

Where Hendricks County Business Comes First

# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

January 2012 | Issue 0077

[www.businessleader.bz](http://www.businessleader.bz)

## Entrepreneurial Duo

Plainfield's Brian and Suzanne Joseph enjoy the control and flexibility of owning their own businesses, P5

Photo by Wilbur Tague

5 TIPS TO HELP MAKE YOUR 2012 GOALS / P6

DANVILLE DQ UNDER NEW OWNERSHIP / P10

SASSY BUTTERFLIES FOR THE LADIES / P11

PLANNER OF NOTE / P14

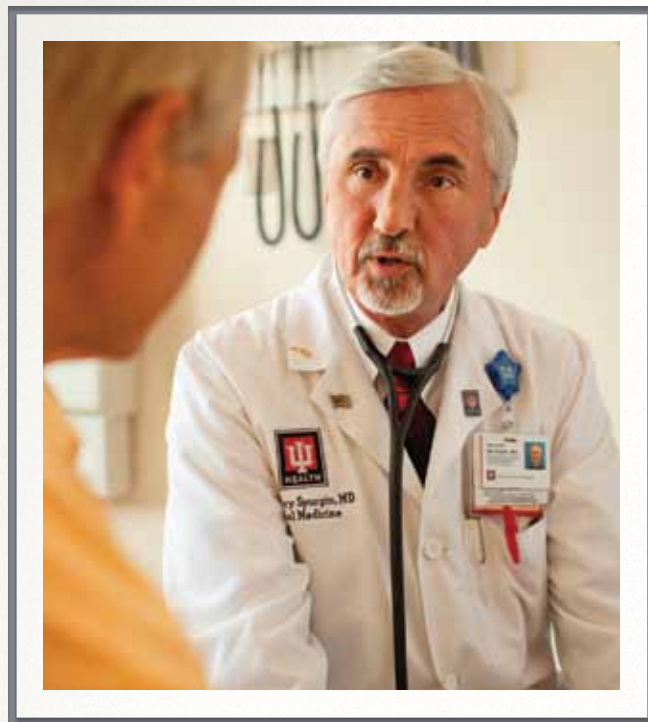
PRE-SORT  
STANDARD  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 279

Expertise that is as exceptional as it is **easy to find.** [iuhealth.org/west](http://iuhealth.org/west)



West Hospital





#### THE STRENGTH IT TAKES

Expertise that is as exceptional as it is **easy to find.**

Discover a team of highly skilled primary care physicians and specialists at Indiana University Health West Hospital.

Great doctors aren't hard to find when you know where to look. Our highly skilled team of over 700 primary and specialty care physicians offers expert care and access to the latest treatment options and technologies. That means better outcomes for you and your family without having to travel far to get it.



West Hospital

**FIND A DOCTOR.**  
Visit [iuhealth.org/west](http://iuhealth.org/west)  
or call 217.DOCS (3627)

©2011 IU Health

#### FROM THE PUBLISHER

### Will you adapt in 2012 to make your business a success?

As we enter 2012 with much optimism it is still easy to proceed with a bit of trepidation. That's because no matter how good we feel about our businesses, we are constantly reminded by national media talking heads that the economy is poor.

And yet, when we see the amount of business that is being conducted in Hendricks County – we still know things could be better – it's hard to believe that times may be rough for some. And yes, in Hendricks County, to be fair, there are many businesses that are not having their best years but still they are managing a go of it.

Simons Bitzer & Associates recently sponsored "Business Outlook for 2012," a luncheon that featured Kyle J. Anderson, a clinical assistant professor of business economics at Indiana University's Kelley School of Business, Indianapolis, as speaker.

I found Anderson's talk to be inspiring. He discussed the current economic climate. He discussed Europe and the euro. He touched on many different topics as it relates to economics in a very academic way and then he confirmed to me what I already know to be true: that those businesses that survive during less-than-ideal economic times are those businesses that "adapt."



**Rick Myers**  
Founder and Publisher

Very simply that means putting your business before anything else – something that, as I've had discussions with many business people, specifically small business owners, makes them queasy.

Anderson also told us that practicing the core values of business are still very important for success. That being identifying your customers' needs and being able to provide for them as well as understanding how to manage cash flow; and the ability to know when to outsource labor is paramount to a company's success. All very

simple business procedures but many folks never put them to practice and then wonder why they are no longer in business.

Gregory L. Simons, founder and principal of Simons Bitzer, also spoke. He reminded us that many businesses have simply been lucky but that luck may not play into success anymore. He said that successful businesses need to know their strengths and weaknesses. Again, adaptation. Simons then reminded us that looking back at history some of the biggest names in business made it during tough times and they did so because they were determined to do so. And, I suspect they also adapted to the economic climate of the times.

Are you determined to adapt in 2012?

### Excelerate Hendricks County! set for May 24

The 6th annual Excelerate Hendricks County! will be held Thursday, May 24 at the Pavilion Center at Washington Park, Avon. I can't go into detail now but we – The Hendricks County Economic Development Partnership, Hendricks College Network and the Indiana Small Business Development Center – are planning what we believe will be the best Excelerate

Hendricks County! yet. More information will be available in the February issue of the Hendricks County Business Leader.

Rick Myers is publisher of the Hendricks County Business Leader. E-mail him at [rick@businessleader.bz](mailto:rick@businessleader.bz).

**Send news to [info@businessleader.bz](mailto:info@businessleader.bz)**



**L.S. Howe & Associates, Inc.**  
Insurance Broker

Specializing in Group Employee Benefits in Hendricks County for over 20 years.

- Group & Individual Plans
- Health Savings Accounts
- Short Term Medical Coverage
- COBRA Consultations



**Lori S. Howe**  
Plainfield, In 46168  
Office: (317)745.7341  
Email: [Lori@LSHowe.com](mailto:Lori@LSHowe.com)



# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

## Proudly Announces its 2012 Cover Party Schedule



STATE BANK  
OF LIZTON

**FEBRUARY 28**

**SERENDIPITY**

2499 Futura Pkwy #205  
Plainfield  
5:30 – 7:30 p.m.

**MAY 8**

*seek the unique*  
**AvonGardens**

6259 E. C.R. 91 North  
Avon  
5:30 – 7:30 p.m.

**AUGUST 14**

**Crawley  
Business  
Center**

HENDRICKS  
COUNTY

8 West Main Street  
Danville  
5:30 – 7:30 p.m.

**NOVEMBER 13**

**THE  
CROWN  
ROOM**

900 E. 56th St., #200,  
Brownsburg  
5:30 – 7:30 p.m.

**RSVP to [coverparty@businessleader.bz](mailto:coverparty@businessleader.bz)**  
**For more information, call (317) 451-4088**



## A chance to shape the county's future

The Hendricks County Economic Development Partnership will be conducting a survey beginning in January and following up with community forums to help it gauge citizens' attitudes about quality-of-life issues as it relates to future county growth. We think this a perfect opportunity for the business community to be involved in helping define what those issues are as well – afterall, with growth comes business opportunity.

Residents of Hendricks County may complete the survey by going to [www.hendrickscountyinfocus.com](http://www.hendrickscountyinfocus.com); copies will also be available at the HCEDP office, 5250 E. U.S. Hwy. 36, Ste. 1000-5. Results of the survey will then be brought to six county-wide community forum meetings in March where county residents will have the opportunity to participate further. The forums will be held at these following sites: March 5, 5:30-7:30 p.m., Cascade High School, cafeteria; March 8, 5:30 -7:30 p.m., Avon High School, cafeteria; March 13, 7-9 p.m., Plainfield High School, cafeteria; March 19, 5:30-7:30 p.m., Tri-West Middle School, cafeteria; March 22, 5:30-7:30 p.m., Brownsburg High School, cafeteria; March 27, 6-8 p.m., Danville High School, cafeteria.

Additional meetings will be held in April and May to finalize the process of recording and analyzing all data and conversations resulting from the March community forums. For more information about the community forums, call (317) 745-2400.

## Banning will serve IEDA board well

Congratulations to Jeff Banning of Banning Engineering, Plainfield, for his appointment to the board of directors of the Indiana Economic Development Association. His term will be for two years. The Indianapolis-based IEDA was incorporated in 1982 as a statewide not-for-profit economic development organization with the mission of attracting and retaining jobs in Indiana. The board of directors is made up of a cross-section of IEDA members, which represent various industries throughout the state. "I am looking so forward to it (serving)," Banning said recently. "I think it's an honor. The IEDA has a good board member in Banning."

## QUOTE OF THE MONTH

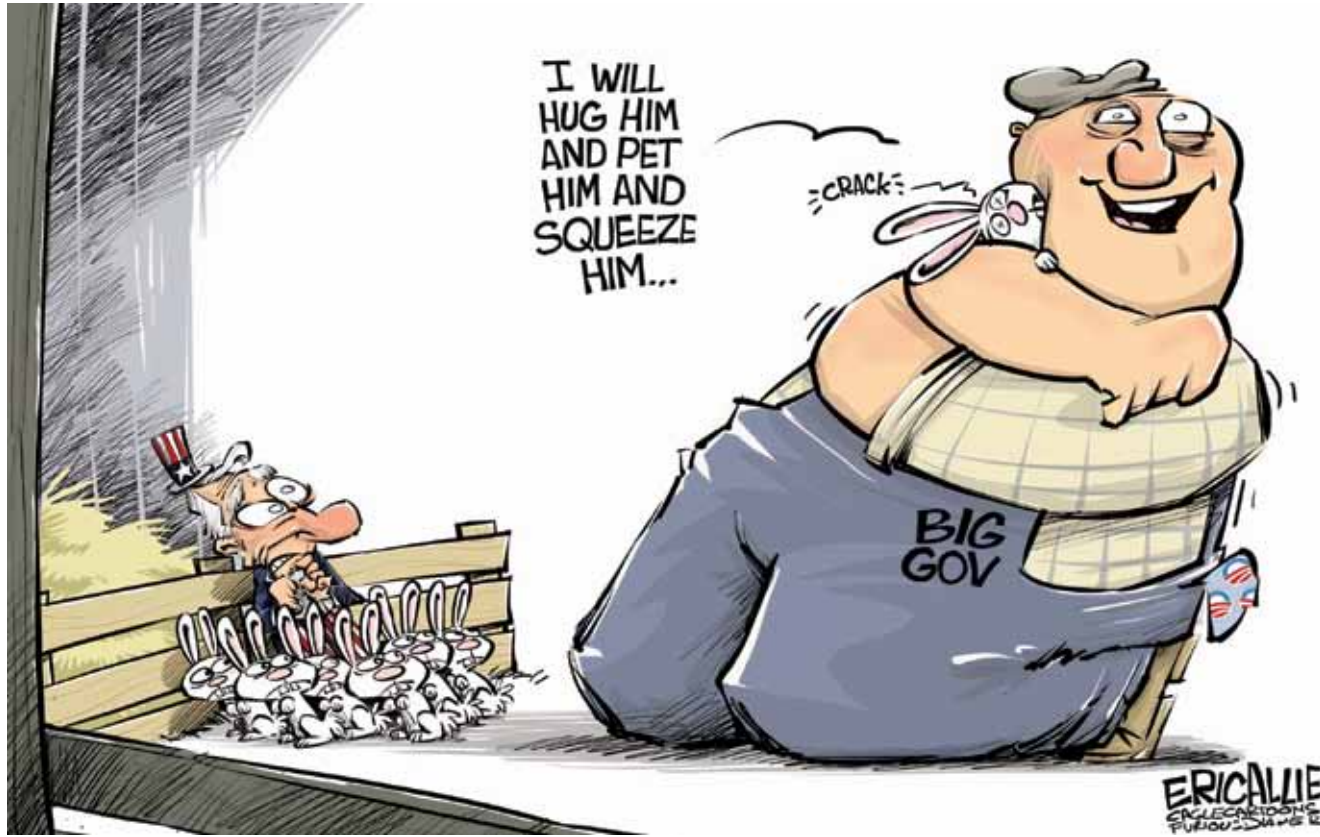
*The measure of success is not whether you have a tough problem to deal with, but whether it's the same problem you had last year.*

– John Foster Dulles, United States Secretary of State under Dwight D. Eisenhower

Disclaimer: The views of editorialists and columnists are their own and do not reflect the opinion or position of the publisher.

### Yes, we want your letters

Readers of the Hendricks County Business Leader are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to [info@businessleader.bz](mailto:info@businessleader.bz).



## Why you're not successful

Catchy headline, eh? I thought of it while perusing the Top 30 Shared Facebook Posts of 2011. One post was an article about why some women are not married titled: Why you're not married. It seemed that some of the same items on that list could apply to small business owners.

Just like the marriage-seekers, you want to be successful, but it's not happening. These reasons may or may not apply to you or your organization, but they bear considering. I've interviewed many business owners over the last 15 years and I've seen many go out of business or significantly change their business model so as to be unrecognizable.

So for anyone who has ever coveted another entrepreneur's success, take a deep breath and let's start the journey of Cold Hard Facts.

**1. You're a jerk** – You are dismissive of anyone who isn't a client or a potential. The problem is you dismiss potential clients. Business is earned through relationships. In addition to being skilled and knowledgeable, people have to want to work with you.

**2. You're a liar** – We've all suffered from eagerness or making promises that we can't keep just to get a client or a sale. Once a prospect gets wind of this, they will run for the next guy.

**3. You're promiscuous** – What is your criteria for turning down a job? Do you have scruples when it comes to business? Don't be afraid to exercise them. It will make the morning glance



at the mirror much more pleasant for you.

**4. You're not good enough** – If you believe this, then educate yourself and gain not only knowledge, but confidence. These fears not only affect your closing ratio, but make you doubt your prices.

**5. You're lazy** – If you can't motivate yourself, then you better polish up your résumé. As an entrepreneur, get used to never having enough hours in the day. You will be a living embodiment of that notion. Not only will you never have enough time to service your existing clients, you will never have time to work on new ones.

While the above traits may be limiting your success, the most important aspect of success is motivation. If you're motivated by money and fame and not by a deep need to help others, then you should stop and reflect. Much like fear, others can sense greed. There's nothing dishonorable about earning a fair wage for your product or service, but if you ever gouge someone, they will know it. Selfishness will zap any success momentum you have.

May peace and success be yours in 2012.

Gus Pearcy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or [pearcy.gus@sbcglobal.net](mailto:pearcy.gus@sbcglobal.net).

# BUSINESS LEADER®

ESTABLISHED 2005 Issue 0077

**Times-Leader Publications**  
6319 E. U.S. Hwy. 36, Ste. 206  
Avon, IN 46123  
Phone: (317) 451-4088  
E-mail: [info@businessleader.bz](mailto:info@businessleader.bz)  
Website: [www.businessleader.bz](http://www.businessleader.bz)

**Founder and Publisher**  
Richard K. "Rick" Myers

**Contributing Writer** Gus Pearcy  
**Content Editor** Elaine Whitesides  
**Design/Production** 24/7 Designs LLC



Photo by Wilbur Tague

Copyright 2012 ©Times-Leader Publications  
All rights reserved.

# Entrepreneurial Duo

Plainfield's Brian and Suzanne Joseph enjoy the control and flexibility owning their own businesses provides

By Gus Pearcy

Since he was in college Brian Joseph knew he was going to own a business. His wife of 15 years, Suzanne, remembers him talking about the day he was going to own his own business. For the last seven years, the Josephs have been making their mark in small business – Brian with Accell Management and Suzanne with Infinity Dance Academy in Plainfield.

How did the couple become the dynamic duo of business? Well, there's a story.

In 2003, Brian was working for a family excavating firm and saw the figurative handwriting on the wall.

"I was 30 years old and beating my head against the glass ceiling because my last name wasn't the same," Brian says. "There wasn't any higher I could go within the company."

While Brian understood the situation, even sympathized, he followed his dream to venture out on his own to start Accell Management offering construction management for clients. That was 2004, and the first business model was the simplest: Be a consultant, an owner's representative on construction projects.

"Owners that are really good at making widgets are not construction guys," Brian says.

"So they're looking for someone to oversee their construction project and be their eyes and ears to make sure the plumber shows up, the carpenter shows up and everybody works in conjunction with each other."

The first two years were brutally tough on Accell, Brian and Suzanne; but it got better in 2006, when Brian landed Covance as a client. Then came the turning point, a strategic partnership with Summit Realty Group, a commercial real estate firm that used Accell Management plenty. Once that was in place, then the growth came very quickly. In 2008 and 2009, Accell revenues doubled and doubled again and 2010 was the firm's best year. That same year, MD Logistics named Accell Management the Vendor of the Year.

With a keen eye for trends (and customer demands) Accell jumped to new heights. The company began to offer more in-house services and specialized in build-outs of existing buildings to fit the needs of the client. Today, Accell has a staff of 15-25 employees according to the workload.

At the same time that Brian was realizing his dream, Suzanne was carting their two daughters back and forth to dance lessons. An



Photo by Wilbur Tague

**Accell Construction Management**  
1201 E Main St,  
Plainfield, IN 46168  
(317) 838-9965

**Infinity Dance Academy**  
1005 E. Main St.  
Plainfield, IN 46168  
(317) 837-6333  
[www.infinitydanceacademy.com](http://www.infinitydanceacademy.com)



Photo by Wilbur Tague

accountant by trade, she soon found herself working the books for the studio.

While Brian was struggling to get Accell up and running, Suzanne was looking at a different opportunity. In 2006, the studio was ready to move to a larger space. Suzanne offered Accell and Brian as a contractor. In return, she got a stake in the company. Last year, Suzanne became the director and sole proprietor of Infinity Dance Academy building on six years of experience.

Infinity offers dance training for any age from 3 to adult. It offers recreational dance classes as well as competitive teams that compete in regional and national dance competitions. Infinity will be going to the 2012 Summer Olympics and performing in London this summer and will perform in New York in 2013.

The key to the success has been continuity, according to Suzanne.

"Same great location; same great instructors", she says.

Many dance studios are owned by artists with a passion for dance, which is exactly why they don't last, Suzanne says.

"Keeping up with the financial part of it is the main core of it," Suzanne says. "It's being able to keep up with your recordkeeping, making sure everyone's paying when they walk through the

door. If you're not keeping up with that there's no way you're going to make your rent payment at the end of the month."

Suzanne admits that owning a dance studio has had a much longer curve to success, but happily she's posting a profit from the last two years and despite a slow economy, she's seeing an increase in enrollments.

In a way, Brian says the stress of starting up was different because they only had to worry about themselves.

"My stress level back then, which I thought was incredibly high because I didn't know where the next job was coming from," Brian says. "It's a lot more difficult today because now I have 15-20 families that rely on that next job and to continue to work and to continue the business. So I've got a lot more responsibility now."

Of course, owning a dance studio keeps Suzanne in Plainfield until 8 p.m. four out of five nights a week. Many family dinners are a pizza around the desk, but the couple says they wouldn't trade a thing.

"It's a different dynamic, but we make it work," Suzanne says.

In the end, Brian says the couple made choices. Having your own business doesn't mean more money, in fact it means sacrifices, but the trade-off is flexibility and control over your destiny.



We get our work ethic from our customers.

866.348.4675  
[www.statebankofelizton.com](http://www.statebankofelizton.com)



## 5 simple tips to make your 2012 the best year yet

Goals are a great tool for motivation - if set and used properly. However, if you don't use them correctly, they can become a source of great frustration. How do you turn your goals into something that are a benefit and motivator for you? Here are five goal-setting techniques to help you set those that can make 2012 the best year you've had yet.

**1. Balance Your Goals:** You should have personal development goals, personal finance goals and material things goals. These are gratitude goals and

who or what you want to become goals. To neglect any of them is a tremendous mistake. It's okay to want things as long as there is balance and what you desire is not at the peril of someone else. All of these goals are important, so be clear and make them realistic for you.

**2. Plan Actions From Your Goals:** Remember, goals are not items for your to-do list. Your goals should be where your daily to-do list comes from on a daily basis. Use your goals to provide your compass for action. Plan specific actions that lead you toward the goals you set.

**3. Share Your Goals:** A champion race team makes no bones about their desire to win the whole. Too many of us keep our goals a secret. You should share your goals with people who will support, encourage and help hold you accountable.



Jack Klemeyer

**4. Write Down Your Goals:** Follow the lead of an old saying: "The palest ink is better than the best memory." Make your goals real by recording them. Write your goals on index cards and keep copies in the car, the bathroom - wherever you can review them regularly. Recording them makes them the center of your focus - every day.

**5. Don't Give Up:** Achieving your goals, or success for that matter, isn't a straight line. There are twists and turns and yes, sometimes you even go backwards. Don't be afraid to take

different actions to achieve your goals. Don't worry if you try something and it doesn't work, just try something else. Use what most would call failure as feedback of what didn't work and use that for the next try. Take deliberate and effective action to meet your goals and understand that any true goal will take many steps to achieve. Be assured you will make a misstep, but that doesn't mean there's anything wrong with the goal. We all make mistakes; the surest way to not achieve your goals is to abandon them.

Use a goal strategy effectively and see the difference it can make in your performance - and your success in 2012.

Jack Klemeyer is the founder and head performance coach of GYB Coaching ([www.gybcoaching.com](http://www.gybcoaching.com)). Contact him at Jack@GYBcoaching.com.

YOUR GIFT OPENS DOORS FOR

# HENDRICKS COUNTY

**Making College A Reality**

A grant from the Community Foundation brought FAFSA days to all Hendricks County high schools in February 2011. Experts helped college-bound seniors and their families complete the Free Application for Federal Student Aid (FAFSA), giving them access to more than \$750,000 in financial aid. FAFSA Days will again be held in February 2012 at all Hendricks County high schools.

The Community Foundation opens the door for you to:

Support local causes special to you.

Invest in your community forever.

Learn more and donate at [www.hendrickscountycf.org](http://www.hendrickscountycf.org) or call 317.718.1200.

## Kicking the tax-cut can

When I was 10-years-old, my father took our family halfway around the world to set up a surgical wing in a missionary hospital in Bogra, Bangladesh. One of the vivid memories I have from that adventure was teaching the Bengali children to play Kick the Can. It's a fun, outdoor game and we'd usually play after dark when it was cooler. Whoever was "it" would place the can under the big security light in the compound and then the rest of us would hide. We then would stealthily and sneakily creep quietly up in the shadows until we could make our bold dash toward the can and give it a mighty kick. Sometimes "it" caught us, oftentimes "it" didn't.

What's the connection between the game, markets and investing in 2012? Well, it wasn't that long ago when Congress was deep in debate about the 2010 expiry of the Bush-era tax cuts. Our leaders decided to play their game and "kicked the can" by delaying those painful decisions until 2012.

Welcome to 2012. At press time, Congress had yet to make any decisions on the Bush-era tax cuts and effective Jan. 1, 2013, the tax cuts are scheduled to expire. Some of the changes expected in 2013 as a result include:

**Tax rate increases** - The top tax rate rises from 35 to 39.6 percent, the maximum tax rate



Jeff Binkley

on long-term capital gains rises from 15 to 20 percent and the rate on dividend income, currently at 15 percent, rises to 39.6 percent.

**The marriage penalty returns** - The standard deduction for married couples will decrease to a level of about 1.67 times the unmarried amount from 2 times the unmarried amount.

**Estate tax changes** - The estate tax exemption will drop from more than \$5 million to \$1 million and the maximum estate tax rate will rise to 55 percent.

**New Medicare tax** - A new Medicare Hospital Insurance (HI) tax will apply to high-income taxpayers.

What's this mean for the market in 2012? It is going to do what it does. It will go up and it will go down. And just like attempts to predict the number of hurricanes in a season ... computer models, be they weather or Wall Street, have great hindsight, but very little success predicting the future.

We can't control the market and we sure can't control Congress. But there are things within our control. We can control our education level about these potential changes and how they may impact our investments and after-tax returns. Or we can just play Kick the Can...

Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group in Avon. He can be reached at [Jeff@thebinkleygroup.com](mailto:Jeff@thebinkleygroup.com) or (317) 697-1618.

## GREAT SERVICE SMART PRICING CALL RAY'S TODAY.

"Is your company's New Year's resolution to go green? Call Ray's and find out about all of its exciting recycling programs. Whether you need a small container for office recycling, or large-scale equipment to handle excess packing materials, and things in between, Ray's has you covered. Ray's Trash is the only call you need to make for your recycling and waste removal needs. We offer consultants to review your needs and design a competitively priced custom program for you. Call us today to schedule a review of your property's disposal plan."

317.539.2024 • 800.531.6752  
[www.raystrash.com](http://www.raystrash.com)

## Create more wealth for your company in 2012

January is a great time to look at your business financials from the previous year and plan to improve performance. There are four basic ways to grow wealth for your company outside of buying another company. You can increase the:

- Number of customers of the type that are profitable
- Number of times the customer comes back for products or services
- Average value (profit) for each sale
- Efficiency of each transaction with your customers (lower process costs)

The question often is how can I get more of the right kind of customers? At the SBDC we have some tools that can help owners sort through their client list to identify who the best customers are. One of the tools I like to use is called an Impact/ Effort grid. This tool points out which customers have the most impact (profit) for the justified amount of effort. And it helps identify which customers are taking a lot of effort for very little impact. Identifying the customers that are a good fit for your company can help, not only in profitability, but in using your marketing and business development time and dollars wisely.

Increasing the recurrent revenue is another great way to add wealth to your company. Accomplish this by adding new products or services to complement your current offerings. Another very valuable tool to increase additional purchases is to offer a frequent user reward system. Many small business owners successfully gain additional revenue by simply making the transaction very easy operationally for their



Marti Chestovich

again the SBDC has tools to help you increase profit margins without overpricing the market. We can benchmark your company data with the SageWorks ProfitCents program. With this software we can look at your business and a cadre of similar companies to see how you compare. We can look at the Midwest or just Indiana plumbing contractors for instance and benchmark your numbers. If your gross profit margin is below the average it stands to reason you have some room to increase your prices. If your cost of sales is a lot higher than your competition then we can look at what you are paying for parts/supplies and find better sources.

These are just a few examples of the toolbox the SBDC has to help increase your company's wealth. Visit the website at [www.isbdc.org](http://www.isbdc.org) to learn more or call at (317)233-7232.

Central Indiana ISBDC services can be reached by accessing the Business Assessments at [isbdc.org](http://isbdc.org) or by calling (317) 233-7272 or writing to regional director Victoria Hall at [vhall@isbdc.org](mailto:vhall@isbdc.org).

## Question of the Month

### Q. What, if any, changes do you foresee for your business in 2012?

**A.** Working towards figuring out what changes are needed in 2012, I had to look back at the past couple years and recognize what has worked, and what has not. One of the obvious

things that jumps out immediately, and has been so humbling, is that I am not good at everything. I am good at the creative work in web design, building unique web solutions that help grow my clients' businesses and helping my clients discover how to communicate the benefits of their products and services to customers.

While it would be nice to only do the things I am good at, that's not reality. Running a business involves many things which are not my strengths. In 2012, I will utilize resources from other companies and hire talented people to perform some of those tasks in my weaker areas. This should help me to provide even better service to my clients, while also giving me time to grow my business.



Brad Murray, owner  
4tunate Design, LLC  
(317) 847-0290  
e-mail: [brad@4tunatedesign.com](mailto:brad@4tunatedesign.com)  
[www.4tunatedesign.com](http://www.4tunatedesign.com)

# YOUR BANKER IS IN

**Joe Dunbar**, Vice President at our Brownsburg Square Banking Center, would like to meet you.

By getting to know you on a personal level, Joe will be able to provide your best personalized financial options.

Drop in and get to know Joe personally.

**Brownsburg Sq.**  
11 Northfield Dr.  
852-6518

**Avon**  
963 N. SR 267  
272-7055

**Brownsburg**  
1 E. Main St.  
852-2268

**Danville**  
200 East & U.S. 36  
745-0501

**Plainfield**  
1649 E. Main St.  
839-2336

**HendricksCountyBank.com**

**HOURS:**  
**M-Th** 9 am-5 pm,  
Drive-up 8:30 am-5 pm  
**Fri** 9 am-6 pm,  
Drive-up 8:30 am-6 pm  
**Sat** 9 am-12 noon,  
Drive-up 8:30 am-12 noon

Member FDIC

Customers have come to trust us knowing their money is going to be secure no matter what today's economic situation may be

**Safe and Secure since 1908.**

## Hendricks County Bank and Trust Company

Your Community. Your Bank. Since 1908.



## Jerry L. Cary Jr.

Owner/Managing Director  
Synergy 360, LLC  
LHC Graduate 2011

**How has Leadership Hendricks County impacted your life personally?** Leadership has helped me grow as a person and stretched my opinions. It has also changed some of my beliefs about Hendricks County. County leadership is top-notch; and you can tell that they real care about the community. I feel more welcomed in the community.

**How has Leadership Hendricks County impacted your life professionally?** I was able to “fill in the blanks” about how to grow my business. I was able to understand aspects of the economic environment that will allow me to make better decisions going forward. Hendricks County is a place where I would like to headquarter my business.

**How has Leadership Hendricks County benefited Hendricks County?** LHC has benefited Hendricks County because all of the graduates are well prepared and educated to lead. It doesn't have to be in a political office; it could be on a non-profit board or volunteering. All graduates are equipped to be advocates for the county in a multifaceted manner.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?** There is always room for improvement, whether it is professional or personal. In order to be a good leader, you need to be educated. As a leader, you must be open to learn things that are outside of your discipline. Being able to understand the big picture is very important, and having the skills to understand how to relate to others and to develop talent is critical.

**What one thing did you like best about the Leadership Hendricks County program?** Leadership has changed my life in many ways, but the one life lesson I took away is that time is extremely precious and that building a better community is always a worthwhile sacrifice to make.



## Nikki Gordy

Marketing Specialist  
PIP Printing, Avon  
LHC Graduate 2009

**How has Leadership Hendricks County impacted your life personally?** Through Leadership Hendricks County, I learned a lot more about myself, my tendencies, and my personality. I became better able to see my strengths and weaknesses and learn how to account for them.

**How has Leadership Hendricks County impacted your life professionally?** Because of the training I went through, I am now better able to manage professional relationships, teach others, and plan for the future. I also was able to meet people from so many different organizations and backgrounds that I have new resources and relationships I would not have had otherwise.

**How has Leadership Hendricks County benefited Hendricks County?** LHC has been instrumental in finding citizens of our community that want to be more involved, and helping them find places that they can make the most impact. They connect the different organizations that have some cross-over and help them be more effective as resources together than they could be individually.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?** As more and more people come to Hendricks County, it's imperative that they have the resources to get involved in a large, growing community. LHC is an organization that makes this big county feel like a small place, and can help those people make a difference in our community by making connections.

**What one thing did you like best about the Leadership Hendricks County program?** For me, the personality colors training during the opening retreat was incredibly enlightening. It has helped me understand myself better, as well as my children, my siblings, my friends and coworkers. I can better analyze a person's tendencies and decide what the best way is to train them



or teach them new things, motivate them, or deal with conflicts. It's a powerful tool that has completely changed the way I think about people and how they relate to others.



## Leadership Matters!

Since 1993, Leadership Hendricks County (LHC) has brought hundreds of people together to learn more about leadership and to gain insight into our county's challenges. LHC graduates become part of a formal and informal network of community leaders who step up to make Hendricks County better.

A new class of 20 to 25 participants is selected each year from a list of applicants. In January, they participate in an Opening Retreat, during which they learn more about themselves, leadership styles and the challenges facing the county. In addition, they are self-assigned to a Team Discovery project that addresses a current need in the county.

Each month they meet as a group for a full day to learn more about a facet of life in Hendricks County - everything from the educational system to how the jail operates. In November, they convene for a Closing Retreat to review what they've learned and present their Team Discovery projects.

Along the way, they learn that leaders aren't an elite class of people. They're ordinary citizens who step up to help their communities, churches, organizations and workplaces accomplish what needs to be done. And upon graduating, they become part of an ever-growing Network of Leaders serving Hendricks County.

Learn more about Leadership Hendricks County from these graduates featured at the Feb. 28, Hendricks County Business Leader Cover Party, 5:30-7:30 p.m., at Serendipity, 2499 Futura Pkwy., Plainfield.

For more information, visit [www.LeadershipHendricksCounty.org](http://www.LeadershipHendricksCounty.org) or call (317) 745-6694.



**Troy P Lingley, AAMS®**  
Financial Advisor  
515 N Green Street Suite 101  
Brownsburg, IN 46112  
317-852-6572

[www.edwardjones.com](http://www.edwardjones.com)

**Edward Jones**  
MAKING SENSE OF INVESTING



## Tom Klein

Town Manger  
Town of Avon  
LHC Graduate 1999

**How has Leadership Hendricks County impacted your life personally?** It gave me a better appreciation and understanding of the various aspects of Hendricks County. I also enjoy saying “hello” to my classmates and other graduates when I see them out in the community.

**How has Leadership Hendricks County impacted your life professionally?** Each class has given me a broader understanding of Hendricks County; and it has enabled me to view the big picture regarding various matters.

**How has Leadership Hendricks County benefited Hendricks County?** It has created a network of leaders in Hendricks County that understand the complexities of governance and community development.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?** It is important to develop community leaders that understand the challenges facing Hendricks County.

**What one thing did you like best about the Leadership Hendricks County program?** Every class was fun; and the opening retreat was very educational.



## Christi Patterson

Chief of Police  
Pittsboro Police Department  
LHC Graduate 1998

**How has Leadership Hendricks County impacted your life personally?** The very first retreat weekend was the most rewarding for me. Typically, I was a shy person and for the most part, kept to myself. That weekend I met some amazing people. I believe the testing that weekend showed that I was an introvert, which I was not surprised by. For me, the entire program brought me out of my shell. I would not classify myself as an introvert any longer. The basic knowledge learned that first weekend helped me to better understand myself and others. I still use that knowledge today in my personal and professional life. I would say that Leadership Hendricks County was the beginning of me wanting to do bigger and better things for my community.

**How has Leadership Hendricks County impacted your life professionally?** Besides giving me several contacts throughout the county, Leadership Hendricks County provided me with the knowledge and training to become a better employee, supervisor, and now, the head of my police department. I realized that through each walk of life, there are several different types of personalities. Understanding what personalities work best together has enabled me to put the best teams together for various projects. Through Leadership Hendricks County, I realized that communication is the key to any successful project.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?** The vast network that I now belong to keeps me informed on new projects and speakers. I have been invited back several times to assist in training classes, which keeps me updated as well. I truly believe in the Youth Leadership Program and feel Hendricks County is investing in its future leaders.

**What one thing did you like best about the Leadership Hendricks County program?** In order for someone to make a positive impact on their community, they must first understand



that community and the people within it. Not only did Leadership Hendricks County educate me on this, they helped me to realize that it was okay to “think outside the box”.



## The Personal Touch

### Friendly advice from the other side of a portfolio

When confronted with a portfolio of samples, intelligent businesspeople typically become less than savvy. Without exaggerating, I can say that I've watched hundreds of people review portfolios during my career, and only a handful of them have done it effectively. Even managers who have extensive hiring experience aren't always certain about how to respond to a portfolio.

By "portfolio," I'm referring to any number of ways in which samples of past work may be presented to a prospective client. Portfolios are used by any number of professionals, including graphic designers, web wizards, architects, and interior designers.

The key to effectively reviewing a portfolio is to review it critically. That doesn't mean "negatively." A critical review focuses on carefully analyzing the thinking and decisions that went into the creation of what's being reviewed, giving you significant insight into whether the supplier's approach to work is compatible with your business philosophy and goals.

It's easy to be wowed by samples, but keep two things in mind. First, you're looking at the prospective supplier's very best work. Second, coolness, cleverness, and beauty may all be indicative of talent, but they cannot tell you whether the supplier actually served the particular client's needs.

Suppose you're reviewing a portfolio from an advertising creative. While the words and design are important, the thinking behind those words and design is infinitely more important. After all, the samples were created to achieve some type of business objective.

Ask about the client's specific objectives, and what led him or her to choose that particular



Scott Flood  
Columnist

approach. Inquire about what he or she might change given the opportunity to revisit the project.

The more you get the creative to talk, the more insight you'll gain into his or her work style. That's important, because you want to ensure that you'll have a healthy, cooperative working relationship.

Listen for candor, enthusiasm, and collaboration. The supplier should be proud of a job well done, and should speak favorably and respectfully of the client. It's okay if the supplier mentions a conflict, as long as it's explained respectfully.

It's also important to ask about results, but remember that there's a big gulf between "I think it did pretty well" and "my client's sales rose 26 percent during the quarter." Only one of those reflects a serious interest in the client's success.

Open-ended questions will give you insight into the way the supplier does business. "What do you do when a client's wishes seem to conflict with his or her business objectives?" examines the willingness and ability to disagree constructively. "Tell me about a project that didn't succeed and what you learned from it" will provide a glimpse into the supplier's honesty and ability to identify positives in tough situations.

All of these steps will demand extra time and effort. But when you consider the impact having the right -- or wrong -- architect, writer, designer, web guru, or other professional will have upon the success of your business, it's time and effort well-spent.

Scott Flood can be contacted at [sflood@sflwriting.com](mailto:sflood@sflwriting.com) or 317-839-1739, or visit his blog at [sflwriting.com/blog/](http://sflwriting.com/blog/).

## Danville DQ changes to catch up to 2012

By Gus Pearcy

The Danville Dairy Queen is getting a facelift and a building upgrade. Owner Lee Kleiner says a new drive-thru should be up and running first thing in the New Year. He purchased the building from Kathy and Steve Witte in May 2011. Patrons have already noticed a change in the sign and the color scheme of the building.

"We're fulfilling the agreement with American Dairy Queen which requires us to modernize the facility per their requirements such as the sign and the paint," Kleiner who owns three other Dairy Queens in Indianapolis says. "The second piece, which is our own vision, is to be open 12 months a year, allow our staff to work 12 months a year, and with that, we're adding a drive-thru."

For years, the Danville Dairy Queen was a harbinger of spring. It closed around Halloween each year. The staff was usually high school students on summer break. Patrons walked up to a window to get the tasty treats. The only seating was the wall on the east side. The classic Dairy Queen was exempt from the changing franchise requirements because the previous owners were grandfathered under an old franchise agreement.

There will be no changes to the menu, Kleiner says. The drive-in feature should increase the speed of service for customers by giving them another window. The eastside drive-thru will be open by mid-January, Kleiner says. The changes weren't a surprise to the town. Since the Dairy Queen is within the Corridor Protection Overlay District, it is subject to a review by the Town's seven-member Design Review Committee.

Kleiner says he loves being a Dairy Queen



Photo by Gus Pearcy

franchisee.

"We're having a great time in Danville," he says. "We're about community. We're about family."

Kleiner is even carrying on traditions by continuing on the same donations as the former owner.

Some people are grumbling about the changes on social networking sites. That disappoints Kleiner because he's tried hard to be a good neighbor. He's reached out to help the new location of the Bread Basket restaurant. Because they didn't have enough space to install a trash bin, Kleiner reached out and is allowing them to use his.

Now That We've Been Open

## Sassy Butterflies opens its wings to women in Hendricks County

By Nicole Palmer

Brenda Gillespie is taking a second shot at small business ownership. Though her previous business, Home Sweet Home in Avon was successful, she had to shut it down after 12 years of business to take care of other situations in her life. Now, 12 years later, Gillespie has opened Sassy Butterflies, a gift shop with an eclectic mix



Photo by Nicole Palmer

of jewelry, home décor and more.

"I just felt I should be doing something in my life and I felt this is at least where I am supposed to start," Gillespie says.

Gillespie credits her current business' success to the help of two friends, Sandy Willis and Barbara Burton. They used to work at Home Sweet Home and now help work in the shop a couple of days a week. Since opening in June, Sassy Butterflies has expanded to fill four rooms with merchandise. With a lot of items under \$10, Gillespie says there is something for every woman. She keeps a wish list up front, which men can use to get their spouse the perfect gift. She purchases her items from as many women-owned businesses as possible. In the end, she wants Sassy Butterflies to be a place where women can feel comfortable, relax and enjoy.

What has been your biggest lesson so far?

You can't second guess the public. They are willing to tell you what they are interested in if you ask and listen, read between the lines and follow through.

What would be one thing that could help your business?

Location, location, location.

What would you tell someone starting his/her own business?

Be ready to devote morning, noon and night with no real days off and no real vacations.



Brenda Gillespie

Your business is always on your mind. Have a business plan and a back-up plan. Come to Sassy Butterflies in Avon. We are all about promoting women and women-owned businesses. You have to start somewhere.

So, what do you think about your business's future?

We are taking it one step at a time. We are working on a back room for women; to promote women and women-owned

businesses. I want it to be a happy place where women can meet.

Brenda Gillespie - Sassy Butterflies

192 N. S.R. 267

Avon, IN 46123

(317) 272-4704

[sassybutterfliesw4vonindiana@yahoo.com](mailto:sassybutterfliesw4vonindiana@yahoo.com)

## First Merchants makes donation to Leadership Hendricks County



Submitted Photo

First Merchants Bank recently donated \$1000 to the Leadership Hendricks County program. From left are Suzanne Whicker, Executive Director, Leadership Hendricks County; David Mansfield, First Merchants Advisory Board Member and LHC Graduate and Mary Keever, First Merchants Marketing Specialist.

## We've considered this last year with you to be pure JOY.

And we look forward to continuing our relationship with each and every one of you throughout the following year. Never been to State Bank of Lizton? We'd like to take this opportunity to invite you to see the difference banking has when our financial goals...are yours.

Come visit us at one of our 10 convenient locations throughout Hendricks and Boone Counties!  
866.348.4675  
[www.statebankoflizton.com](http://www.statebankoflizton.com)

STATE BANK  
OF LIZTON  
Our financial goals: yours.

MEMBER  
FDIC  
LEADER

<b>Development Sites</b> 1 to 10 acres Call for Details  1 Acre Office Site - Plainfield <del>\$159,900</del> 1.5 AC Industrial Site - Plainfield \$195,900	 <b>Premier Light Industrial Facility</b> 3.7 Acres 20,000 SF Facility Only years young 24 Foot Ceilings in Warehouse 2 dock doors 3 drive doors Great for contractor light industry or?  Small Logistics operation  Flexible price and terms Below replacement cost.  Several years of RE tax abatements to be transferred to buyer Will consider Sale, Lease, or?	<b>Retail Land in Plainfield</b> 3 sites from 1.87 to 8 ac Can be combined  <b>Office Spaces</b> 2- 600 SF professional spaces on Main Street Ready to rent \$600 per month, NNN  <b>1200 SF Office with 2 Private spaces</b> located in Bellville Private restroom plus break area. Only \$795 per mo.
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**RE/MAX** REMAX CENTERSTONE • 3990 CLARKS CREEK ROAD • 839-4330  
**BUD GREEN 626-5826** **JULIA BERBERICH 502-1928**

*West Chase Golf Club*

CALL TO INQUIRE ABOUT 2012 SEASON PASS RATE  
(317) 892-7888  
[WWW.WESTCHASEGOLF.COM](http://WWW.WESTCHASEGOLF.COM)

GOLF OUTINGS AND LESSONS AVAILABLE  
MEMBERSHIPS • WEDDING PAVILLION • BANQUET ROOM

CALL ABOUT OUR SPECIAL RATES  
4 HOLLAWAY BLVD.  
(317) 892-7888  
BROWNSBURG, INDIANA 46112  
[WWW.WESTCHASEGOLF.COM](http://WWW.WESTCHASEGOLF.COM)

INTRODUCING TOM WOOD LEXUS  
**VIP LIAISON.**

Annette Wright  
VIP Liaison  
317-339-9826  
[annette\\_wright@tomwood.com](mailto:annette_wright@tomwood.com)

**TOM WOOD LEXUS**  
4610 East 96th St.  
Located On The Indy Auto Mile At 96th & Keystone  
**317-580-6888**  
[tomwoodlexus.com](http://tomwoodlexus.com)

[tomwoodlexus.com](http://tomwoodlexus.com)



# Racing forward: Row Printing clientele still increasing after 40 years in business

By Nicole Palmer

Between work, family and hobbies, life needs a balance. Josh Laycock, of Brownsburg, just may have found it. While working with his parents at Row Printing, he is still able to pursue his interest in racecars by marketing and sponsoring events in his spare time.

"I've been around the company all of my life," Josh Laycock says. "I love it. It's an honor for me to work with my 74-year-old dad on a regular basis. In addition to printing, I stay involved in sports and

marketing for that. One of my goals is to help a young local driver achieve his goals of racing. If I could help with that, it just gives me goose bumps."

Row Printing provides a full line of printing products. The woman-owned business offers everything from business cards and banners to direct mail marketing services. Sandy and Bob Laycock started the company in 1972 when Bob Laycock was working for Rowland Printing in Noblesville. With his extensive printing background, building up the business was just a matter of finding the customers.

"I didn't ever think it would last this long," Bob Laycock said. "We have had some rough spots now and then but that doesn't last too long. Computers have taken some work away because customers can print what they want."

For years, printing was a side business. When Bob Laycock retired from his career of selling office supplies, he decided to devote more of his time to the company. He says the biggest change in the company over the years was switching to full-color products. Josh Laycock, who previously worked as an athletic trainer at Indiana University and did marketing for the Indianapolis Motor Speedway, joined the business full-time less than two years ago and

has since helped increase clientele significantly.

"We all get a long really good," Bob Laycock said. "Josh and I help each other out quite a bit. We'll check with each other and see if there is something we can do for each other. Josh is definitely building the business up. It seems like he gets a couple of new customers every couple of days."

With no established public office, Josh Laycock says the biggest challenge has been letting people know who they are. He credits much of the success in gaining new customers to the help of groups such as BNI, a business networking organization. Among more than 100 active clients, he says he still gets to dip his feet in the sporting arena by doing printing for Brownsburg High School athletics and Lucas Oil Motor Speedway among many others.

"I want Row Printing to grow," Josh Laycock says. "My dad has poured his heart and soul into it. We're actively trying to increase sales. But racing is still a passion. Helping out small race cars just helps quench my thirst."



Racing has always been a large part of the Row Printing family. From left are Bob Laycock, the late legendary IMS announcer Tom Carnegie and Josh Laycock.



Josh Laycock

Submitted Photo



## 2012 Legislative Breakfasts

Express your concerns!

**Monday, January 30**  
**Monday, February 27**  
**Monday, March 26**

A complimentary breakfast will be served at 7 a.m. on the above dates at the Hendricks County 4-H Fairgrounds Conference Center.

Representatives Bob Behning, Ralph Foley, Greg Steuerwald and Jeff Thompson have been invited to join us, along with Senators Philip Boots and Connie Lawson.

For reservations, please contact the Hendricks County Farm Bureau office at 273-0442 by the Thursday prior to each breakfast.

*If schools are closed due to weather, meetings will be canceled.*

## Plainfield Business of the Month

### The Plainfield-Guilford Township Public Library is chosen BOM



Submitted Photo

The Plainfield-Guilford Township Public Library has been chosen as the Plainfield Chamber Business of the Month for December. From left are Chamber President Bob Milligan; library staff members Jessica Elston, Joanna Carter, Jeannine Spurgin; Chamber President-Elect Lance Angle; library staff member Donna Bissonnette; Library Director Edra Waterman; library staff members Susie Geswein, Bev Smith, Karen Taber, Kerry Green; and Chamber Executive Director Brad DuBois.

Somerset CPAs is an accounting and consulting firm—passionate about the success of our clients, employees, community and profession. Work with our team of **innovative professionals**:

#### Service Teams

- Assurance
- Business Advisory
- Employee Benefits
- Information Solutions
- Litigation, Valuation & Forensic
- Small Business Services
- Tax
- Wealth Management

#### Industry Teams

- Architecture/Engineering
- Construction
- Dealerships
- Dental
- Entrepreneurial
- Health Care
- Manufacturing & Distribution
- Not-for-Profit
- Real Estate

Visit us online to learn about our people, services, seminars and much more: [www.SomersetCPAs.com](http://www.SomersetCPAs.com)

**Innovative strategies. Bottom-line results.**

#### Somerset CPAs, P.C.

3925 River Crossing Parkway • Indianapolis, IN 46240

317.472.2200 • 800.469.7206

[info@SomersetCPAs.com](mailto:info@SomersetCPAs.com)



Passionate about your success.



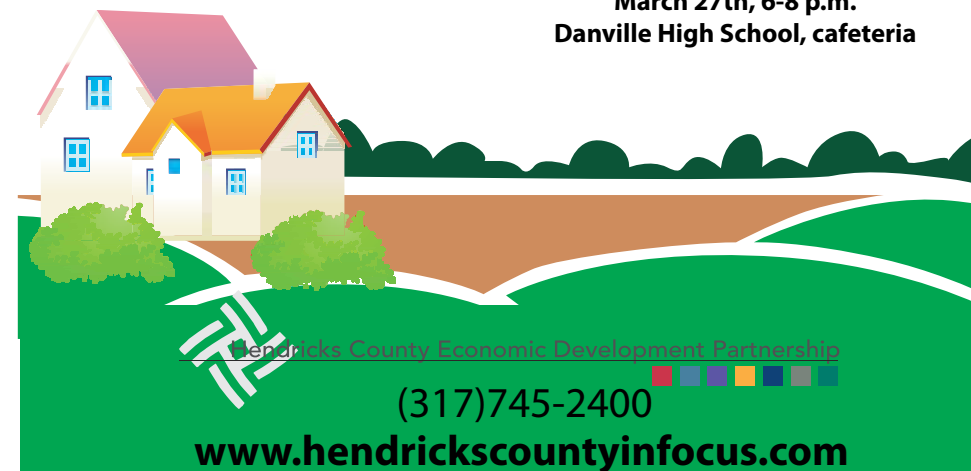
© 2011 Somerset CPAs

## Do you want to positively impact the future of Hendricks County? We need your help.

Go to [www.hendrickscountyinfocus.com](http://www.hendrickscountyinfocus.com) and complete our quality-of-life survey, then attend one of the upcoming focus group meetings to discuss our findings and you'll help shape Hendricks County's future.



*A Perfect Location to Work,  
An Even Better Place to Live!*



**March 5th, 5:30-7:30 p.m.**  
Cascade High School, cafeteria

**March 8th, 5:30-7:30 p.m.**  
Avon High School, cafeteria

**March 13th, 7-9 p.m.**  
Plainfield High School, cafeteria

**March 19th, 5:30-7:30 p.m.**  
Tri-West Middle School, cafeteria

**March 22nd, 5:30-7:30 p.m.**  
Brownsburg High School, cafeteria

**March 27th, 6-8 p.m.**  
Danville High School, cafeteria

## Tech Talk

### Is being more social your New Year's resolution?

You've been to the seminars. You've listened to the experts. They all keep telling you that your business needs to have a presence on social media. So why haven't you yet done anything about it?

The two most common excuses I hear are fear of time commitment and fear of not knowing what to say. In the interest of time (and space), let's address the latter one—not knowing what to say.

But before we get started, let me address the biggest stereotype of social media. Yes, there are people who will tell you what they had for breakfast on Facebook and Twitter. Some even go as far as sharing a picture of their actual meal. But this doesn't mean that you need to do this. In fact, if you are posting on behalf of your business, please don't.

Instead, get inside the head of your followers. What could you post that would be helpful to them? What could you post to get their attention? What could you post to get them to engage in a conversation with you?

If nothing pops into your head, try this little exercise. Think of one of your favorite local businesses. What type of information would you like to see from them? I'm guessing the answer is not post after post about how great they are or why you should do business with them.

Let's use a plumbing company as an example. Which post would grab more of your attention? A. XYZ Plumbing Company is the best



Patric Welch

a nice side effect.

Second, it asks a question—and people love questions. We can't resist the urge to answer them. And the beauty of this question is that we don't care whether the answer is yes or no. If it's yes, you can engage in a conversation with the person and potentially make a sale. On the other hand, if the majority of the responses are no, you just conducted the easiest and cheapest market research to learn that no one wants a new ACME water heater.

Does this mean you should never get personal on your business social media profile? Not at all. If one of your employees just had her first baby, go ahead and make the announcement about the proud new mommy. Just keep it to a minimum. And please no pictures of baby's first breakfast.

Patric Welch, founded Noobie inc. in 2006. Reach Welch at [pwelch@noobie.com](mailto:pwelch@noobie.com) or visit the website, [www.noobie.com](http://www.noobie.com).

## JOIN THE MASSES!

READ US ONLINE AT

[www.businessleader.bz](http://www.businessleader.bz)



## MANTOOTH INSURANCE AGENCY

**"SUCCESS" IT'S WORTH PROTECTING!**  
WITH MANTOOTH INSURANCE AGENCY  
HANDLING YOUR COMMERCIAL INSURANCE PROGRAM, YOU CAN TAKE COMFORT KNOWING YOUR BUSINESS IS PROTECTED.



WADE RALPH

7378 BUSINESS CENTER DR. SUITE 100  
AVON, IN 46123 • 317-272-1010  
[WWW.MANTOOTHINSURANCE.COM](http://WWW.MANTOOTHINSURANCE.COM)





January Chamber of Commerce Meetings	Greater Indianapolis Chamber of Commerce
<b>11-</b> Danville Chamber of Commerce (members' meeting): Wednesday, Jan. 11, 11:15 a.m. at Hendricks County 4-H Fairgrounds and Conference Complex, 1900 E. Main St., Danville. For more information, call (317) 745-0670.	<b>Brady Jacoba</b> 111 Monument Circle, Ste. 1950 Indianapolis, IN 46204 Phone: (317) 464-2209
<b>18-</b> Brownsburg Chamber of Commerce (members' meeting): Wednesday, Jan. 18, 11:15 a.m. at the Brownsburg Fire Territory, 470 E. Northfield Dr. Brownsburg. For more information call (317) 852-7885.	<b>Hill's Cobbler Shop</b> Tom Spence 120 E. Main St. Plainfield, IN 46168 Phone: (317) 839-5755
<b>19-</b> Plainfield Chamber of Commerce (members' meeting): Thursday, Jan. 19, 7:30 a.m. at Plainfield Recreation & Aquatics Center, 651 Vestal Rd. Plainfield. For more information, call (317) 839-3800.	<b>Misty Eyes Dog Shelter &amp; Learning Center</b> P.O. Box 1202 Brownsburg, IN 46112 Phone: (317) 456-4183
<b>24-</b> Avon Chamber of Commerce (members' meeting): Tuesday, Jan. 24, 11:30 a.m. at Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333.	<b>Nolan Security &amp; Investigations</b> Brian Simkins 5250 E. U.S. Hwy. 36, Ste. 170 Avon, IN 46123 Phone: (317) 919-6474
<b>27-</b> Westside Chamber of Commerce (members' meeting): Friday, Jan. 27, 8:30 a.m. at Candewood Suites, 5250 W. Bradbury St. Indianapolis For more information, call (317) 247-5002.	<b>Vision Group Associates</b> Dwayne Shaw 44 N. Girls School Rd. Indianapolis, IN 46214 Phone: (317) 839-3700
<b>Avon Chamber New Members</b>	<b>Sales Leads</b> <b>Newly incorporated businesses through December 10, 2011</b>
<b>Binkley Wealth Management Group, LLC</b> Jeff Binkley 6319 E. U.S. Hwy. 36 Avon, IN 46123 Phone: (317) 697-1618	<b>All Wood Crafts</b> James Smiley 3131 E. C.R. 225 N. Danville, IN 46122
<b>Ashley Furniture Homestores</b> Wes Weigel 9841 Rockville Rd. Avon, IN 46123 Phone: (317) 273-0605	<b>Aura Skin Care and Spa</b> Laura Lanier 224 N. Green St. Brownsburg, IN 46112
<b>Brownsburg Chamber New Members</b>	<b>Balmer Restoration</b> Chris Balmer 218 W. Carter St. Plainfield, IN 46168
<b>St Malachy School</b> Angela Bostrom 330 N. Green St. Brownsburg , IN 46112 Phone: (317) 852-2242	<b>Bone Appetit Bakery</b> Suzanne Kudlaty 80 Old Farm Rd. Danville, IN 46122
<b>Belardi Auto Racing</b> Brian Belardi 1187 E. Northfield Dr., Ste. G Brownsburg , IN 46112 Phone: (317) 989-7223	<b>Bread Basket Café and Bakery</b> Judith K. Sexton 46 S. Tennessee St. Danville, IN 46122
<b>Automatic Data Processing</b> 3665 Priority Way S. Dr. Indianapolis , IN 46240 Phone: (765) 273-0119	<b>Custom Decals and Lettering</b> Jason Lee Staton C/O Ryan Rash Huntington State Bank 1531 N. Green St. Brownsburg, IN 46112
<b>The Crown Room</b> Stephanie Wagers 900 E. 56th St., Ste. 200 Brownsburg , IN 46112 Phone: (317) 858-2228	<b>Diamond Mind Sports</b> Jason Yocum 5766 Largo Lane Plainfield, IN 46168
<b>Spot Free Carpet Cleaning</b> Mike Hammersley 3800 N. State Rd. 267, Ste. H Brownsburg , IN 46112 Phone: (317) 852-7768	<b>Guest Tech</b> July Guest C/O Huntington National Bank 7717 E. U.S. Hwy. 36 Avon, IN 46123
<b>Work One</b> 160 Plainfield Village Dr., Ste. 101 Plainfield , IN 46168 Phone: (317) 838-9335	<b>Indy Voice Talent</b> Mark Turner C/O LegalZoom.com, Inc. 100 W. Broadway, Ste. 100 Glendale, CA 91209
<b>Misty Eyes Dog Shelter &amp; Learning Center</b> P.O. Box 1202 Brownsburg , IN 46112 Phone: (317) 456-4183	<b>Live Out Lovs</b> Michael Bates 14 Northview Dr. Danville, IN 46122
<b>Brownsburg Education Foundation</b> Rachel Clemons 444 E. Tilden Dr. Brownsburg , IN 46112 Phone: (317) 852-1056	<b>Magnus Pest Management Services</b> Timothy Magnus 6413 Northbend Ct. Avon, IN 46123
<b>Plainfield Chamber New Members</b>	<b>Reverie Guitars</b> David Conti 7683 W. C.R. 150 S. Coatesville, IN 46121
<b>Denny Scott Broker / Agent</b> Denny Scott 3650 Clarks Creek Rd. Plainfield, IN 46168 Phone: (317) 430-0443	<b>TL Construction</b> Terry Tyler 5965 Oak Hill West Plainfield, IN 46168
<b>Campfield's Auto Repair</b> Dave Campfield 2752 E. Main St. Plainfield, IN 46168 Phone: (317) 839-5667	<b>SBA Guaranteed Loans Boone County</b>
	<b>Jet Star</b> 10825 Andrade Dr. Zionsville, IN 46077 \$577,000 Indiana Statewide Cert. Dev. Corp.
	<b>Hamilton County</b> Ball Systems, Inc. 16469 Southpark Dr.

## HCEDP wins promotion/marketing award at MAEDC

The Hendricks County Economic Development Partnership placed 3rd in the Mid-America Economic Development Council's (MAEDC) Annual Economic Development Awards at the Intercontinental Hotel in Chicago in December. The honor was awarded in the Community Promotion and Marketing Program Division for a series of videos titled Excel in Hendricks County, developed by the Hendricks County Business Leader. The video series was broken down and customized for each of the county's four chambers as well as the HCEDP to help explain to membership the partnership between the chambers and the HCEDP and what that partnership means to chamber membership and business through

Hendricks County. "It bodes well for our communities to be recognized as one of the Best of the Mid-west for our marketing efforts," said Cinda Kelley-Hutchings, Executive Director of the HCEDP. "Excel in Hendricks County was formulated to help inform our local entrepreneurs and young companies about the services available through our partners in every community." Kelley-Hutchings continued, "In addition, we understand the value-add of this video series speaking to small companies around the country. Hendricks County continues to be a leader on a number of local initiatives and I am proud of our local partners."

## HRH honors nurse with Daisy Award

Each quarter, Hendricks Regional Health selects a nurse to be honored with The DAISY Award For Extraordinary Nurses. This quarter's award recipient is Leann Brown, CMSRN. Pictured from left are Kevin Thompson, surgical unit director; Yvonne Culpepper, chief nursing officer; Daisy winner Leann Brown; Dennis Dawes, HRH president & CEO.



David Phillips

Advertise  
in the  
Business  
Leader  
call (317)  
451-4088

**Roland Retirement Clubs**  
  
Roland's Golden Memories  
317-839-8780  
855 Southfield Drive  
Plainfield  
  
Club Roland Manor  
317-852-5736  
250 Northfield Drive  
Brownsburg

**We've been taking care of seniors in Hendricks County since 1986!**  
  
**LOWEST PRICE GUARANTEED**  
Senior Apartments and Assisted Living Communities  
The Way Retirement Living Is Meant To Be!

**ZIMMER SUCCESS GROUP**  
succeed enjoy hypnosis  
  
KARL R. ZIMMER III  
Certified Hypnotist • Licensed by the State of Indiana  
  
2680 East Main Street, Suite 210 • Plainfield, IN 46168  
(317) 837-6060 local • (866) 650-7070 toll-free • (866) 994-7070 fax  
karl@z-success.com • www.z-success.com

# Plugged In

PRINTING

Rogers Marketing & Printing  
25¢ COLOR COPIES! 8½ x 11, 60# white  
(317) 838-7203 • Avon, IN 46123  
Upload your files to: [www.rogersmp.com](http://www.rogersmp.com)

INSURANCE

Allstate Insurance Co.  
The McBride Agency  
locally at 317-852-SAVE (7283)  
[www.TheMcBrideAgency.com](http://www.TheMcBrideAgency.com)

AUTO REPAIR

Diamond Collision, Inc.  
Experts in Color Matching  
317-272-6820  
[www.diamond-collision.com](http://www.diamond-collision.com)

THE SCIENCE OF FEELING, LOOKING AND LIVING BETTER.

# HELLO BE THE MOST BEAUTIFUL YOU IN 2012 GORGEOUS!

Whether you want the fullness you loved before the birth of your children, or just to feel fabulously confident in any outfit, **Breast Augmentation** is safer and more natural-looking than ever before. Talk with board-certified plastic surgeon, **Dr. Barry Eppley**, and find out whether it's right for you.

- Rapid recovery — be back to work and your regular activities within a few days
- No visible scars
- Sizing and implant styles to fit your unique body shape

**PRE-SEASON PRICING**

**Call today to schedule your FREE consultation. Schedule your Breast Augmentation before Jan. 31 and receive \$500 to \$1,000 OFF\* your procedure.**

\* Some restrictions apply. Discounts based upon implant style. Procedures must be reserved by 1/31/2012.

**EPPLEY**  
PLASTIC SURGERY  
"Redefining YOUTH"

WEST 317.217.2200  
NORTH 317.814.4100  
[EppleyPlasticSurgery.com](http://EppleyPlasticSurgery.com)





# Business Online Banking... ***one size doesn't fit all.***

All businesses will benefit from the secure and convenient up-to-the-minute information provided by our Business Online Banking system. Every business client has FREE access to review account information, pay bills, download info into financial software like QuickBooks, and transfer funds between accounts.

Each level of service provides valuable features and capabilities that let you manage your accounts the way you want – anytime, anywhere. For pricing information, please contact your business banker or Business Customer Service at 1.866.833.0050.

Visit [www.firstmerchants.com/onlinebanking/business](http://www.firstmerchants.com/onlinebanking/business) to register for free today!



**First Merchants**

BANKING. INSURANCE. TRUST.

[WWW.FIRSTMERCHANTS.COM](http://WWW.FIRSTMERCHANTS.COM)

AVON • 317.272.0467 | BROWNSBURG • 317.852.3134 | MOORESVILLE • 317.834.4100 | PLAINFIELD • 317.837.3640

