

Where Carmel Business Comes First

BUSINESS LEADER

CARMEL

March 2016

Issue 0105



PRE-SORT
STANDARD
U.S. POSTAGE
PAID
INDIANAPOLIS, IN
PERMIT NO. 1394

PROMOTIONAL PASSION

Carmel resident starts 185 Promotions & Apparel / P2

PROMOTIONAL PASSION

Carmel resident starts 185 Promotions & Apparel

By Mark Ambrogi

At first, Kelly Anderson had no idea she would one day want to open her own business for promotional items and apparel.

Anderson, a 37-year-old Carmel resident, started working with promotional items about six years ago.

"I didn't know anything about sales or promotional items," Anderson said. "As I evolved into it and really gained an appreciation and love for it, I realized this was going to be the career I worked in for the remainder of the time I worked. So then (starting a business) became the ultimate push. I just had to figure out how to do it and make it happen. It's been a dream for a couple of years and the ball started rolling in January of last year."

Last year, Anderson opened 185 Promotions & Apparel at 520 Industrial Dr. in Carmel. The showroom displays many samples of company line of products. Jourden Romine, a 2006 Carmel High School graduate who lives in Noblesville, started in the promotional business about six years ago as well, working at the same company as Anderson. Romine, an Indiana University graduate, serves as 185 sales associate and graphic designer.

"We try to keep the showroom updated with the latest things that we have," Anderson said. "Depending when you come in, this place can be super chaotic with orders everywhere. It contracts and expands depending what

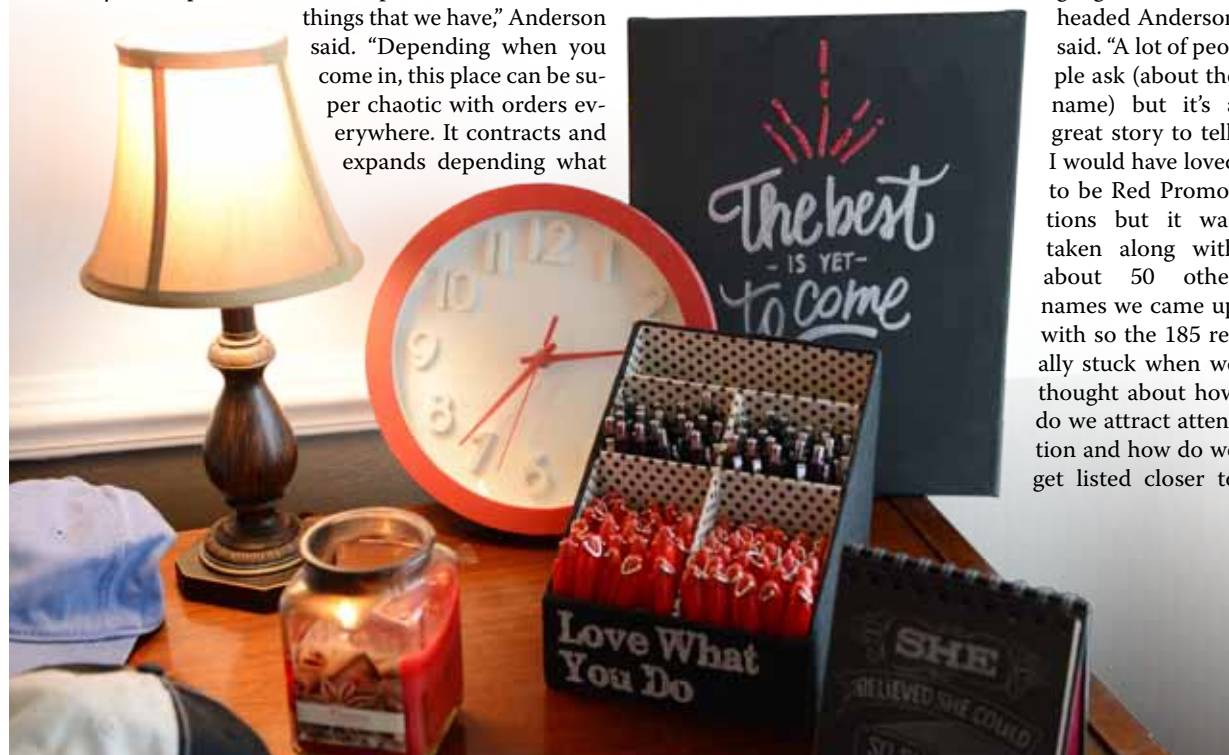


Kelly Anderson of 185 Promotions & Apparel. (Photos by Theresa Skutt)

we bring in and out."

The name 185 comes from the Pantone color for bright red, a common usage of graphic designers.

"We work with so many graphic designers that we wanted to come up with something creative that spoke their language," the red-headed Anderson said. "A lot of people ask (about the name) but it's a great story to tell. I would have loved to be Red Promotions but it was taken along with about 50 other names we came up with so the 185 really stuck when we thought about how do we attract attention and how do we get listed closer to



Promotional items at 185 Promotions & Apparel. The red theme comes from red-headed Anderson and her love of all things red.

the top of alpha-numeric listings. It's worked well with the language we speak daily,"

Anderson said the company does a lot of products for nonprofits.

"I have a really strong background in nonprofits," she said, having worked in public relations in the American Cancer Society and event planning for Leukemia & Lymphoma Society.

"But we also do a lot of school spirit wear for colleges and universities. I do my alma mater, Franklin College, and Anderson University as well as the corporate clients that reach out to us."

Anderson said the business has been stronger than she expected so far.

"It's always scary when you don't know what you don't know," Anderson said. "But we have a really good support staff and network of clients and friends and family that have helped out and let us pick their brain. We had a huge book of business. I asked everybody to take a leap of faith with us and no one missed a beat."

Anderson and her husband Brent have a 9-year-old daughter Maggie, a Mohawk Trails Elementary School fourth grader.

"It's a balance, some days it's 9 to 5 and some days it's 5 to 10 at night," said Anderson, who is proud of endless energy. "We're always here all day but there are times we work nights clients need whatever we're delivering."

The company employs factories all over the nation. Promotional items include pens, coffee cups, golf hats, T-shirts, water bottles, computer bags and dog toys, among others.

"We can do things that are completely custom," Anderson said. "We manage 10 company stores (promotions and apparel for those companies)."

Romine has enjoyed being part of the start-up business.

"It's always exciting to start from the ground up and be able to bounce ideas off each other and make the business the way we want it to be," Romine said. "It's fun to do both (sales and design). You're not doing the same thing every day, which is nice."

Carmen Parker, who lives in Whiteland, also works for the company helping clients on the south side of the Indianapolis area.

For more, visit 185promotions.com.

Anderson's tips for success

1. You don't need to be the smartest person in the room, but you should be the hardest working.
2. Build a fail-proof support network.
3. Love what you do and when you find that thing — START NOW. Waiting and worrying about the what-ifs is paralyzing.



(File Photo)

Women in Business:

Dawn Fraley, owner of The Great Frame Up

Compiled by Sophie Pappas

Tip for success: "Listen to what your clients needs are. Do not be afraid to stop someone when you don't understand. Asking questions is informative and helpful it is not a sign of weakness. Listening builds trust, which is equally important."

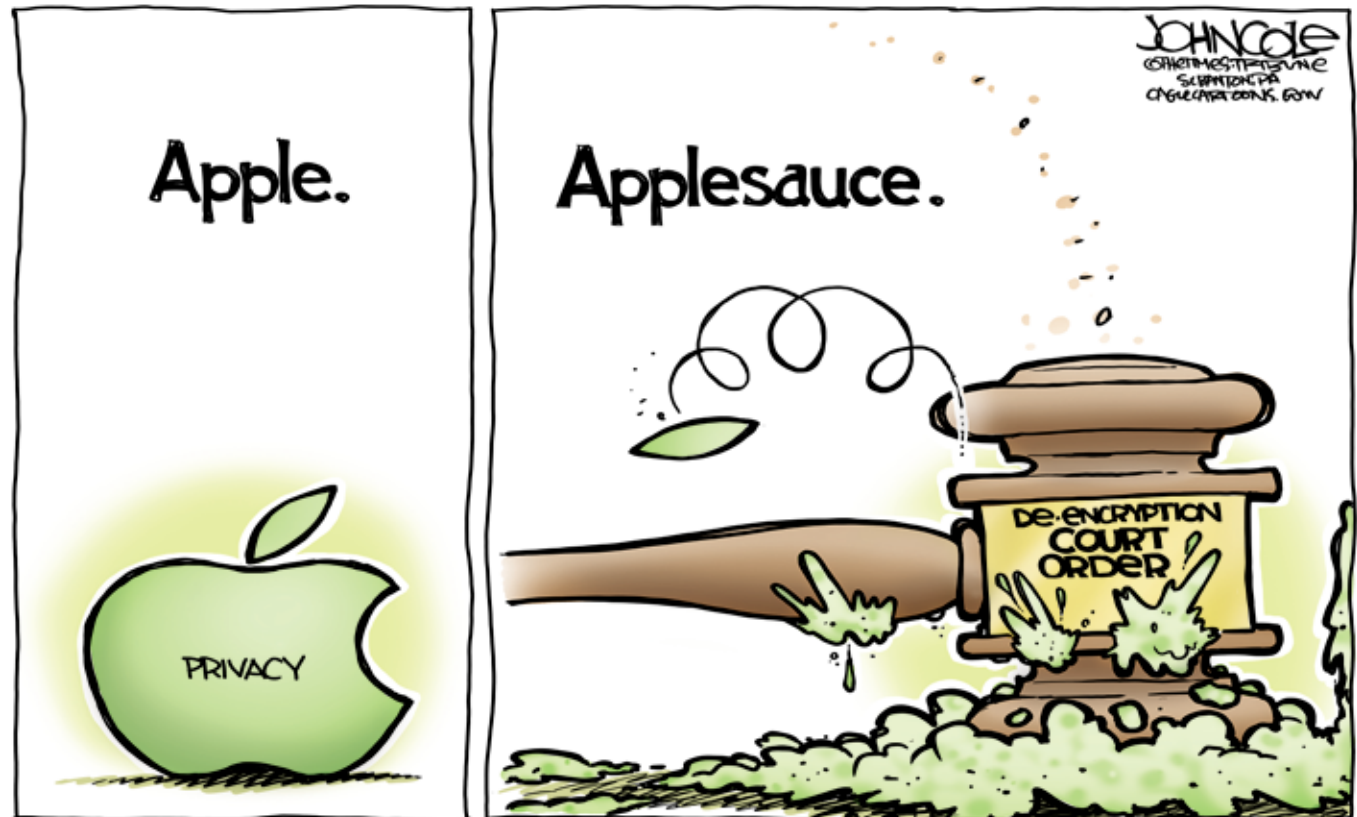
Dress for success: "Simple black pants, comfortable shoes and a nice blouse with a jacket. I run around all day and if my feet hurt due to uncomfortable shoes it will show in my face. One stand-out accessory is good but I try to keep that simple. A smile is the most important accessory... Always!"

On facing adversity: "I have felt discrimination as a woman in my business but I haven't felt disadvantaged. The best thing I can do in any situation where I am not comfortable is to educate myself. I have a wonderful network of friends, family and colleagues that I can go to for advice, and I do that often."

QUOTE OF THE MONTH

"Accept the challenges so that you can feel the exhilaration of victory."

- George S. Patton



Smiles in the face of adversity

One of us took a weeklong trip to the Riviera Maya. The economy there could be doing better, and that's putting it mildly. Actually, it could be doing a whole lot better. Unfortunately for our neighbor to the south, one recent week saw a single U.S. dollar bring 19.431 pesos. Do the math. You can get a lot for a few USDs down there. A quick for-instance: Six of us ventured into Playa Del Carmen and had a soup-to-nuts dinner with cocktails. It was a lobster joint, a fine one at that, and the specimens were gigantic and tasty!

After a 20-percent tip, our tab was (sit down, please) \$132 USD ... for a half dozen folks to gorge on succulent seafood and be treated to impeccable service. Nightspots were featuring five premium bottles of beer for \$7.50 USD. It was a veritable play land for shoppers and diners alike. It gave us pause when the subject of the 2008 recession came up. We should all count our lucky charms that our economy actually was in better shape (in relative terms) than was Mexico's before it suffered its decline. We tipped a beach server \$20 USD, and we saw tears well in her eyes. Later, we learned that represented 10 percent of her monthly wage earnings; tips mean

everything down there, which is why the folks that get and excel in service jobs tend to keep them; they actually comprise some level of "royalty" (our word, not theirs) among their countrymen. And no one is striking for a \$15 minimum wage, either. Instead - from the sketchy-appearing cigar hawker on the street to the wine steward at the resort - they work with easy smiling pride, humility and the graciousness some American workers would be wise to deploy. In our travels, a more industrious lot we've not seen. We

openly commended them early and often. We wonder how we all would react were the tables to be turned.

...

You go, Tim Cook! The Apple CEO has told the FBI to shove it after the agency requested Apple create a backdoor into its operating system. We read and loved Cook's written response (Google it if you haven't read it), but it's only going to go so far until a court order makes the sometimes-struggling giant create the code. And that's a real shame. We like folks such as Cook that put it all on the line for their companies and customers.



Brian Kelly & Steve Greenberg
From the Backshop

BUSINESS LEADER[®]

ESTABLISHED 2007 Issue 0105
Times-Leader Publications, LLC,
in conjunction with Current Publishing, LLC
30 S. Range Line Rd., Carmel, 46032

Phone: 317.489.4444

Fax: 317.489.4446

E-mail: info@businessleader.bz

Founder and Publisher
Richard K. "Rick" Myers

President Brian Kelly

Advertising Sales Executive
Dennis O'Malia
dennis@youarecurrent.com
317.370.0749

Editor - Sophie Pappas

Design/Production - Zachary Ross

Copyright 2015 ©Times-Leader
Publications, LLC/ Current Publishing, LLC
All rights reserved.

Energizing the consumer

Consumers migrate to brands that trigger emotionally charged experiences that fulfill emotional aspirations. Without an emotional, or even intimate, connection, a brand will not capture a customer – just a transaction.



Jim Ittenbach

The path to creating an alluring brand invitation begins with an in-depth understanding of what intrinsic needs drive behavior. These are called “emotional triggers.” Companies that master these understandings are making brand connections that attract and retain very profitable and very loyal customer relationships.

Yet, the Harvard Business Review research effort revealed that most brands have little idea what strategy works best for sustaining customer relationships. If your organization is not at this marketing level, don't feel alone. While over 300 specific emotional triggers have been quantified, it is seldom clear which one works best captures your brand's value proposition. In an ongoing global survey of senior executives conducted by PwC's strategy consulting business, more than half of the 4,400 marketing managers said they didn't think they had a winning strategy.

The companies that do master this type of strategy seem to be making the right choices about what type of emotional linking value to offer and how to deliver it throughout the consumer decision journey. But be prepared, these type of marketing choices often run contrary to the conventional wisdom within your industry. The process begins by discovering what “inspires” your most profitable customers. This could be a sense of freedom, securing control, inspiring confidence, protecting the environment, feeling secure, or enjoying a sense of well-being.

Mapping a consumer's decision journey reveals how brands can recognize, measure and strategically appeal to the consumer's most rousing inner feelings. These understandings confirm that your brand's messaging and customer experiences are meaningful and support the undertow of emotional fulfillment. Brands that foster fully engaged customer relationships also experience double digit annual profit growth.

Modern multi-platform (consumer conversations to transactional data integration) research methods now allow marketers to structure learning processes that enrich every step throughout their customer's decision journey, ensuring that a relevant and personalized value chain is delivered.

The pivotal aspect in cultivating customer loyalty, however, is sustaining product or service relevance by integrating all of your customer's digital and interpersonal touchpoints with this sense of personalized intimacy that can truly connect your brand with their desired sense of self-inspiration. Live long and prosper.

Jim Ittenbach is the Senior Partner at SMARILLLC. He can be reached at jittenbach@smari.com

Can you make a negative experience profitable?

There's no getting around it, bad customer experiences happen. How you handle customer issues have a huge impact on your business. Recently, I had a bad experience that made me think about actions businesses can take when things go wrong.

I had a reservation at a high-end steak house for a family celebration. Upon arrival, the hostess told us that they didn't have a table available. I asked why, and was told it was because they were busy. Which is, of course, the point of the reservation! We waited 40 minutes before giving up. We left hungry and angry without talking to anyone. It happens more often that you think. Seventy-eight percent of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience.

Negative experiences have lasting effects

Unfortunately, the steak house lost us as customers. We have shared our bad experience with lots of people. On average, people tell twice as many people about negative experiences than they do positive experiences. It costs six times as much to acquire a new customer than to keep an existing one. And, new customers spend less and visit less often.

On the other hand

Had the restaurant apologized for the delay, maybe bought us a drink while we waited, and offered a sincere apology, the results would be much different. Reasonable customers don't expect perfection. We do expect to have



George Klein

our issue acknowledged and quick action to make it right. Not only will we return, we'll be 50 percent more loyal than before the incident occurred!

Have a plan

Take a hard look at your business processes.

- Anticipate where problems can occur and develop a plan that empowers employees to take action.
- Act quickly when an issue arises. Don't wait for customers to get irate or leave for the competition.
- Acknowledge the problem. A sincere apology will keep the the problem from escalating.
- Make it right. Don't just solve the problem. Your customer was inconvenienced and should be compensated for the negative experience.

Go above and beyond

If you want unhappy customers to come back, give employees the tools to “wow” them. “Wowing” customers creates relationships that are key to turning customers into advocates. Advocates are a different kind of customer. They strongly believe in your business, and go the extra mile to convince others to believe in it too. One key to turning a customer into an advocate is the way you make them feel. Wowing them creates positive feelings toward your business. Had our restaurant not only taken care of the issue properly, but also “wowed” us, we would return again and again! A 5 percent increase in retention, can result in a 75 percent increase in profitability.

Have a plan. Take action. Wow your customers. It will keep them coming back.

George Klein is the CEO/Founder of Peoplocity, a customer feedback platform. Contact him at George@peoplocity.com.

BUSINESS DISPATCHES

Tourism improves – The introduction of the Grand Park Sports Complex in Westfield in 2014 and a continued strong weekday business market pushed the local overall economic impact of tourism up 4.8 percent between 2013-2014, Hamilton County Tourism officials said recently. The annual study from the Indiana Office of Tourism Development showed direct visitor spending grew to almost \$389 million. The local tourism economy contributes more than \$90 million to state and local taxes.

10 Stocks to Buy for Double-Digit Returns in 6 Months

– These under-loved but technically superior stocks will deliver some sizable pops in very little time. They are: Dollar Tree, Dr. Pepper Snapple Group, O'Reilly Automotive, Adobe Systems Inc., Clorox Co, Altria Group Inc., Fastenal Company, Fiserv Inc., Mylan NV, and Mattel Inc. *Source: InvestorPlace*

OneZone and Score partner – With an initiative to provide OneZone members new tools to grow and prosper, OneZone and Indianapolis SCORE announce a new partnership. Beginning this month, on-site mentoring by SCORE volunteers will be available to members of OneZone, the organization formed in 2015 with the merger of the Carmel and Fishers chambers of commerce.

Litten named to top list – F.C. Tucker Company owner and President Jim Litten has been recognized by Swane-poel T3 Group on its annual SP200 ranking of the most powerful people in real estate for 2016. Litten was named to the SP200 for his leadership of Indiana's largest real estate firm, which is also one of the oldest independent real estate companies in the nation.

Hamilton County joins JDAI – Thirteen counties, including Hamilton County, will join Indiana's Juvenile Detention Alternatives Initiative this year. JDAI aims to improve outcomes for children in the justice system while ensuring public safety. JDAI and other juvenile reforms have allowed the Department of Correction to save over \$15 million annually, and re-arrest rates have declined from 25 percent to 10 percent in JDAI counties.

Realty awards given – MIBOR REALTOR® Association recently recognized industry and community service standouts at its annual event – The Ball: A Benefit For the REALTOR® Foundation. Award recipients included: 2015 Realtor of the Year – John Creamer; 2015 Affiliate of the Year – Dorothy Dodd of Salin Bank; Distinguished Service Awards – Janet Jernigan, Tom Johnson, Steve Sullivan; F.C. Bud Tucker Community Service Award – Elizabeth Priller.

The problem of the strong team member

We want them – the strong team member. You search for the person with the best resume, recommendations and potential to add talent and ability to your team.

However, a problem can emerge when you as the leader do, in fact, find that team member who is truly gifted and accomplished. Such a team member will often have his or her own thoughts on getting things done. They may not believe what you believe. They may prefer a different direction on a project or task and, as strong team members, will have the ability to convince your other followers you are wrong.

This was President Harry Truman's situation in 1948 when he decided to recognize Israel as a nation-state. No other nation had done so yet.

His strongest team member disagreed vehemently. Secretary of State George Marshall, rightly praised as Army Chief of Staff during World War II, was the most outstanding member of Truman's team. He opposed Truman's stance toward Israel and sought to undercut the president's position at every



Dan Miller

turn. In meetings, newspaper interviews, and more Marshall pushed his view on Israel. Regardless of how Truman explained his proposed policy, Marshall denied his support.

At the final hour, on May 15, 1948 after five months of wrangling, Marshall told Truman he would not make his opinions publicly known. Later that day, the United States announced to the United Nations its recognition of Israel.

Truman's approach to Marshall offers you lessons for your leadership of strong team members. First, team members are unique and often require different approaches. Second, having the patience to let consensus unfold can avoid many difficulties. Third, knowing and trusting the character of the strong team member is vital.

You should want a team of George Marshalls. But just be ready to emulate the leadership experience of Harry Truman.

Email Dan Miller with your thoughts at dan@historical-solutions.com.

BUSINESS DISPATCHES

Stark selected for fellowship – Toby Stark, Chaucie's Place executive director, has been selected for The 2016 Executive Journey Fellowship. The Fellowship provides Indiana's youth workers greater opportunities to bring more meaning to their lives and make stronger commitments to the field of youth work.

Top loan officers – Residential mortgage lender Ruoff Home Mortgage announced that Joe Harvey was the top loan originator for the Carmel office for the month of January. The top spot in each branch office is based on the number of closed loans during the month, as compared to their fellow peers.

Promotions – SYM Financial Advisors has announced the following promotions: Jonathan Slocum – Financial Advisor; Rebecca Davis – Senior Financial Paraplanner.

Home prices rise – F.C. Tucker Company reported average home sale prices in the nine-county central Indiana region rose 2.1 percent in January 2016 compared to Janu-

ary 2015, while active listings declined 11.7 percent in the same period. Home prices averaged \$171,253 last month, which is more than \$3,500 higher than the average price of homes in January 2015.

Stock of the week – BottomLine's stock pick for the week is Mercury Systems Inc. (MRCY). Mercury makes electronics and sensors that provide computer processing power for US military systems and platforms. It has a pristine balance sheet, zero debt and \$2.35/share in cash. Revenue was \$234 million in fiscal 2015 and should grow to \$253 million for fiscal 2016 and \$279 million for fiscal 2017.

Source: BottomLinePersonal

Real estate investors meeting – The next Main Meeting for the Central Indiana Real Estate Investment Assoc. will be held on March 3 at Broadmoor Country Club, 2155 Kessler Blvd. W. Doors open at 5:30 and the meeting begins at 6:45. Cost is \$20 for non-members. Members are free.



Get on the right track with custom vehicle graphics from AG Signs.

You want your brand to leave a lasting impression. Your brand has value, and vehicle graphics & signage are a great way to gain a lot of exposure without having to race through your budget!

Give us a call or stop by to learn how we can help you increase your reach!

alphagraphics®

1051 3rd Ave SW | Carmel, IN 46032
P 317.844.6629 | F 317.844.6636
www.us605.alphagraphics.com
us605@alphagraphics.com



visit us on the web



You Don't Want A Geek. Hire An Actual IT Professional.

Computer Troubleshooters is the leading IT solutions provider for small business because we combine state of the art technology monitoring and problem prevention with knowledgeable IT professionals that provide the tools you need to flourish in a fast paced market.

We provide:

- Data backup and recovery
- 24/7 hardware and software monitoring and maintenance
- Protection against Spyware, Viruses, and Spam
- Technology for business planning
- Business Phone systems and maintenance
- PC & Mac Hardware & Software repair, upgrades, and sales

SCAN FOR
SPECIAL OFFER!



317-867-0900

www.CTcarmel.com
Ranked #1 Technology Solutions
Franchise by Franchise
Business Review

Free I/T Audit for your Business
Contact us now for no cost evaluation of your I/T systems. We will provide you with an assessment and recommendations to improve your I/T infrastructure. Up to 1 hour.



Computer
Troubleshooters
TECHNOLOGY SOLVED

World's largest IT network for small business.
Over 1,200 professional computer technicians.
316 S Rangeline Rd, Suite C, Carmel, IN 46032
317-867-0900 • www.ctcarmel.com
Monday - Friday 9AM-6PM

McMighty marketing mistakes

Throughout history companies have introduced some really dumb products. “Oh, but we’ve done the research,” they say. Often, corporate know-it-alls let greed get in the way and multi-million dollar mistakes are made in attempting a brand extension. They fail to mix that market research with good ol’ common sense. That is the way to produce a great idea. Try these:



Jon Quick

- **Bic Disposable Underwear.** Hey, they make great disposable lighters.
- **Gerber Singles.** Servings of food for busy single adults in jars that look just like the food you enjoyed as a baby.
- **Colgate Kitchen Entrees.** A line of food products. What a great reminder to brush your teeth and sell more toothpaste.
- **McLobster Sandwich.** But keep the price low so everybody can enjoy lobster.
- **Ben Gay Aspirin.** Ben Gay is famous for soothing pain on your skin. So how about swallowing it to ease your headache?
- **Harley Davidson cologne.** You, too, can smell like a motorcycle.

Truth is all of these ideas made it to market. They all failed. Duh.

Then there was the most famous dumb move of all: New Coke.

It doesn't mean don't try new things or take risks. Not at all. Some dumb ideas are so dumb they do make it.

As I tell clients: Be sure to think it through. Test it out. Walk before you run.

True, sometimes you have to strike out dozens of times before you hit that home run. Just be sure you can recover from the failure. If so, the home run might just pay for all the mistakes you've made.

A former boss of mine posts a list of 11 commandments, which symbolize his company's famous out of the box thinking. After an especially hard hit from a big idea that crashed rather quickly, it became obvious this idea wasn't really within the company's core competencies.

So, he added another commandment. Admit your mistakes. And learn from them.

Now there's the new Burger King Hot Dog. Oxymoron? It comes on the heels of yet another FDA report citing the dangers of hot dogs. So, too risky? Bad timing? Time will tell.

Still, I can't wait to try one.

Jon Quick is President of the Carmel-based marketing and public relations firm, Q Public Relations & Marketing. You can reach him at Jon@QPRmarketing.com. He is a former 25+ year manager at both CBS and Emmis Communications.

Three behaviors that will boost your business

Having everyone on the same page is one of the most important things you can do to take your business to the next level. But how do you do that? That's the question many ask time and time again. Here are three quick behaviors you can employ right now without costing any additional capital investment. The three are: 1) Include to engage 2) Hold accountable to buy in and 3) Give feedback to develop.

The first behavior is to include your team in your business. Every business from the sole proprietor to the corporate giant has key people that must be engaged in order for the company to be successful. The Gallup organization has been studying employee engagement since the 1990s. Here are some key findings from their research regarding engaged employees:

- 41 percent fewer quality defects
- 48 percent fewer safety incidents
- 28 percent less shrinkage
- 65 percent less turnover (low-turnover organizations)
- 25 percent less turnover (high-turnover organizations)
- 37 percent less absenteeism

Make sure everyone is crystal clear on what “work” is in your business. By that I mean, provide clear expectations.

The second behavior is holding your employees ac-



Jack Klemeyer

countable. Once you have told or showed them what to do, make sure they do it. I find that the reason most employees do not excel is because the instructions given on what they were to do were poor. Here is a hint: being clear on what to do is not about what you think, it's about what they think and understand.

The third behavior, and quite frankly, it is the one that most employers do not do very well (or at all) and that is provide feedback. One of the reasons employers do not provide feedback is because they view the conversation in the wrong perspective. They need to think of the conversation being developmental, not confrontational.

From your vantage point you can see what employees may have done incorrectly, but if you do not check to see if they know what they did wrong, your feedback will not be accepted and the needed change implemented. This will cause your employee to begin to check out and your frustration level to rise. Make sure they understand what happened. When you begin the conversation, be calm, think “this is development not confrontation” and ask some version of “How do you think you did?”

Employ these three behaviors when working with others and enjoy the growth of your company.

Jack Klemeyer brings more than 30 years' experience to his coaching clients and mastermind groups through Grow Your Business Coaching. He is best known for innovative thinking and creative solutions that make a real difference in business growth. Contact Jack at 755-6963 or at Jack@GYBCoaching.com.

BUSINESSES FOR SALE MARCH 2016

For more, contact the Indiana Business Advisors at 558-9044 or marketing@indianabusinessadvisors.com

- **North Side Indianapolis Advertising and Marketing Franchise** – Highly sought franchise in ideal territory. Established location with loyal client base. Asking price \$195K. Rev. \$480K. Cash flow \$77K.
- **North Side Indianapolis Bar and Restaurant** – Recently remodeled and upgraded. Known for extensive drink menu and food. Asking price \$250K. Rev. \$950K.
- **Suburban East Indianapolis Business Service Center** – Also offers postal services. Strong brand recognition. Revenue up 13 percent in 2015. Price recently reduced. Asking price \$199K. Rev. \$282K. Cash flow \$70K.
- **Indianapolis Coffee Café** – Local favorite. Menu breakfast to lunch. Gourmet coffees. Seats 25. Free wifi. Asking price \$98K. Rev. \$349K.
- **South Side Indianapolis Coin Laundry and Tanning Salon** – Clean and bright salon. Located on highly traveled road. Asking price \$248K. Rev. \$237K.
- **Indianapolis Contemporary Casual Restaurant** – Near popular entertainment. Bar, dining, conversation areas and patio with live entertainment. Seats 125. Asking price \$395K. Rev. \$1.3M.
- **North Side Indianapolis Cosmopolitan Nightclub** – Room for 239 patrons inside and on patio. Large dance floor and VIP area. Asking price \$249K. Rev. \$390K.
- **Indianapolis Education Franchise** – Serves students age 4 to 14. Provides hands-on experience to foster love of science, technology, engineering and mathematics. Asking price \$99K. Rev. \$184K. Cash flow \$69K.
- **Indianapolis Electronic Device Repair Business** – Fast-growing franchise. Repairs cracked screens, common cell phone issues and all types of electronic devices. Asking price \$90K. Rev. \$238K. Cash flow \$37K.
- **Hamilton County Ethnic Fast Food Restaurant** – Seating for 50. Large beer menu. Catering services also offered. Rev. \$20K/month.
- **Far North Side Indianapolis Ethnic Fine Dining Restaurant** – Family owned and operated for 20+ years. Extensive wine list. Seating for 140. Asking price \$275K. Rev. \$575K.
- **South Side Indianapolis Ethnic Restaurant** – Well-known and well-received by patrons. Family owned and operated 30+ years. Well-equipped kitchen and seating for 85 with small bar. Asking price \$65K. Rev. \$165K.
- **Indianapolis Footwear Manufacturer and Distributor** – Markets to niche of outdoor sports enthusiasts. Driving growth through product innovations and sponsorships from 200+ pro, amateur, collegiate and high school teams. Asking price \$100K. Rev. \$249K. Cash flow \$58K.
- **Indianapolis Full Service Plumbing Co.** – Full variety of services. In business 20+ years. Licensed plumbers and apprentices on staff. Strong, loyal customer base. Cash flow 195K. Rev. \$470K. Cash flow \$111K.

Q and A with a Carmel herbalist



Lei Shaw and some Chinese herbs at Essence of China in Carmel. (Photo by Lana Bandy)

By Lana Bandy

What do you do at Essence of China? I do acupuncture and prescribe Chinese herbs and supplements. My clients often have headaches, pregnancy problems, menopause, back pain, knee pain and arthritis problems. When you have an acupuncture treatment, it is more like physical therapy and Chinese herbs are more like medicine, which

is why we do prescriptions. The herbs we use are pre-made. They are combinations (of herbs); I hardly ever use just one herb. Most of the time the problem is more complicated, so we need a group of herbs. The Chinese herb principle is very different. It doesn't need to be an herb grown only in China, but it could be American Ginseng or Korean Ginseng, but we still call them Chinese herbs because we

Name: Lei Shaw

Title: Licensed Acupuncturist/Herbalist

Business: Essence of China

use them according to the Chinese herbal principles.

What is your background? I moved (the practice) to Carmel in September, but my practice has been in Indiana for 18 years. I came to the U.S. from China in 1992 and moved to Indianapolis in 1997. I went to school in New Mexico for a four-year master's degree, then I went to China to do my internship. In China, I went through different rotations, through different departments, learning about various health issues.

Are there specific herbs you prescribe more than others? Group herbs work better than just one herb. I sometimes get a phone call from someone saying, "I want to buy this one herb from you," and I ask, "What is that about?" They will say it is for some disease, and I tell them that one herb doesn't help one kind of disease. Even for migraines, I don't give just one herb. I think a lot of people check the Internet and find that migraines are helped with this (certain) kind of herb, but the migraine itself is a very complicated problem. A lot of people I see who have migraines have them because of neck pain. So when we treat the neck pain, the migraine is gone. So that's why we use a group of herbs together.

How long is the treatment? It depends on how long they've suffered the problem. For example, for acute sinus problems, one (acupuncture) treatment with some herbs can be fine. But, if it's chronic, like a sinus allergy, you need to repeat, so we recommend once a week at the beginning and we can gradually decrease it.

What are some of your success stories? The patient I just treated this morning had severe knee pain. After about eight visits, he is good to go to Hawaii. This morning he was very happy. I also helped some people get pregnant without IVF, using acupuncture and herbs. Then there were clients with digestive problems. I not only gave them the herbs, but also let them know what kind of foods to eat. For example, I treated someone who had very severe bloating every couple of months. I found out the reason was that he liked to eat a lot of cold food. A lot of Americans don't think cold food can affect their stomachs, but it can. I was digging into his medical history and I asked him if warm foods made him feel better, and he said yes. One time he had a very severe onset, and he was thinking that taking a hot shower would help him. So he was taking the hot shower and drinking the shower water because it was warm, and it made him feel a lot better.

What do you like best about your job? I like to help people. Most times, they can feel better after just one treatment. So every day I can help change people's lives.

Do you or someone you know have an interesting job? Or is there an occupation you would like to know a little more about? Send your story ideas to lbandym@yahoo.com and we might feature you in an upcoming issue of the Carmel Business Leader.

New McDonald's to open this month

By Anna Skinner

John Liapes and wife Mary are no novices when it comes to running a McDonald's franchise, as they own two stores in Whitestown and Zionsville.

Yet Carmel has not seen a new McDonald's in 20 years, and Liapes said that he and his wife will be the ones to bring the restaurant to the city.

"McDonald's decided they wanted build the first new restaurant in Carmel in over 20 years and they like the way we run restaurants," he said. "Our goal is to run great restaurants."

The couple decided in October to take on the new store at The Bridges in Carmel and broke ground on Nov. 23. The projected opening date is March 3.

"It will be a very café style McDonald's with very warm tones, my wife designed the interior," Liapes said. "I think what we are trying to deliver here is the experience of the future of McDonald's in terms of design and all the equipment will be state of the art."

Once the restaurant is open, approximately 60 people will be hired at what Liapes calls aggressive wages starting at \$11 an



A rendering of what the completed McDonald's will look like. (Submitted rendering)

hour based on experience and availability.

The Liapeses live only five minutes from the new restaurant, and one of them will be present each day of business.

"We are excited to be home owners and business owners in the same community and look forward to running a great restaurant in Carmel," Liapes said. "We are very involved, part of our success in the business is we take it very seriously and we get to know our guests very well. We love to remember their names and be a part of the community and interacting with our guests is really important to us."

Work Here aims to improve job searching

By Anna Skinner

In the digital age, finding work options can be as simple a brief search on one of numerous job websites. Work Here, a new Carmel-based company and job search engine aims to ease the burden of searching out hyper-local employment and workforce.

Work Here Chief Operating Officer Mike Seidle, along with Chief Technology Officer Rick Wehrle, previously helped establish the National Labor Exchange, a job exchange network between all 50 state workforce agencies, in 2007. The motivation for moving into a more approachable job network was the result of a desire to address gaps in job listings for people with minimal college level education and below.

"You had LinkedIn and Monster and all the job boards for the highly skilled professional marketplace, and what we're seeing is that for most of the jobs there just weren't the right tools, so we started work on what became Work Here," Seidle said.

The app, which can be found on workhere.com, allows users to search for jobs based on proximity, as well as follow various businesses to receive notifications when positions open up. A social media component allows for jobs to also be organized by who in your network also works at a certain



From left, CEO Howard Bates, CTO Rick Wehrle, and COO Mike Seidle of Work Here. (Submitted photo)

company. Employers can also use the site to recruit a local workforce.

The company also collected three experienced professionals to act as advisors to the company, including former Monster.com president and "Father of the Online Job Board" Bill Warren, Match.com founder Will Bunker, and Marco's Pizza franchise owner Wayne Patrick.

"There's a lot of similarities to the kind of application we're building," Chief Executive Officer Howard Bates said. "We're really just getting going, so I think we're starting to leverage the value they bring. We can take lessons from what they've learned."

For more, visit workhere.com.

Kingston's adds new features

By Mark Ambrogio

Music has always been part of Kevin Hunt's life.

"I've been playing in bands and dealing with PA (sound) equipment," said Hunt, who plays for Next Degree. "I've been on staff at churches, dealing with their PA, putting bands together and teaching."



Thornburg

Hunt joined Kingston's Music Showcase in Carmel

in April. Hunt and Kingston also provide PA and lighting for remote gigs, primarily for the bands who rehearse at Kingston's. Hunt's business, 60 Cycle Hum, offers PA and lighting systems, in-ear monitors, amplifiers and electronic drums.

"Kingston offers anything you want as far as a working band," Hunt said.

Hunt, a 48-year-old Lawrence Township resident, also repairs guitars and basses. The term 60 Cycle Hum refers to sound multiple guitars make in the same room through the guitar amp at 60 Hertz.

Amy Thornburg, a piano and voice teacher, began managing The Studios at Kings-



Kevin Hunt of Kingston's Music Showcase in Carmel. (Submitted photo)

ton's this fall. Thornburg said she is excited about having students in an environment with professional musicians.

"I love Kingston's. It's a family-run business where we all look out for each other," Thornburg said. "Music is everywhere in all forms and levels so it's the perfect platform to launch an education department. We are starting small and slow. I teach piano, voice and acting and have about 40 private students ranging from four years old to 50-plus years old. We are also offering guitar, bass, drums and possibly some brass lessons as well."

WILD EGGS NOW OPEN



Wild Eggs held its grand opening Feb. 8 at 1438 W. Main St., Carmel. The breakfast, brunch and lunch restaurant ribbon cutting was done by, from left, City Councilor Jeff Worrell, City councilor Bruce Kimball, OneZone's Mo Merhoff, Wild Eggs COO Shane Hall, Wild Eggs President JD Rothberg, general manager Will Rush, City Council President Ron Carter and City Councilor Laura Campbell. For more on the new restaurant, visit currentincarmel.com. (Photo by Anna Skinner)

Outcare provides medical resources for LGBT community

By Adam Aasen

Recently, the Carmel City Council addressed discrimination against various individuals, including members of the gay, lesbian and transgender community, by passing a new human rights ordinance for the city.

But one group is addressing discrimination that they believe exists in the healthcare field for many LGBT patients. The resource, called Outcare, is an online LGBT healthcare resource created by Marian University and Indiana University medical students for patients and providers.

Elisabeth Vreede, who grew up in Hamilton Co. and graduated from University High School in Carmel, serves as director of LG-BTQ education for OutCare Indiana. The current med student spoke to Current in Carmel about the organization.

So how does Outcare work? Using the Outcare website, outcareindiana.com, LGBT patients can find information and resources for support groups, STI testing, local health events and find an LGBT-friendly provider using the Outlist, which is an online database within the Outcare website that provides a list of LGBT-friendly providers from a variety of different specialties. Also, providers that meet our criteria can sign up to be on the Outlist as an LGBT-friendly provider. For health care providers, Outcare provides resources for training and education necessary to meet the needs of LGBT patients.



Vreede

How did you get involved? Following my first year of medical school at Marian University, I served as a scribe implementation manager at Fenway Community Health Center in Boston, Mass., where we primarily cared for LGBT patients as well as those who were HIV positive. This experience ignited my passion for improving access to healthcare for LGBT individuals in Indiana. I became involved with Outcare through a classmate, and we established a partnership with medical students from Indiana University.

What are the biggest issues your organization faces? Recruiting physicians has been very difficult. We're really hoping to find LGBT-friendly providers for all areas of medicine. There are great healthcare resources for LGBT individuals, and Outcare's challenge has been to locate LGBT healthcare resources and put them all in one place so they are more accessible. Outcare is looking to partner with healthcare organizations as well as physicians to provide a wider range of LGBT healthcare resources for Indiana's community.

What are some misconceptions that the general public has? LGBT patients have unique healthcare needs, and it is important that providers have the education and resources to meet these needs. Outcare's primary goal is to provide LGBT healthcare resources that benefit both patients and providers.

BUSINESS DISPATCHES

Choosing tax preparer – Here are some tips for choosing a reputable tax preparer:

1. Learn the fee before you begin. Be wary of those who offer a fee that's a percentage of your refund.
2. Make sure the tax preparer has a preparer tax identification number and belongs to a professional organization, such as the Indiana CPA Society or the Indiana Society of Enrolled Agents.
3. Ask the tax preparer about the security measures he or she takes to protect taxpayer data.

Source: Indiana Department of Revenue

Starbucks rewards - Starbucks has one of the most successful loyalty programs in the world of retail and restaurants, with more than 11 million active members. But the coffee chain is overhauling its rewards program in part to fix a problem that has bedeviled it for years: slow service at the cash register. Under the current program, Starbucks awards members one star per visit regardless of how much is purchased on a given transaction. (Twelve stars gets you a free drink.) But as of April, members will get two stars per dollar spent, irrespective of the number of transactions, granting members what Starbucks said was their biggest complaint with the program. (The scale will change so that customers will get the same payout in terms of freebies, the company said.) Source: MSN Money

SOMERSET
CPAs AND ADVISORS



BUILDING RELATIONSHIPS,
DELIVERING RESULTS.



somersetcpas.com

3925 River Crossing Pkwy, Suite 300 | Indianapolis, IN 46240 | 317.472.2200 | info@somersetcpas.com

SPRING CLEANUP



- Crushed Concrete Available
- Large Roll-Off Containers Available
- Landclearing
- Scrap Metal Recycling
- Secure Documentation Destruction



RAY'S TRASH SERVICE

317.539.2024 | 800.531.6752 | www.raystrash.com



Eric Murphy with boxes of condiments. (Photos by Mark Ambrogio)



Inside the box of Indianapolis condiments.

Louis, New Orleans, Philadelphia and Pittsburgh will follow, along with several others. There also will be a build your own box with any four condiments.

"It's just not economical for a consumer to buy one condiment from me because it would cost them \$15 to \$20 so the way I get around it is bundling so I put them together," he said. I also wanted to have it at a price people are comfortable with to send as a gift so that's in the \$30 to \$50 price range."

Murphy first expected to have six condiment boxes but that was going to be too pricey so he settled on four condiments. The boxes retail for \$39.95.

The Indianapolis box contains St. Elmo's cocktail sauce, Squealers Smokin' Hot BBQ Sauce, Best Boy Bourbon Barrel Carmel Sauce and LocalFolks Stone-Ground Mustard. Murphy said for each city he is evaluating eight to 10 condiments to select four that meet qualifications.

"They have to have a bottling operation set up," Murphy said. "They have to meet a minimum shelf life of three months. They have to be quintessential to the area. I see if they have an online presence. I'm judicious about getting the most famous condiments from different locales. My goal is to find the way for this business to crack the e-commerce code. Right now the condiment market in the United States alone is \$20 billion a year and less than one percent of that is done via e-commerce. A lot of that is it's just not economical for people to buy in a consumer mindset. When they go to a store they don't want six bottles of the same product, they just want one."

Murphy, who lives in downtown Indianapolis, uses the basement in his parents' Carmel home to store the inventory and ship his items. Murphy said most of the business so far has been customers buying the boxes as gifts.

Murphy has worked for International Medical Group since September.

"I tell people I have an 8 to 5 job and then I come home and have an 8 to 12 (job)," Murphy said.

If his Condiment Connection catches on, it will be well worth it, Murphy figures.

For more, visit condimentconnection.com.

Carmel grad hopes he has found right Condiment Connection

By Mark Ambrogio

Eric Murphy has always been a big proponent of specialty condiments.

So the 2009 Carmel High School graduate starting writing a blog about condiments after graduating from Indiana University with a business degree in 2013.

"When you walk into a condiment aisle at a grocery store, it is really overwhelming," Murphy said. "You see so many different products and so many different brands and the only ones you really know are the big-name labels that everyone trusts. The whole idea of the blog is I would rate and review

condiments from retailers and then from different restaurants around the country. So it could be more of a central rating for condiment ratings and reviews."

Murphy, 25, then decided it could turn his condiment passion into a business venture, selling condiment specialty boxes called Condiment Connection from different cities. He started out with Indianapolis and Chicago condiment boxes for sale, starting on Nov. 25.

Murphy rolled out the Cincinnati version, including Montgomery Inn barbecue sauce and Skyline Chili, in mid-January. Buffalo and New York City editions will be rolled out next. St.



Amanda's Exchange on Carmel Drive. (Photo by Adam Aasen)

Consignment store moves into new space on Carmel Drive

By Adam Aasen

Earlier in 2015, Amanda Newman was facing a decision. She owned three consignment shops in Carmel: Amanda's City-Chic Consignment along Range Line Road, The District ExChange on Main Street and Carmel Consignment on Meridian Street.

One of the locations, Amanda's City-Chic, which focused on furniture, needed to be relocated since the building was going to be demolished in 2016 to make way for Justin Moffatt's \$100-million-plus transformation of the Midtown area. Another location focused on ladies' clothing had its lease up.

But the answer seemed to present itself. She said the perfect location opened up at 715 E. Carmel Drive.

Now she's relocated all three stores into that one space, located near Keystone Avenue, and renamed it Amanda's Exchange.

"It's something we want to do for a few years," she said. "With the lease coming due on our ladies' store and the upcoming Midtown project, we started looking aggressively and we found the perfect location and it's been, like, the best decision. The visibility and traffic is great. There's plenty of space and parking. Our existing customers are happy and we're getting lots of new customers as well."

Newman said customers like making one trip, which means more business for her company.

"It's more convenient for customers since everything is under one roof," she said. "It's kind of one stop."

Having everything under one roof allowed Amanda's to extend the hours until 8 p.m. and maximizing staff efficiency. Newman used to split her time between the three locations and now she can stay in one place. It saves money on marketing, utilities and other expenses.

The store's hours are 10 a.m. to 8 p.m. Monday to Saturday and Noon to 5 p.m. Sundays.

The new space is just under 11,000 square-feet, which provides room for all three stores without paying an arm and a leg for storage, she said.

Newman also owns a men's consignment shop in Indianapolis and that will remain separate.

She said Carmel is the perfect market for consignment, which allows people to buy and sell used items.

"It's something that Carmel needs," she said. "We need a place to sell items but also a place to buy great finds at an affordable price."

For more, visit AmandasExchange.com.

Tend.ly adds senior care to app

By Mark Ambrogi

Caitlin Coffman created a business out of her own frustration when her two daughters, now ages 8 and 9, were in day care.



Coffman

"When you put a child in day care, at end up at the end of the day with a piece of paper," said Coffman, who is expecting twins in March. "The paper maybe tells you something cute they did or said or what they ate. It was a piece of paper that either got stuck in the wheel well of my car or lost in a diaper bag."

The long-time Carmel resident said it made it difficult to have a

meaningful conversation with her children on the way home.

"When you ask a 4-, 5- or 6-year-old how their day was, you get things like 'good,' or 'fine,'" Coffman said.

So she figured it was problem technology could solve and she created an app called tend.ly. For two years, the app and website tend.ly.com has been working with day care providers. The day cares can connect parents throughout the day with updates, photos and videos.

Tend.ly recently launched its 2.0 version with a pilot program, focusing on the senior living community to allow residents' families to receive real-time updates of their parents' or relatives' activities and well-being.

"This can fit into the assisted living or nursing facility market," Coffman said. "It can also fit in the special needs market. We're focusing on making tend.ly a care relations management program. It's for people who provided care for anyone from a child all the way through an adult. They can use our platform to help manage those relationships."

Coffman said the nice thing about the platform is it allows the day care providers to control the information they put in based on what their specific needs are. It also allows the parents to control how they consume the information.

"Some parents want to know everything that happens the minute that it happens," Coffman said. "They want to know when Susie had her diaper changed or when she ate. Some parents can get email at the end of the day and they're fine. Our platform allows them to choose how they want to receive that information on what works for them as a parent."

Coffman said all the needs will be on one platform.

"If you are logged in as a senior care provider, you will see different things than if you are logged in as a day care provider," Coffman said. "We don't want people in one space to look though or past features that mean nothing to them."

Prior to starting the business, Coffman spent a lot of time in the software development area for universities, government and a private business.

Jonathan Garrison, who lives in McCordsville, is handling customer relations and management issues. Garrison had the same day care issues as he had two children, age 3 and 1 1/2.



Jill Broadhacker is the owner of Jilly Jack Designs in Carmel. (Photo by Anna Skinner)

Jilly Jack Designs uses letterpress for art

By Anna Skinner

Jill Broadhacker uses history and creativity to make art.

Owner of Jilly Jack Designs, Broadhacker uses letterpress to make art prints that she designs originally on her computer.

"I started with offset printed materials, but I've always loved letterpress printing and the process, so I switched over to that and just discovered you can buy your own presses and run them yourself," she said.

Broadhacker opened her shop, 254 1st Ave. SW, Suite F, Carmel, in September of 2014. She also sells some of her materials online through Etsy.

Broadhacker visits schools with her small letterpress so the kids can learn about what she does. In addition to traveling to schools, Broadhacker will be hosting classes in her shop throughout February and March. There is an adult version, "Pints, Pizza & Posters," with a bring your own beer policy and a 12 and up class, "Pop, Pizza & Posters." The group in the class will work over two hours to create posters using wood and metal type and vintage imagery.

"The classes are to try and get people back here," she said. "We're trying to get on the Second Saturday Gallery Walks to get people over here, but it's tough when it's cold."

For more, visit jillyjackdesignsllc.com. To reserve a spot for a class, email Broadhacker at jill@jillyjackdesignsllc.com.

CLASS DATES

- **Pints, Pizza & Posters** – March 5, and March 19 from 6 to 8 p.m. Cost is \$45 and must be made in advance. Max class size of six.
- **Pop, Pizza & Posters** – March 13 from 2 to 4 p.m. Cost is \$35 and must be made in advance. Children under 16 must be accompanied by an adult, and reservations must be made in advance.

Growth Coach of Carmel ready to help businesses

By Mark Ambrogio

Lisa Hudson emphasizes there is a difference between a consultant and a coach.



Hudson

"I'm not the expert on everyone's business," Hudson said. "But I am an expert on driving results through people. So I will be helping them determine the goals that they feel are best for their business and then holding them accountable to helping them achieve that goal."

Hudson, a Noblesville resident, started her business, The Growth Coach of Carmel, in late November.

The Growth Coach, which was founded in Cincinnati, touts itself as the largest provider of affordable group coaching workshops in the nation. Coaches also offer one-on-one coaching and remote coaching delivered by phone and web.

"We focus on a lot of small and mid-sized businesses," Hudson said. "With my executive background, I can work with executives as well."

Hudson worked at Macy's for 26 years, including Vice President Store Manager for 19 years. She left that position at the Castleton Square Mall store in July. She started out at a Macy's store with 60 employees compared to Castleton, which had 450 employees.

"No matter the size of the team, my job always included some sort of coaching," Hudson stated in her business release. "I always loved helping people decide what they want, creating a plan to make it happen and following up to follow through to reach desired results. My goal was to own a business and do something I love, so when I found The Growth Coach, I knew it would be perfect. Being a Growth Coach gives me the opportunity to help people be successful and improve their lives."

The Growth Coach has 150 coaches nationwide. The company sold its first franchise in 2003. Hudson has the only Growth Coach business in Hamilton County. The Growth Coach of Carmel will serve Carmel, Noblesville, Fishers, Westfield, Zionsville, and other surrounding communities.

"We're best known for our business growth workshops and I'll be holding those in all the different cities in Hamilton County," Hudson said.

Hudson said she wants the executive or business owner to slow down and assess their business.

"We call it working on your business instead of in your business," Hudson said. "So step back and look objectively about what is working and how to do that more. And what isn't working and where there are some gaps, what are the changes and behaviors they can change to improve that?"

Through the Growth Coach training, Hudson is certified in The Strategic Mindset coaching process, which adheres to the standards, practices and policies that the International Coaching Federation has set forth in their Code of Professional Standards and Ethics.

Hudson plans to have workshops every month.

For more, visit thegrowthcoachcarmel.com or contact LHudson@thegrowthcoach.com

Rise Skateboard Shop in Carmel changes ownership

By Adam Aasen

Scott Cullumber wanted to run his own skateboard shop, but he wasn't sure about all of the things that come with starting a business from scratch. Not only do you have to find the perfect location, there's already competition with two skateboard shops in Carmel: The Ripple and Rise Skateboard Shop.

So Cullumber decided to see if he could buy one of his favorite board shops: Rise, located at 622 S. Range Line Road in the Monon Square Shopping Center. He ended up buying the place on last month.

"I've been wanting to get into this business but I didn't know if I could sustain it," he said. "Buddy Best, the guy who owned this shop for about 17 plus years, I just thought I'd talk to him since this is a well known shop and even guys from out of town come to this shop. So I approached him to see if he was open to the idea of selling and that was back in November and I think I got him at the right time."

Cullumber said Best still wants to be involved in the skateboard community and he sold it to move onto other things. Cullumber said the shop was thriving when he bought it but he wants to add his own ideas as well.

"He wanted to make sure I maintain what this shop is," he said. "It's a big part of the skate culture in Indiana."

One of the biggest things Cullumber wants to add are online sales, which he said is a way to connect with people who used to live in the area but still love this shop. He



Scott Cullumber in the skateboard shop on South Range Line Road. (Photo by Adam Aasen)

said Rise has a reputation in the skateboard community as a great place to hang out and watch skate videos and buy the latest gear. He said he also wants to add more sizes in shoes and some higher-end longboards.

Some of Rise's employees teach classes at the skate park at the Monon Center and Cullumber wants to continue to make his shop for all experience levels.

"If you're new to the sport, I don't want people to feel intimidated or feel like they can't come in and ask questions," he said. "If you have kids, I can give advice to get them started. We want to be inclusive."

Heidi Pops continues expansion

By Sadie Hunter

Heidi Greene quit her day job to follow her dream, opening Heidi Pops gourmet popcorn stores across central Indiana.

In August 2014, Greene and her husband, Russ, opened their very first Heidi Pops store in Plainfield before opening the Noblesville store in July 2015. In between, they opened fully operational kiosk locations in Greenfield and Ft. Wayne, and now, they've just opened their newest store in Clay Terrace.

"This is it. This is the big expansion in a short frame of time," said Greene, who added she doesn't plan to continue to open any more stores in the near future.

The couple, who currently live in Plainfield but are looking to move back to Hamilton Co., boasts its wide variety of flavor options, with new ones being created continuously.

"We have over 60 flavors, so I think we're at 62 right now, maybe 63," said Greene, who keeps a running list of new flavor ideas. "We're always inventing new ones. Our new flavor is Breakfast at Heidi Pops. Think pancake syrup, and we use real bacon."

All flavors are not made each day, but are available to order. Most fruit and candy-flavored popcorns are available in sealed packages at the stores and kiosks. Green said special orders are common though.

"To do the flavors all the time and have a consistent quality to them, it's a lot of work," she said. "We use top quality products," Green said. "We use real butter, real



Heidi and Russ Greene, owners of five Heidi Pops stores across central Indiana, recently opened their newest location at Clay Terrace. (Submitted photo)

sugar. We melt our cheese down, so it's not a powdered or reconstituted cheese."

Before opening the first store, Greene worked at ADP as an executive assistant in the sales department, and Russ is retired Army major in addition to always working in the corporate executive environment.

This is something I've always wanted to do. So, I was always scoping out little areas and stuff," Green said. "We wanted to have our own business, and probably for 11 or 12 years now, this is something I've wanted to do. So we were at an age where we said it was either time to do it or don't do it."

For more, visit heidipops.com.



STANLEY Security, a \$2 billion division of Stanley Black and Decker, plans to move its corporate headquarters from Indianapolis to a three-story building in Fishers Point Business Park. (Submitted images)

Fadness, OneZone announce business expansions in county

By Mark Ambrogi

Fishers Mayor Scott Fadness had plenty of positive economic development news to share at his second State of the City address on Feb. 10 at the Forum Conference Center.

First Fadness announced STANLEY Security, a \$2 billion division of Stanley Black and Decker, plans to move its corporate headquarters from Indianapolis to a three-story building in Fishers Point Business Park.

“This constitutes almost a \$17 million investment in an 80,000-square foot facility,” Fadness said. “There will be 150 jobs returning and another 155 new jobs in Fishers.”

Fadness said more good news would be coming the following day. On Feb. 11, Fishers announced Republic Services would bring its corporate office to the city this year, creating 469 jobs by 2025.

“To put this in perspective for all of you, last year was a tremendous year of economic development for the city of Fishers,” Fadness said. “I’m excited to tell you by the end of the day tomorrow (Feb. 11) we have surpassed all economic development efforts from 2015 and it will only be Feb. 11.”

In addition, Fadness said Braden Business System, a technology solutions company, plans to build a \$5.6 million, 35,000-square-foot building in the Nickel Plate District of downtown Fishers at 7 Municipal Dr. The company is currently in Indianapolis.

The company also plans to build a 10,000-square foot warehouse near the offices.

Stated in the proposal, Braden Business Systems will occupy 20,000 square feet, and the City of Fishers will master lease the remaining 15,000 square feet.

“This will constitute a \$7 million investment and nearly 60



A rendering of the Braden expansion.

good-paying jobs coming immediately with the promise of probably another 40 in the years to come,” Fadness said. “I believe and predict there will be additional developments in downtown Fishers this year.”

The organization plans to hire additional 90 full-time employees by 2002.

Both projects include an abatement and fee waiver agreement and will be considered by the City Council. According to the release by the city, the Braden Business Systems agreement also includes the dedication of land for the new building. The Indiana Economic Development Corporation also has partnered with Braden Business Systems on the project.

Fadness said this positive economic news is on top of earlier news that IKEA and Topgolf, an entertainment complex featuring golf games and food, are coming to Fishers.

The Beauty Lounge to relocate, expand

By Adam Aasen

Eva Harris is only 28 years old, but she’s built a thriving business at The Beauty Lounge, located on Main Street in Carmel. There are more than 4,000 clients in their database and customers book appointments far in advance for their high-demand salon services.



Now she’s expanding her business and relocating to 116th Street and Keystone Parkway in the Merchants Pointe shopping center, near McAlister’s Deli and other businesses. She’s increasing her square footage from 2,300 square feet in a three-story town home to a 5,000-square foot one-story building. She’s going from limited parking — some on street spots along Main Street and a garage within walking distance — to a dedicated parking lot for her customers.

“I’m doubling everything,” she said.

Harris plans on increasing her staff from eight employees to somewhere between 15 and 20. She’s bringing a doctor and nurse on board to expand into treatments involving a Cutera laser she purchased. She’ll be able to offer laser hair removal and spider vein treatments with the laser and the nurse can give filler injections and Botox treatments as well.

In all, the new space will offer hair services, makeup services, facials, body treatments, facial/body waxing, pedicures, manicures and massages. There will be a boutique for selling high-end products, a beverage bar and a spa area with meditation rooms, locker rooms for men and women, saunas and steam showers.

“It’s truly like a one-shop stop,” she said. “Everything from head to toe. We’ll be the only space in the state of Indiana that offers everything we offer.”

Harris recruited business partners (who did not want to be named for this article), who now have 50 percent equity stakes in the business.

Build out will be done in two phases with the first half done around the beginning of March. For more, visit currentincarmel.com.

Hamilton County Business Contacts

Get your card in front of more than 121,645 households in Hamilton County! Call Dennis O'Malia @ 370-0749 for details

3C Plumbing Inc.

REASONABLY PRICED. RESIDENTIAL PLUMBING REPAIRS

Cy Clayton Cadwalader
cy@3CPlumbing.com
317.850.5114

- water heaters -
- sump pumps -
- garbage disposals -
- bath & kitchen faucets -
- water softeners -

16 years experience
Free home inspection
Guaranteed work/referrals
Lic. # PC1Q701074

"JEFF" OF ALL TRADES

PLUMBING
ELECTRICAL
TILING, CARPENTRY & MORE!

HANDYMAN SERVICES, LLC.

TURN YOUR "TO DO" LIST INTO A "TO DONE" LIST

FREE ESTIMATES

\$35 OFF
Any job of \$250 or more "JEFF" OF ALL TRADES 317-797-8181
Coupon must be presented at time of estimate. Not valid with other offers or prior purchases. Offer expires 3/31/16.

317-797-8181
www.jeffofalltrades.net - Insured & Bonded

Caretakers Home Care Services

The Care You Need for the People You Love


Services Offered
Personal Services
Concierge Services
Companion Care
Around the Home
Out and About
And More!

1980 E. 116th St. Suite 3505
Carmel, IN 46032
(317) 575-0001
www.caretakersusa.com
Celebrating 28 Years

NO MINIMUM PACKAGE
By the Hour or by the Day!
NO CONTRACT REQUIRED

Simpson CONSTRUCTION SERVICES LLC

For All Your Construction Needs
Licensed, insured & bonded



- Kitchen/Bath Remodeling
- Custom Decks
- Finished Basements
- Ceramic Tile
- Wood Floors
- Doors & Windows
- Interior & Exterior Painting
- Drywall
- Plumbing & Electrical
- Roofing and Siding
- Room Additions
- Power Washing
- Decorative & Regular Concrete
- Handyman Services

Gary D. Simpson
Office: 317-660-5494
Cell: 317-703-9575
Free Estimates & Satisfaction Guaranteed
simpsonconstructionservices.com

FOIST Painting

SPECIALIZING IN INTERIOR & EXTERIOR PAINT

Coating Repair & Texturing - Drywall Repair & Finish
Carpentry Services - Wallpaper Removal - Siding
Trim Board Replacement - Windows - Door Replacement
Powerwash & Seal - Decks - Fences & Concrete

Since 1984 317-842-9534
FOISTPAINTING.COM

HANDYMAN SERVICES CHIP TRAIN REMODELING

KITCHENS • BATHROOMS • BASEMENTS

Remodeling Carmel and Zionsville since 1992

Licensed • Bonded • Insured
Chip Train 317-258-2650 • chiptrain@msn.com

ROSE ROOFING

Insurance Specialist
Storm Damage

ROOFING • SIDING • WINDOWS
Since 1993

848-7634
www.centennialremodelers.com

HERE FOR YOU AND YOUR FAMILY

Protect Your Assets
For Your Children and Grandchildren

- Estate Planning & Reviews
- Wills
- Trusts
- Pet Trusts
- Power of Attorney
- Health Care Directives
- Living Wills

Law Office of Wesley N. Hoppenrath
3501 Westfield Rd, Suite 101 • Westfield IN
(317) 913-2828
info@hoppenrathlaw.com • www.hoppenrathlaw.com

Member of the Indiana and Indianapolis Bar Associations

WALLA INTERIOR PAINTING

Small Local Business - Servicing Hamilton County
2010-2014 Angie's List Service Award Winner
Fully Insured - FREE ESTIMATES
Discounts on high quality paints

- walls
- ceilings
- trim
- drywall repair

\$150-175 for most rooms
2 coats & patching on walls

wallapainting.com
317.656.7045

OutCode LLC

Medical Coding, Billing and Consulting

Specializing in Medical Reimbursement
(317) 820-5337
customerservice@outcodeservices.com

outcodeservices.com

Elite Roofing

ABOVE THE REST

FREE ESTIMATES

COMMERCIAL - RESIDENTIAL
(317) 585-9065
www.eliteroofing1.com

SERVING INDIANAPOLIS & SURROUNDING COUNTIES FOR OVER 26 YEARS
\$40.00 OFF Repair / \$100.00 OFF Mold Removal

Rivers Edge Design

Build with confidence

Decks / Porches / Sunrooms
Basement Finishing / Room Additions
General Contracting / Custom Carpentry
Locally owned, operated & staffed

317-748-3949
riversedgedesign@comcast.net
6150 Walphani Dr Fishers, Indiana 46038

Clean of Hearts Cleaning Service

Collecting dust since 2005

- Residential Cleaning
- Move Ins/Move Outs
- Quality Service
- Satisfaction Guaranteed

Call now for \$20 off your first cleaning!

Free Estimates

317-430-7684
Insured & Bonded

Top Shine WINDOW CLEANING

Commercial/Residential
Gutter Cleaning • Pressure Washing
Fully Insured • Free Estimates

10% off Gutter, Window Cleaning & Pressure Washing
(Offer expires 3-31-16)

(317) 645-8373 • www.TopShineWindowCleaning.com

Plan Commission considers new proposals

By Adam Aasen

The Carmel Plan Commission listened to presentation about several new buildings and developments at its Feb. 16 meeting. The projects include an office building, a retail development, an apartment complex and a storage unit site.

CARMEL LAKESIDE RETAIL

LOCATION: Northeast corner of Carmel Drive and Guilford Road

SIZE: one-story, 10,424-square-foot multi-tenant retail building.

DESCRIPTION: The proposed site plan is very close to the northeast corner, but there's enough room for one row of parking on a drive aisle. The rest of the parking will be shared north of the building with an office building. East of the site is Lakeside Apartments, south of the site is the Atapco office building and west is Midwest ISO.

WAGNER REESE OFFICE BUILDING

LOCATION: 11939 N. Meridian St.

SIZE: Three-story, 61,062-square-foot office building

DESCRIPTION: Currently, the site houses a former two-story dwelling unit that was used as a law office. East and north of the site are office buildings and south is Renaissance Hotel. U.S. 31 is to the west, as is the Ritz Charles event center. There developer would like to build on 70 percent of the parcel but the max parcel coverage is 65 percent so a variance was requested.

ONE ONE SIX APARTMENTS PHASE 2

LOCATION: East of College Avenue and north of 116th Street.

SIZE: Three multi-family buildings, each three stories tall, totaling 81 apartment units on 3.258 acres.

DESCRIPTION: Two of the buildings will flank an improved retention pond and landscaping and low picket fences will screen any HVAC units on the side of the buildings.



CARMEL DRIVE SELF-STORAGE

LOCATION: 765 W. Carmel Drive

SIZE: Six self-storage warehouse buildings totaling 77,707 square feet on 3.82 acres

DESCRIPTION: The petitioner describes the project as an upscale multi-building facility and that use is permitted in this area, which is zoning a M-3, or manufacturing zoning. Midwest ISO is located to the east and Primrose School is located northeast of the site. There will be a wrought iron security gate that racks who goes in and out of the site.

BUSINESS CALENDAR MARCH 2016

March 2 • Fresh Brewed: Lagers and Leaders • 5:30 p.m. • Sun King Brewery • 135 N. College Ave. • For more, visit indychamber.com.

March 4 • Habitat for Humanity Hamilton Co. Re-Store Ribbon Cutting • 4 p.m. • 7998 Centerpoint Drive, Suite 100, Indianapolis.

March 8 • Export Bootcamp webinar • Noon • Topic is "Global Marketing Communications" • For more, visit indychamber.com.

March 8 • Ribbon Cutting for Lake City Bank • Noon • 9640 N. Michigan Rd., Carmel.

March 9 • New member orientation • 10:30 a.m. • 502 East Event Centre • 502 E. Carmel Dr., Carmel.

March 9 • March OneZone Luncheon • 11:30 a.m. • 502 East Event Centre • 502 E. Carmel Dr., Carmel • To register, visit onezonecommerce.com.

March 9 • Business Basics: Contracts you need and pitfalls you don't • 3:30 p.m. • Barnes and Thornburg LLP • 11 S. Meridian St., Indianapolis • For more, visit indychamber.com.

March 10 • Conexion • Registration Deadline is March 4, 5 p.m. • Lilly Corporate Center • 893 S. Dela-

ware St., Indianapolis • For more, visit indychamber.com.

March 11 • March Legislative Breakfast • 7:30 a.m. • The Bridgewater Club • 3535 E. 161st St., Carmel • To register, visit onezonecommerce.com.

March 11 • Ribbon Cutting and reopening of Fall Creek Veterinary Medical Clinic • 11:30 a.m. • 9668 Geist Crossing Dr., McCordsville

March 16 • Ribbon Cutting at Springhill Suites by Marriott • 4 p.m. • 9698 Hague Rd., Indianapolis

March 16 • Young Professionals After Hours Meeting • 5 p.m. • Matt the Miller's Tavern, Carmel • 11 W. City Center Dr.

March 22 • Pancakes and Politics • 7:30 a.m. • Faegre Baker Daniels LLP • 300 N. Meridian St., 27th Floor, Indianapolis • For more, visit indychamber.com.

March 23 • Business After Hours • 6:30 p.m. • Prairie View Golf Club • 7000 Longest Dr., Carmel

March 31 • WOSB Advantage • 4 p.m. • US Small Business Administration • 8500 Keystone Crossing #400, Indianapolis • For more, visit indychamber.com.

BUSINESS CRIME WATCH

Date	Business	Address	Description
2/13	Dairy Queen	9802 N. Michigan Rd.	Burglary
2/12	Lowe's	14598 Lowe's Way	Theft
2/12	Alt and Witzig Engineerin	4105 W. 99th St.	Theft
2/12	Alt Witzig Engineering	4105 W. 99th St.	Theft
2/11	National Bank of Indianap	2410 Harleston St.	Fraud/Deception
2/11	National Bank of Indpls	10590 N. Michigan Rd.	Fraud/Deception
2/10	Dow Agrosiences	14469 Livingston Ln.	Theft
2/9	Target	10401 N. Michigan Rd.	Theft
2/8	Best Buy Samsung	10035 N. Michigan Rd.	Theft
2/8	McGivney House	2907 E. 136th St.	Theft
2/8	Lehigh Cement Company	12900 N. Meridian St.	Theft
2/8	Carmel Clay Schools	2450 E. 136th St.	Criminal Mischief
2/5	Meijer	1424 W CARMEL DR	Theft
2/5	Bill Estes Chevrolet	4310 W. 96th St.	Theft
2/5	Pepsi	1772 E. 116th St.	Theft
2/3	CVS Pharmacy	4721 E. 126th St.	Theft
2/3	Kohls	9895 N. Michigan Rd.	Theft
2/3	JDH Contracting Inc.	3739 W. 141st St.	Theft of Motor Vehicle
2/3	Rama	431 E. Carmel Dr.	Burglary
2/3	Penske Honda	4140 E. 96th St.	Theft
2/2	Walgreen	10595 N. Michigan Rd.	Theft
2/1	Victoria's Secret	14390 Clay Terrace Blvd.	Theft
2/1	Market District	11505 Illinois St.	Theft
2/1	Kohl's	9895 N. Michigan Rd.	Theft
1/24	Kohls	9895 N. Michigan Rd.	Theft
1/23	Ed Martin Buick GMC	9896 N. Michigan Rd.	Theft
1/22	Backyard Products	861 N. Range Line Rd.	Theft
1/21	Ed Martin GMC	9896 N. Michigan Rd.	Theft
1/21	Ambica Inc	154 Medical Dr.	Fraud/Deception
1/20	Victoria's Secret	14390 Clay Terrace Blvd.	Theft
1/20	Collins United Flooring	918 3rd Ave. SW	Theft
1/20	Presscraft Cleaners	9840 N. Michigan Rd.	Burglary
1/19	Penske Collision Center	4100 E 96th St.	Theft
1/19	Johnson Melloh	11301 N. Meridian St.	Theft
1/19	Carmel Clay Parks Dept	3030 W. 116th St.	Criminal Mischief

Insuring all of your company's moving parts.

- Employee benefits
- Life & health insurance
- Medical malpractice
- Business insurance
- Workers compensation
- Professional liability



Andy Warren

awarren@shepherdins.com

317.846.5554 | shepherdins.com



Shepherd
INSURANCE

Commercial
Personal
Benefits
Financial