobs within our county."

**Continued on Page 14**

# Keys to cleaning

## D-N-T Business & Office Cleaning

Doug and Tina Ayers, Owners  
Mooresville, IN 46151  
Phone: 317-834-3581  
Email: [dntboc1999@sbcglobal.net](mailto:dntboc1999@sbcglobal.net)  
Web: [www.dntoc.com](http://www.dntoc.com)

### By Elaine Whitesides

Morgan County Business Leader

It was just by chance that Tina was visiting family in Mooresville and met Doug Ayers. When she returned home to the Kansas City area of Missouri, neither could let go of their connection. "Next thing you know," Doug said, "we were dating and getting married." That was in 1998.

After they married, he was working in a factory and she was working as an administrative assistant in a church. One day Doug dropped in at her work to see her and he noticed she was working in dirty conditions. He immediately told her to tell the church staff that they could give him the money they paid, and he would clean it for them. Their response was that he should give them the name (of his company) and proof of insurance and the job was his.

That was the day D-N-T Business and Office Cleaning opened. He began the business part-time, working a full day at the factory and cleaning at night. "We weren't really going into business," Tina said. "We were just going to do the church."

However, word got out about the quality of their work and they took on more. The couple worked all day and then long into the night. "We had picked up so much work that one day I went to bed and didn't wake up until 3:30 in the afternoon the next day," Doug said. He called in to his factory job apologizing and telling them he'd make it right. But the next day, he didn't wake up until 11 a.m. It was decision time.

"I realized I was making as much from the cleaning business as my job," Doug said. He



talked to Tina about taking on the business full-time and she told him if that was what he wanted to do, go ahead. "I called my boss, apologized, and quit."

### Going full-time

"We had to take it to a new level to make it a workable business," Tina said, "and when he quit, that is what we did." Doug said that he always considered being in business for himself but was not sure what he would do. He now had the answer.

Doug knew he had to grow the client base. He started knocking on doors and left a simple message and a business card: My name is Doug. I am with D-N-T Cleaning. If you need cleaning services, give me a call.

With that low-pressure approach, Doug garnered clients and then with their work ethic, kept them. "I always believe in giving a little bit

extra, doing a little bit more," Doug said. "We do what we say we would do and when we said we would do it."

### Recharge with family and faith

Life was busy with Tina's job, Doug's three children, Skyler, Cameron, and Michele, and a new business. Even now, with five grandchildren, the situation is the same. "There are many times we can't do what we want with the family," Doug said. "Sometimes we have to fill in for supervisors if they call off work."

However, the couple understands the importance of taking time to recharge. "We work as hard as we can Monday through Saturday," Tina said. "We take Sunday off."

"Without a day to recharge and take time with God, you have nothing," Doug said. "It's very important."

### Learning lessons through experience

In addition to consistently taking one day off each week, the couple has learned lessons that have served to help them develop processes and set policies that support standards and create efficiencies.

They serve clients in Morgan, Hendricks, Johnson, and Marion Counties. In order to do that, each client's cleaning crew is hired specifically for that job and live within a short distance from it. They screen potential employees using set criteria through an online service and then conduct several personal interviews.

Every new employee trains with Doug for a day and then he works with them for several days to make certain they understand and complete the cleaning in the process and up to the standards he sets. "We can show them

more effective techniques and less strenuous strategies to be more efficient," Doug said.

At D-N-T, communication is important, and employees use the telephone, calls and texts, to check-in when beginning each job and check-out with any comments or information at the end of every job. Communications with clients is equally as important and they check in with clients via emails or phone calls on a regular basis. The idea is to ask what has changed? What problems do you have? What can we do better for you? "Satisfied customers don't even think about us," Doug said. "We aren't top of mind because they don't have to worry about it, they assume we are taking care of them."

The couple has also learned that not every client or employee is a good fit and it is best to address the situation as soon as that becomes evident. "If it's not a good fit," Doug said, "make a change. There is no sense making it difficult on us or them."

They make it a point to work within the niche of the market in which they perform best. They do not service what they call the Four Rs – restaurants, retail, residential, or retirement homes. They are open to all other types of business operations from office buildings, medical facilities, warehouses, banks, and real estate offices, to industrial factories.

When you work hard and do your best for your clients it provides a peace of mind. "The best thing we have learned," Doug said, "is to be able to sleep at night and relax. We can say we have done a good job today and we will go at it again tomorrow. Tonight, we need to rest."

### New and old work together

Although they have learned many lessons through the two decades of owning a business, Doug said, "Constant, never-ending improvement should be in everything you do. You don't know what you don't know. You have got to work to be better, wiser, more efficient. There is always room to grow, learn, and expand."

While Tina has embraced an online book-keeping and payroll system, Doug continues to manage inventory manually on paper.

Because their clients refer new business on a regular basis, their marketing includes advertising on the company van and Tina says they periodically go out to knock on doors with the same low-pressure introduction and business cards. While some have taken to eliminate business cards, Tina says they are still important. "I recently got a call from someone who has had our business card since 2003," Tina said. "I know many people keep them."

After two decades, Doug and Tina combine basic business practices with new learning as they build to the future. "Do unto others as you would have them do unto you," Doug said. Tina adds that that applies to employees as well as clients. When everyone is satisfied and happy, business is good today and will be good tomorrow.



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# Burning bridges

Over the past two months, I have written about firing and hiring your IT Guy. Whether your business has an on-staff IT department or simply calls a friend when there's a technology problem, you know who I'm talking about when I refer to "the IT Guy." We depend on the people who step into this role... not only do they keep everything with a cord operational, but they may hold the keys to the kingdom when it comes to technology resources such as passwords and cloud-driven email systems. Both columns I recently wrote encouraged caution, over-communication, and patience. Technology plays a vital role in our businesses, and making a change in who cares for it is a delicate process.

This month I wanted to steer away from the technicalities of IT Guys, get back to the heart of the matter, and write about burning bridges.

I see only two real reasons to burn a bridge - either we never want to be able to retreat back over in the future, or we want to prevent someone else from following us over it. Either way, bridge burning is a serious and often life-altering decision. It seems that we are often all too hasty to forcefully end relationships because of much more trivial reasons - we can't stand someone's attitude, a project failed, or a commitment made wasn't kept.

These issues are serious, no doubt, but are they worth the cost of cutting a relationship off at its knees? Are we perhaps taking the easy way out by firing a vendor, terminating an employee, or breaking a contract just to get away from conflict?

Over the course of the past two months, I've received more feedback on my articles than ever before. We didn't suddenly get a dozen new clients or get fired by any, but it did start some conversations about the hassle and pain that we retrospectively feel after making hasty decisions around business relationships. I've been digging into my own



**CHET CROMER**  
Technology

connections as well. While I don't have any vendors worth firing or clients I need to cut off from my business, there are some things from the past that I'd be better off leaving there than dragging around with me and my business for years to come. There are also some "difficult" relationships that I've been avoiding that are probably worth salvaging, even if some hard talks will need to be had.

What about you? Are you too quick to burn bridges, or do you perhaps need to burn a few in order to leave some things from the past where they belong. I'd enjoy hearing your story.

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

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# Franciscan Health Mooresville plans major improvements, expansion

Franciscan Health Mooresville – Morgan County's only full-service hospital – is moving forward with significant infrastructure improvements that will pave the way for future building plans, including a new medical office building.

"Our Mooresville hospital continues to address the growing health care needs of Morgan, Hendricks and southwestern Marion counties," said James Callaghan, MD, president and CEO of Franciscan Health Central Indiana. "This initiative is geared to provide better access and improved services to the patients we are privileged to serve."

Phase 1 of the project will modernize and improve several systems throughout the hospital campus at 1201 Hadley Road. The work includes updates to the heating, cooling, plumbing and electrical systems, installing a new nurse call system and upgrading roofs, siding and sidewalks.

"Patients, guests and vendors will primarily be affected as they make their way to medical practices in the Professional Center and the entrance to the Women's Center at the south end of the hospital complex. Temporary closures to some parking areas will occur, but there will be directional signs to help get everyone where they need to be for their care," said Peter Murphy, chief operating officer for Franciscan Health Mooresville. "While we know this will be somewhat of an inconvenience, this work is a necessary investment for future expansion at our campus."

Phase 1 work begins June 17 and is estimated to be completed by December 2019, according to Tonn & Blank Construction, which is overseeing the work. Engineering firm IMEG and arcDESIGN architects also is involved in the project.

Here's what happens during Phase 1:

- Patients will find orange construction signs throughout the campus with directions on the route to take and where to park. Individual practices have already contacted patients in advance to let them know about temporary parking closures.
- Perimeter Road will be closed near the Yellow Parking Lot at the Women's Center.
- Areas that will not be affected include the Red Parking Lot at the hospital's main entrance, Orange Parking Lot for the Center for Hip & Knee Surgery, and the Blue Parking Lot for the Medical Pavilion.
- Patients going to the Professional Center should plan to enter at the Johnson Road entrance. Signs will direct visitors on Hadley Road to proceed east to Johnson Road. Access from Johnson Road will be available for the Professional Center's Green Parking Lot.
- The employee parking lot on the east side



## Mooresville

1201 Hadley Road  
Mooresville, IN 46158 | (317) 831-1160  
[FranciscanHealth.org/Mooresville](http://FranciscanHealth.org/Mooresville)

### RED LOT

Main Entrance/Emergency Room Entrance

### YELLOW LOT

Women's Center

### GREEN LOT

Professional Center Entrance

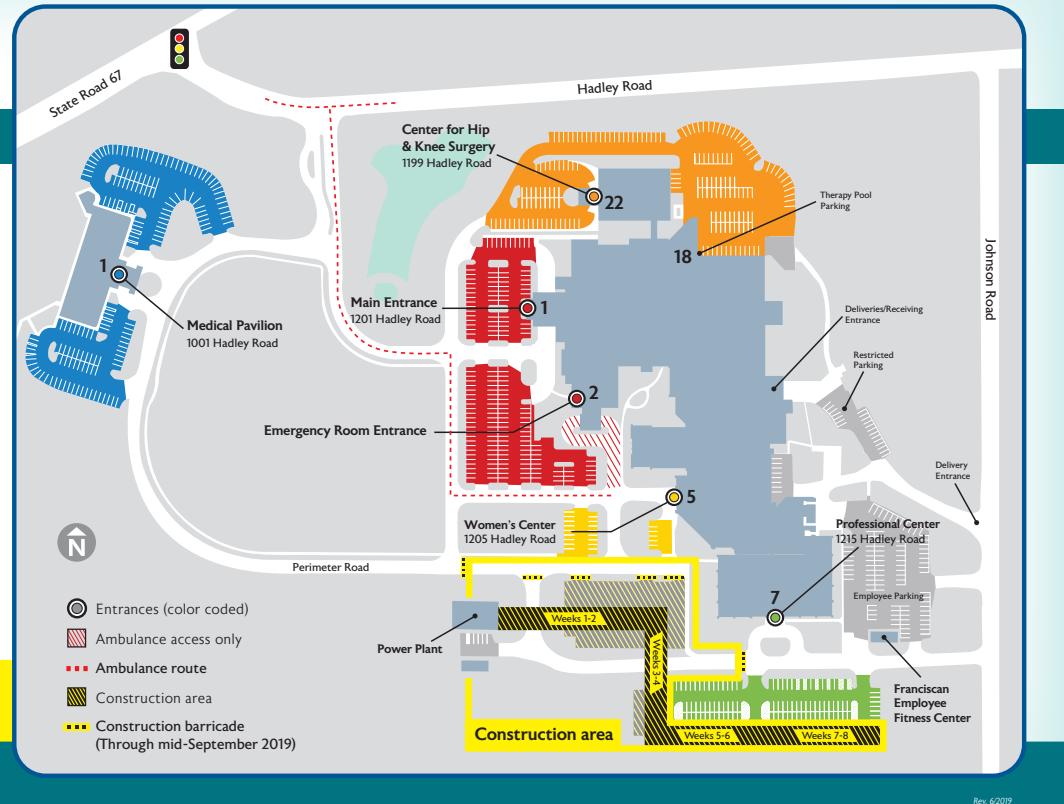
### ORANGE LOT

Center for Hip & Knee Surgery  
Medical Office Building

### BLUE LOT

Medical Pavilion

**NOTE:** Due to construction and campus improvements, please see driving directions and other information on the back.



of the campus will remain unaffected until September. At that time, a temporary employee parking lot will be designated.

- A shuttle bus service from visitor parking lots will be available sometime after the infrastructure and road work begins.

Medical practices and services that will be affected by the road and parking lot restrictions include:

- Franciscan Physician Network Access Center
- Franciscan Physician Network After-Hours Clinic
- Franciscan Physician Network Breast & Melanoma Specialists
- Franciscan Physician Network Diabetes & Endocrinology Specialists
- Franciscan Physician Network Rheumatology & Osteoporosis Specialists
- Franciscan Physician Network Pulmonary & Sleep Specialists
- Franciscan Physician Network Indy Southside Surgical
- Franciscan Physician Network Indiana Colon & Rectal Specialists
- Franciscan Physician Network Oncology & Hematology Specialists
- Franciscan Health Cancer Center
- Franciscan Health Endoscopy
- Franciscan Health Mammography
- Franciscan Health Sleep Lab and Durable Medical Equipment

- St. Francis Surgery Center
- Franciscan Health Family Birth Center
- Southside OB/GYN
- Indiana Kidney Specialists
- Urology of Indiana
- JWM Neurology
- Family Hair Clinic

### Phase 2 Construction

"After the infrastructure work is complete, the overall project will transition to Phase 2," Murphy said. "It will begin with the temporary relocation of medical practices in the Center for Women."

Demolition of the Women Center's lobby and construction of a new 50,000-square-foot medical office building will then commence. When complete in late 2020, the \$17 million complex will house the Women's Center, medical practices and other additional services and programs.

### Built on Heritage, Bolstered by Expertise

The Mooresville hospital has a much-storied past. Its origins, in fact, trace back to the 1880s in downtown Mooresville when Dr. Clark Robbins and his son-in-law, Dr. E. Bert Hadley, established a clinic specializing in the treatment of rectal diseases. The practice and its hospital/sanitarium services expanded greatly over the decades and later became known as Kendrick Memorial Hospital, named in honor of Margaret Kendrick, founder of the first physician answering service in Indianapolis

and mother of the hospital's clinical leader, Dr. William Kendrick.

In the early 1970s, leaders looked to the east and decided to relocate the hospital to its present location with the vision and leadership of the Swisher family. Less than a decade later, more plans for expansion were on the horizon.

In January 2000, Franciscan Health acquired Kendrick Memorial Hospital and more comprehensive services were brought to the community, including labor and delivery.

During the spring of 2008, Franciscan Health Mooresville completed its \$42 million expansion, adding a 34-bed orthopedic inpatient unit, a 26-bed adult medical-surgical inpatient unit, an eight-bed Intensive Care Unit, six new operating rooms, a new laboratory and a new emergency department. In total, the hospital grew from 258,000-square-feet to nearly 400,000-square-feet.

For many years, Franciscan Health Mooresville has been home to the internationally acclaimed Center for Hip & Knee Surgery and its Franciscan Physician Network Joint Replacement Surgeons. The Center has been recognized as No. 1 in Indiana for joint replacement by CareChex® in 2018 and 2019.

The hospital also offers state-of-the-art services by highly regarded Franciscan Physician Network Indiana Heart Physicians, Franciscan Physician Network Indiana Colon & Rectal Specialists and Franciscan Health Cancer Center.



## Motivational speaker Mallori DeSalle coming to Morgan County

Ready Set Quit Tobacco (RSQT) is engaged in a Smoke Free Pregnancies Project, funded by the Kendrick Foundation.

We are fortunate to have Mallori DeSalle, faculty member, IUPUI School of Public Health as our featured speaker for a Motivational Interviewing workshop to be held July 31. She will be speaking at IU Health Morgan Hospital for a breakfast session and at Franciscan Health-Mooresville for a luncheon session to interested healthcare providers and organizations that serve expectant parents.

A highly sought-after speaker, DeSalle has an M.A. in Counseling from Truman State University and a B.S. in Psychology from Nebraska Wesleyan University. She has spoken to many groups on the topic of substance abuse and is a Licensed Mental Health Counselor in Indiana, as well as a Nationally Certified Counselor.

These educational workshops and follow up interviews will equip attendees with tools they can begin using right away by encouraging them to support and motivate expectant families to quit using tobacco during pregnancy and first year after infant's birth.

We hope this project will result in decreased smoking rate among Morgan County pregnant women and their infant's father through prenatal and postpartum quit attempts, accomplished through intensive paid and earned media campaigns, encouraging obstetricians, gynecologists, pediatricians and organizations that serve pregnant women, to increase use of interventions, such as the 5A's of motivational interviewing (Ask, Advise, Assess, Assist and Arrange) to encourage quit attempts by referring expectant parents to evidence-based cessation resources such as the Indiana Tobacco Quitline with its 10-call protocol for pregnant



**JENNIFER WALKER**

women (five calls from quit coach during pregnancy and five calls after delivery), and referral to local cessation resources. As a result of educating and encouraging Morgan County healthcare providers and organizations, they will acquire new knowledge, skills and attitudes that can be used to motivate expectant parents to quit smoking during pregnancy and postpartum, resulting in improved health outcomes.

Our partnerships include healthcare providers, Head Start/Healthy Families, IUPUI Fairbanks School of Public Health, Morgan County Health Department, IU Health, Franciscan Alliance, Women, Infants & Children (WIC), WellSpring Center, and Baby & Me Tobacco Free (Hendricks County Health Department).

If you are interested in attending one of these workshops, please contact me at [jennifer@readytoquit.org](mailto:jennifer@readytoquit.org).

For more information, please visit our website at [www.readytoquit.org](http://www.readytoquit.org) or email Jennifer Walker at [jennifer@readytoquit.org](mailto:jennifer@readytoquit.org). If you're ready to quit, call 1-800-QUIT NOW (800-784-8669). It's FREE! The Kendrick Foundation and Community Foundation of Morgan County are proud supporters and funders of Ready Set Quit Tobacco. To find more information on the Kendrick Foundation or CFMC visit [cfmconline.org](http://cfmconline.org).



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- Do you need a keynote speaker

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"The three commissioners are essentially the CEOs," Goodwin said, "and CEOs focus on the future looking at what are we going to do to stay relevant. We are at a point where we have to think several miles down the road and years into the future."

"It is far more time consuming to be Commissioner than it is a Council member," Goodwin says.

"The County keeps us really busy." Afterall, there are more than 400 people employed by the County, more than 400 square miles of land, and all the departments and boards currently report directly to the Commissioners. Add to that I-69 under construction and the growth and opportunity potential, it is evident there are lots of needs and something is lacking.

Looking at a correlation between business and government, Goodwin says that what is lacking in the growing County is a general manager or a chief operating officer to connect the dots by overseeing daily operations, assisting the Commissioners in the administration and enforcement of policies and resolutions, and to provide liaison between the department heads and the Commissioners.

In another analogy with business, the County is comprised of many decentralized service centers, several of which operate 24/7, 365 days a year. A solution is to centralize oversight for greater efficiency.

#### Morgan County Administrator Wanted

Recognizing all these needs, the County is currently seeking someone to fill the new position of County Administrator.

Because the Commissioner's position is a part-time position, most make their livelihood in another occupation. "While we give a lot of hours," Goodwin said, "we are limited in the number of hours we can give, so the position of County Administrator is critical at this time in the evolution of Morgan County."



It's not just the Commissioners who see the need. The feedback county-wide has been that establishing this new position is long overdue. There are some counties that are detached from Marion with lots of rural areas where the three-commissioner system still works Goodwin says. "However," he added, "in mid-size or larger counties in the Metro area, that system is antiquated. County Administrators are necessary and common."

"My unrelenting belief is that we have to operate like a business as much as we can," Goodwin said. "The only way we can

be efficient and consistent in how we serve residents and employees is for the system to grow like this."

The County Administrator will be a professional-level person that provides continuity of operations and services for residents between public Commissioner's meetings. "It is important to have someone in that position," Goodwin says, "so Commissioners can be more proactive and do the work of setting vision and focus on the future to ensure growth in Morgan County."

Goodwin says that it is essential for Morgan County to have the right people doing the right things at the right time. And that time is now. "I suspect that setting the structure to build the future will be one of the most important and meaningful projects I work on to serve the citizens of Morgan County," Goodwin said.

#### A vision of the future

His vision of the future doesn't end with the hiring of a County Administrator. Instead, that is a stepping stone to the future. "I see us being able to preserve several things about what we like in Morgan County like the beautiful topography, the nice and quiet standard of living, and the major agricultural industry. We can keep all that while capitalizing on development opportunity."

There is a growing momentum building in Morgan County and the County Administrator will free up the Commissioners to keep that momentum building. "We are the last of the donut counties to embrace growth and change," Goodwin said. "It is change that is good for us. I think with our close proximity to Indianapolis, the airport, highways, and state interstates, Morgan County will be sought out as a place where you can have a slower and quieter home life, enjoy the natural topography and find lots of things for individuals and families to do."

"I think it will catch on and our reputation across central Indiana will be different – in a good and meaningful way," Goodwin said. "I really do see that happening."

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# Reward your best with travel

According to Marriam-Webster, Incentive is defined as "something that incites or has a tendency to incite to determination or action". Now, add a life experience opportunity and you have the ultimate employee reward! One of the greatest assets to any company's success is its people and a company's ability to nature productivity by rewarding hard work and extraordinary efforts. However, most experts agree, money, although the most common, is not the best motivator as it doesn't last very long and for the company, money is the most expensive way to reward employees. So what do employers need to do to effectively motivate employees from year to year...Travel Incentives!

As you look at ways of rewarding your employees, consider these powerful advantages of using travel as an incentive:

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- **Cost-Effective Alternative:** Travel incentives can be more cost-effective and offer greater value in terms of the benefits to staff and your business. The most effective and inspiring employee incentives offer an experience that money alone can't buy.
- **Foster Employee Loyalty:** A great reward system will ensure your employees feel appreciated. Appreciated employees are more dedicated and productive, which leads to great sales and profitability. According to an Incentive Travel Council sponsored report, more than 87%



**WILL GOTT**  
Business Travel

of employees feel truly appreciated when they receive travel incentives.

- **Personal Benefits for Employees:** Everyone benefits from some time away. Travel helps to relieve stress, improved physical and mental health, boost confidence and helps to reignite creativity.
- **Excellent PR for your Organization:** Employees who qualify and return from a travel incentive trip are more likely to rave about their organization to their friends and family.
- **Flexible Experience for Every Budget:** Incentive travel can be tailored to suit any budget, making travel a practical reward option for small and large businesses alike.

Will Gott is the owner of Magnified Vacations CruiseOne, a locally owned and operated full service Cruise and Leisure Travel Agency. Will, and his wife Nikki, specialize in helping families and couples reconnect by helping create memorable vacations. Email Will at [wgott@cruiseone.com](mailto:wgott@cruiseone.com), or call (317) 451-4232 or via [www.magnifiedvacations.com](http://www.magnifiedvacations.com)

## Networking and the new follow up

Many business professionals in Morgan County enjoy attending local networking groups (such as the Chamber, BNI, Rotary, Kiwanis, or professional associations) as a way of building business connections and staying involved in the community. Prior to the Internet, the only way to keep in touch with those professionals after an event was to send a note or letter, or pick up the telephone. While these methods are still valuable, now we can add email, newsletters, websites, blogs and social media to the list. Are you using all of these methods effectively to follow-up and keep in touch with the prospects, business partners and people you meet?

- **Start with a thank-you:** After the event, follow up within a week with a brief email or letter to the person, mentioning the event, a conversation you had, or simply that it was nice to meet them. Before you do, familiarize yourself with their website so you know more about what they do. Provide them with more information about you and your business, and ask how you can connect them to others, or offer to help them in any way. Include your signature with contact information and links to your website, blog, social media, etc. Remember, you are not necessarily selling to them at this time. This is just a friendly touch point to re-introduce yourself and remind them of who you are.
- **Find them on social media:** After following up with your connection via a short thank-you, do a quick search on the person and their company on social media sites, such as LinkedIn, Twitter, Google+, Pinterest or Facebook. Follow or "like" their pages, or request a connection. You can do this via your personal page, business page, or both, if you choose, depending on how you have your



**SUSAN YOUNG**  
Marketing

feeds set up. This will enable you to learn more about your new connection, and stay in touch with them online.

- **Engage with them on social media:** If you are active on social media, and you have started following your connections and their companies, you now have instant information you can share with your followers. Use this opportunity to interact with your connections by liking, commenting and sharing on their posts. Interacting with your new connections online can help you stay in front of them when they have a need for your service, or if they meet someone that they might want to refer to you. Hopefully they, in turn will do the same by sharing and commenting on your social media posts.

Following up with new connections you meet while networking helps to make your networking efforts worthwhile.

Susan Young is the owner of AimFire Marketing, a content marketing firm specializing in websites, SEO, blogging and social media management for small businesses and agency partners. To schedule a complimentary marketing phone session, or to subscribe to her marketing tips newsletter, visit her website at [www.aimfiremarketing.com](http://www.aimfiremarketing.com), call (317) 456-BIZ4U (2494), or email [syoung@aimfiremarketing.com](mailto:syoung@aimfiremarketing.com).

## Value vs growth; Wallflower vs go-go girl



**JEFF BINKLEY**  
Finance

At press time the Standard and Poor's 500 Index set another record high. So what is an investor to do if they are still confident in the market and thinks it has more to run. Diversify.

But where? I have an idea. But first let's talk Growth vs Value.

Growth stocks are shares of companies expected to grow faster by revenues and profits than others. Growth is the priority so these companies tend to reinvest earnings in themselves in order to expand. They use their earnings to add new workers, equipment, and acquisitions.

Value company stocks are about finding diamonds in the rough, the pretty wallflower, dynamite girl that no one seems to see standing there along the wall waiting for someone to ask her to dance. Value company stock prices don't necessarily reflect their fundamental worth. Value stocks trade at a share price that's considered a blue light special.

Got that?

A growth stock is like a Go-Go Girl, flashy, fun, gorgeous and GO GO!

A value stock is like a Wallflower. Beautiful, intelligent, a wonderful long term partner that just needs someone to recognize her simple but prized attributes and ask her to dance.

So what do Go-Go Girls and Wallflowers have to do with record market highs?

An interesting bit of information crossed my screens recently. Growth oriented stocks have moved higher along with the indices whereas Value oriented stocks have not performed as well.

In other words the Go-Go Girls have performed very well while the Wallflowers are still waiting to be noticed. So much so that the Wallflowers are trading at a steep discount to the Go-Go girls. How long before astute investors stop and notice the Wallflower attributes, and that they are inexpensive compared to what the Go-Go girls are costing?

Start paying attention to the Wallflowers.

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

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# #1 in Indiana for Joint Replacement



## Considering joint replacement?

For 2019, CareChex®, an information service of Quantros, Inc., ranked Franciscan Health Mooresville as the #1 hospital in Indiana for Medical Excellence in Joint Replacement. Home to the Center for Hip & Knee Surgery, we are also named one of the top 10% hospitals nationally. Choose one of the nation's elite centers for your joint replacement.

Live life to its fullest again.



**Franciscan HEALTH**  
Mooresville

[FranciscanHealth.org/CHKS](http://FranciscanHealth.org/CHKS)