

*Where Hendricks County Business Comes First*

# BUSINESS LEADER

HENDRICKS COUNTY

January 2013 | Issue 0089

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

## Hitting all the right notes

Jeff Donovan continues to orchestrate  
Donovan CPA and Advisors into a thriving firm.

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*Photo by  
Rick Myers*

*You didn't ask, but I will tell  
you anyway P/4*

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*The real purpose  
of a Web site P/16*

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FROM THE PUBLISHER

# Success in 2013 begins with goals

We have used this space at this time in the past to focus on the future.

I always enjoy January because most everyone I meet has an energy, a vigor that is intoxicating. Yes, with a new year comes much promise, as it should. For all that didn't get accomplished in 2012, 2013 is the time to make those goals become reality. A new beginning, right? I hope so.

What are your goals for 2013? Do you have goals? If you don't, please see to it that you do. Goals are essential to any type of success. If you look at the most successful sports teams, their success begins with goals – some simple, some lofty. Same in the business world. This, of course, is no secret.

A successful business is successful because its sales team has goals and as a result the team is more productive; those businesses that don't are in a state of chaos and are barely productive.



**Rick Myers**  
Founder and Publisher

*"A successful business is successful because its sales team has goals and as a result the team is more productive; those businesses that don't are in a state of chaos and are barely productive."*

Of course leadership comes into play here because goals won't be a part of the program if there is a lack of leadership – either you or your organization or your product suffers.

In less space than usual, I am reharsing the simple, fundamental practice of establishing goals in your life – not only professionally, but personally, too. I do this because it can never, ever be reharsed enough. This is a time that we think of doing better – it's a clean slate, a renewal of sorts and you must take advantage of it because you don't want to be thinking about what you should have/could have done a year from now. I guarantee you.

Here's to a goals-induced, productive 2013. One that you look back on with a sense of pride that propels you to new heights in 2014.

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

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# COVER PARTY

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We hope you can join us for Johnson County Business Leader's February Cover Party sponsored by First Merchants Bank. Come for food, fun and networking. Connect with your community's business leaders, enjoy appetizers, and win prizes in this fast-growing, business-to-business networking event, as we honor recent cover profiles.

**February 26, 2013**

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by Friday, Feb. 22







# A resolution you should keep

January finds us filled with hope for the year ahead and fond memories (sometimes) of the year just ended. New Year's Day provides us with the annual opportunity to make promises to ourselves, our friends, our loved ones that this year we will do better. We'll lose 20 pounds, we'll quit smoking, and we'll exercise regularly. Our physical health is very important and is something we have a great deal of control over. Our financial health is the same. As your physical condition is largely up to you, so is the state of your financial condition.

Every year, many of us, me included, tell ourselves that this is the year we get in better shape. We then head to the gym or the Y and begin a vigorous workout regimen. We hit the treadmill, the weight machines and the running track. We do this for a week, maybe two, then life intercedes and we miss a workout, then two, then we're back to going only once or twice a month. We fall out of our routine, or we made our initial routine so demanding that we can't help but fail at it. Pursuing financial health isn't that much dif-



**Jeff Binkley**  
Columnist



ferent. We tell ourselves that this year we're gonna get serious about saving for retirement. So we open an IRA and we say we're going to put \$500 a month into it. (Actually, the new IRA contribution limit for 2013 has been raised to \$5,500 so \$458 a month will max it out.) We start out writing a big fat monthly check to ourselves (our IRA) then quickly find the Christmas bills coming due, the Starbucks gift card we got from Aunt Sue runs out, and we just have to have that new super widget that everyone is getting... and we skip our monthly IRA contribution. Then another, and another, and soon we quit making any at all. Health and fitness experts, whom I am definitely not one, suggest we make lifestyle changes in modest steps rather than in one fell swoop. Commit only to a regular exercise program that your schedule allows you to keep. Build a foundation, then as you see the improvements in your stamina, your ability to handle stress, and in the mirror, you can then add additional sessions to your regimen.

Saving for retirement should be handled the same way, gradually modifying your savings percentages as your cash flow and good financial decision-making ability improves. Start with your 401(k). Have you maxed out your contribution level yet? If not, do so but maybe gradually. If you don't have a 401(k), have you established an IRA? Do so, and right away. You need not have thousands of dollars to put into it. Many firms allow you to open an account with just a small amount of money and committing to a regular monthly contribution.

Whether we're talking about your physical health or financial, the resolutions you make should be ones that you can keep for life, far after any New Year's resolution has lost its luster.

*"Our physical health is very important and is something we have a great deal of control over. Our financial health is the same. As your physical condition is largely up to you, so is the state of your financial condition."*

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.

## Theatre needs a quick infusion of cash

Since the Royal Theater reopened in 2001, the community has responded to the entertainment venue. Its popularity is built on playing current movies and welcoming musical acts on special occasions. The movie segment may be in jeopardy if the Royal's projectors are not digital by the end of this year, says manager Tracie Shearer. All newer movies will be delivered in a digital format. The equipment costs are staggering. The Royal needs to raise between \$70,000 to \$100,000 to make the switch. That's a lot of \$4 tickets.

Shearer runs the movie theater, but local businessman, Lee Comer owns the building and would like to see the theater continue to be a community gathering place. So Comer enlisted the aid of the Greater Danville Chamber of Commerce to see what type of help might be available.

There have been several brainstorming sessions, but one idea has been to turn the theater into a nonprofit entity and apply for grants and other fundraisers. This would be a similar setup to the Artcraft Theater in Franklin. The Artcraft is owned and operated by Franklin Heritage, Inc., a nonprofit dedicated to preserving the historical character of Franklin. Volunteers run the theater.

Another option is to hold more fundraising events in an effort to raise the money needed to purchase the equipment. Either way, time is ticking on this landmark that offers an added dimension to the Historic Town Square in Danville.

"It's a benefit to the community," Danville Chamber executive director Marcia Lynch said. "So as a community we are trying to figure a way to save it." - Gus Pearcy

# You'll find it easier with a map

## Four steps to create your 2013 business success map

Before us lies an entire year of opportunity. The slate can be completely blank to begin anew or to continue on with what you started in 2012. Either way, it'll be much easier if you have a map or plan to follow. Contrary to popular belief, a business plan isn't only used to get financing from a bank or investor. It really should be a map of the direction you want your business to go – even year by year.

First, ask some key questions about your business: Why you are creating the business plan in the first place? What is it you want to accomplish? Every business plan needs a purpose and a set of goals. Who are your major competitors? How does your business compare to competitors? What do you have to offer that your competitors do not? You need to put yourself into the mind of the consumer and answer Dan Kennedy's famous question, "Why would I, given all the possibilities available to me, want to use your company (buy from you)?"

Below are the four steps to follow to create a business plan that will work for you.



**Jack Klemeyer**  
Columnist

1. Put some time and thought into it. Dream a little.
2. Take your business plan seriously. Make it a map of where you want your business to be by year-end.
3. Do your research. What do you need to do more of? Less of? What do you need to start doing and stop doing?
4. Investigate similar companies. What are your strengths, your weaknesses, your opportunities and threats to your business?

If you look at the business plans of some other successful companies, then you might be motivated to do a better job on yours. That can show you examples of a good business plan that gets results, whether its purpose is for procuring investors or lenders or just for your own goal setting and business success. Either way, get busy creating a business success map for 2013. And since it is already January, as Wyatt Earp said, "Take your time, but be quick about it!"

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).

## Garrett joins Gilchrist & Soames as VP of sales

Gilchrist & Soames, Plainfield, a leading luxury hotel amenities company recently hired Brian Garrett as executive vice president of sales.

"We are delighted to welcome Brian to our team," said Kathie DeVoe, CEO of Gilchrist & Soames. "He brings a wealth of experience in the hospitality industry and will be a great asset as we seek to provide the absolute best products and service to our expanding roster of clients."

Gilchrist & Soames is enjoying strong growth and recently moved its headquarters to a new 250,000-square-foot facility to increase the company's manufacturing and distribution capacity. During the next six months, the company expects to increase its staff by an additional 35% (40 positions), primarily in manufacturing, sales, marketing and operations.

Garrett comes to Gilchrist & Soames from Astor Chocolate Corporation, where he was vice

president of the hospitality division. In this role, he was responsible for managing the division's sales, marketing, and national accounts in the hotel, cruise line, foodservice and restaurant industries. Previously he was vice president of sales and marketing at Marietta Corporation.

Prior to entering the hospitality industry, Garrett served in executive positions at Seneca Data Distributors, Julius Kraft Company, HIROSS Incorporated and IBM. He holds a Bachelor of Science in Business Administration from the State University of New York at Buffalo.






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## 2013 Legislative Breakfasts

**Dates:**  
Monday, January 28  
Monday, February 25  
Monday, March 25  
Monday, April 22

**Time:**  
Complimentary breakfast at 7:00 am

**Place:**  
Hendricks County 4-H  
Fairgrounds Conference Center




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

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We have invited Representatives Bob Behning, Greg Steuerwald and Jeff Thompson to join us, along with Senators Pete Miller and Mike Young.

*Take advantage of this opportunity to interact with your representatives at the Indiana Statehouse!*

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



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Submitted Photo  
From left, Brad Dubois, executive director of the Plainfield Chamber of Commerce; Scott Sontag, Dave Tesmer, Ashley Janneck, J.D. Harris, Lora Myers, Ken McCoy, Dick Whicker, Bruce McDaniell, Nancy Skinner, Jim Callahan and Bob Stout, JDH employees.

## JDH Contracting is PCC BOM

JDH Contracting, Inc., 8109 Network Dr., Plainfield, was recently name the Plainfield Chamber of Commerce's December Business of

the Month. JDH Contracting provides service for the cellular tower industry.

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Recently hired CEO of Hendricks Regional Health Kevin Speer talks with members of the community at a recent open house. Next to him is his wife Kim and their son, Cole.

## New HRH CEO gets acclimated to the community

Kevin Speer says he is looking for opportunities in his new role as CEO of Hendricks Regional Health, especially as he is spending his first few weeks meeting people in the community and the hospital.

"Person after person talks about the hospital to the community and to their own life," Speer said. "It's very affirming."

Speer is a graduate of Purdue University and Valparaiso University School of Law. In 1996, he became a partner at Hall, Render, Killian, Heath & Lyman, a law firm specializing in health care law. In that role, he became the general counsel and chief legal officer for St.Vincent Health and in 2006 assumed the role of system vice president and chief strategy officer for St.Vincent Health. In that capacity, he was responsible for strategic direction of business development; mergers and acquisitions; marketing; communications; physician relations; corporate sponsorships; employer health and wellness; real estate; and facility design and construction.

Speer is executive vice president of the Indiana Academy of Family Physicians where he oversees that organization and acts as the principal spokesperson for the Academy and its 1800 members. He will continue in that role.



Kevin Speer, new CEO of HRH

Speer says he has a 90-day plan to observe the staff and leadership of the hospital. He wants to understand what the health system does well and what it might do better, he said. He expects to return to the board in March with some recommendations. He already sees that the financial bottom line is flush, good scores for quality healthcare and a great medical staff that should be an opportunity to grow market presence in Hendricks County.

He said that one area of opportunity is wellness in partnership with area businesses offering employee clinics.

"Healthcare is changing rapidly and it's not going to be long before you're paid to keep people out of the hospital," Speer said. "As that shift occurs, we have to be positioned to do that."

Speer and his wife, Kim, have two sons Eric and Cole. He is an Eagle Scout and his most passionate pastime is lacrosse. He was just appointed co-chair of the committee that will oversee the NCAA Division I Men's Lacrosse Tournament at Lucas Oil Stadium.

The family expects to move to Hendricks County this year.

Story and Photos by Gus Pearcy

## ANNOUNCEMENT

### College scholarships available from HCCF

Online applications for college scholarships are now being accepted by the Hendricks County Community Foundation (HCCF), which offers more than 50 scholarships to seniors at the county's high schools.

Individual awards range between \$500 and

\$10,000, with each scholarship having specific criteria. Applications and complete information are available at the Hendricks County Community Foundation's Web site. Applications are due Tuesday, Feb. 19, 2013.

## Hendricks County Economic Development Partnership



# Are you ready to launch or grow your business in 2013?

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# LEADERSHIP

HENDRICKS COUNTY, INC.

## Looks at Local Leaders



Luke Stephenson



Each month, the Business Leader focuses on how a graduate of Leadership Hendricks County is using lessons learned through the program to provide leadership in our communities.

We begin this series with a graduate of the Youth Leadership Hendricks County program, which helps high school sophomores develop their leadership skills. Luke Stephenson graduated from Danville High School in 2012, and is currently a freshman at Ivy Tech. He's also a new member of Danville's School Board, having defeated an incumbent in November's election.

### How did your YLHC participation influence your decision to run for office?

Without YLHC, I wouldn't have had the confidence to run for office. Speaking to others or in public doesn't scare me in the least, but I'm afraid of not having answers for people. Just because I was running for school board, I was expected to know what was going on in Danville, Hendricks County, and the nation. YLHC gave me the confidence that I knew where to find the answers. Through my favorite YLHC activity, Value Voting, I had to listen to others, and sometimes they swayed my opinion. At other times, I was very committed to my stance and had to defend it against others.

### How did what you learned benefit you during your campaign?

YLHC showed me how to talk to people about important issues. Seeing others speak and having to do so myself a few times during the year, I learned that you can't just jump in and overwhelm people with details or emotion. Most people don't know a lot about what the school board does, and even though the details are important to me, it's not always what people want to talk about. Even if most people aren't interested, it is our job as leaders to pay attention to every detail.

### What was the most valuable thing you learned?

That I'm not always right. It may be obvious to a lot of people, but at 16, I thought I was. I had fallen into many leadership roles and a lot of people usually just listened to what I had to say. Being in YLHC put me in a room with others who were great leaders and some who were just hands-down smarter than me. I learned that you don't have to be the smartest person in the room to be an effective leader, but you have to know how to get some of those people moving. It also taught me how to lead leaders, which is one of the hardest tasks anyone in government has to face.

### Will that experience help you on the School Board?

Whether or not they say it, I'm sure some school employees are thinking "Do we really have a 19-year-old who will be serving on the School Board?" I don't blame them. I'm going to have to sit back and learn from others because I don't know everything there is to know about being a board member. I do know that having learned how to lead leaders during YLHC will be a huge help, because so many of our teachers and administrators are already great community leaders.



**BUSINESS  
LEADER**  
HENDRICKS COUNTY



*Please join us to honor retiring  
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Annual Reunion and Annual Meeting**

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Register at: [www.LeadershipHendricksCounty.org](http://www.LeadershipHendricksCounty.org)

# Business Accounting 101

**Special Report:**  
*Getting you ready  
for tax time*



# It's tax time and your accountant is ready....but are you?

Once again the time is here to begin gathering your information in anticipation of that much anticipated "tax appointment". No doubt your accountant is ready to prepare and help you file your returns, but are you?

Every year, there is always something that you forget, and don't you know it, you'll once again realize this when your preparer asks that magical question, "by the way, did you remember to bring this or that"? Or "did you do this or that this year"?

**Well let's talk about what some of "this or that" might be:**

1. Be sure you have received all of your information from third parties. Remember, if you have investment/brokerage accounts, those 1099 reports don't have to be to you until Feb. 15.

2. When it comes to non-cash charitable contributions such as clothing, household goods or furniture, it is your responsibility to assign a value to those donated items. The Salvation Army has a pricing list available on its website for some of these items. Some high dollar donations require an appraisal as well, so be aware of this. Also, don't forget mileage that you incurred on your vehicle for charitable purposes as there is a deduction for this.

3. If you bought or sold real estate (including your home), collectibles, or investments be sure you provide documents related to its purchase. The purchase date and original cost (and improvements for real estate) will help offset the selling price when computing gain or loss.

4. If you are able to deduct medical expenses be sure to look at this carefully because deductions such as medical mileage, travel and lodging out of town, and medical equipment are often overlooked.



**Bob Bering**  
CPA, PFS

5. Expenses related to a job search in your current career, and those unreimbursed expenses for work can add up quickly, so don't forget these two items.

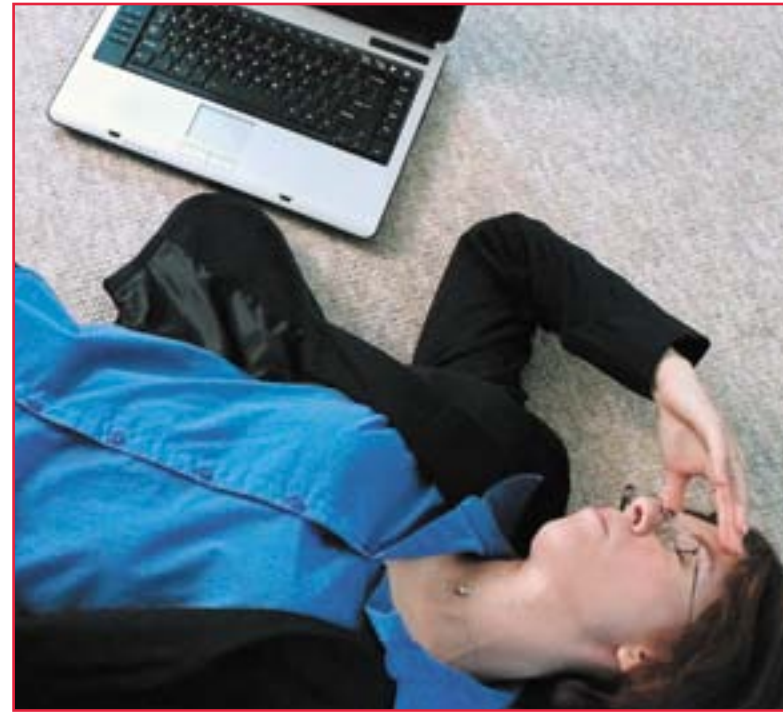
6. If you have a business or rental activity that is reported on your return, be sure to keep your receipts, add up and categorize your expenses, and be able to document the business purpose connected to meal and entertainment costs. This will save your accountant time and probably lower the fee, but also will be your best defense in case of a tax audit.

7. The last area of deduction relates to business use of your personal vehicle. Logging business miles is required. In fact, you should track both business and personal mileage as both amounts are required to be reported on your return. If you used more than one vehicle, you need to track the mileage per vehicle.

*"Every year, there is always something that you forget, and don't you know it, you'll once again realize this when your preparer asks that magical question..."*

Keep in mind you can always deduct the actual expenses for a vehicle so keep track of your fuel, maintenance, insurance, license plates, operating expenses, lease payments or loan interest. You'll also need to know the vehicle cost and date placed into use for business. You may be able to use the Standard Mileage Rate, which is 55.5 cents for 2012 (56.5 for 2013); however, for larger vehicles, using this rate can result in a deduction lower than the true cost of operations.

8. Finally, when it comes to income, you are required to report ALL income received....not just that which is reported by a third party or on a 1099-MISC form. If you are audited and unreported



income is discovered, this can lead to a wide spread investigation by the IRS which will be both costly and time consuming.

One thing to always remember is that nothing on this year's return should be the "same as last year." Every year is different.

If you are like my clients and receive a tax organizer or checklist from your preparer, don't ignore it. You might not feel like filling it out, but the questions may help to jog your memory about a deductible expense. It also provides a nice format into which you can organize all those forms and reports you receive.

Robert Bering, CPA, PFS, owns Bering CPA Firm, Indianapolis. Contact him at (317) 244-3355 or rbering@beringcpa.com.

# 2013 tax increases on investment income and wages

With a multitude of negotiations taking place in Washington to avert a "fiscal cliff," one certainty for 2013 is that there will be a tax increase on investment income and wages for those income earners above a certain threshold. The income thresholds are \$250,000 for married taxpayers filing jointly, \$125,000 for married taxpayers filing separately, and \$200,000 for other filers. Therefore, it will be imperative to engage in planning to keep income below these levels. Some taxpayers and employers delayed in preparing for the new tax increases, waiting to see if the U.S. Supreme Court would uphold the 2010 health care legislation and/or if the GOP would win the White House. However, with the Supreme Court upholding the legislation and President Obama's re-election, it appears these tax increases will remain in place.

Taxpayers whose income will be above the amounts mentioned should become familiar with how the new tax increases will take effect. Luckily, the IRS recently released guidance on the matter (I apologize in advance for the technical language to follow, but it does get quite complex). Starting in 2013, a 3.8% Net Investment Income Tax (NIIT) will be imposed on the lesser of "net investment income" or the excess adjusted gross income (AGI) over the threshold amount. At the heart of this tax is the definition of net investment income. According to the rules and guidance, it consists of gross income from interest, dividends, annuities, royalties, rents, passive activity income, and gains on disposition of passive property less deductions allocable to the gross income or gain. Net investment income does not include self-employment income or distributions from a quali-



**Steve Levy**  
Tax Manager

*"...with the Supreme Court upholding the legislation and President Obama's re-election, it appears these tax increases will remain in place."*

fied plan. Please note that the 3.8% tax also applies to trusts and estates.

Also effective in 2013 is the 0.9% Additional Medicare Tax on an employee's share of Medicare tax on wages and compensation, as well as on self-employment income, that in total exceeds the threshold amounts mentioned above. For this tax, instead of using AGI, the income thresholds only include wages, compensation, and self-employment income. In addition, there is no "employer match" for the Additional Medicare Tax. An employer is required to collect Additional Medicare Tax with respect to wages earned only to the extent an employer pays wages to employee in excess of \$200,000. Employees who expect to pay Additional Medicare tax but earn \$200,000 or less from one employer may not request withholding of the Additional Medicare Tax from that employer but can instead ask for additional income tax withholding. Those that did not request additional withholding, and the self-employed, may need to make estimated tax payments. Finally, individuals will report Additional Medicare Tax and pay any shortfall on their Form 1040.

With proper planning it may be possible to keep income levels below the threshold that triggers the additional tax. One such year-end planning technique may involve accelerating income that is otherwise subject to one or both of the new taxes. If AGI cannot be lowered below the trigger levels, additional investment strategies and planning can be utilized to keep investment income at a minimum. While 2013 indeed ushers in a level of

uncertainty in many respects, there are definitive actions you can take to minimize your tax bite from the government. Your CPA or other advisor can assist with these tax saving strategies.

Steve Levy is a Tax Manager at Donovan CPAs and Advisors. He can be reached at slevy@cpadonovan.com or (317) 745-6411.

## FINANCE Dispatches

### Go abroad for bonds

The average yield for emerging-market bond funds is 5.4 percent, more than triple the current yield on a 10-year treasury note. Sound risky? Many emerging-market economies are in better shape than the U.S. and Europe. -[www.cnnmoney.com](http://www.cnnmoney.com)

### Get a pro's help

Participants in 401(k) plans who receive some form of guidance earn annual returns an average of three percentage points higher than those who don't, according to Aon Hewitt and Financial Engines. You may even be able to get it for free; an increasing number of companies offer it as a benefit. -[www.cnnmoney.com](http://www.cnnmoney.com)

### Indianapolis lands on CNNMoney list

Indianapolis ranked third for most affordable city to live in, according to CNNMoney. The Circle City's variety of business platforms and percentage of "affordable" homes placed it high on the list. The entry for Indy also notes that in years past the city "led the affordability index" for the list. -[money.cnn.com](http://money.cnn.com)

### Midwestern representation

Cincinnati, Ohio made a list of cities that foster success for startups. The city has various programs that help nurture startup businesses, including a not-for-profit venture capital provider and an accelerator called The Brandy. -[money.cnn.com](http://money.cnn.com)

### The smell of consumerism

A recent study has shown that shoppers will dole out 20 percent more cash when a simple smell - such as the experiment's plane orange scent - occupies the air of a store, as opposed to a complex smell. -[smallbusiness.foxbusiness.com](http://smallbusiness.foxbusiness.com)

### Big deal

VistaJet, a corporate jet company and manufacturer Bombardier Inc. recently made a deal for 142 jets valued at \$7.8 billion. -[buzz.money.cnn.com](http://buzz.money.cnn.com)



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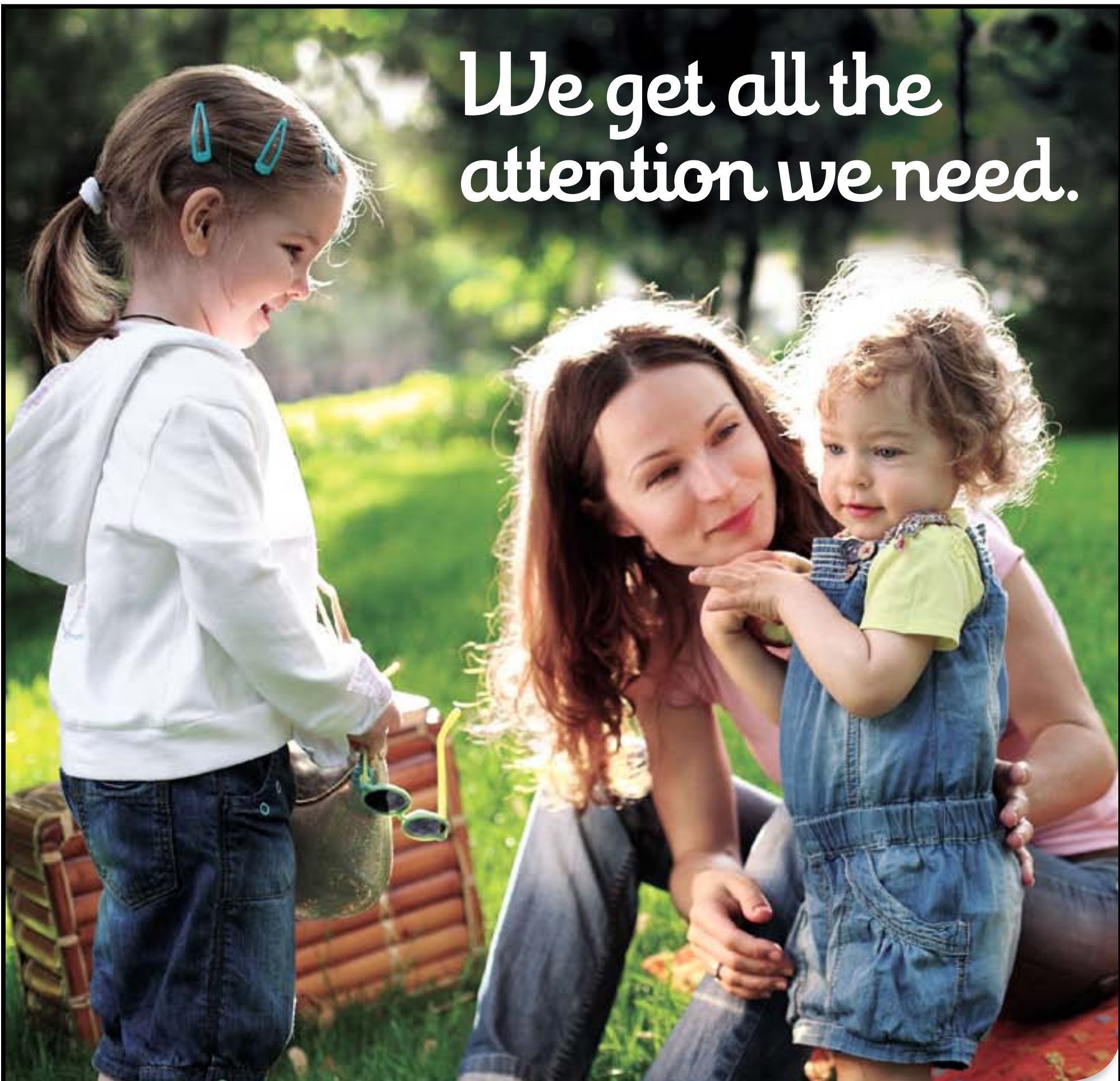
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OPEN 4 *Open 4 Business*

## The party truck has arrived

Jason Green created the ultimate video game party brought right to your house. GameTruck is a patented entertainment service that provides the easiest party a parent could ever handle. Featuring a custom made 32 foot RV with four TVs, eight game systems, and up to 17 players at once, this party also comes with customizable music, full heating and air conditioning, and a self-contained power source. GameTruck even helps start your party with customized invites. To ensure everybody gets the party they wanted, each is run by a certified and vetted Game Coach, who can also help parents with the game selection and content. All GameTruck needs is a place to park and people to play.

### Why did you open GameTruck?

I have always wanted to, as I put it, "Bring the fun." GameTruck rang with me because it is a wonderfully exciting service, and it really fills a niche that currently doesn't have anything in it; after your kids grow out of the bounce house age, or it is winter, or you just want to do something safe and contained, what can you do for a party? This is that answer. Having done a few parties, I can honestly say you don't feel much better than after spending two hours giving parties the time

of their lives.

### What did you do to prepare for the opening of GameTruck?

I met with a nearby franchisee a number of times and went with him to see how he runs parties and prepare. I of course did my market research, but really, I talked to the sons and daughters of people I know about it to see if it was something kids really wanted. After I did that, and saw the excitement the idea brought, I knew this was the job for me.

### Who is your ideal client?

Our parties are really catered for kids five-15; however, the truck isn't limited to that. We also are great for festivals, school events, and especially corporate team building events.

### How do you plan to be successful?

Provide the best product I can. You might be able to do other things for your party, but they don't come with a staff member whose only job is making sure your party is great. From start to finish, I am 100% committed to giving the best party to every customer.

### What would we be surprised to learn about you or GameTruck?

I am a true child of Hendricks County, having grown up in

**Game Truck**  
Jason Green, owner and operator  
317-268-6083  
jason.green@gametruckparty.com

Compiled by Rick Myers



Jason Green

Camby, went to school in Plainfield, and now I live in Avon, and I love my community. The GameTruck is interesting because it is the original mobile video game theatre, and it is even patented. So we are the only business in this

industry with such a solid performance and product that we could get it patented. You know when you choose GameTruck that you are choosing the best.

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### Danville Chamber honors local businesses and citizens

The Danville Chamber of Commerce announced the winners of its year-end awards on Dec.12 at the Hendricks County 4-H Fairgrounds and Conference Complex, 1900 E. Main St., Danville. Those honored were:

- Business of the Year: Carla Huntsman, Carla's Creations and Gifts, Danville
- Community Servant of the Year: Jennifer McPeak, Danville Chiropractic, Danville
- Public Servant of the Year: Danville Public Works Department, Danville
- Educator of the Year: Diane Blankenship, North Elementary, Danville
- Senior Citizen of the Year: Lorraine Ott-Perdue
- Chamber Member of the Year: Shane Ray, XRB Radio, Brownsburg

The awards were sponsored by North Salem State Bank. For more information contact the chamber at (317) 745-0670 or visit danvillechamber.org.

### Nelson Jewelers is BCC Business of the Year

Nelson Jewelers, Brownsburg, was recently named the Brownsburg Chamber of Commerce's Business of the Year. "We have been members of the chamber of commerce since its inception and feel that it is important to support its efforts to promote business and the interest of their members," Jeff Nelson said. Founded in 1958, Nelson Jewelers offers a full range of service; two gemologist appraisers, finer diamonds and gemstones, custom design services and in-house jewelry repair. "I would like to thank Brownsburg Chamber of Commerce for this award. I am humbled. Nelson Jewelers feel it is very important to be a good citizen. Supporting the chamber is a priority that we take seriously."

## The real purpose of a Web site

Just 47 percent of Indiana's small businesses have a Web site, reported a recent study of Hoosier companies with fewer than 250 employees. No big deal, you say? "My company doesn't do business online! Our customers don't need to order from us that way, and I have no interest in whether someone living in Botswana can find me on Google. So I'm perfectly happy to be in that 53 percent group. I don't need to waste money on a Web site."

Ah, but you're mistaken. Your customers may not conduct business with you online, but they do expect to see you there. Consider that one of the most important roles Web sites play these days is to establish and prove a company's legitimacy when you're not around to do it. If a prospective customer can't find you online, odds are good that he or she will doubt that your organization is legitimate or really wants his or her business. And if they can't find you, they'll look at the results that showed up in the search engine and do business with one of them instead. There's a name for all those other results. We call them your competitors.

Today, a company's online presence is the key to saying, "We're real, and we want your business!" When you choose not to have that online presence, you cut yourself off from a large group of prospects. No matter what group you're targeting, the number of online users continues to grow at a faster pace than any other marketing channel in history.

Prospects aren't the only group you miss when you choose not to be online. You might be surprised at how often your



**Scott Flood**  
Columnist

current customers check to see if you have a Web site. Why? They need some small piece of information – whether you're open on Saturday mornings, whether you stock part #A624B-white, or a quick question about a service. When they can't find that answer from your Web site because you don't have one, they'll find it somewhere else, and odds are good that "somewhere else" will be a competitor's site. The Web has made us even more of a society that's focused on instant gratification. We get frustrated when search engines don't produce the perfect answer right away, or when a company's Web site doesn't tell us exactly what we want to know at this moment. It's changed the way most of us handle daily business tasks.

It's true in most industries. Retailers without an online presence are losing market share to web-based competitors. Banks that lack strong online systems are losing customers to out-of-town institutions that have invested in sophisticated web-banking interfaces. Cities and towns fail to gain new employers because another municipality had better information on its Web site.

If your business doesn't have an online presence, you need to get one. Now. It doesn't need to be elaborate, it doesn't need to be expensive – but if you're not online today, you stand a much better chance of being out of business tomorrow.

*Scott Flood can be contacted via email at sflood@sffwriting.com or by calling 317-839-1739, or visit his blog at: sffwriting.com/blog/.*

### Miser joins State Bank of Lizton

Jerry Miser has joined State Bank of Lizton as vice president, commercial banker. With over 20 years of banking experience, Jerry has served various positions including commercial credit analyst and commercial lender, predominantly in commercial and industrial markets. He has led a sales and administrative team. Most recently he was employed with First Financial Bank after its acquisition of Irwin Union. He is a graduate of Purdue University and serves on the finance commission of St. Simon the Apostle church.



### Connie Lawson receives INARF's 2012 Career Recognition Award

The Indiana Association of Rehabilitation Facilities (INARF) honored Secretary of State Connie Lawson with their 2012 Career Recognition Award. The organization recognized Secretary Lawson for her work to raise awareness and impact the lives of Hoosiers with intellectual and developmental disabilities.

INARF represents agencies providing services to individuals with disabilities. INARF's 80 member agencies provide vocational, residential, and early intervention services to over 13,000 individuals with disabilities across Indiana's 92 counties. For more information, please visit [www.inarf.org](http://www.inarf.org).

## Goals: Tips for small business owners

It's a good time of the year to "take stock" and look back at how your small business has performed during the previous twelve months. And it's a good time to look forward and make plans for the coming year. Goal setting – defining business objectives for a future time period – is a critical step in the planning process.

It seems that the most successful small business owners and entrepreneurs are also the best goal-setters and planners. Goal setting is how smart business owners transform lofty ambitions into concrete results. On the surface, goal setting may seem easy to do. But like many things in life, it's a skill that takes time and practice to master.

Here are some tips to help you improve your goal-setting skills.

Set long-term goals first – Small businesses often set goals within a couple of time frames: long-term (also referred to as "horizon" goals) and near-term. Generally, long-term means greater than one year and near-term means less than one year. Long-term goals focus on business achievements within the firm's planning horizon. Because of the long-



**Kevin Jones**  
Guest Columnist

ger time frame, these goals tend to be broader and often are not as detailed as near-term goals. Long-term goals should be developed before near-term goals, with near-term goals crafted so that accomplishing them will move the business closer to its horizon goals.

Follow the SMART guidelines – Chances are you've heard of the SMART approach to goal setting. The SMART guidelines are as popular as they are because of their practicality and simplicity:

- Specific – Goals should be written in precise, well-defined terms, rather than use ambiguous wording.
- Measurable – Write goals so you can measure your progress in numeric or "yes/no" terms.
- Achievable – Goals should be challenging, but not impossible to reach.

- Realistic – Well-written goals are not "pie in the sky," but are grounded in reality.
- Timely – Goals should specify a target date or time period for their completion.

Set a manageable number of goals – If a few goals are good, then more must be better, right? Not necessarily! Some people get carried away



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## PLANNER *Planner of Note*

### January Chamber of Commerce Meetings

**9** - Danville Chamber of Commerce (members' meeting); Wednesday, Jan. 9, 11:15 a.m., Hendricks County 4-H Fairgrounds and Conference Complex, 1900 E. Main St., Danville. For more information, call (317) 745-0670

**15** - Plainfield Chamber of Commerce (members' meeting); Tuesday, Jan. 15, 11:30 a.m., Plainfield Recreation & Aquatics Center, 651 Vestal Rd., Plainfield. For more information, call (317) 839-3800

**16** - Brownsburg Chamber of Commerce (members' meeting); Wednesday, Jan. 16, 11 a.m., the Brownsburg Fire Territory, 470 E. Northfield Dr., Brownsburg. For more information call (317) 852-7885

**22** - Avon Chamber of Commerce (members' meeting); Tuesday, Jan. 22, 11:30 a.m., Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333

**25** - Westside Chamber of Commerce, (members' meeting); Friday, Jan. 25, 8:30 a.m., Indianapolis International Airport, 7800 Col. H. Weir Cook Memorial Dr., Indianapolis, 46241. For more information, call (317) 247-5002

### Avon Chamber New Members

**Misty Eyes Animal Shelter**  
Renee Harlor  
P.O. Box 1202  
Brownsburg, IN 46112  
(317) 408-9202

**Game Truck**  
Jason Green  
7394 Glensford Dr.  
Avon, IN 46123  
(317) 268-6083

**New Moon Advertising, LLC**  
David Charlton  
196 Mill Springs  
Coatsville, IN 46121  
(317) 420-8823

**Xtreme Lazer Tag**  
Gerry Modesitt  
8131 Kingston St.  
Suite 100  
Avon, IN 46234  
(317) 272-4815

### Brownsburg Chamber New Members

**Tina's Traditional Old English Kitchen**  
Tina Jesson  
1735 Cape Hatteras Ct.  
Brownsburg, IN 46234  
(317) 858-4345

### Plainfield Chamber New Members

**Fox's Pizza Den**  
1070 W. Main, Suite 177  
Plainfield, IN 46168  
(317) 268-8558

**Hilton Garden Inn**  
8910 Hatfield Dr.  
Indianapolis, IN (317) 856-9100

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**Branching Out**  
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Paula R. Oliveira  
2591 Foxtail Dr.  
Plainfield, IN 46168

**CDRH Consulting, LLC**  
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153 N. Jefferson St.  
Danville, IN 46122

**Country Quality Motors**  
Clyde E. Calvert  
10551 S. C.R. 550 W.  
Stilesville, IN 46180

**Dancier Insurance Agency**  
Darron J. Dancier  
C/O Darron Dancier  
4141 Mossy Bank Rd.  
Indianapolis, IN 46234

**Danville Furniture Outpost**  
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Danville, IN 46122

**Integrity Sports & Business Apparel**  
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252 Meadow Dr., Suite 1  
Danville, IN 46122

**J & D Rentals**  
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Deborah B. Thompson  
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Plainfield, IN 46168

**Moralding Flooring and Cleaning Services**  
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**Party Nails**  
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Charlie Ha  
Hue Dugate  
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**RPN Motorsports**  
Any Nock  
45 Mardale Dr., Suite G  
Brownsburg, IN 46112

**Rage Athletics**  
Ryan Baer  
8098 Northpoint Dr.  
Brownsburg, IN 46112

**Sacredid Group**  
April Bordeaux  
1363 Northern Valley Tr.  
Avon, IN 46123

**Simple Terms Communications**  
Rebecca M. Brownfield  
9177 Summerfield Dr.  
Plainfield, IN 46168

**Steel Rod Tattoo**  
Rick Hansen  
6627 Live Oak Rd.  
Indianapolis, IN 46214

**Steel Rod Tattoo of Brownsburg**  
Rick Hansen  
6627 Live Oak Rd.  
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\$367,000. First Colorado National Bank

**Kim N. Marshall dba KM & Komp**  
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Thorntown, IN 46071  
\$50,000. The Huntington National Bank

#### Hamilton County

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\$699,000. First Internet Bank of Indiana

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**Financial Education Services, LLC**  
11478 Lantern Road  
Fishers, IN 46038  
\$150,000  
Indiana Business Bank

**Greenimage Landscape & Design**  
3833 Boine Circle  
Carmel, IN 46033  
\$25,000. The Huntington National Bank

**Kirby Baird**  
1940 Nantucket Dr.  
Cicero, IN 46034  
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**Lancaster Management Services**  
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Atlanta, IN 46031  
\$300,000  
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**Library Coffee, LLC**  
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Carmel, IN 46032  
\$55,000. First Financial Bank (OH)

**Travis May dba Travis May Cons**  
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Noblesville, IN 46062  
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\$73,000. Premier Capital Corporation

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\$10,000. KeyBank

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Suite I, Greenwood, IN 46143  
\$50,000  
Home Bank

**Greenwood Springs Dental, LLC**  
1273 Emerson Ave.,  
Suites A and B

Greenwood, IN 46143  
\$459,000  
First Colorado National Bank

**JHC Financial Services, Inc.**  
313 Western Blvd.,  
Suite C  
Greenwood, IN 46142  
\$16,000. The Huntington National Bank

**Longardner Investments, Inc.**  
3147 W. Smith Valley Road,  
Greenwood, IN 46142  
\$330,000  
The Huntington National Bank

**Midwest Electric Co., Inc.**  
685 Tracy Rd.  
Whiteland, IN 46184  
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