

Where Hendricks County Business Comes First

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Our View

Fair-we-go-round

As central Indiana warms up so too does the debate over who should pay for Marion County's pothole problem. The course proposed by some city officials would be to establish a commuter tax at the expense of suburbanites who work in Marion County. The proposal has sparked a debate that boils down to "fairness," a deceptively malleable concept stuck somewhere between totalitarian ideals and individual rights (yes, that's a lot open space).

On the former end, the argument is that it's not fair for Marion County to shoulder the entire tax burden of maintaining its roads because 180,000 commuters are using them to get to work every day. Sure, it makes sense right? Imagine maintaining a condominium complex where a quarter of units are designated office space but the professionals who use those spaces don't pay rent because they don't sleep there.

On the other side of argument, it's not fair that the president of the homeowner's association should make office workers pay rent because only residents can elect the president. This is a clear-cut case of taxation without representation which is repugnant to the Constitution and an insult to individual rights. Why should Hendricks County residents become subordinate to the policy making influence of an official we had no part in electing?

Round and round we go.

Falling back on "fairness" to make an argument will and has always been the quickest way to a conundrum. Apart from resorting to tyrannical judgement, the quickest way to a solution rests on political support from the opposition. And currently, it ain't there.

Well, that's fair enough.

Quote of the Month

"Real firmness is good for anything; strut is good for nothing"

~Alexander Hamilton,
American Statesman

Cartoon



Humor

TIWTHG (this is where the headline goes)

By Gus Pearcy

Since the beginning of time, man has sought to lighten the load on his existence. Tribes have developed unique rituals and traditions that separate them from "them." As Peter Gabriel sang, "How can we be in if there is no outside."

One differentiator is language. There isn't an organization on earth that doesn't have its own language. Much of that is acronyms.

Want to know what keeps outsiders outside? Abbreviations. PTO, ASAP, COB, CTR, NSF, MoM, RFP and so many more. Commonly, these start as terms we don't want to type, then they become part of our vocab. ASAP, we talk in abbrev. instead of full words.

Above, I've abbreviated my headline to TIWTHG or This Is Where The Headline Goes. It's not common. In fact, I'm the only one who uses it. And I just started, so I expect it will take a while to catch on.

Sometimes, we deal in acronyms. Those abbreviations that are so cumbersome and lend themselves to being new words. Think NASA and NASCAR. Then the whole idea of

communication is kaput. It's like learning a foreign language.

Even if you are aware of the abbreviation, someone will turn it into an acronym and have your mind racing to define it. I recently had someone tell me about a "smee." I thought she was talking about a character from Peter Pan. I had to race through my mind, break it down by letters to realize she was referring to subject matter experts.

TWWHY?

Here's another one that will make you question if the speaker has a speech impediment. TWWHY. That's right. Even Shakespeare didn't sprinkle his thou's and forsooths with TWWHY. It stands for That's Why We Hire You. Even snide comments are condensed to single, biting words.

We don't even bother with the periods to clue the reader to the abbreviation. Heck, can you remember the words that NASA stood for? Did you know that NASCAR stands for National Association for Stock Car Racing? Do you think any of the drivers know?

This isn't new. This is a common activity. Our kids are doing the same thing with texting. It's like a whole new language with LOL and BRB, and don't get me started on the whole emoji equation.

It gets worse with industry-specific terms. Business has universal confusing terms. Finally, we have office-specific shorthand that can be isolating to new people.

This is all fine and good for the tribe. It becomes a problem when we want to adopt (i.e. hire) a hermit or someone from a different village. Don't we ever want to have new people? The only way to move up the ladder is to replace the person holding it. Perhaps it is a rite of initiation. "Learn the new language or you'll never become one of us, kid!"

All I'm offering is awareness or AIOIA.



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

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Biz Briefs

Hoernemann receives LHC's Suzanne Whicker Distinguished Service Award

Dr. Margaret Hoernemann, superintendent of Avon Schools, was presented Leadership Hendricks County's 2017 Suzanne Whicker Distinguished Service Award on March 12.

LHC annually presents the Leader of the Year Award to a member of the community who leads by example, is a collaborator, a peacemaker, and a visionary. In February during the LHC Celebration of Leaders, the 2017 Leader of the Year Award was presented to Tim Whicker.

The Leader of the Year selection committee, comprised of previous Leader of the Year Award recipients, may also consider candidates for the Suzanne Whicker Distinguished Service Award. Named for Leadership Hendricks County's first executive director, the Suzanne Whicker Distinguished Service Award criteria are similar to those



From left, Leadership Hendricks County Executive Kerry Tuttle and Dr. Margaret Hoernemann during the March 12 Avon School Board meeting.

for the Leader of the Year. Service Award winners must be servant leaders who bring out the best in others either within the scope of their employment or in the community as a whole.

Hoernemann came to Avon Schools 18 years ago as its first director of human resources. She became the superintendent in March 2012 and was named Indiana Superintendent of the Year in 2016. Stated in an LHC press release: "Her focus on community collaboration to meet the needs of students has strengthened the educational experience for the nearly 10,000 students who attend Avon's schools every day. Our recipient's impact on the community goes far beyond the walls of Avon's schools. She is a member of St. Malachy Parish, an Avon Rotary Club member, Family Promise overnight host volunteer, and a member of the Avon Chamber of Commerce Board of Directors."

From the Publisher

HCN Is ready to help Hendricks County businesses

Many don't know this, but I entered into my second term as the president of the Hendricks College Network.

I have been very proud to serve HCN as its president as well as a board member for the last several years.

HCN was established in 1998 by the Hendricks County Commissioners as part of the development of a comprehensive plan relating to all aspects of the county's needs. HCN's mission is "Connecting the community with opportunities through education and training."

While initially our mission was to serve non-traditional college students by helping them find degree opportunities; we now are focused, as well, on workforce development, business training, etc. The bottom line is we want to help Hendricks County businesses.

In case you didn't know, HCN is also responsible for the very successful college fair held each February at the Hendricks County 4-H Fairgrounds and Conference Complex.

Brandy Wethington Perrill is our executive director and tremendously passionate about her work. If you have a training need or just want to talk about workforce development, make contact with Brandy at Brandy@HendricksCollegeNetwork.org.

Congrats, Maggie!

Here's to Dr. Margaret Hoernemann, superintendent of Avon schools, for being presented with Leadership Hendricks County's Suzanne Whicker Distinguished Service Award. Named for Leadership Hendricks County's first Executive Director, Service Award recipients must be "servant leaders who bring out the best in others either within the scope of their employment or in the community as a whole."

I was given this honor in 2016. Now there is a total of three recipients, Mary Kay Hood being the very first winner. Welcome to the club, Maggie!



Rick Myers is founder and publisher of the Hendricks County Business Leader. Email: rick@icontimes.com

The “One Stop Shop” – a rare breed in tech

By Chet Cromer

I own a technology consulting business. I'm often asked, "What kind of consulting do you provide, exactly?" This has always been a tough transition to my elevator pitch because the answer of "almost all of it" doesn't open the door to a specific, exciting and easy-to-pitch discussion in 30 seconds or less.

Generalists are a rare breed nowadays and it's not just in the technology world. Look around as you drive down the street and you'll see transmission shops, brake shops and oil-change shops. The "one-stop-shop" is becoming harder to find, whether you're looking for a place get your car repaired or a business to partner with in your technology endeavors.

As I network with technology business owners, I find more and more of them are

focusing their efforts on specific lines of work in a manner that makes them experts and specialists in that area.

This allows their business to trim costs as they require a narrower set of tools and training, and it makes it easier to scale since each employee can be plugged into a nice little "system" and get right to work.

I've thought about taking my business down the road of a specialist shop or even a pure consulting company where we simply consult and "advise." We could double our rates, settle on a few specific tools instead of a home-grown mix we've managed to make work together, and probably find a nice niche in database consulting, software development, or managed IT services.

What is it that keeps a business like mine, or maybe like yours, "focused" on serv-

ing such broad needs, when companies all around us are specializing and scaling beyond what we could dream of?

Why do we continue to deal with not knowing what type of service we'll be asked to provide tomorrow or exactly what skills the next project will require?

To me, it comes down to two things – service and trust. It's rare to have the chance to truly partner with another organization in such a vast realm as technology. These opportunities open the door for shared vision, great collaboration, and open communication. They facilitate trust you'll never find in a vendor / customer relationship and open doors for both sides as new opportunities arise.

Not all businesses will find a one-stop-shop a good match. Some organizations have their own staff in place to perform key duties and are simply looking for a specialist to come in and focus on a single project or weak spot. Others may be able to take care of their own needs 95% of the time, and

simply need a specialist for that one area they lack. There are lines of work a one-stop-shop will never be an expert in, yet a well-connected one will know their limits and call in reinforcements when needed.

In the end, the decision of whether you consider technology and investment will guide you. If a business truly does see technology as an investment, a true asset to the bottom line, its leaders must approach every outside relationship with care, whether they are filling a gap with a specialist or bringing in a partner to help shape the future of their business.

"To me it comes down to two things—service and trust. It's rare to have the chance to truly partner with another organization in such a vast realm as technology."



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

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Trash Talking

Beyond the Bin with Hendricks County Solid Waste Management District Executive Director Lenn Detwiler



Lenn Detwiler, Hendricks County Solid Waste Management

Photo by Lindsay Doty

By Lindsay Doty

What should I do with old medicine? Can I recycle a printer? What about paint? Batteries? Questions that the average person in Hendricks County asks every week.

Answering those questions is a big part of Lenn Detwiler's job, fielding phone calls about where things should—and can be—disposed of in Hendricks County.

"I just talked to a lady who had a fire extinguisher she needed to get rid of."

He's the Executive Director of the Hendricks County Solid Waste Management District and somewhat of a walking guidebook for all things recycling.

"The most important thing we do is really connect Hendricks County residents with outlets for the stuff they need to get rid of," said Detwiler. "We want to be the clearinghouse of information for people, so if they are standing in the garage over whatever it is they don't know what to do with next, we hope they think to call us or hop on our website and use our online directory."

The 41-year-old Avon resident has been at the helm of the district for 12 years where he heads up a small team (two others) with an office inside the former Carnegie public library building off Main Street in Brownsburg. The district is governed by a group of elected

county officials and work to improve how the community handles its trash.

Right now, they're gearing up for an April Tox Away Day (they do five a year) where community members can bring hazardous household materials to be properly disposed of.

"It is really one of the things that solid waste districts were created to do in their communities, that is to provide households with a way to get rid of what's called household hazardous wastes, chemicals, pesticides, fuels etc.," explains Detwiler.



Lenn Detwiler shoots a photo while on a recent visit to Ray's Trash Service's Materials Recovery Facility.

The district also has two yard waste collection centers and four free recycling drop-offs that are geared towards rural residents who don't have curbside recycling available. Spots likely see a surge as weather warms and we head into spring cleaning.

Detwiler encourages people to use drop-offs, but he also hopes more residents will sign up for regular curbside recycling through private haulers. He said it cuts down on contamination that is more likely to happen with unmanned bins.

"It's a great way to do your part to keep material out of a landfill. We all want the landfill to last as long as it can. That's really our goal here at the solid waste district is to extend the life of that landfill and revert the stuff that should and could be diverted."

The county's solid waste management district is not funded

by taxes, but rather by garbage. The main source is the \$1 per ton of waste fee assessed at the Twin Bridges Recycling and Disposal Facility (commonly known as our landfill) located in Danville.

"So for 2018 to give you a sense, we budgeted that we would receive about \$740,000 from the landfill," he explains.

Part of the money for Indiana's waste management districts goes towards education, whether that's setting up recycling programs or speaking at local schools.

"It is so important to talk to kids to help them form good stewardship habits that they will carry throughout their lives. I am not telling them what to do, I am telling them why it's important to care," explains Hendricks County Solid Waste Management District Outreach Coordinator Amy Siefertman.

While many of us have been recycling for years, we are still doing things wrong. Like those pesky plastic grocery bags. Detwiler reminds us they are not recyclable and easily get tangled up in the machines at sorting facilities.

Another one on his radar? Wishful recyclers.

"You don't know for sure if it can be recycled or not but you hope it can so you put it in the recycle bin. What that leads to on the back end when this

stuff gets to a sorting facility is that it is contamination and it requires manpower or machine to pull your trash out of the recycling.”

While it's all trash talk these days, Detwiler previously worked with bugs. He was an assistant biologist with the Marion County Health Department where he tested mosquitoes.

In both roles, he served a community. Something this easy-going father of five seems fit for.

“Lenn’s personality works well for this job because he is genuinely concerned about the community and doing the right

thing,” adds team member Sieferman, who’s worked with him for 12 years.

Whether he is picking up litter at a recycling drop-off site or talking with state legislators about upcoming programs, the role goes beyond the bin.

“I appreciate that the District is able to solve real problems for the people in our community while protecting our environment. The work we do will have a lasting impact and that feels good.”

Lenn Detwiler

Hendricks County Solid Waste
Management District

(317) 858-6070
LDetwiler@HendricksSolidWaste.com
www.hendrickssolidwaste.com

Lenn’s list...

Five reading sources that have had an impact on Lenn Detwiler:

- *The Bible*
- *The Total Money Makeover*
by Dave Ramsey
- *Love & Respect*
by Emerson Eggerichs
- *Tipping Point*
by Malcolm Gladwell
- *Into the Wild*
by John Krakauer

How Lenn did it:

What’s the best advice you ever received?

“Keep the main thing the main thing.”

Worst advice you ever received?

“Just borrow the money...”

In five years I want to...

Enjoy a long vacation with my wife!

What’s one of the weirdest things a person has tried to recycle/throw away?

A collection of urine samples someone tried to “recycle” at one of our drop-off sites.

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Biz History

Royal Title Services and Charlie Jones

By Deanna Hindsley

Way back in 1875, when Hendricks County was just 51-years-old, Todd and Downward Abstractors compiled a set of abstracter's tract indices covering all land in our fair county. That early company led to the current Royal Title Services on the west side of Courthouse Square in Danville.

The "Union Title Insurance News" issue of May 1958 tells the story. After Mr. Downward became sole owner of the company, there was John C. Taylor, then his sons John D. and Crawford Taylor. And in 1960, Charlie Jones, who owned Royal Title in Lebanon, purchased the business.

Charlie tells me of those days in the 60s when Courthouse Square was lined with Chalfant's Heating, Danville State Bank, a feed store and hatchery, Kroger, Edwards' Grocery, the Buckhorn Tavern and then another feed store—but that was before Dr. Terry had an office there.

All the business owners felt like neighbors. They would walk to the post office together or bring back the mail to a business next door. If Charlie knew he had something special coming in, he would tell Post Master Max Lee and who would call him when it came in—or just bring it over to his office.

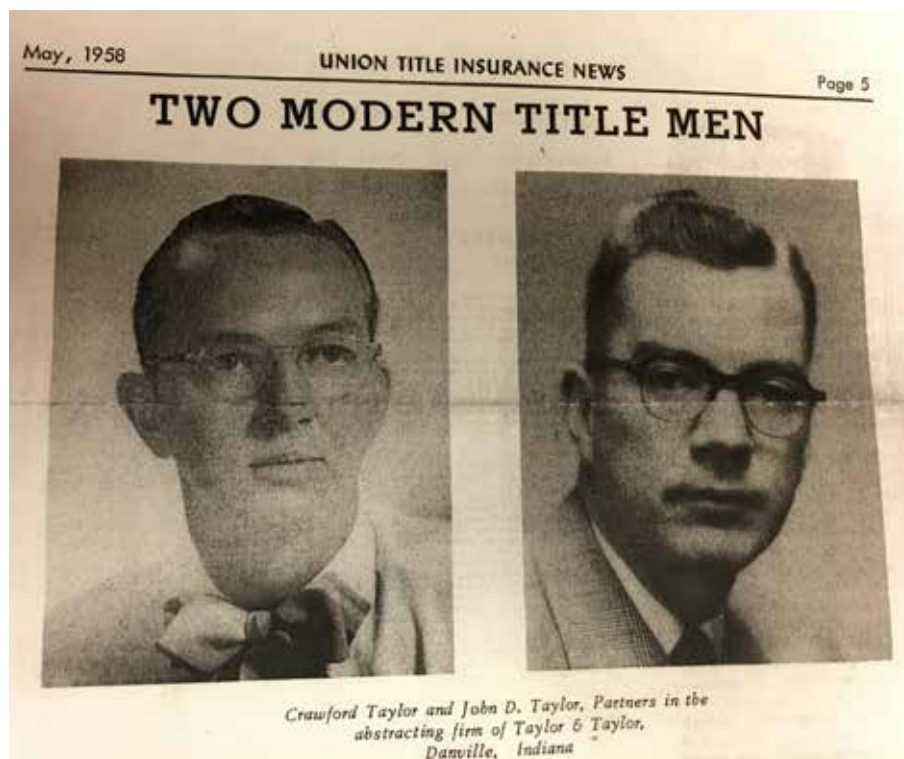
Charlie had check books from all the local banks so when someone came in they would just write a check from their bank's book.

"We didn't even bother to number the checks because the bank knew the people," Charlie said.

That is what Charlie has always liked about his business, getting to know the people and gaining new friends.

And his business grew. He bought a title company in Columbus that had also started in the 1870s, and then others, so that now there are Royal Title Service offices in six Indiana Counties: Bartholomew, Boone, Hendricks, Morgan, Marion and Putnam.

Early on, all records were written by hand. Eventually, they began to use early



Union Title Insurance News clipping 1958

typewriters, then electric typewriters and the IBM Selectric which had a rotating ball rather than a striker key. Later came the memory typewriter which held the document template. Finally there came computers of course.

The way building has changed is reflected in the title business. After WWII, the Price Brothers started building National Homes, a popular way for veterans to be able to afford a home. Government allowed a home loan without interest or a down payment. As they and other large builders grew each company owned its own title company.

There are other title companies around but Charlie says, "We all do pretty much the same thing. We can only distinguish ourselves with knowledge and personality."

Charlie has always been active in the community and trade organizations. He is a Rotarian and was one of the first to suggest



Charlie Jones

Photo by Deanna Hindsley

that women should join. He was also the president of the Indiana Land and Title



Royal Title Board Room

Association and a member of the American Land and Title Association.

The Royal Title office shows history even in its construction and décor. When he bought the adjacent building to the south, they made a door between the two where they expanded offices and have a large conference room where they now do a couple of closings every day. The main lobby has original tin ceilings and handmade wide baseboards and decorative rails extending from a lovely fireplace. The half-round desk was originally purchased by former Governor Roger Branigin for his son. Charlie bought it from the son's estate sale after his passing.

Charlie's two daughters Jennifer and Susan Jones now run the business, but even at 93-years-old he is at work every day and properly dressed in a suit and tie. He regularly attends Danville Rotary meetings. He tells me stories with the bright eyes of a young man just beginning his business.

Two years ago he was inducted into the Purdue Krannert Business Hall of Fame as a charter member.

Charlie Jones loves his work. He says, "Life is an adventure, and the last two years have been the most exciting."

Royal Title Services
52 South Jefferson St., Danville
(317)745-8500
www.royaltitle.com

The Personal Touch

Disagreeing isn't inherently disagreeable

By Scott Flood

Most of us have an inherent distaste for conflict. And somewhere along the way, society has reached a conclusion that disagreement is a bad thing. Two factors have contributed to that. One is the national political climate, and the other is social media, which seems to exist largely as an arena for vicious arguments fueled by a complete absence of accountability and a belief that having read a Facebook post qualifies as expertise.

I've seen those factors seep into the way businesspeople think and operate. I encounter it most often when I counsel a course of action that doesn't match a client's plans, or find them objecting to the way I've written something.

The easiest thing for me to do in those situations is to simply smile, nod my head, and go along with whatever they think or want me to do. After all, they're paying the

bills. But what's easiest isn't always ethically appropriate, and if someone is paying for my expertise, I'm foolish enough to assume that they want (and even need) it.

Those of us who counsel clients have an ethical (and often legal) obligation to act

in the best interests of those we serve. No matter what we're doing, we're expected to offer advice that best serves their needs, even if they don't like what we have to say. It isn't argument for argument's sake.



Disagreement is not inherently argumentative. It's not creating conflict for the sake of creating conflict. If you're turning to professionals for their expertise and regarding their disagreements with you as questioning your worth or trying to start a fight, why are you paying for their help in the first place?

The experts who challenge you and your way of thinking are trying to improve your lot in life. Yes, your expertise deserves respect. Grant them the same respect, and you'll find that your own expertise will continue to deepen and expand.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com. ©2018 Scott Flood All rights reserved.

Recent statistics from Indiana Department of Workforce Development

▲ **3,126,200**

Total Non-Farm Jobs (SA)

Indiana saw a monthly increase of 7,200 jobs

▲ **2,698,700**

Private Sector Jobs (SA)

Indiana saw a monthly increase of 5,200 jobs

▲ **534,000** Manufacturing Jobs (SA)

Indiana saw a monthly increase of 1,100

▼ **3.2**

Unemployment Rate (SA)

Indiana saw a monthly decrease of -0.1 points

▲ **0.2 %**

Employment (SA) Monthly Change

Indiana saw a monthly increase

▼ **62.8 %**

Labor Force Participation Rate

Indiana saw a monthly decrease of -0.30%

▼ **3,169**

Unemployment Insurance Initial Claims

Indiana saw a weekly increase of -120 claimants

▲ **\$9,498**

Exports (millions of dollars)

Indiana saw a quarterly increase of \$191 million dollars

▼ **1,008**

Residential Building Permits

Indiana saw a monthly decrease of -254 permits

▲ **1,576**

Business Establishments (annual change)

Indiana saw a quarterly increase

▲ **1.0 %**

Business Establishments (annual percent change)

Indiana saw a quarterly increase

▲ **34,455**

Job Postings (SA)

Indiana saw a monthly increase of 180 postings



INDIANA
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Why would others buy into your vision?

By Karl Zimmer

There may be a simple answer to the above question, but we often find that simple is not always as easy as we'd like. Years ago, we may have been able to just say, "Just do it because I say so," like some of our parents used to. But those in our organizations, on whom we rely to grow our businesses, not only deserve better, but likely wouldn't respond well to that.

When you think of your own experiences, what caused you to want to follow someone and to get on board with their vision? Different people respond differently, and as you well know, there is no one answer to fit all circumstances, just as not all leaders are the same. One thing that seems to hold true, however, is that unless and until a leader has earned the respect and confidence of those being led, getting them headed in the desired

direction would be like pushing a bus uphill with a rope.

John C. Maxwell said, "People buy into the leader before they buy into the vision."

And in his book, *Good to Great*, Jim Collins discussed the notion, "First Who, Then What," with the account of David Maxwell who took Fannie Mae from losing \$1 million every business day to earning \$4 million a day by the end of his tenure. Before an organization can move forward, it must have the right people on the bus. If the bus is loaded with the wrong people, it doesn't matter where

"Since it is vital to have the right people, and then to treat those people in a way that will garner their support, how do you and your organization attract and retain the right people?"

it's going. And if the "right" people are on it but the bus is headed in the wrong direction or on the road to nowhere, little good will come of it. As Collins

wrote, "Great vision without great people is irrelevant."

Since it is vital to have the right people, and then to treat those people in a way that will garner their support, how do you and your organization attract and retain the right people? Do you encourage a certain degree of turnover to make sure you are keeping only the right people for your organization, and how do you

make sure the right people are in the appropriate positions? Collins wrote, "The moment you feel the need to tightly manage someone, you've made a hiring mistake." How do you assure yourself you are making the right hiring decisions?

These are some questions that may encourage your thoughts, and it would be helpful for you to share your answers so that we can further explore these topics and how to inspire and motivate the highest performance and satisfaction at work. This column is dedicated to sharing experiences, research, and ideas about great leaders.



About: Karl is a father, speaker, author, and successful CEO. We encourage questions & comments. Karl can be reached via Zimmer Success Group in Plainfield (<http://Z-Success.com>). RULE® is a Registered Mark of Karl R. Zimmer III

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Congress, first do no harm!

By Jeff Binkley

Doctors during their medical training must take the Hippocratic Oath. One of the promises within that oath is “first, do no harm.” This writer would encourage Congress to pledge the same, especially during times of market turmoil.

“We could see more than a correction, but a true, bear market develop rather quickly.”

The Dow Jones Industrial Average has recently (March 22) fallen by over 700 points ostensibly due to fears of a trade war looming on the horizon with Chi-

na. That fear, along with new revelations that the 2016 Trump campaign did what the Obama campaign did much more successfully in 2012, has caused Facebook to get a lot of negative attention.

What led the market higher (the social media tech companies) apparently may now be the sector that finally leads it into a truly, healthy correction. What has yet to become ap-



parent, however, is whether or not this downward volatility will be followed with a significant rebound like what occurred in February. And the big question is, Dear Reader, “Will our Congress do anything to introduce legislation that will instead of providing relief to the situation,

will turn a correction into a rout?” The key issue is privacy and who owns your data? If Congress legislates tighter

controls over what the data mining and social media companies can collect and also sell to the highest bidders, the advertising revenue streams that the sector has enjoyed could be strained. That’s what will keep this writer up at night.

If forecasted future revenues are impacted, then the foundation that today’s current high stock valuations are predicated upon fails. And we could see more than a correction, but a true bear market develop rather quickly.



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



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From left, AnnaMarie Fallon and Faith Toole

Gessner Kicks Off 2018 Women's Luncheon Series As Keynote Speaker

Jackie Gessner was the keynote speaker at the March 13 Hendricks County Business Leader's Women's Luncheon at the Pavilion Center at Washington Township Park. The luncheon was presented by Hendricks Regional Health, Kemper CPA Group and SHarper Plastic and Reconstructive Surgery. American Senior Communities was the lunch sponsor.

The next Women's Luncheon, June 6, 11:30 a.m., will feature Jean Deeds as keynote speaker. It will be at the Pavilion Center at Washington Township Park, 435 Whipple Lane, Avon. For more information, contact Catherine Myers at (317) 918-0334.

Photos by Robin Teasley



From left, Jackie Gessner and Carrie Hanni



From left, Beth Harlin and Ariana Stallard



From left, Shelby Marshall and Frances Mock

A look inside *First* Robotics Competition

By Chris Cornwall

Plainfield High School recently played host to 35 teams for a high-tech spectator event called FIRST Robotics Competition. The event teaches and tests students' in many areas but focuses on robotics engineering, teamwork, sportsmanship and even politics.

Teams assemble robots that perform actions both autonomously and under the control of an operator during a timed event. Members from each team take positions outside a Plexiglas arena while their bots go to work inside the course manipulating large cubes. It's not as simple as it sounds, and actually a rather sophisticated game. To add to the pressure, students have only six weeks to design and build the bot.

The atmosphere during these events is lively and resembles what you might experience at a basketball game. Parents and students alike packed the stands inside the Plainfield High School gymnasium. Out of the 35 teams that competed, three were from Hendricks County schools; Plainfield, Avon and Danville Community on March 25th.

For more information, visit firstinspires.org/robotics/frc/game-and-season.



Students get rowdy at the First Robotics Competition held recently at Plainfield High School.



From left: Team member Isaiah Eckroth, PHS engineering teacher and team mentor Michael Taylor, and team members Caleb Urley, Megan Henry and Taylor Huether.



FIRST Robotics Competitions are meant to be fun and often include a "hype man" to announce each team before it starts. Here the announcer bangs on the glass when announcing the team from Avon High School.

Biz Research

35 business lessons learned over 35 years (part I)

By Jim Ittenbach

With great joy, SMARI is celebrating its 35th anniversary. This has made me reflect on the ups and downs of my career, and Strategic Marketing and Research Inc's evolution to SMARI.

As a first-generation college kid, my life's goal was really to hang out, be cool and make a buck (now often heard around SMARI



HQ). Unfortunately, upon graduation, I learned that this disposition does not get you hired. Accompanying this revelation, the first principle of Management 101 popped into mind – Laurence J. Peter's Principle: "an individual is destined to rise to their level of incompetence, upon which one will be laterally promoted into obscurity".

I became determined to find my level of incompetence.

My first application of my marketing degree was dialing for dollars. I opened the Yellow Pages of the phone book and called every company under the marketing listing, asking for a job opportunity. I got two opportunities and took one in market research. As that initial experience unfolded, I learned my first five lessons in life – then more accumulated over the years.

What would I have told a 30-year-old Jim? How about during a time of corporate acquisition? Here are the collected lessons from decades of managing an evolving business, split up by the stages where they came into play:

Learn It in Your 20s

1. Never let lack of experience get in the way of accepting an opportunity. My naiveté was always my best asset –if I had known what I was getting into, I wouldn't have!
2. Stumbling across a way to turn a passion into a livelihood was the best win-win ever.
3. Doing what one enjoys is good, but it is never good enough to stay in business.
4. Play to win, but turn all losses into teachable moments.
5. To remain relevant, stay current. Never stop learning, never stop reading, and never stop sharing.

Somehow, I was fortunate enough to leverage my attention deficit disorder to serve me as I crafted my career. Market researchers tackle a plethora of interesting topics in a fast-paced manner, so boredom is never on the table! My budding career had managed to couple a tailor-made job with my voracious desire to discover how systems, consumers and products function. Doing this, I learned my next five lessons in life:

Earn It in Your 30's

1. Regardless of your need to make a sale, never act like it. The client's success is all that matters.
2. Surround yourself with individuals who are willing to invest in your passion – the most difficult task ever.
3. Repeat business is the best confirmation.
4. Share positive feedback with all who supported the effort – never take ownership of a victory.
5. Enjoy profitable business cycles, they will not last.

Editor's note: Jim Ittenbach's column will be continued in the May edition of Hendricks County Business Leader.



Jim Ittenbach is owner of SMARI, a research company, and he offers insights based in his years conducting research.

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Open 4 Biz

New kid on the chopping block



Bob DeAtley, owner of Ye Olde Meat Shoppe, 26 East Main St., Pittsboro. Photos by Faith Toole

'Ye Olde Meat Shoppe' may sound like it's straight out of medieval England, but it's the new kid on the chopping block in Pittsboro. And owner Bob DeAtley serves up cuts just as interesting as the name. In addition to conventional butcher shop items, DeAtley prepares ground Bison and Elk. DeAtley had a soft opening on March 15th and was met with a meaty reception. He said they were busy from open to close, cutting custom orders and stocking the meat case. After such a successful launch, DeAtley is looking forward to the future as his shop banks on a theme from the past, and great steak. Describe your business in two sentences...

We are essentially a throwback to the

good ole days of having a local butcher in town selling local meat and some artisan style dry goods. Our focus is on meat and even more importantly prime cuts of beef. Backed up with some of the most delicious sausages and pork you have ever tasted.

Why did you want to open your own business?

This is an easy one. I love a good steak. It was becoming difficult to buy a good steak without driving into Indianapolis. I saw a need and combined with my passion for good food, it was easy to make the leap.

What is one thing that could help your business?

Community support. We have received overwhelming support from our community. Residents come in to check us out and walk out satisfied customers. What advice would you give to someone thinking about opening their own business?

Do it! Do not sit around and think about it. Find a small business owner who loves what they do and talk to them. All small business owners who love what they do are more than willing to talk to new potential small business owners. Do some research and make sure there is a need for what you are offering. Most importantly, make sure you have enough funding. You do not want to get half way through startup and run out of funds. Compiled by Faith Toole.



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A politician versus Trump in the White House

By Howard Hubler

As business people we, like Donald Trump, demand more or less absolute compliance with policies and procedures in our business. When we have a policy, most of the people comply to the letter of the law. If someone continually flies in the face, then we terminate them.

People are saying that Donald Trump has no inherent right to be the president because he has been a businessman and not a politician. One needs only look at North Korea to understand that Donald Trump's "absolute attitude" is the key to what success we have experienced thus far. It may yet blow up in our face. However, absolutism is what will have gotten us to the negotiating table. The liberal media is prepared to "knock" him that it was all a set up. Trust me, if it proves

to be a setup then Donald Trump will have a last word.

By the same token, Puerto Rican articles talk about all of the people there trying to pin their post hurricane problems on Donald Trump's back. The problems Puerto Rico faces are clearly the result of decades of abuse by Puerto Rican politicians. On one hand many were "on the take," but on the other hand when people were ordered to comply to build this or build that, noth-

ing was done. Years later, their infrastructure was shot. This is the result of years of no accountability.

So, if I could have a politician who lives in the world of compromise and "make everybody happy" management or live in a world being managed by a businessman whereby people comply with law or go to jail, I will take the latter.

The irony here is that Donald with all his perceived faults has been arguably a far more effective president on many

levels, than our last politician, albeit an experienced one like Barack Obama. At this point in history, I think businessman everywhere would agree that we would take one of our own versus a politician the next time around, and the time after that. There would be integrity in the legislative process, not unconstitutional presidential mandates, but compliance of the law or people would pay a consequence both nationally and internationally. Finally, once and for all political correctness would be dead and buried as only so much dust in the history books.

"I think businessman everywhere would agree that we would take one of our own versus a politician the next time around, and the time after that."



Howard Hubler can be reached at howard@hubler.com.

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How to plan for important healthcare decisions

By Eric Oliver

At some point in your life, it is possible a health decision will be needed but you will be unable to make the decision yourself because of some incapacity. Too often, when that emergency arises and a decision is required, there is no plan in place resulting in stress, confusion, and uncertainty for your family.

For those without a plan, Indiana law provides that your spouse, parent, adult child, brother, sister or religious superior will make the decision for you. However, the law does not give priority to any one of these people so, if there is disagreement, the medical care provider is often forced to ask the individuals to seek direction from a court.

Fortunately, Indiana law allows you to plan for important healthcare decisions before an emergency arises. Two of the main decisions you can make to plan for a medical emergency are: (1) naming of a health-care representative and (2) executing a living will or life-prolonging procedures

declaration. These documents are referred to as advanced directives.

Healthcare Representative

Under Indiana law, if you appoint someone to make your medical decisions, medical professionals are required to follow their decisions, so long as those decisions are in your best interests. This person is called a health care representative and must be an adult. If

you have a valid health care representative, this person will be able to make your health care decisions if you do not have the capacity to make these decisions. In order for the health care representative to be valid, the appointment must be made in writing, signed by you, and signed in the presence of an uninterested adult, not the person you are appointing as your health care representative. The document used to designate

your health care representative is called a health care power of attorney.

Living Will or Life-Prolonging Procedures Declaration

Another decision you can make is whether to prepare a living will or a life-prolonging procedures declaration. A living will is a written document allowing you to make health care decisions after a doctor determines the end of your life is near.

A living will is effective only when your physician certifies in writing that: (1) you have an incurable injury, disease, or illness and (2) that your death will occur within a short time and (3) the use of life-prolonging procedures would serve only to lengthen the dying process. A living will allows you to decide if you want to have artificial nutrition and hydration, blood transfusions, and the use of a ventilator or respirator.

Alternatively, you can prepare a life-prolonging procedures declaration. This document will direct your health care providers and representative to use all life-prolonging medical treatments to extend your life. Your health care representative and medical doctor should follow your living will or life-prolonging procedures decisions. If you elect not to have a living will or a health care representative, Indiana law determines who can make this decision for you.

Thankfully, Indiana provides many opportunities for you to be able to make the decisions you want concerning your medical care. In order to achieve this, you will need to do your homework. A health care representative, living will or life-prolonging procedures declaration can ensure your wishes are followed.

“Fortunately, Indiana law allows you to plan for important healthcare decisions before an emergency arises.”



Eric Oliver is an attorney at Oliver & Cline, Danville, specializing in business and commercial law, trust and estate planning, probate, real estate, family, divorce and criminal law. Contact him at eric@oliverandcline.com or by calling (317)563-7400.



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NY finance tech company releases 'Best Places to Save' study, Hendricks County ranks #2 in state

New York financial technology company SmartAsset released a study in March titled "the best places to save money in the U.S." The study compared each county's income, cost of living, purchasing power and taxes to determine an

overall score. The data was gathered from the U.S. Census Bureau and the MIT Living Wage Study. For methodology details, visit smartasset.com/checking-account/best-savings-accounts#indiana.

Rank	County	Median Household Income	Cost of Living	Purchasing Power	Estimated Tax Rate	Best Places to Save Index
1	Hamilton, IN	\$86,222	\$30,704	2.80	16.00%	83.00
2	Hendricks, IN	\$70,163	\$30,704	2.30	16.40%	63.00
3	Boone, IN	\$67,552	\$30,704	2.20	16.00%	61.00
4	Hancock, IN	\$66,606	\$30,704	2.20	16.60%	58.00
5	Warrick, IN	\$62,185	\$29,864	2.10	15.50%	57.00
6	Porter, IN	\$63,926	\$31,376	2.00	15.50%	56.00
7	Johnson, IN	\$62,147	\$30,704	2.00	16.00%	54.00
8	Dearborn, IN	\$58,680	\$30,092	2.00	15.60%	52.00
9	Posey, IN	\$58,101	\$29,864	1.90	16.00%	51.00
10	Spencer, IN	\$55,247	\$28,724	1.90	15.80%	51.00

HCRW invite public to candidate forum

The Hendricks County Republican Women is inviting the public to a candidate forum for Republican candidates on Thursday, April 12, from 6-8 p.m. at the Hendricks County Government Center, 355 S Washington St., Danville, Rooms 4-5. Each Republican candidate with a primary opponent has been invited to attend. State and county candidates will begin the evening followed by local candidates who will then reconvene in multiple rooms based on town. This will offer attendees the opportunity to hear from just their local candidates and ask town specific questions. Light refreshments will be served.

Puckett is VP at HCB&T



Hendricks County Bank & Trust Company has named Jay Puckett as vice president. The longtime county resident comes with nearly 30 years of banking experience and will handle loan development from the Northfield Drive location. The locally-owned bank has five locations and is currently building a new headquarters in Brownsburg.

Latest Hendricks County Real Estate numbers

Home prices in Hendricks County are stable in the Avon area while Brownsburg area sale prices decreased last month. According to F.C. Tucker, in February 2018 the average price for homes sold in Avon was \$211,247, a slight 1 percent increase from February 2017 and Brownsburg was \$190,390, a 1.3 percent increase from February 2017. Meanwhile, Danville decreased 11.2 percent from February 2017 to \$172,838, and Plainfield decreased a slight 1.1 percent to \$201,621.

On average, homes in Hendricks County sold in 70 days, two days faster than February 2017. Avon and Danville homes sold faster at 63 days and 53 days, respectively. Brownsburg and Plainfield homes both spent additional time on the market at 67 and 95 days, respectively.

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Brownsburg counselor connects to clients with online practice



Wendy Galyen, LCSW, provides online counseling services to clients from around the state. Photo by Chris Cornwall

By Chris Cornwall

The internet revolution continues to offer new opportunities in the health industry, even for services traditionally provided “in-person.”

For Wendy Galyen, a Licensed Clinical Social Worker from Brownsburg, an emerging form of counseling done almost exclusively online has opened the virtual doors to her own private practice, Thrive for Life Counseling. Sessions are conducted via phone, video-call, and most commonly, email.

Prior to this, Galyen did contract work for 15 years at a local not-for-profit providing counseling services to children and families. She began researching internet-based counseling after a colleague told her she was looking for premarital counseling but her fiancé was regularly traveling out of state. In addition to finding an option for her colleague, Galyen said she also found a growing body of research to support of the effectiveness of online counseling. Intrigued, she decided to test it herself.

“I started trialing this with some of my clients,” Galyen said. “Over time there feedback was resoundingly positive. Many of them began requesting to switch their services over to an online or phone-based medium. This is when I began to seriously consider switching over to a completely online service.”

Two years ago, Galyen started her own private practice devoted to internet, phone, and video-based counseling.

“The bulk of my clients now are working professionals,” Galyen said. They don’t have

to leave work or take a half of sick day just to see a counselor.”

She said clients also include retirees, couples, stay-at-home moms and a growing number of college students.

“The college students are very responsive to it. They’re from a generation centered around technology. But my oldest client is 72, so even baby-boomers and beyond are looking for options.”

One of the advantages of online services, Galyen says, is that clients can communicate with her 5-days-a-week. But while internet-based services are a great fit for many, she said it has its limitations and may not be right for everybody.

“There are limits to every kind of counseling,” she said. “With the exception of video, we are missing those visibly accessible, non-verbal cues that you would have during an in-person session. We have to determine whether an online strategy is right for them and that’s where the comprehensive screening really comes in to play.”

Personally, Galyen said she’s enjoyed the freedom that a remote practice affords.

“As a working mom, it gives me more flexibility to rearrange my schedule around my kids. I want to be there to greet them every day when they come off the school bus.”

For more information about Thrive for Life Counseling, visit thriveforlifecounseling.com.

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St. Danville. For more information, call
(317) 745-0670

**17 - Plainfield Chamber of Commerce
(member's meeting):**

Tuesday, April 17 at 11:30 a.m. at
Plainfield Rec and Aquatic Center,
651 Vestal Road, Plainfield. For more
information, call (317) 839-3800

**18 - Brownsburg Chamber of
Commerce (members' meeting):**

Wednesday, April 18 at 11 a.m. at
the Brownsburg Fire Territory, 470 E.
Northfield Dr. Brownsburg. For more
information call (317) 852-7885

**24 - Avon Chamber of Commerce
(members' meeting):**

Tuesday, April 24 at 11:30 a.m. at Avon
American Legion, 4812 E Main St, Old
US 36 Avon. For more information, call
(317) 272-4333

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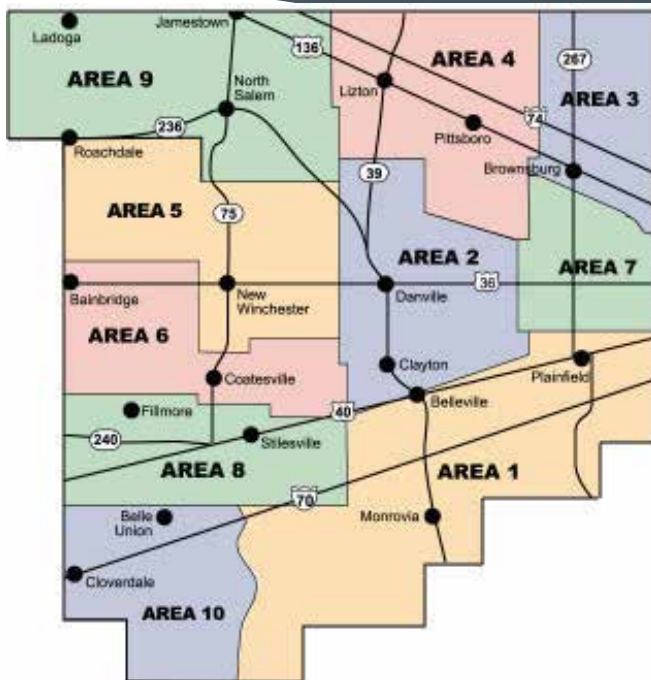
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the Cooperative Difference

Cooperative Principle #2

DEMOCRATIC MEMBER CONTROL

Cooperatives are democratic organizations controlled by their members - those who buy the goods or use the services of the cooperative - who actively participate in setting policies and making decisions.



Areas 7, 8, 9 & 10 up for election in 2018

As a cooperative, Hendricks Power is guided by an elected board of directors who represent its members' best interest when making important decisions.

Directors have a role in developing governance policies and monitoring service levels and financial condition of the the co-op by making decisions on rates, construction plans, strategies and operating policies.

Directors serve three-year terms and have monthly board meetings.

Hendricks Power's board is a democratically elected body - members have an opportunity to vote for board candidates each year at the annual meeting. **This year, the Annual Meeting is July 19 at the Hendricks County 4-H Fair.**

If you reside in Area 7, 8, 9 or 10 and are interested in being considered for the Board of Directors, contact our office at (317) 745-5473.

