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# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

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## The abstract of kindness

Community minded Lee Comer has made an impact on Danville and Hendricks County through his good business sense and generosity.

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*Photo by Rick Myers*

***Making a mint  
with tramp stamps  
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***July's Women's  
Business Leader Luncheon  
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FROM THE PUBLISHER

## Business Leader gets serious with digital

A Rasmussen Reports national telephone survey found that 66 percent of adult newspaper readers prefer to get their news the traditional way: in a printed format.

This survey was conducted in late April and the sample was composed of 1,000 adults from across the US. The trend has not changed since 2009, the report cited. The data are compelling to me since I, too, prefer a newspaper print product to that of an online version. A recent trip to Canada confirmed my obsession as I brought way too many newspapers back home with me.

The Business Leader brand will be celebrating its 7th anniversary in September with its Hendricks County edition and the Johnson County edition's 6th year anniversary, but during this time we have not been very serious about any online initiative to further extend the brand.

I am happy to say that's about to change – and it's long overdue.

JR Prentice is Times-Leader Publications' (the Business Leaders' parent company) new director of digital advertising – a position that I have felt was long needed in order for us to take the next step into the digital content world.

JR comes to us after over 30 years of working in the automotive business. His most recent position was that of general manager at



**Rick Myers**  
Founder and Publisher

*"It will heavily feature video that will give an advertiser the opportunity to brand a product/service in a way that will benefit them tremendously."*

Pedigo Chevrolet – and it's his auto expertise that has fueled his passion for digital marketing. I am not sure there is any industry that has done a better job of utilizing the Internet than the automotive.

JR has designed a site that will debut in September – perhaps sooner. It will heavily feature video that will give an advertiser the opportunity to brand a product/service in a way that will benefit them tremendously. In addition, we will be able to GEO target ads as well. So, if someone wants to target only our Johnson County market they can do so.

I might add, too, that I like the look of our site as it is today and with minimal effort we get pretty decent traffic. Once JR has completed his work, I am confident the new site will become an Internet must-read for local

business.

Finally, JR also understands that print is here to stay and that utilizing both print and the Internet in tandem will yield excellent marketing results. If you have ideas on how to make the Business Leaders' Internet presence better, or if you want more information on how you can be part of our exciting new digital platform, please email JR at [jr@ss-times.com](mailto:jr@ss-times.com) or call or text him at (317) 403-2058.

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



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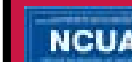
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## Celebrating Labor Day

The first Monday in September (also known as Labor Day) traditionally marks the end of summer, the beginning of NFL and college football seasons and the start of the fall election campaigns in earnest. We'll let our readers decide for themselves which of these they rue and which they relish.

While the history of its founding is somewhat disputed, it is clear that the holiday was encouraged and celebrated by labor unions as far back as 1882. Also undisputed is that Labor Day is meant to be a time for rest and relaxation.

In more agrarian times, much of the country would use the day to spend time with family or friends

before the arduous harvest time began. Factory laborers would use the day to travel and meet with extended family. And students would use it as yet another excuse for a party.

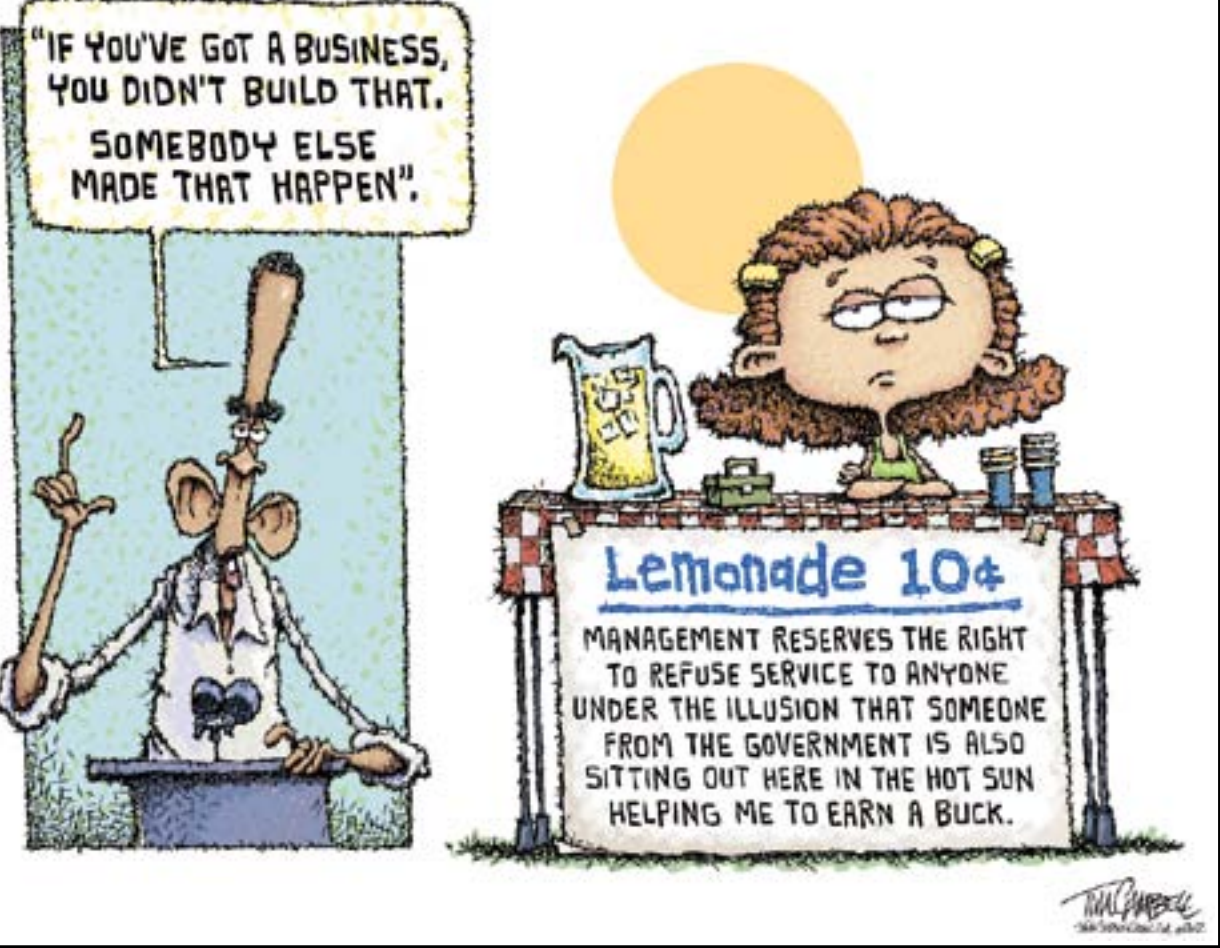
As this Labor Day approaches, we look forward to putting this long, hot, dry summer behind us. We wish for our readers a day of rest, relaxation, fun and family. We would also encourage you to attend one of the many Labor Day festivals that Central Indiana has to offer.

## QUOTE OF THE MONTH

“*It is the working man who is the happy man. It is the idle man who is the miserable man.* ~Benjamin Franklin”

## 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.



## Making a mint with tramp stamps

Humans assign meaning to things. Real or fiction, we have an emotional reaction to objects and words and what they mean. For instance, I can't look at a drawn five-point star without getting patriotic. Because I was bullied by a guy named Jerry, and of course Jerry Springer, I have some preconceived notions about being introduced to a "Jerry."

Recently, I have begun to examine my biases and prejudices about tattoos.

Growing up, tattoos were for tough guys, usually military. Tattoos went along with motorcycles, leather and an underworld, nefarious culture. Perhaps because of my age or my conservative rearing, I never saw tattoos as a statement of individualism or even beauty. They were permanent marks of indelible ink that pigeonholed you in a certain category. Today, you aren't cool unless you get a tattoo. Tattoos separate you from the masses.

Women are getting more tattoos. At first, they were cute butterflies on the ankles but have progressed to entire skin canvases depicting some monumental struggle with fairies and Asian symbols. They view indelible ink as a symbol of independence, personal triumph and beauty.

Then came the lower back tattoos that caught on like pop rocks and monster trucks. These two-dimensional floral portraits are placed in an erotic zone that society has named "tramp stamps."

Because of my own ideas and what others have said in the media, you will understand my shock when my 5-year-old daughter came home with a "temporary" version of a tramp stamp

or doll call or trumpet trumpet, whatever you want to call it, that her mother purchased from a vending machine outside the Avon Goodwill store.

Yes, my 5-year-old asked me to apply a tramp stamp to her... arm, thankfully. She didn't bring all this baggage to her interpretation of this temporary tattoo. She just wanted to wear it. And she did. All over her lower arm. It looked like a flower threw up on her. Over the next three days, she wore it proudly, even as it decayed off her arm and cleansed her reputation.

Now my fear is that she is now attune to these gaudy displays much like when you notice everyone drives the same car you just bought. "Dora the Explorer doesn't have a tramp stamp!" I wanted to say but didn't want to draw that much attention to the issue.

Philosophically, I began to ponder the entire existence of temporary tramp stamps. Is it even possible? Can you shower away promiscuity or a reputation for wearing tube tops?

We live in a world that at once celebrates a women's equality and then buys Katy Perry songs about teenage sex dreams and skimpy clothing lines. I'm already exasperated about controlling the messages my daughter sees and hears. She's only five and already I'm exploring the viability of keeping her locked up in her room for the next 15 years.

*Gus Percy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or perry.gus@sbcglobal.net. Gus blogs frequently at guspercycommunications.wordpress.com.*



**Gus Percy**  
Columnist

*"Today, you aren't cool unless you get a tattoo. Tattoos separate you from the masses."*

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# The abstract of kindness

Community minded Lee Comer has made an impact on Danville and Hendricks County through his good business sense and generosity.

**By Gus Percy**

As a young boy, Lee Comer sat in the Royal movie theater and watched the shooting death of Old Yeller. It left an indelible impression on him so much so that he bought the building in 2000 so that future generations of Danville kids could experience the movies, like he did.

The classic movie theater had sat dormant for a number of years. Several attempts had been made to revive it as a community theater, a dinner theater and again, as a movie theater, but all lacked the necessary funding to repair the ailing structure. Comer purchased the building in disrepair and then paid for several structural necessities and a remodel back to its original state. By 2001, the Royal was back playing movies geared towards family. Then, by surprise, it became a live music venue that possessed excellent acoustics and several acts have performed there.

It's just one of the impacts that Lee Comer has had on Danville and Hendricks County. His generosity and, by extension, the willingness of his family have created a better Hendricks County and a caring world. Lee's wife of 45 years, Senior Judge Mary Lee Comer, is a volunteer.

His daughter, Amy Comer Elliott, started the organization Sports for All Kids that provides equipment for disadvantaged youth.

His son, Ben, is also community minded as a member of the Downtown Danville Partnership, which Lee has dubbed the "greatest thing we've had in the Town of Danville for a long period of time."

Comer has gained a reputation as a "can do" town patriarch and he knows a lot about the history of the county because he's literally studied the land all his life. In the world of real estate, title insurance is a necessity for the home owner and the mortgage holder. The insurance protects them from unforeseen claims. An abstract of title declares a property free and clear and establishes the ownership before a sale can legally go through. In 1902, two attorneys started the Abstract & Title Guaranty Co. From then on, the firm tracked all the sales of each plot of land in Hendricks County through the records in the courthouse. It was work that was famil-

iar to Lee's father.

"He actually worked for a competitor here in the county for a few years and decided he would buy a company," Lee Comer said. "It would be unusual for him to see (the business) today in that we do no abstracts. And upon his passing, we were using typewriters.

When Lee's father and mother, Norman and Norma, bought Abstract Title in 1956

years after. Eventually, Lee owned the company outright. By then, the record keeping of titles had been computerized and the business was not so much recording as it was guaranteeing through insurance. When a problem arises with a title, the underwriters were on the hook for reimbursing the loss.

The Comer Law Office, on the other hand, almost came as an afterthought. Lee originally wanted to be a lawyer, but after a 10-month internship at a Danville law firm, he changed his mind and went back to help his mom and dad in the abstract company. Little did he know how well his law degree would end up working in the abstract and title company.

"It just happened," Comer said. "In 1973, I had been an attorney for about a year at that time. And somebody had sent me a zoning matter to handle. I'd never done one in my life. Never thought about it. Ironically, my dad had been the secretary of the Hendricks County Plan Commission for a number of years, even though he wasn't a lawyer. So I did that and the next thing you know, I had another one."

Within a year, Comer was the attorney for the Prestwick addition and golf course, which was designed to be 10,000 condominiums. His future had been set.

Turns out that a law degree is very helpful in matters of real estate and title searches for when problems arise.

"It just seemed to be natural," Comer added.

Being so niched into one industry does have its drawbacks. Abstract & Title has seen business drop off since the recession and the drop in real estate transactions. That means there has also been a drop in employees. But

Comer and his son, Ben, deeply appreciate the efforts of their employees now and then. During the boom of the 1990s, Abstract & Title grew to seven offices, one in every community here and in neighboring counties. To boot, Ben sees housing picking up ever so slightly or at least not declining anymore.

Lee has gone into semi-retirement with an emphasis on grandkids and travel. But he continues to help his community and the county he loves in numerous ways.



*Photo by Rick Myers*

*Lee Comer purchased the Royal movie theater in 2000 in an attempt to revive it for the community of Danville.*

it was above the old Danville First National Bank on the northeast corner of the courthouse square. The second owner, James Nichols and his son, Vernon, moved it to the historic Hoosier Hotel on the southwest corner. The lawyers, who now make up the firm, have their offices in converted old hotel rooms on the second floor of the Abstract & Title Guaranty Co., Inc.

Norman Comer died in 1970. Lee's mother owned the business in partnership for a few

## How Lee did it...

**What's the best advice you ever received?** Save for a rainy day.

**Best business decision you ever made:** Opened additional offices.

**Worst advice you ever received:** "Invest in this tax shelter and you will save a lot of taxes".

**In five years, I want ...**To be fully retired, enjoying the grandchildren, traveling and playing golf.

## The List

*"As a young boy, Lee Comer sat in the Royal movie theater and watched the shooting death of Old Yeller. It left an indelible impression on him so much so that he bought the building in 2000 so that future generations of Danville kids could experience the movies, like he did."*

*"His generosity and, by extension, the willingness of his family have created a better Hendricks County and a caring world."*

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# Finer Things offers artwork and décor to fit any price range

Melissa Arnot says she just wants people's homes to be a place that can give them energy and relaxation. That's why even when she was working a full-time job, she collected artwork and décor pieces. She opened Finer Things on June 19, displaying an assortment of artwork, home décor and other collectables.

"There isn't anybody else who has these kinds of things. We really target all age ranges and all incomes. We want it to be affordable. Anyone can come in here with any budget and we will help them find the perfect gift or perfect thing for their house."

**Why did you open this business?** I love art in all its forms. I love home furnishings. I love decorating. I love the history of old things and see beauty in stuff that other people think is ugly. I think no matter what a person's budget is or where they live, home should be a place where they can retreat and recharge their batteries.

**What did you do to prepare for opening your business?** I failed at a lot of things. In order to move forward, I paid attention to the lessons that I learned as a result of those failures. I have surrounded myself with people who are awesome and see things in a totally different way than I do. I used the concept of my business, and my actual business plan, as projects for my classes in undergraduate and graduate school, culminating in my final Master's project. It's been brewing since 2001. I have adjusted some parts to fit what my

reality is currently, covered my eyes, and jumped. I pray a lot. And I keep my sense of humor.

**Who is your ideal customer/client?** The whole point was to have something for everyone. While we were under construction, I had a sign in the window that said, "We cater to blue-haired people from age 13 to 103."

Obviously professionals with money are the ones who can afford the high-end stuff, but we have original art from \$1.50 to \$1,300.00 and a very eclectic mix of items – stuff to wear, furniture, pictures, sculptures, music, paper goods, etc. Our consignment, retail, and resale side has a very fun mix of everything from vintage sports stuff to high-end one-of-a-kind handcrafted furniture. And we have demonstrations and classes for people who want to learn. Oh, and free assistance with decorating and personal shopping. We also offer layaway.

We hope to attract the gift-giving impaired, the folks who already have everything, kids looking for something cool, people on a budget but want something original versus mass produced, and others who believe that this country needs independent mom and pop shops, in addition to big biz.

**How do you plan to be successful?** Don't take myself too seriously. Give more than I take. Laugh.

**What would we be surprised to learn about you or your company?** I was an auditor. I'm conservative. If I think about this too much, I'm going to get scared.



Photo by Rick Myers

Melissa Arnot, owner of Finer Things

**Finer Things Shop**  
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**Encouraging Our Youth**

A grant from the Community Foundation and a donation from a friend created the Hendricks Helping Hands (H3O) Youth Council. Youth Council members from throughout the county are learning how to give back to their community. Their first grant went to Handicapable Camp, a camp for adults with disabilities.

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U.S. News & World Report released its 23rd annual Best Hospitals rankings – with Indiana University Health West Hospital proud to be a part of the system, IU Health, named to the esteemed 2012-2013 “Honor Roll.” That title is the top distinction reserved for the best medical centers across the country that have the highest skill and unparalleled capacity to address the most challenging medical cases.

IU Health was named No. 16 on the U.S. News Best Hospitals ‘Honor Roll’ and 11 clinical programs, including cancer, cardiology, neurosurgery and orthopedics, were cited among the top specialty programs in the United States.

IU Health joins nationally renowned medical institutions including Johns Hopkins Hospital, the Mayo Clinic, UCLA Medical Center and the University of Pittsburgh Medical Center, among others. Specialists in all of the clinical areas recognized, except geriatrics, can be found at IU Health West Hospital. U.S. News surveyed nearly 10,000 specialists and sifted through data for almost 5,000 hospitals. The complete rankings and methodology are available at <http://health.usnews.com/best-hospitals>.



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From left, at the award presentation are Kirby Kirkpatrick, Plainfield Chamber and Hendricks College Network Board Member; Brad DuBois, Plainfield Chamber Executive Director; Bob Milligan, Plainfield Chamber Board President; Larry Hesson, HCN Board Member; Marisa Donovan, HCN Board Member; Cathy Bastin HCN Executive Director; Sheila Johnson-Gooden, Indiana Tech Admissions Director/Plainfield; and Cinda Kelley-Hutchings, HCN Board President.

## Hendricks College Network is the July BOM

Hendricks College Network was selected as the Business of the Month for July by the Plainfield Chamber. Hendricks College Network is a 501(c)(3) nonprofit organization serving as a postsecondary education resource for area residents, businesses and community organizations. HCN provides access to and support

for postsecondary education, business training, and workforce development in Hendricks County and the surrounding region. Hendricks College Network is located at 5250 E. US 36, Suite 1000-5 in Avon. For more information visit [hendrickscollegenetwork.org](http://hendrickscollegenetwork.org) or call (317) 745-8804.

## St. Francis Health selects new human resources executive

Corey Baute has been appointed chief human resources executive for Franciscan St. Francis Health, effective July 16.

In that role, he will oversee all facets of human resources, including employment, retention, compensation, legal compliance, employee relations and employee communications. Additionally, he will be responsible for employee health services, education, employment programs, safety and security.

He succeeds Karen Sagar, a long-time member of the hospital's Human Resources Department.

Baute comes to Franciscan St. Francis after serving four years as chief of human resources for Roudebush Veterans Affairs Medical Center in Indianapolis. Before that position, he led recruiting and staffing at Indiana University Health.

A U.S. Army officer who served during Desert Storm, Baute earned a master's degree in management at Oakland City University and received a bachelor's in public affairs at the IU School of Public and Environmental Affairs. He holds a professional human resources certification from the Human Resources Certification Institute and is a graduate of the United Way of Central Indiana's Ardath Burkhardt Governance and Management Program and the Lacy Leadership Association's LEAD program.

Baute, who resides in Avon with his wife and three children, is active in community programs, including Habitat for Humanity for Greater Indianapolis, Wheeler Mission, Boy Scouts of America and the Indiana Sports Corporation.



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From left, Al Bennett, (YMCA), Mary Beth Carmichael, Dave Mansfield, Maria Larrison, Marina Keers, Susan Rozzi, Suzanne Whicker and Cathy Bastin.

## First Merchants Charitable Foundation, Inc. award grants to Hendricks County charities

First Merchants Charitable Foundation, Inc. awarded its annual grants to local charitable organizations in Hendricks County and 5 other counties across Indiana recently. The grants for Hendricks County totaled \$17,580. Grants were awarded to the YMCA, Hendricks College Network, Hendricks County Senior Services, Sheltering Wings, Leadership Hendricks County and Hendricks County Community Foundation.

First Merchants Charitable Foundation, Inc. will award a total of \$45,000 in grants this year to various community organizations in Hendricks, Montgomery, Clinton, Johnson, Morgan

and Brown counties. The foundation has issued a total of almost \$1.5 million in grants since it was formed in 1998.

"First Merchants understands and lives its mission as a community bank," said Mike Rechin, President and CEO of First Merchants Corporation. "We specialize in servicing the communities that comprise our franchise. The Foundation derives great satisfaction from being able to financially support the growth initiatives and needs of all the markets which we serve. The Foundation exemplifies our brand with "The Strength of Big, The Service of Small."

## Now That We've Been Open



Tom Spence, owner of Timeless Builders LLC

## There's no place like a custom home building

### Timeless Builders LLC does business with accountability in Plainfield

Tom Spence has based his custom home building and remodeling business, Timeless Builders LLC, on being available and accountable to all of his customers. His second time starting the business, Spence says he had to pull back in the mid-2000s when the economy went on the decline. Spence, who has 15 years of experience as an interior trim carpenter, reopened Timeless Builders in December 2011.

He also operates Hill's Cobbler Shop, located next door to his Plainfield office. Spence said the steady paycheck from this shop gives him the ability to be more creative in his home-building and remodeling.

"To make repairs, you can find us easily," Spence says. "I'd much prefer that the local people use the local contractors."

Spence says that many contractors are storm chasers; they stick around long enough to do remodeling from severe weather damage and then return to the state they came from. He says being a long-time resident of Plainfield makes him the more dependable

choice, as his customers can find him in case they need repairs.

**What has been your biggest lesson so far?**

It's always better to be in control of your destiny. It's difficult to work for someone else if you're in the mind to be your own boss.

**What would be one thing that could help your business?**

A nice improvement in the economy and a legislature that understands how business actually works.

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

You cannot be lazy, you cannot procrastinate. There's no such thing as a 9 to 5. If you want to punch a clock, go to a factory.

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

I think the economy is going to pick up and new home sales will pick up. There is a need for housing. The American Dream is still alive. Own a home, not an apartment.

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## COACH'S CORNER

Coach's Corner

## Perfect follow-up system

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Set it up by first placing the Dates folders in numerical order at the front. The Months folders go in order at the back of the system with the next month behind the Date tab numbered 30 or 31 (last day of the month.) Tomorrow's Date is in the front of the system with the items, documents or reminders inside.

As each day passes, that Date folder goes behind the next month tab so when you get to the next month you have the dates 1 to 31 in order and then that month goes to the back of the system. It's perpetual.

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**Jack Klemeyer**  
Columnist



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](mailto:Jack@GYBCoaching.com).

gust 10, the Date folders 11 to 31 are in front, followed by the Month folders Sept., Oct., etc. The tasks to follow up on today (August 10) are on top. We talk to a client and are asked to call him back on the 20th of the month. We put his information as a reminder behind the 20th date tab. Then, when the 20th arrives, there is the reminder to follow-up with that client.

There are only two down sides to the Perfect System: it's low-tech and you have to use it. That's it. Other than that, it's perfect.

## THE PERSONAL TOUCH

The Personal Touch

## Is your website incomplete?

There are many differences between today's online marketing tools and the brochures and other printed pieces that dominated marketing for decades. Many of those differences are obvious, but one of the most important often slips right past people: a website is never complete.

That's where websites and other forms of online media offer an extraordinary advantage. Because the content is stored as data, it can be changed and updated instantly, usually within a matter of minutes.

So when you decide that you need to reword that paragraph, you can. When that improved version of your product is released, the copy on your site can reflect the latest and greatest.

Unfortunately, most companies handle their online projects with the approach they use for printed pieces. Every few years, they'll undertake a complete website redesign, and after months of meetings, decision-making and hand-wringing, they'll produce the new version—which will remain untouched until they're brave enough to tackle it again.

Most of the time, companies won't develop that courage for years. So instead of serving as an up-to-date portrait of the company, the website becomes nothing more than an online brochure, reflecting a single moment in time.

Stop viewing your website as a one-time project and start thinking of it as a living reflection of your business. Revise the content frequently—not because visitors want to see something new but because your company and your world are constantly changing.

Be particularly careful about making dated material prominent. If your site still includes



**Scott Flood**  
Columnist

"Our goals for 2008" or offers your 2009 annual report as the most recent detail, a visitor will conclude that the rest of the information is dated, too.

Keep your website from becoming stale: review it regularly and religiously. Designate a particular day each month, and take an hour or so to review the entire site and consider the content in light of what's happening within your organization. Make all the needed changes before the next month's review.

Review your competitors' sites regularly, too. That ex-

amination will alert you to any subtle changes in their marketing efforts, and it can call attention to things you need to add, delete or emphasize on your own site. If none of your competitors emphasize reliability, for example, you can hammer home the fact that your product will perform better for a longer time.

It may also be worthwhile to engage an outside marketing professional to perform a quick assessment of your site. A fresh set of eyes may identify shortcomings that are obvious to the outside world but haven't been noticed internally.

Make sure you have the resources and agreements to be able to update your site as frequently as you wish. If your web vendor is uncooperative about updates or drags its feet, find a more responsive vendor.

And whenever the CEO asks you when the new website will be done, smile and reply with complete confidence, "Never."

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

## MONEY MATTERS

Money Matters

To Advertise in the next issue of the Business Leader, please call (317) 451-4088 today!

## TANSTAAFL\*... but this may come close

\*There ain't no such thing as a free lunch. (Multiple origins.) August is a time when many kids head back to school. Some to their local elementary, middle, and high schools. Others back to college. It is a time when parents, and some students themselves, write rather large checks made payable to those ivory-walled hallowed institutions of higher learning known as "The University."

As a registered investment advisor and a parent of a university student myself, I'm often asked about the best way to save for college. We're lucky in Indiana to have the Indiana CollegeChoice 529 savings plans. ([www.in.gov/tos/ies](http://www.in.gov/tos/ies))

In a nutshell, there are three different "flavors" of savings plans available through this program. The CollegeChoice 529 Direct Savings Plan offers a low cost method of investing for college without the guidance of neither an advisor nor the sales loads they charge. The CollegeChoice Advisor 529 Savings Plan is for those investors

who really want to have an advisor help select your investments... and pay them a commission for that help. The CollegeChoice CD 529 Savings Plan is also a low cost method of investing for college but for those individuals who want an ultra-conservative plan.

Regardless of which flavor you choose, all the plans offer tax advantages for Indiana income tax payers. And here's where the (close to) free lunch comes in. If you anticipate that you're going to have to pay Indiana income tax, and you're going to have to write a check sometime to a university, in Indiana or elsewhere, The Indiana CollegeChoice 529 plans offer a 20% TAX CREDIT to Indiana in-

come tax payers for every dollar they invest in the plan. Subject to limitations. Yes, there are limitations so make sure you speak with your tax advisor and or investment professional be-



fore you invest any funds. It basically works like this...Make a \$5,000.00 contribution to your son or daughter's Indiana 529 college savings plan and get a \$1,000.00 tax CREDIT against your Indiana income tax burden. Remember, tax credits are dollar for dollar reductions in the amount you owe in Indiana income tax. And if you're going to be writing checks to universities anyway, wouldn't it be nice to get a little "bonus" from your friendly Indiana Dept. of Revenue?

No this isn't a free lunch. You're gonna pay for college, and you're gonna pay your taxes. But the tax credit you gain by effective use of the tools available can sure make paying more palatable.

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



*Proceeds from this premiere support Hendricks College Network and the creation of a first generation scholarship program.*



## Mike Rogers

Allison Transmission-GM  
Retired  
LHC Graduate 1997

**How has Leadership Hendricks County impacted your life personally?**  
My experience in the Leadership Hendricks County program began in 1996 when I received a letter and application from a community leader who recommended that I consider the LHC program. As a resident and community volunteer of Washington Township, I was aware of the many challenges and issues facing our local community; however I was unaware of the challenges facing other Hendricks County communities and the organizations that support the needs within those communities.

**How has Leadership Hendricks County impacted your life professionally?**  
As I reflect back, I must give credit to the LHC program for the opportunity to meet and interact with other community leaders, to better understand the bigger picture of challenges and opportunities that faced our leaders, and the confidence to take that knowledge and step forward and accept other leadership roles in my own community.

**How has Leadership Hendricks County benefited Hendricks County?**  
When I look at the list of individuals who have participated in LHC I cannot help but be reminded of the leadership roles and accomplishments of our alumni. Many of them have taken on roles as volunteers with community service organizations, civic organizations, community foundations, and governmental boards and commissions. It makes me proud to know that I participated in a program and an organization that inspired individuals to volunteer and become leaders.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?**  
We all live our personal and professional lives with the wisdom and knowledge gained from our past formal education and work experiences. Often, that knowledge and wisdom is insufficient when we attempt to fulfill our civic duties as private citizens. LHC provides much of what is missing from that formal education.

**What one thing did you like best about the Leadership Hendricks County program?**  
After completing the LHC program, it gives me great confidence to call on other alumni when I face great challenges in my community. As alumni of the LHC program, we do not graduate as experts or authorities in any certain field; however we do come away with a whole network of friends who are always ready to assist and guide us with sound advice in the time of need. The old Beatles song "With A Little Help from My Friends" certainly applies to the LHC organization.



## Maria R. Mabe

Avon Health and Rehab  
Speech Language Pathologist  
LHC Graduate 2010

**How has Leadership Hendricks County impacted your life personally?**  
I am very pleased to have been a member of the class of 2010. I met so many different people from all walks of life. I loved exchanging ideas and learning from others.

**How has Leadership Hendricks County impacted your life professionally?**  
I developed improved leadership skills to assist me when working on various committees with the Indiana Speech Language and Hearing Association. I gained more confidence in interacting with other professionals.

**How has Leadership Hendricks County benefited Hendricks County?**  
LHC introduced class members to the various agencies each month that make up Hendricks County. I did not know some of the agencies existed. Thus, I am now an informed citizen who can promote Hendricks County agencies to others.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?**  
In order for Hendricks County to grow and continue to improve as a county, we need leaders who can make sound decisions that benefit the county. LHC provides individuals with the tools to make good quality decisions.

**What one thing did you like best about the Leadership Hendricks County program?**  
I enjoyed going to the various departments when we toured the Hendricks County Government Center in Danville and talking with their representatives who discussed what they do for residents of our county.



## 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.

Join us August 14th for the Hendricks County Business Leader Cover Party, 5:30 - 7:30 p.m., at the Hendricks County Convention & Visitors Bureau (Crawley Business Center), 8 West Main Street, Danville.

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



## Angie Ridgway

University of Indianapolis  
Professor  
LHC Graduate 2006

**How has Leadership Hendricks County impacted your life personally?**  
Leadership Hendricks County introduced me to many new friends and colleagues. Having not grown up in the Indianapolis area or attended college here, I did not have a broad network of friends and colleagues outside of my own profession. Because both my husband and sister-in-law are now also LHC graduates, I have met even more interesting friends via their connection to the program.

**How has Leadership Hendricks County impacted your life professionally?**  
Although my employment is in Marion County, there were many lessons I took from the LHC program that I use nearly every day as I work with students and colleagues. The 'colors' exercise not only allowed me to have a 'common language' with LHC graduates, but it also provided me with another lens for looking at human interaction and workplace dynamics. In addition, over the last six years, I have had the privilege of volunteering in the LHC Program Development Committee. My participation in this group, in shaping the program for future participants, has reinforced to me that all participants experience LHC differently and that their learning needs must be accounted for in program design. It has affirmed several of the tenants I share with future teachers, such as the importance of program and lesson design in meeting the learning needs of diverse populations.

**How has Leadership Hendricks County benefited Hendricks County?**  
LHC builds a stronger personal and professional network across the entire county. Through the program not only are friendships made, but professional and community support systems are built. Because the program accepts a cadre of diverse participants each year from communities across Hendricks County, it really does serve as a primary mechanism for professionals and community servants to interact and form partnerships.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?**  
Communities are most successful when they have educated citizenry. I view Leadership Hendricks County as an educational service. It teaches class members about the function of local government and also educates its participants to the support systems that exist in our area. Servant leaders, such as the graduates of LHC, are community members who can provide connections and support to friends and neighbors in need. Without having been in LHC, there are many community agencies and programs of which I would not have been aware. This new knowledge allows me to 'make a difference' in my local area.

**What one thing did you like best about the Leadership Hendricks County program?**  
The people! I learned something from each classmate, during each session.



## Rex Dugan

Dugan Chevrolet  
President  
LHC Graduate 1995

**How has Leadership Hendricks County impacted your life personally?**  
I gained valuable friendships along with a great respect and admiration for my classmates.

**How has Leadership Hendricks County impacted your life professionally?**  
I learned to better manage my time in both my business and personal life.

**How has Leadership Hendricks County benefited Hendricks County?**  
The alumni of the Leadership Hendricks County program now own or manage many businesses and organizations in Hendricks County. We gained great perspective and knowledge about ourselves, each other and our county.

**Why should Leadership Hendricks County continue to educate the leaders of Hendricks County?**  
I do not know of any other organization that could fill that valuable role in our county.

**What one thing did you like best about the Leadership Hendricks County program?**  
In one brief year, I learned more about our county's businesses and government than I thought possible. It would have taken me a very long time to have learned those things on my own without the help and dedication to that purpose of Leadership Hendricks County.





Even LinkedIn users vulnerable to investment scams

Those who use the social networking site LinkedIn.com should be alert to investment fraud on the site. A possible multi-billion dollar investment scam has surfaced which should make users cautious before going after any too-good-to-be-true online offer. Regulators say LinkedIn has become another online platform for promoting bogus investments.

The Securities and Exchange Commission (SEC) filed an enforcement action in January against Anthony Fields, an Illinois-based investment adviser, alleged to have made fraudulent offers in excess of \$500 billion in false securities through different social media networks.

"Fraudsters are quick to adapt to new technologies to exploit them for unlawful purposes. Social media is no exception, and today's enforcement action reflects our determination to pursue fraudulent activity on new and evolving platforms" according to Robert Kaplain, co-chief of the asset management unit of the SEC's enforcement division.

Fields is accused of using false and misleading information in SEC filings when he represented himself as a broker-dealer (even though he wasn't registered with the SEC) and failed to keep mandatory records.

The case exemplifies the effort in Washington to crack down on fraudulent investment schemes. The SEC's case is centered around Field's use of the website LinkedIn. He has allegedly posted fake "bank guarantees" and "medium-term notes" supposedly tied to J P Morgan Chase, UBS and other large banks.

More than 135 million professionals around the world are on LinkedIn.com. It is a website predominately used to highlight the skills, talents and professional experiences of its users. It functions as an online resume, with many working, professional, career-driven and/or job-searching persons using it for present and future employment efforts.

Mario Massillamany is an associate attorney at Starr Austen & Miller LLP. To reach Mario, write him at massillamany@yahoo.com.



Mario Massillamany

Forbes ranks world's top technology companies

As part of its Global 2000 list, Forbes Magazine ranked the top technology companies across the globe. It should be no surprise that Apple tops the list after the massive popularity of both the iPad and the recently released iPhone 4s.

- 1. Apple (U.S.) – Hardware and equipment
- 2. Samsung (South Korea) – Semiconductors
- 3. IBM (U.S.) – Software & services
- 4. Microsoft (U.S.) – Software & services
- 5. Hewlett-Packard (U.S.) – Hardware & equipment

- Andrea Murphy via Forbes.com)

Tech stocks to watch in 2012 –

Speculating on another round of quantitative easing from the Federal Reserve later this year, TheStreet.com picked out five companies (and their stocks) which would stand to benefit.

- 1. Apple
- 2. IBM
- 3. VMware
- 4. Microsoft
- 5. Oracle

- Chris Ciaccia via TheStreet.com)

How to (not) send video files

Video files tend to be very large files that often exceed the file size limitations of most mail systems, resulting in the recipient getting the message with the attachment stripped out.

Both your mail system and your recipient's mail system come into play, and the lower limit between the two of you will be the maximum size you can send.

Every e-mail system and e-mail program has its own file size restrictions, so trying to figure out who has what limitation can be time consuming or downright impossible. Even if there weren't file size limitations, sending a video file as an attachment to someone via e-mail is a bad idea for a number of reasons.

Since opening file attachments in general is considered to be risky behavior, don't put your friends in a position of trying to figure out if your message is legitimate or not (remember, scammers can spoof your e-mail address making any message appear to be from a friend). This method is also very inefficient.

Fortunately, there are a host of options that are more efficient and more reliable and the best part is that most of them are free.

If you send large files infrequently and rarely to

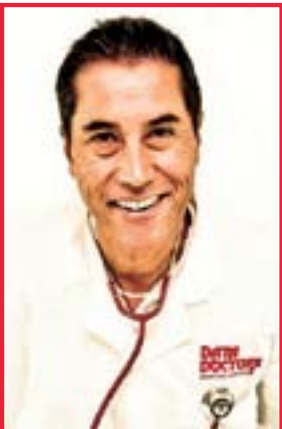
the same person, you can use a site such as TransferBigFiles.com which is essentially an online file transfer service. The basic service is free and allows you to send one or many files as long as you don't exceed 100MBs total. It also allows you to send the file(s) to as many as 20 recipients and the files are available for five days.

If you need to send files larger than 100MBs, you can purchase credits that allow you to send files up to 2GBs that can be downloaded up to 100 times.

Another option is Free. MailBigFile.com which allows you to send a single file up to 300MBs to a single recipient.

If you aren't concerned about the speed of the upload and download, you can use Send-ThisFile.com to send files up to 2GBs for free, but understand that this free service throttles down the speeds to encourage you to upgrade to a pay package.

There are a number of slightly more complicated options you can consider, such as uploading the video to YouTube, or, if you need to collaborate privately on a regular basis with a group, setting up an account on services such as DropBox.com, Google Drive or Microsoft's Sky Drive may make the most sense.



Ken Colburn

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# Obamacare and your business

Well, sports fans, Obamacare, or the Affordable Care Act as your progressive friends call it, is the law of the land. In case you were vacationing under a rock last month, you are aware that Chief Justice Roberts defended the Obama Administration Act, but reclassified the charges as a tax. For the small business owner, a fee or a tax or a penalty, no matter what you call it, is an expense, pure and simple.

Let's examine just a few regressive areas of the bill. We will highlight just a few areas here in the interest of brevity. Like many tax issues, including income tax, it is bracket driven. If you have 1 to 25 employees for example, you are subject to some ramifications. If you have 26 to 50, you are subject to others, and so it goes. I would bet that we all know at least one or two business owners who know the brackets well and are right up against the next bracket. They have told their human resources department not to



**Howard Hubler**  
**"The Car Guy"**

hire another person at the cost of going to the next bracket. When you examine unemployment on a national basis, how many of us would guess this hiring stagnation to number in the tens of thousands? Think of the millions of business listings in yellow pages nationwide, tens of thousands is a reasonable bet.

Recall when the health care bill passed in Congress? Why did the federal government do a grab on college loans as well?

Among other things, progressives want us to look to the federal government for all our needs. As young adults, they can teach all of our nation's college educated adults that if it was not for the federal government, they may not have a college education. Well, they enacted another "grab" with the current legislation as well: the 1099-MISC tax form report.

Today, our spending in our businesses

is a private matter between us and a chosen vender but not anymore! From Obamacare enactment forward, any vender that you do \$600 worth of business with in a year has to have 1099. I could call my CPA to find out what the compliance violation could be here, but why bother? The entire bill, all 2700 pages and 400,000 words is just a litany of orders for us to obey.

Yes, this is an attempt at total control. Let me close by citing an activity that I stumbled on last month that tells of the spirit of the bill. A great product, the Health Savings Account, was authored in part, right here in Indiana. Currently, if you choose to pay for your over the counter drugs, such as aspirin with an HSA card, you can. Well, these young, aggressive progressives figure that the average consumer is a stupid investor and a money hungry fool. Given the opportunity to buy health care items and pay for doctor visits with your card, they feel that we will take our tax deferred dollars and go to CVS and buy beer! Now, under the new federal plan, if you want to buy aspirin on the card, you can, only with a doctor's prescription. This example is your federal tax dollars at work for your small business.

*Howard Hubler is a partner with Hubler Express Collision/NAPA, and the owners of St. Augustine Toyota. He can be reached at hhubler@sttoyota.com*

## Somerset CPAs announces that Meridian CPAs has joined the firm

Somerset CPAs is pleased to announce that Meridian CPAs has joined the firm. The principals of Meridian CPAs that will be joining Somerset CPAs include: David A. Burnett, CPA, PFS, CFP; Jay R. Horn, CPA; John R. McClary, CPA and Michael A. Stover, CPA/ABV, CFF. Additional professionals from Meridian CPAs will join the firm as well. The combined organization will have over 140 associates. Meridian specializes in the service areas of Health Care, Construction and Real Estate, Accounting, Tax and Business Valuation and Litigation Support. These services are a perfect fit within Somerset's high-growth areas. In reference to the integration of firms, Michael McCaslin, CPA, a principal with Somerset CPAs Health Care Team, stated, "We've known the professionals at Meridian CPAs for many years and value the high level of quality services they provide to their clients. Their dedication to superior client service will be an excellent fit with Somerset's mission, vision and values." Jay Horn, CPA, now a principal with Somerset CPAs, commented, "We couldn't be more excited to join with Somerset CPAs. We have great respect for Somerset's exceptional people and client service. With this merger, our clients will have access to additional services, which will allow us to better serve their needs now and in the future." All professionals will be located in the Somerset CPAs offices at 3925 River Crossing Parkway, Indianapolis.



David Burnett



Jay R. Horn



John R. McClary



Michael A. Stover

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## HENDRICKS COUNTY BUSINESS LEADER. ICON OF THE MONTH August 2012

Beginning a career in apparel sales right out of college, Bob Kirkman has traveled the United States selling and learning the apparel business. Upon graduating from Ball State, Kirkman starting selling college license apparel to college bookstores and then worked his way up to selling to large retail stores. Kirkman says that from selling to large companies and venues, such as the Indianapolis 500, he has gained a wealth of knowledge through networking. Once the economy began to struggle, so did apparel sales. The economic decline was a direct result in Kirkman starting his own apparel sales business, BK Sports. Kirkman has no regrets and does what he loves every day. Kirkman says, "I feel lucky in life to have a job that I really enjoy. I know many people who are not happy in what they do. It would be hard to succeed in something you do not like."

**I ENJOY DOING BUSINESS IN HENDRICKS COUNTY BECAUSE ...** I've lived here for over 20 years. My kids graduated from Avon and I have many family and friends here.

**I UNWIND BY ...** doing things outside. I love nature.

**MY FIRST JOB ...** working for Lindners Ice Cream (an Indianapolis-based company at the time) while in high school.

**I KNEW I WANTED TO WORK IN ...** the art field, in some way and selling apparel is what worked out.

**IF I COULD START MY CAREER OVER I WOULD ...** focus more.

**MY OFFICE IS ...** where I spend my life.

**THE BIGGEST INFLUENCE ON MY CAREER IS ...** inner drive, keep pushing, no matter what the situation. Don't get stuck in one spot, good or bad.

**MY HENDRICKS COUNTY BUSINESS MENTOR(S) IS/ARE ...** from my past positions selling to major retail stores and other parts of the country.

**I DEFINE LEADERSHIP AS ...** the ability to control your impulsive reactions to situations and lead with example. Kindness is not a weakness, it is a strength!



## Meet BOB KIRKMAN

**MY GREATEST BUSINESS REGRET IS ...** to have learned life and business lessons later in life and not as a younger man who was easily distracted and was given to taking things for granted like so many young people do.

**A BUSINESS LEADER IS ...** one who has stepped up to the plate and is responsible not only for himself and his family, but also for his employees and their families. They are counting on you to provide for their well-being and success as well. It is quite a responsibility. We need to treat others as we would want to be treated. I feel that many business owners treat their employees as a disposable equity. This is not right. This is not how I run my business.

**FROM A BUSINESS PERSPECTIVE, HENDRICKS COUNTY'S GREATEST ASSET IS ...** in my industry it would be school spirit.

**MY GREATEST PROFESSIONAL STRENGTH IS ...** experience.

**MY BUSINESS PHILOSOPHY IS ...** provide quality products and make it fun.

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June cover, Jerry Weed, Rader's Fabrics  
July cover, Daniel Whipple, Whipple Eye Center  
August cover, Lee Comer, attorney, Royal Title

Presented by

**Tuesday, August 14th**  
**5:30 to 7:30 pm**

RSVP by Friday, August 10th to coverparty@businessleader.bz or by calling (317) 451-4088

Join us for the Hendricks County Business Leader's August Cover Party, sponsored by State Bank of Lizton.

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## Blessings Through Raindrops Luncheon

September 8, 2012  
10 a.m. – 2 p.m.

- Handbag & Purse Silent Auction
- Necklace Raffle
- Fashion Preview
- Ladies Luncheon
- Gourmet Coffee Bar
- Live Auction of Designer Purses

**Friday Monte Carlo Night: \$50 per person/\$400 reserved table**  
**Saturday Blessings Luncheon: \$25 per person/\$200 reserved table**  
*(Full payment and attendees' names required for reserved table)*

Purchase tickets online at [www.hendrickscountycf.org](http://www.hendrickscountycf.org)  
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BUSINESS *Business Talk*

## The doctor will see you now...

By Gus Pearcy

At the risk of spoiling the secret identity, Dr. Auto Logic is Patrick McCarthy who has never met a car he didn't like or couldn't detail.

McCarthy's love affair with the automobile began in his youth. He was even a commercial truck manager for General Motors. Throughout his life, McCarthy has been in love with classic cars. He's rebuilt so many and then taken them on the road to car shows and charity functions. In his travels, he discovered a great finish product for surfaces called BAF Pro that stands for Burford Auto Finishes, a company that has been around since the 1930s. BAF commercial grade finishes were very popular with car dealerships and professional car persons.

"They own, by far, most of the patents that are out there for all the products you, your father, your grandfather have lived and taken care

of your vehicles with," McCarthy said. "I have product that I ship to airplane dealerships, boat dealerships, RV dealerships, car dealerships."

When he retired from GM, he asked the company if he could distribute their product to the public. Like a winter convertible, this was a rare case, but the company granted the wish. Dr. Auto Logic was his moniker on eBay where he sold product. He even got accepted on Amazon to sell these wholesale-to-the-public auto finishes.

He used to ship all over the world, but due to costs, he limited it to the lower 48.

A few months ago, he decided to stay busy with his own shop that is open to the public. If you love the way your car looks, then you need to see Dr. Auto Logic.

He doesn't believe in a buffer. He only hand buffs the cars that he details.

To boot, he charges less than many of his area competitors. Since many of these products pre-

*"A few months ago, he decided to stay busy with his own shop that is open to the public. If you love the way your car looks, then you need to see Dr. Auto Logic."*

Photo by Rick Myers

Patrick McCarthy, Dr. Auto Logic.

date chemical inventions, they are green and not harmful to the environment.

McCarthy cut his teeth on cars. His dad would take him on long road trips and McCarthy became familiar with most makes and models.

"I could tell a car by the taillight or by the shape of that quarter panel," McCarthy said. "I still can with the domestic cars."

McCarthy still does the car show circuit and enjoys it immensely.

### Dr. Auto Logic

3800 N. State Road 267  
Brownsburg, IN 46112  
Phone: (317) 286-3184  
detailing by appointment  
Hours: Monday-Friday,  
8 a.m. - 4 p.m.

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WWW.SUSIESPLACE.ORG

### Women's Luncheon

## Hoernemann speaks at women's luncheon

The Hendricks County Business Leader held its second Women's Business Leader Luncheon on July 19 at Prestwick Country Club, 5197 Fairway Drive. Avon Schools Superintendent Dr. Margaret Hoernemann was the event's keynote speaker. The event is sponsored by Hen-

dricks County Bank and Trust Company. Part of the luncheon proceeds benefit Leadership Hendricks County. The next luncheon is scheduled for Oct. 18. For information, contact info@businessleader.bz or call (317) 451-4088.



1. Adriann Barger and Jodi Bondy  
2. Deb Walton  
3. Heather Olinger and Renea Whicker  
4. Janet Krebs  
5. Dr. Margaret Hoernemann and Dr. Sarah Shade

Photos by Rick Myers



### BUSINESS BRIEF



## Opportunities for veterans

The SBA Indiana District Office will be conducting a "Business Ownership for Veterans & Spouses" seminar in Indianapolis. The seminars are designed to help transitioning service members, veterans, spouses and members of the military community start and grow their business. Topics to be discussed (but not limited to) will include money to start your business, how to cultivate a relationship with a banker, how to create a business plan and how to sell to the federal government.

The seminar in Indianapolis will be conducted Wednesday, July 18th from 8:30 a.m. – 12 p.m. at the Ritz Charles, 12156 N. Meridian.

For more information contact Peter Smith 317-226-7272 x119 or peter.smith@sba.gov.

## There's no shortage of new business ideas

Most of the aspiring entrepreneurs who come to the Small Business Development Center already have a business idea in hand. In many cases, though, the client's business idea needs some defining and refining. It's our job as business counselors to assist in this process, to help the client evaluate the feasibility of the idea and prepare a written business plan.

A relatively small percentage of would-be business owners contact the SBDC without a business idea in mind. They are searching for an idea - something they will like doing that will be financially successful. They're looking for inspiration and resources to help them come up with just the right concept. Most new business ideas come from the entrepreneur's past business or personal experience, his/her educational background, or the desire to take a hobby (say fishing or knitting) or a special interest (dogs or motorsports) and turn it into a profitable venture.

Some entrepreneurs find their business idea by observing what's new and successful elsewhere and introducing it to their community. There's some truth to the contention that many trends (social and business) begin on the East or West coasts and work their way to the Midwest. Perhaps the best recent example of this phe-



Kevin Jones  
Guest Columnist

nomenon is the coffee craze, which started in the Pacific Northwest and now is nationwide. This "Coast to Midwest" process may take years to occur, or it may not ever occur.

As in virtually every other aspect of life, the Internet is playing a big role in the spread of new and innovative business ideas. There is a variety of websites that post descriptions of business ideas (some conventional and some very unconventional). If you're looking for a new business concept, or you want to broaden the scope of your current business, take a

look at these sites for some inspiration:

Entrepreneur.com – The website of Entrepreneur magazine is a great all-around resource for entrepreneurs and small business owners. The site's "Business Idea Center" offers profiles of 969 different types of business sorted by industry, interest and profession.

Springwise.com – With a network of observers around the globe, Springwise "looks for the most promising business ventures, ideas and concepts that are ready for regional or international adaptation, expansion, partnering, investments or cooperation." The site includes a huge "Idea Database," and you can subscribe to the Springwise free e-mail newsletter to get your weekly "fix" of entrepreneurial ideas.

CoolBusinessIdeas.com – Based in Singapore, CoolBusinessIdeas.com informs their readers of innovative ideas and emerging trends to help them "gain an edge over the competition." The site provides a list and brief description of scores of ideas in more than 25 categories ranging from automobiles to sports & games. Like Springwise, CoolBusinessIdeas.com offers a free newsletter, so you can receive information on the latest business ideas in your mailbox without ever having to visit the website.

Faithpopcorn.com – Faith Popcorn (yes, there's actually a person who calls herself "Faith Popcorn") is a trend spotter. She and her "Brain Reserve" consulting group identify trends while they're still off in the distance and alert us as they approach. Then they tell businesses how to prepare and take advantage of the coming change, whether it's revising an existing business model, developing new products, or coming up with entirely new business concepts. For example, right now Ms. Popcorn is predicting that, as a result of a significant decrease in nuclear families, "day and night child care centers will become one of the most important and lucrative services available."

These websites prove that there's no shortage of new business concepts. In fact, a problem for many entrepreneurs is that there are so many interesting business ideas and so little time to pursue them all.

Kevin W. Jones is a business advisor with the Central Indiana Small Business Development Center. He can be reached at 317-916-7529 or kjones@isbdc.org

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**August Chamber of Commerce Meetings**

**8** - Danville Chamber of Commerce (members' meeting): Wednesday, Aug 8, 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

**15** - Brownsburg Chamber of Commerce (members' meeting): Wednesday, Aug 15, 11 a.m., Brownsburg Fire Territory, 470 E. Northfield Dr., Brownsburg. For more information call (317) 852-7885

**16** - Plainfield Chamber of Commerce (members' meeting): Thursday, Aug 16, 7:00 a.m., Primo Banquet and Conference Center, 2353 E. Perry Rd., Plainfield. For more information, call (317) 839-3800

**23** - Westside Chamber of Commerce (Afterhours networking): Thursday Aug 23, Midwest Sports & Social Complex, Fishbowl Pub, 7511 New Augusta Rd. Indianapolis. For more information, call (317) 247-5002.

**28**- Avon Chamber of Commerce (members' meeting): Tuesday, Aug 28, 11:30 a.m., Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333

**31** - Westside Chamber of Commerce (members' meeting): Friday, Aug 31, 8:30 a.m. at Challenger Center of Indianapolis, 5125 Decatur Blvd #A, Indianapolis. For more information, call (317) 247-5002.

**Avon Chamber New Members**

**Gordmans**  
Bob Wootten  
214 Gable Crossing  
Avon, IN 46123  
(317) 209-9778

**Indiana Blood Center**  
Erin Williams  
7655 US Hwy 36  
Avon, IN 46123  
(317) 272-7319

**Danville Chamber New Members**

**Pike Performance Synthetics**  
Alan Pike  
35 Martin Dr.  
Danville, IN 46122  
(317) 225-2669

**The Porch LLC**  
JoAnn Masterson  
2411 E. Main St.  
Danville, IN 46122  
(317) 745-5792

**Danville JR Cheerleading**  
Kristen Leisch  
Danville, IN 46122  
(317) 402-4245

**National Federation of Independent Business**  
Barbara Quandt  
101 W. Ohio St. Ste. 470  
Indianapolis, IN 46204  
(317) 638-4447

**Jane's on the Square**  
Jane Bailey  
65 W. Marion St.  
Danville, IN 46122  
(317) 745-0222

**Stineway Insurance**  
Steve Stineway  
115 S Washington St  
Danville, IN 46122  
(317) 745-7346

**Plainfield Chamber New Members**

**Bubbaz Bar & Grill**  
Morris Butler  
827 Edwards Dr. Ste 172  
Plainfield, IN 46168  
(317) 839-1413

**Duncan Supply Co., Inc.**  
Rick Fine  
2191 Airwest Blvd.  
Plainfield, IN 46168  
(317) 634-1335

**Buffalo Wild Wings**  
Jeff Board  
2683 E. Main St. Ste. 117  
Plainfield, IN 46168  
(317) 837-2770

**Denny's Restaurant**  
Heather Smith  
6011 Gateway Drive  
Plainfield, IN 46168  
(317) 838-0351

**Massage Envy Spa**  
Bree Emsweller  
2683 E. Main St. Ste 111  
Plainfield, IN 46168  
(317) 839-6000

**Twin Bridges Golf Club**  
Buford Peebles  
1001 Cartersburg Rd.  
Danville, IN 46122  
(317) 745-9098

**Vincennes University**  
James Dolan  
853 S Columbia Rd, Ste. 151  
Plainfield, IN 46168  
(317) 381-6028

**Westside United FC**  
John Case  
1228 SR 267 S  
Avon, IN 46123  
(317) 313-6841

**Sales Leads Newly incorporated businesses through July 10, 2012**

**21st Century Security and Sound**  
Heath Pollard  
Jeff Blackwell  
752 Seobreeze Dr.  
Avon, IN 46123

**AP Computer Works**  
Andrew J. Patrick  
8650 S. C.R. 825 E.  
Plainfield, IN 46168

**Be Prepared School**  
Laura Steller  
4621 E. C.R. 550 N.  
Pittsboro, IN 46167

**Buyer's Advantage Real Estate**  
Sherry Baughn  
486 N. C.R. 1050 E.  
Indianapolis, IN 46234

**D and A Properties**  
Douglas and April Elmore  
1335 Laurel Oak Dr.  
Avon, IN 46123

**Innovative**  
Alexander Allan  
Debbie Morris  
171 Williams Trace  
Plainfield, IN 46128

**KB Construction**  
Kent Brackin  
1811 Whisperwood Tr.  
Danville, IN 46122

**McCarthy's Roofing and Exteriors**  
Travis McCarthy  
303 Cook Ave.  
Danville, IN 46122

**MSM Music Productions, LLC**  
Michael S. Miller  
217 Austin Dr.  
Avon, IN 46123

**Perkins Real Estate and Appraisals**  
William Perkins  
573 Raintree Dr.  
Danville, IN 46122

**Reliable Home Care**  
Steven M. Verdi  
1731 Spring Beauty Dr.  
Avon, IN 46123

**Sarkine Flooring**  
James Sarkine  
6575 E. C.R. 200 N.  
Avon, IN 46123

**Sky is the Limit Photography**  
Stephanie McClung  
1331 Temple Ct.  
Danville, IN 46122

**SBA Guaranteed Loans**

**Boone County**

**Aerodyn Real Estate II, LLC**  
6220 S. Indianapolis Rd.  
Whitestown, IN 46075  
\$4,500,000  
Chase Bank

**Fall Creek Corporation**  
917 E. Walnut St.  
Lebanon, IN 46052  
\$25,000  
The Huntington National Bank

**Ferrer Mechanical Service, Inc.**  
540 Randell Rd.  
Lebanon, IN 46052  
\$325,000  
Ameriana Bank

**Sterler Productions, Inc.**  
4796 Northwestern Dr.  
Zionsville, IN 46077  
\$281,000  
Premier Capital Corporation

**Hamilton County**

**The Abbey Tap House, LLC**  
32 1st Ave. NE  
Carmel, IN 46032  
\$452,000  
Premier Capital Corporation

**Highsmith Guns, Inc.**  
123 N. State St.  
Greenfield, IN 46140  
\$248,000  
Indiana Statewide Cert. Dev. Corp.

**Kenneth Watson Design, LLC**  
11720 Wedgeport Ln.  
Fishers, IN 46038  
\$31,000  
The Huntington National Bank

**KI Property Management, LLC**  
21256 Cunion  
Noblesville, IN 46062  
\$1,505,000  
\$275,000  
Citizens Bank

**Randall and Randall, LLC**  
9931 Eller Rd.  
Fishers, IN 46038  
\$525,000  
Community 1st Bank of Indiana

**Treaddesk, Inc.**  
9852 North by Northeast Blvd.  
Fishers, IN 46037  
\$24,600  
The Huntington National Bank

**Well Done Services, LLC**  
513 Industrial Dr.  
Carmel, IN 46032  
\$200,000  
\$10,000  
The Huntington National Bank

**B and S Kennels, LLC**  
1380 N. C.R. 800 E.  
Avon, IN 46123  
\$1,215,000  
First Merchants Bank

**Durell & Durell, D.D.S., P.C.**  
1301 Agan Dr.  
Plainfield, IN 46168  
\$653,000  
\$417,000  
\$50,000  
The Huntington National Bank

**Patriot Electric Co., LLC**  
9253 E. U.S. Hwy. 36  
Avon, IN 46123  
\$75,000  
\$25,000  
The Huntington National Bank

**Sal's Famous Pizzeria, Inc.**  
350 E. Main St.  
Plainfield, IN 46168  
\$257,000  
\$18,700  
Chase Bank

**Jason Upton, LLC**  
251 Northfield Dr.  
Brownsburg, IN 46112  
\$363,000  
Ameriana Bank

**Johnson County**

**Dashmesh Trucking, LLC**  
2918 Hearthside Dr.  
Greenwood, IN 46143  
\$18,300  
The Huntington National Bank

**David E. Williams dba Custom Ce**  
110 Boone St.  
Whiteland, IN 46184  
\$10,000  
The Huntington National Bank

**East Washington Planet, LLC**  
10429 E. Washington St.  
Indianapolis, IN 46229  
\$850,000  
KeyBank

**Gilliland Investments, LLC**  
1707 N. Morton  
Franklin, IN 46131  
\$340,000  
Bloomfield State Bank

**Marion County**

**Alta Healthcare, Inc.**  
9292 Meridian St., Ste. 1  
Indianapolis, IN 46260  
\$75,000  
The Huntington National Bank

**Ank Hong, LLC**  
6342 E. 82nd St.  
Indianapolis, IN 46250  
\$1,685,000  
First Federal Savings Bank

**Architura Corporation**  
55 Monument Circle, Ste. 121  
Indianapolis, IN 46204  
\$51,500  
The Huntington National Bank

**Bapa, Inc. and DDS Subway, Inc.**  
3633 S. Keystone Ave.  
Indianapolis, IN 46227  
\$324,300  
First Colorado National Bank

**Bryde, Inc.**  
6140 Shelbyville Rd.  
Indianapolis, IN 46237  
\$50,000  
The Huntington National Bank

**Darkside Desserts, LLC**  
201 N. Vine St.  
Indianapolis, IN 46222  
\$10,000  
The Huntington National Bank

**E.G. Electric, Inc.**  
5118 Rosslyn Ave.  
Indianapolis, IN 46205  
\$60,000  
BMO Harris

**GoPath Laboratories, LLC**  
973 N. Shadeland Ave., #328  
Indianapolis, IN 46219  
\$486,000  
Chase Bank

**Grove, Inc.**  
5460 E. 21st St.  
Indianapolis, IN 46218  
\$172,000  
First Colorado National Bank

**Harlow and Company, Inc.**  
8401 Compton St.  
Indianapolis, IN 46240  
\$25,000  
Chase Bank

**JC Petroleum, Inc.**  
3755 E. Raymond St.  
Indianapolis, IN 46203  
\$210,000  
First Colorado National Bank

**Metro Nite Club & Restaurant I**  
429 Massachusetts Ave.  
Indianapolis, IN 46204

\$368,000  
Premier Capital Corporation  
  
**Ms Sedco, Inc.**  
8701 Castle Park Dr.  
Indianapolis, IN 46256  
\$350,000  
The Huntington National Bank

**N2N Technologies, Inc.**  
3535 E. 96th St., Ste. 1  
Indianapolis, IN 46240  
\$248,900  
\$100,000  
Chase Bank

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