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HENDRICKS COUNTY

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Business Builder

For 10 years, Scott Shearin's NuMedia has been providing new opportunities for local businesses



Biz Focus
Hunt
and Sons
Memorials
Continue
Family
Legacy
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Open 4
Biz
Family
owners give
long-time
floral shop
fresh look.
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For over 20 years, the Community Foundation has been serving Hendricks County by helping donors match their passions with community needs, awarding over \$12 million in grants to nonprofits and scholarships to high school seniors, and partnering with other local nonprofits to make a lasting impact for good.

We would not be able to do any of this without the tremendous contributions from our donors and volunteers. From staffing events and serving on our Board and committees to contributing financially to our annual support, our volunteers and donors fuel all that we do.



Talent Ryan Tanselle, Brownsburg



Profession: Associate Attorney at Capper Tulley & Reimondo
Serving with HCCF since: 2013; Board of Directors, Board Secretary, Executive Committee, Governance and Lilly Scholarship Committee, Advisory Board
Family: Wife Lauren and daughter

How do you give?

"I was honored to receive the Lilly Community Scholarship in 2004, a scholarship administered by HCCF. After completing my education, I wanted to give back to a community that had given so much to me growing up. HCCF has been the perfect fit because of its position to

help not just a single community, organization -- HCCF is able to impact multiple constituents. I have been privileged to serve the Community Foundation in several capacities, from reviewing policies and bylaws established by the Governance Committee, to interviewing scholarships finalists, to participating on the Strategic Planning Task Force. I have seen the good HCCF does for Hendricks County, and I want to help make that happen."

Like Ryan, HCCF serves Hendricks County with expertise in grantmaking to nonprofits and charitable projects. Consider giving to HCCF today to help us continue this work.



Time Judy Wyeth, North Salem



Profession: Retired Office Manager of the Hendricks County Commissioner's Office

Serving with HCCF since: 2006; President of the Board of Directors, Executive Committee and Awareness Committee, Advisory Board and event committees

Family: Sons Dick and Dave; grandchildren Richard and Victoria; great grandson Weston

How do you give?

"Although I receive many requests to volunteer, I have chosen to give much of my time to the Community Foundation because of our unique position in the county to help so many different people in many different ways. I have personally seen the impact of HCCF's grantmaking in the lives of our residents, from helping young athletes in the Cascade Youth League, to awarding over \$1,000,000 in scholarships to high school students, to grants that support the care of our senior citizens through the Hendricks County Senior Center. HCCF improves the quality of life right here where I live and I want to be a part of that."



Like Judy, HCCF knows the value of giving your time. HCCF hosts "Get Involved," a volunteer fair every September designed to connect nonprofits that serve Hendricks County and community members who want to give back as a volunteer. Your annual support gift will allow us to continue to host events like Get Involved—Give today!



Ties **Lori Hiatt, Plainfield**



Profession: Philanthropy Liaison, LJ Philanthropy LLC

Serving with HCCF since: 2015; Board of Directors, event volunteer

Family: Son Jimmy and daughters, Jenny and Julie; 4 grandchildren

How do you give?

"I have volunteered since I was a teenager, and HCCF allows me to give back to my community in the best way possible. I have volunteered in dozens of community based organizations in my 27 years here in Hendricks County, including the Plainfield Chamber of Commerce, Plainfield Kiwanis, The Gathering Together, Hope Health Care, and the Plainfield Economic Development Commission.



I am passionate about HCCF and the good work they do here in Plainfield and throughout the whole county. The grantmaking they do in our community is significant, particularly to nonprofits. The funding and capacity building they provide these organizations enables them to serve more people in Hendricks County, and to do so more effectively. My strength is networking, and I enjoy giving back to HCCF by connecting them to people in our community who share their vision."

Like Lori, HCCF is a convener and collaborator in our community. We work as an advocate for the whole nonprofit sector in connecting caring, philanthropic-minded people and organizations who share their passion all across Hendricks County. Join our team and give an annual support gift today to help us continue to connect our community for good!





Treasure Steve Eichenberger, Plainfield



Profession: Managing Partner of BGBC Partners

Serving with HCCF since: 2011; Board Chair, Board of Directors, Executive Committee, Governance Committee, Advisory Board

Family: Wife Linda, sons David and Sam; daughter Laura

How do you give?

"Our family has a strong desire to give back to the community that has been so good to us. But we wanted to give where our gifts would be most effective. We know the Community Foundation has the expertise needed to vet the organizations and projects in our community that are worthy of our support and we can trust them to invest our money and grant it out wisely. We give to HCCF's annual support as well because we know they could not continue to impact Hendricks County for good without support for their daily work."



Like Steve, Ryan, Lori and Judy, everyone has something to give. You can make a difference in the community you love by joining us! Contact us today to find out the best way for you to give back to your community--through your time, talent, ties or treasure. Your contribution can help us make Hendricks County a vibrant, giving community!



Our View

Tax cuts right for America

Kudos to the House and Senate GOP who boldly voted for The Tax Cuts and Jobs Act of 2017.

Our view is that it is right for America, its tax-paying citizens and the future of our nation.

The legislation slashes the corporate tax rate from 35 percent to 21 percent and doubles the standard deduction used by about two-thirds of U.S. households, to \$24,000 for married couples. The \$1,000-per-child tax credit also doubles to \$2,000.

The Tax Policy Center, a private nonpartisan group, found in their study that individual taxes would be reduced on average in 2018 by \$1,600. That ranged, on average, from \$60 for people earning below \$25,000 to \$7,640 for those making above \$149,000. The top 1 percent of income tax payers, earning over \$733,000, would see average tax cuts of \$51,140.

Two controversial provisions of the tax law include repeal of the Obamacare individual mandate and the opening of 1.5 million acres in the Arctic National Wildlife Refuge to oil and gas exploration and drilling.

The Obamacare individual mandate required individuals to have health insurance or pay a penalty. The repeal of this onerous part of Obamacare may ultimately, using economic forces rather than political, accomplish what the GOP Congress failed to do earlier in their attempt to repeal Obamacare.

With the opening of the ANWR, something the GOP had not been able to do in 50 previous attempts; the country can finally achieve true energy independence from overseas providers in extremely volatile regions of the world.

Markets are roaring. GDP is rising. True energy independence is within our reach. And many, many Americans will keep more of their hard-earned money in their pockets rather than sending it to Washington.

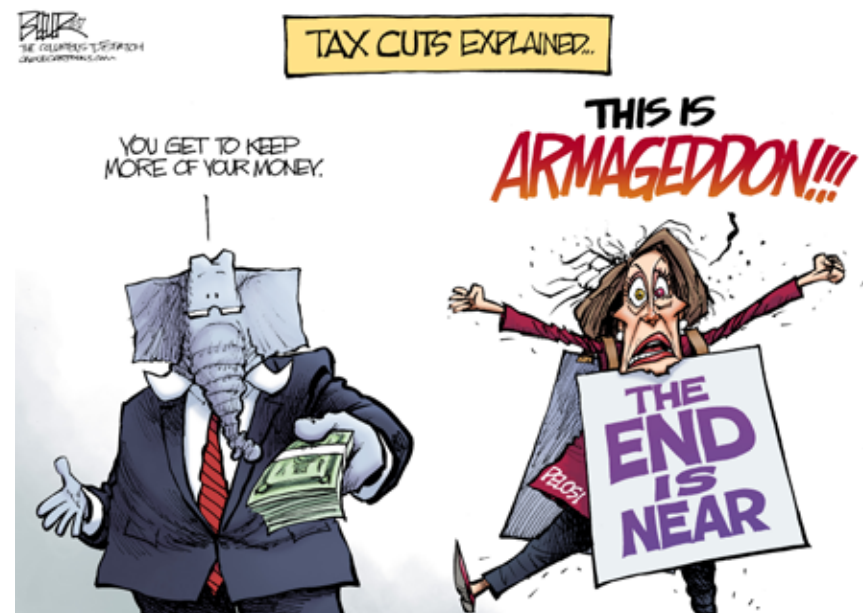
America is on the way to being truly great again even if no Democrats supported the most sweeping changes to tax law since the Reagan Tax Reform Act of 1986.

Talk about a happy new year!

Quote of the Month

“Good judgment comes from experience, and a lot of that comes from bad judgment.”
~Will Rogers, humorist and social commentator

Cartoon



Humor

How your new Christmas gift will get you arrested

By Gus Pearcy

Ok, I'm trying to figure out why Facebook and Amazon think I paint my nails. As I'm browsing my newsfeed on Facebook, I get these random ads that usually coincide with my interests. Yet, I can't figure out the ones from Amazon.com.

The mystery makes me poke, every time. Magically, I am internet-transported to the item description on Amazon. It's like an interactive version of the Liar's Club (an old TV show where they take unusual items and make up stories about what it is. Contestants have to pick the liar telling the truth). The list of items are usually themed for like kitchen utensils or car accessories.

Today, my Facebook feed shows me a rubber dual-finger ring that is topped with a chef's hat. The hat is split in quarters on top. It's green. I'm intrigued and, like the curious, dead cat, poke to find out what it is. It's a holder for fingernail polish bottles while painting your fingernails. I

go back and find that each item is a fingernail painting apparatus. Why? I can't imagine that I've ever given Facebook or Amazon the idea that I paint my fingernails.

The internet and this new wave of devices that connect to it are starting to get very scary. Did you get a new Amazon Echo or Google Assistant for Christmas? Maybe you just recently started using Siri on your iPhone. Well, you will never be alone again. In order to have these devices jump to your command, the manufacturers are recording everything in your home.

I'm not kidding and no, I don't have other conspiracy theories.

Last year, an investigation into a drug murder had the police issuing a warrant to Amazon. The police believed that when the notorious drug dealer killed another low-level, double-crossing drug dealer, Alexa was recording the whole event. Hey, Alexa, record my murder!

Nah, that's not how it happened.

But, just in case, someone should say, "Hey, Alexa (or Google, or Siri)!" These devices have to be ready. Of course, you know if you type something into Google, you will get a rash of ads for similar products or retailers who sell the thing you are searching for. Why wouldn't they use the info from the recordings to also show you items you might buy?

Let that be your warning. If you are planning something illegal, turn off your Alexa or Google or Siri. You probably aren't.

Since I'm typing this on a device connected to the internet, I'll try an experiment: FREE TRIPS TO HAWAII.

I still don't know why I'm being shown fingernail painting items.



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

Duke Energy gives partnership award to HCEDP



The Hendricks County Economic Development Partnership has been awarded the 2017 Partner Achievement Award through Duke Energy. The award goes to three organizations every year that demonstrate outstanding efforts in helping to bring growth and economic development to their regions. The HCEDP staff includes Jeff Pipkin, Lora Steele and Katelyn Hurt. Economic awards

also went to Shance Sizemore, CEO, Lawrence County Economic Growth Council and Sarah Salisbury, site search specialist at the Indiana Economic Development Corporation. The Partner Achievement Award is based on local and regional economic development organizations building successful long-term relationships with Duke Energy.

Brownsburg owner earns grant to help children

Robert McBride, an Allstate Agency owner from Brownsburg, was one of 13 owners to help secure a \$13,000 Allstate Foundation Helping Hands® grant to benefit the Children's TherAplay Foundation. The non-profit based in Carmel helps children with

special needs by developing life skills through horse therapy. The agency owners earned \$1,000 each for the mission by volunteering at the organization's Horsepower 500 event for children and families.

Hendricks County lands Indiana Tourism Conference

Hendricks County has been selected to host the 2019 Indiana Tourism Conference. The event will be held at the new Embassy Suites Hotel and Conference Center that's being constructed in Plainfield. The Indiana Tourism Association selected Hendricks County out of a handful of proposals to host the event. This will be the first time Central

Indiana has hosted it in four years. The two-day conference should draw more than 300 tourism professionals from across the state. Construction of the seven-story upscale hotel situated nearby the Indianapolis International Airport began in April. Hendricks County tourism leaders are thrilled about the opportunity.

47 properties listed for Jan. 18 Sheriff's Sale

The next Sheriff's Sale will be Monday, January 18 at the Hendricks County Government Center, 355 South Washington St., Danville in Rooms 4 and 5. Bid forms for the sheriff's sale will be available the day of the sale. The highest uncontested bid submitted by 11:00 a.m. will prevail. A cashier's check for 50 percent (or more) of the final sale price must be presented upon completion of the sale. The balance is due by 3 p.m. the day of the sale. 47 properties are currently listed. For a detailed list of properties and values, visit the Document Center on the Hendricks County Government website, co.hendricks.in.us.

November real-estate report from FC Tucker

Sellers in Hendricks County are seeing their home values rise significantly in some cases and modestly in others. According to F.C. Tucker, in November 2017 the average price for homes sold in Avon was \$206,206, a slight 0.8 percent increase from November 2016; Brownsburg was \$226,770, a 10.5 percent increase from November 2016; Danville was \$233,752, an impressive 21.4 percent increase from November 2016; and Plainfield was \$179,851, a 4.7 percent decrease from November 2016. While Plainfield home values dropped, homes sold in just 44 days, a significant 21 days fewer than November 2016. Brownsburg homes also sold faster at 55 days. Avon homes spent additional time on the market, selling in 61 days, six days more than November 2016, as did Danville homes at a small one day increase to 60 days.

From the Publisher

Businesses are built on relationships

*Happy
New Year*

Another year and another time for us to make resolutions.

For many of us in business that means stepping it up a notch. How do we do this? What are some of the ways to get out there and personally meet prospective business clients?

The first entity to come to mind is the local chamber of commerce. As a loyal chamber member in Hendricks County for the past 12 years I've seen members come and go. And the January meeting at each of the four chambers reminds me of a fraternity rush. People are excited and they're wanting to meet other people, naturally.

But then the February and/or the March meeting comes and many of these people that I saw in January don't return. Why? They will tell me that they got nothing out of the chamber. This explanation can be translated into, "No one bought my goods or services." I call it the Walmart Syndrome. They believe that by merely paying their dues and going to a luncheon that their business is going to increase over night. It won't happen.

Those who proposer in a chamber atmosphere are those who are engaged, not only at the luncheons, but more importantly outside of the chamber luncheon—working on committees, etc. Remember business is done through relationships. This applies to chamber membership as well. There has to be a willingness to want to get involved with the chamber and make it succeed, too.

Here's to a prosperous and happy new year for all the businesses that help make Hendricks County such a wonderful place to live and work.



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

Money Matters

Four simple steps to improve your financial future



By Jeff Binkley

According to Forbes magazine (January 2013), over 40 percent of Americans make New Year's resolutions. Sadly, only about 8 percent end up keeping them (University of Scranton research). At least we're all in good company!

But just in case you, Dear Reader, are part of that 8 percent or want to make a bold attempt to be part of it, may I humbly offer a few financial resolutions for you to consider? Simple, achievable ones that shouldn't take too much time or effort yet can offer potentially exponential returns.

1) Increase your 401(k) payroll deduction. Contribute an additional 1, 2, 5 percent or more. You'll be surprised how little you miss it and how quickly it will add up. Most of you have online access to your account. Go ahead and increase it. Right now, put the paper down, pull out your phone or laptop and increase it right now. I'll wait....

Welcome back and Congratulations! You have just improved your financial future!

2) Open and fund a ROTH IRA. Tax free money in retirement is priceless. ROTH IRAs have wonderful tax benefits.

But you need to fund them and let annual contributions and time work for you. Did you see family over the holiday? Do you think a few of them wish they would have opened a ROTH when they were your age? Put it on your task list. Do it.

3) Stop it! Whatever "it" is, stop it! Does \$100, \$200 or maybe even more just seem to "disappear" from your checking account or get added to your credit card balance each month? Stop it! Identify where it's going and just stop.

4) Wake up. As much as I'd like to tell you that a committed, experienced, financial professional can make your retirement years wealthy and wonderful, I won't. Bottom line, the quality of your life in retirement is up to you. The quality of your health, relationships and financial situation is up to you. Wake up. It's your responsibility and your choice.

The New Year stands before you.

What you do with it, what your life will look like on Jan. 1, 2018 or Jan. 1, 2039 is almost exclusively up to you.

Here's wishing for you a happy, productive and changed you in this New Year!



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.

Trends In Tech

Good enough truly is "good enough"

By Chet Cromer

I've had this column on my mind for a few weeks now, but haven't figured out how to get it "just right." I laugh at myself as I write that, because the entire point of this column is that you don't have to get it perfect to get it done.

I'm reading a book right now titled *Finish* by Jon Acuff. The subtitle of the book is "punch fear in the face, escape average, and do work that matters." That's an invitation I can buy into! Let's get something done that matters! Truth is, I've started far too many projects with lofty goals, only to see them fizzle as reality sets in and day-to-day life gets in the way.

Wouldn't it be nice to just finish something?

Without stealing thunder from the book, I have to say that the suggestions from the book are quite a shift from the norm. Rather than setting lofty goals and action plans, the author suggests to "cut your goal in half." Rather than finding a way to juggle everything, he suggests we "choose what to bomb." This goes against the grain of most motivational books, but as the suggestions sink in, we begin to see

that they might just work. Perhaps finishing something "OK" is more important than not finishing something grandiose.

As business leaders, whether we're running a small tech shop like I am or a large manufacturing business, there's value in this perspective. It really is good enough to just be "good enough." Sure, we want to exceed client expectations. Yes, we'd love to exceed our profit goals. But if we set a goal, and then we hit that goal, why do we find it so hard to be content with that achievement?

My articles tend to focus on technology, and while this one strays from that somewhat, I do want to share some thoughts on how we can adopt this perspective when it comes to tech.

Is a small yet "decent" website that's done better than a hundred-page website that's only half-baked?

Is a home-grown mix of tools that uses free or inexpensive tech that gets the job done better than hiring a consultant and building a custom system from scratch, only to run out of money half-way through the endeavor?

In both cases, and many more I'm sure you can imagine, the answer's simple... of course "good enough and done" is better than "perfect yet unfinished." Yet how many times do we strive for perfection, only to leave something uncompleted or to wind up dissatisfied with mediocre achievement?

As we prepare to enter a new year, we're told that it's time to set high and lofty goals. Perhaps, though, now is the time to sit back, enjoy a moment of achievement, and create a target we can hit for 2018. Whether it's with updating our websites or preparing our budget, let's find new levels of contentment and satisfaction with FINISHING, because good enough truly is just that... good enough.



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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Scott Shearin, owner of NuMedia Marketing Inc., Danville Photo by Rick Myers

Business Builder

For 10 years, Scott Shearin's NuMedia has been providing new opportunities for local businesses

By Mark Ambrogi

For Scott Shearin, his NuMedia Marketing is exactly what the name implies.

"I stepped out on my own because I saw the traditional agency model wasn't working as well for companies and my freelance work became more rewarding than my desk job," Shearin said. "The model hasn't changed a whole lot. We still try to keep our overhead low, but we try to keep as much of our expenses directly attributed to what we're doing on a day-to-day basis. The world of traditional retainers or additional fees for accounting, all that kind of stuff, is just not here."

Shearin, a Danville resident, said he had a handful of clients when his business started.

"When I did freelance, it was spot jobs here and there," he said. "Some clients I have today are carry-over from previous relationships I had in other businesses. That speaks great for our company and what we're able to do. We've worked quietly behind the scenes in many ways. Nothing

speaks better for us than for our clients to be recognized and to grow their business. We've been fortunate to grow with them. I'm pretty much a numbers guy. I do the math all the time and we've been able to bring millions of dollars into Hendricks County over the past 10 years and help clients grow considerably."

Shearin said NuMedia has approximately 202 active clients and focuses on Danville and surrounding areas.

"I have one friend whose mantra is, 'Go east young man,' which means we should be doing more work in downtown (Indianapolis) with some of the larger companies," he said. "But I have a particular passion for our community where we live and other business around town that we serve. To me, you could get a big project downtown, which speaks highly and is fun to work on from time to time, but I get more reward from a business that we started working on that was making less than \$15,000 a year that is now cranking over six figures. I take pride in that more than anything."

Shearin started the business in 2006 and incorporated in 2007. The company

completed its 10th full year in October 2017.

"Scott Shearin and NuMedia have been a great resource to the businesses here in Danville," said Marcia Lynch, Danville Chamber of Commerce executive director.

"...my freelance work became more rewarding than my desk job."

~Scott Shearin

"Scott's expertise has been utilized many times in the past and he is an asset to our town."

Tim Whicker, owner of Danville-based Electric Plus, said NuMedia developed his first website.

"As we've grown and changed and wanted something different, he's adapted, made the changes and updated us with the latest technology for websites," Whicker said. "We enjoy supporting Hendricks County businesses, especially when they're good."

Shearin, 42, originally came to Indiana from Arkansas to work for Flavor Burst, his wife's family ice cream business. His wife, Mikki, a registered nurse, is an Avon High School graduate.

"The biggest learning curve in running my own business was learning how to hand things off, identify and hire the right people," Shearin said. "I don't like to box people in. I'm creative. I've always lived that advertising motto, give them what they asked for and give them something better. I want to let the people that come on board have that same approach."

Shearin said he often tells employees what he is thinking.

"Then if they come up with something better, I'm open to it," he said.

While creativity is a strength for Shearin, putting all the pieces together might be his most important ability.

"We blend traditional and online marketing concepts," he said. "It's not a one bucket or another sort of thing. It's all encompassing. You have to factor those things in and lay out where your best return on investment is and make your strategic plan accordingly."

Shearin said NuMedia had to carve its niche and online marketing had the best return on investment.

"For me, I felt that was the best inroad for helping businesses grow, that's where the name NuMedia came in," he said.

"We're known for website development, search engine optimization, social media management, email campaigns and the more technical side of online marketing. That was the niche. Obviously, we can do more and grow beyond that."

NuMedia has added three positions in the last year.

Shearin has five children, Jordan, 22; Keaton, 19; Cameron, 16; Mariya, 15 and Aidan, 14.



Two NuMedia clients from left: Hendricks County Historical Museum and Hendricks County Solid Waste Management District. Shearin enjoys working with local businesses and non-profits.

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Scott's list...

Five reading sources that have had an impact on Scott Shearin:

- **Tom Sawyer**
by Mark Twain
- **Choose Your Own Adventure**
book series
- **The Adventures of Sherlock Holmes**
by Sir Arthur Conan Doyle
- **Mere Christianity**
by C.S Lewis
- **The 7 Habits of Highly Effective People**
by Stephen Covey

How Scott did it:

What's the best advice you ever received?

"Commit to excellence and learn from your mistakes: No reservations. No retreats. No regrets."

Best business decision I ever made:

"Stepping out to start my own business and hiring some great people."

Worst advice you ever received?

"Just give it time."

In five years I want to...

"have grown NuMedia Marketing well beyond myself as we continue making a positive difference in our community."

My secret to success is...

"surrounding myself with people committed to excellence. They pull you up when you're down and constantly push you toward better things."

Cover photo by Rick Myers

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Behind Westside Church of the Nazarene, just east of IU West Hospital

Biz History

Drink to health

The bottled-water boom of Cartersburg Springs

By Chris Cornwall

Fiji Water from the Melanesian island of Yaqara. Evian from Lake Geneva in the French Alps. Voss from the small Norwegian village of Vatnestrom. Ground water from Cartersburg Crystal Springs, Liberty Township, Hendricks County.

Hendricks County?

Well, not currently, but 100-years-ago the water from Cartersburg Crystal Springs was all the rage. This bubbling source was considered among the nation's best for quality and profitability. In fact, several successful mineral water ventures existed in Indiana at the turn of the 20th century.

With "medicinal water" from French Lick, Ind. leading the way, other Indiana bottlers were able to follow suit with higher-than-the-national-average prices.

In 1911, the Department of Interior, U.S. Geological Survey published *Mineral Resources of the United States*. Among its findings were statistics from mineral water-based companies.

"The returns as reported from spring operators in Indiana continue to indicate an increase in output," the Survey wrote. "Sales during that year (1911) amounted to 1,084,428 gallons, valued at \$653, 641 (\$16.5 million today). Compared with 1910 returns of 754,111 gallons, valued at \$514, 958, these figures indicate a gain of over 48 percent in quantity and of about 27 percent in value."

The report goes on to say, "...the high comparative price in Indiana is due to large sales of French Lick water, which as medicinal water commands a high price. Over 90 percent of total sales reported by 15 Indiana mineral water companies was used for medicinal purposes."

One of the 15 companies, Cartersburg Crystal Springs Inc., was said to supply a large amount of water to the state, according

to John Vestal Hadley, author of the 1914 *History of Hendricks County, Indiana*.

"It is a mineral water and was first found in 1887 on Dobbin's farm, five miles southeast of Danville," Hadley wrote.

While the "curative properties" were known to white settlers in the mid-19th century, bottling of the Cartersburg water didn't begin until 1906 after a fire ravaged the health resort built around the springs. After the fire, selling the water became a steady source of income.

A new book titled *Cartersburg: Then and Now*, compiled by Ann Garceau, provides a wonderfully detailed description of Cartersburg Springs both before and after the fire. The book is available at several local libraries including the Plainfield-Guildford Township Public Library.

According to Garceau's findings, the water was collected and then trucked to Indianapolis until the 1970s.

The collection plant was eventually incorporated into a private residence which still stands today, but little of original health

"It is a mineral water and was first found in 1887 on Dobbin's farm, five miles southeast of Danville."

resort remains visible.

Demand for "medicinal water" peaked around 1915. The reasons for its decline include improved public water purification and advances in medicine.

Although "medicinal water" may sound like quackery today, one must take into account the availability of clean water in

the 19th and early 20th centuries. In a time when diseases like tuberculosis, Spanish flu and typhoid swept across the country, sanitation protected the afflicted who already had a weakened immune system. So in a sense, yes, it was medicinal.

The success and decline of Cartersburg Springs is a good example of the

interconnectedness of business and technology. Yet, it also illustrates the power of "brand," as bottlers continued to sell the water well into the 1970s.

Deanna Hindsley's regular column will resume in February.



Stock Image

The Personal Touch

Deceit is a lousy way to start relationships



By Scott Flood

A greeting-card envelope appeared in this week's mail. No return address, no stamp, just a colorful envelope. Inside was an internet provider's latest pitch, ingeniously disguised as a greeting card.

Was I flattered? Impressed? No, I was actually repulsed by the idea that this

large company thought that tricking someone into believing they had received a personal message from a friend or loved one was the best way to sell their latest package.

These days, I see many companies resorting to deceptive approaches, some more flagrant than others. Their assumption is that you'd ignore a piece of mail

that made it clear that you were being presented with an offer. They believe you're more likely to open a mystery envelope. And the truth is, you are. But when you open that cryptic envelope and discover that the sender was deceiving you, your response won't be "what clever

folks!" No, you'll react exactly as Ralphie did in "A Christmas Story" when he decoded his secret message from Little

"we never want to do business with someone who is trying to trick us."

Orphan Annie: "A crummy commercial?"

The simple truth is that people don't like to be deceived. We don't mind a little bit of exaggeration or hyperbole when someone is trying to sell something. We may even chuckle about it. But we never

want to do business with someone who is trying to trick us.

Your marketing materials stand in your place when you can't be there. Do you really want the impression they convey to be that you're a deceptive liar?

I'll accept that being upfront and honest may reduce the number of recipients who will open your solicitation. In contrast, nobody you deceive is going to want to do business with you. Sure, they may have opened your offer, but they won't respond. Even worse, they'll remember you in a negative way. Honesty really is the best policy.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com. ©2017 Scott Flood All rights reserved.

Recent statistics from Indiana Department of Workforce Development

▲ 3,130,000

Total Non-Farm Jobs (SA)

Indiana saw a monthly decrease of +900 jobs

▼ 63.7 %

Labor Force Participation Rate

Indiana saw a monthly decrease of -0.70%

▲ \$9,307

Exports (millions of dollars)

Indiana saw a quarterly decrease of \$519 million dollars

▲ 2,691,600

Private Sector Jobs (SA)

Indiana saw a monthly increase of +2,500 jobs

▼ 3,178

Unemployment Insurance Initial Claims

Indiana saw a weekly decrease of 1,158 claimants

▼ 1,486

Residential Building Permits

Indiana saw a monthly decrease of -199 permits

▼ 531,300

Manufacturing Jobs (SA)

Indiana saw a monthly decrease of -400 jobs

▲ 1,710

Business Establishments (annual change)

Indiana saw a quarterly increase

▲ 3.9

Unemployment Rate (SA)

Indiana saw a monthly increase of 0.1 points

▲ 1.1 %

Business Establishments (annual percent change)

Indiana saw a quarterly increase

0.0 %

Employment (SA) Monthly Change

Monthly data remained unchanged for Indiana





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*Pictured from left to right:
Dr. Scott Wyndham, Director of Finance & Operations
Dr. Margaret Hoernemann, Superintendent of Avon Community School Corporation*



Hendricks
Regional Health

AT WORK

Family owners give longtime floral shop a fresh look

By Lindsay Doty

New owner of Danville Florist Kelly Allen has had a busy holiday season. She splits her time somewhere between DIY renovations and assembling fragrant baskets adorned with pinecones and Poinsettias.

"I would have to say probably my favorite thing to do is the Christmas arrangements," said Allen.

She's still fairly new to the title of small business owner, but is embracing the role of florist. Kelly and her youngest daughter Megan run the shop full-time with the help of the entire family (two more daughters and a handy husband). Together, they're making some changes to the old building.

They've revamped the space with fresh paint, barn wood, custom cabinets and a new homestead style. The family even uncovered some precious hardwood underneath three layers of flooring, a big HGTV-esque moment.

"We are trying to make it our own. We've added some antiques. We've brought in more gift items, a little more farmhouse decorating. We've totally redone the inside of the business," explains owner Kelly Allen.

It's an opportunity that came about in 2016 after the longtime owners of Danville Florist, Tammy and Jim Lakin, suffered a horrible loss. Tammy passed away suddenly at the age of 50. Jim was soon looking to hand the reins over to a new owner.

"He (Jim) decided to sell the shop and try to keep it going and he made me an offer that was hard to refuse... and here I am," said Kelly Allen.

The Danville native spent her career in the medical field but always had a passion for floral arrangements, design and crafts. She's done flowers for weddings and

even worked for Danville Florist part time back in the 90s. Now, at 58, this was a chance to let her business dreams bloom.

"I won't say it hasn't been stressful, but it has been very rewarding, especially when you have customers come in and say they

"...it has been very rewarding, especially when you have customers come in and say they love what we've done..."



Kelly and Megan Allen, Danville Florist.

Photo by Chris Cornwall

love what we've done and the changes we've made," Allen said.

Megan Allen, 28, decided to go all in at the floral shop after she realized it was too much

to do part time at the shop and keep up at her full time career.

"I just said, I'm going to do it. I've got to help mom out," remembers Megan, who enjoys seeing the floral arrangements come

together during the busy wedding season.

Her older sister handles social media and helps with busy holidays. Dad is also there to pitch in with an antique or delivery. Together, they hope the business will thrive.

Describe your business in one sentence.

We are a full-service florist and gift shop.

Name is one thing that could help your business?

I think word of mouth. That's the biggest thing. And that people are happy with what we do for them.

Why did you want to own a floral shop?

Art, design, decorating, and floral have always been a passion of mine. I can express that part of me in my floral design and what I can offer in the shop.

What advice would you give to others who want to own a small business?

Just be prepared for the time involvement because it becomes your life, especially a florist.

Many of the flowers you put together are for funerals. Does it get emotional?

Yes. The ones that do touch my heart the most are the people that I know in the community who come in and I've done the funeral flowers for their parents or husband or wife.

Besides renovations, what changes are there?

We have added gifts, seasonal items, ornaments, stockings, home accents. We have more than just plants and flowers.

Danville Florist

101 S. Washington St.
Danville

(317)745-2135

Email:

wecare@danvilleflorist.org



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HENDRICKS COUNTY

Family Stone

Hunt and Sons continues 50-year legacy

By Chris Cornwall

With a canvas of granite, Matt Hunt has been preserving the memory of loved ones, achievements and historical events for 40 years. He, along with son Bryce and wife Lori own and operate Hunt and Sons Memorials (HSM), 2655 E. Main St., Danville.

Hunt, a second-generation memorial crafter, opened HSM in 2011 after he sold his half of the original family business, Hunt Memorial Works, Dugger, Ind., to his brother. The idea to move to Danville came about after Bryce began to show interest in the business. With a larger customer base, Hendricks County gave the father-and-son team room to expand.

“I was familiar with the area because we used to come up here and drag race,” Hunt said. “So I knew there wasn’t a monument place and thought it would be a good area to open one up.”

Hunt said the community welcomed him with open arms.

The busiest time of year for Hunt and Sons lasts from the beginning of spring until Memorial Day. Hunt says demand rises again in the fall as customers want to get memorials placed before cold weather sets in.



Matt and Bryce Hunt, father and son, working on a memorial. Photo by Chris Cornwall.



From left: Bryce, Lori and Matt Hunt, owner/operators of Hunt and Sons Memorials in Danville.

Hunt started in the family business at age 13, but has seen a change in recent years in regard to customer requests. He said he rarely cuts a design that is duplicated on another monument.

“People nowadays want more personalized monuments,” he said. “They want something that has to do with their life history. It can be challenging to put all these ideas into one scene for the family.”

The business is well-equipped to keep up with customized requests. It utilizes a computer program similar to AutoCAD which allows Hunt to etch detailed images from any photograph.

Hunt said the best thing about the memorial business is seeing his work help customers through the grieving process.

“When you get a family who has lost a child, something they never imagined they’d have to go through, and for them to sit down with us and go through the step-by-step process of picking out a memorial,

it’s about making it special for them, picking out a place in the cemetery and seeing their reaction when we are done with it.”



Bryce Hunt etches a stenciled pattern into granite with a high-velocity sandblaster. Photo by Chris Cornwall.

Hunt and Sons Memorials

2655 E. Main St.
Danville
(317) 745-0940
huntandsonsmemorials.com
mlbbbhunt@yahoo.com

Biz Research

Remaining relevant with timing and content

By Jim Ittenbach

Anyone who has gotten an unsolicited, yet irrelevant, promotion or product offering is certain to experience a creepy feeling that “someone may be watching me, but they don’t know me.” This kind of reaction is the third rail when trying to personalize interactions or win over a customer’s loyalty.

When done right, personalization can be a win/win for both retailers and consumers. Properly targeted relevant communication creates delight, customer loyalty and drives double digit revenue growth. The challenge, however, is to personalize in a way that truly delivers authentic value.

To better understand what customers really value, a recent survey among shoppers revealed that consumers expect retailers to connect digital messages with their personal interests.

For many organizations, this is challenging because it requires collaboration between what are often disparate areas within the organization: customer service, R&D, marketing and sales data analytics. Yet, if done effectively, relevant communications that seamlessly align with personal interest



provide real value to the customer. The customer believes that the retailer both knows them and is providing product and services that are desired, sought and timely.

To provide something a customer is interested in, companies need to use more sophisticated relationship algorithms that are capable of offering lifestyle-complementary products or services (instead

of just the things the shopper has browsed or matches demographically).

In a recent study with over 2,000 survey responses, we were able to see what kind of personalized communication works for customers and what doesn't. A highly effective way to become relevant to shoppers is through tracking the events they seek, and circumstances they participate in. This might take the form of a reminder when someone may be running out of an item purchased earlier, when a desired item is on sale, or when a new style is launched for a product or category the shopper has previously purchased.

The timing of a message is just as important as what it says. Good content that connects with consumers draws on data

about at behaviors, patterns and habits. Bad timing virtually eliminates the chance for a purchase, while potentially annoying the customer. For example, an Internet service provider figured out that a consumer has moved... but the company waited too long to reach out. “It’s now been a month since I moved, so obviously I already have my Internet service hooked up,” the customer thinks. Anticipating a purchase trigger, either driven by life events or seasonal interest, can be effective when on-target and just slightly ahead of purchase triggers. Fundamentally, companies must develop behavior/interest-based marketing models that are triggered by consumer action and desire more so than traditional marketing drivers to survive. Live long and prosper



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

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HC Bank and Trust to build HQ in Brownsburg



Submitted Rendering

By Lindsay Doty

Hendricks County Bank and Trust Company (HCBT) has announced plans to build its headquarters in Brownsburg. The building will be constructed on the same site as the current main bank location at the southeast corner of Green and Main streets in Brownsburg's Downtown District.

"It's very positive. I'm excited to see growth. It's been in the planning stages for over 10 years. We're ready to get going," said HCBT Chairman and President Stephen Denhart.

Construction is expected to begin in the first quarter of 2018. Crews will first

demolish the old 1960s building and then start constructing the modern two-story facility. The project is expected to take between a year to a year-and-a-half. When complete, it will house the main banking branch operations along with administrative and executive offices.

"Well I think it is going to allow us to continue to advance. It will allow our main office staff to be under one roof instead of two. Right now, some of our staff is located across the street," Denhart explained.

Bank leaders are being tight-lipped on the exact cost of the project.

The historic locally-owned bank (founded in 1908) already has five branches in Hendricks County. Denhart says the project is a reflection of the bank's commitment to the area.

"It's just modernizing the community to go along with the Brownsburg community revitalization. It's very rewarding to see a business succeed or a development grow and be a part of that."

The move will open up the opportunity for future expansion and the possibility of adding some positions.

Blake takes over as Brownsburg Parks' next asst. manager of operations



Brownsburg Parks and Recreation recently chose Jonathan Blake to serve as its next Assistant Director of Operations and Development. Prior to his appointment, Blake worked as Senior Planner of the Town's Development Services Department. According to a Parks press release, Blake focused on a "variety of key initiatives, including the development of the Town's Geographic Information System," and had a role in transportation improvement planning and funding, land use and redevelopment planning and organizational process/procedure improvement.

Blake began his career with the town of Brownsburg in 2003 as a laborer for the Water Department. In 2007, he took on the role of planning technician for the Development Services Department; he was named senior planner in 2014. *Edited press release.*



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Peer to Peer

Three peas, it all starts with three peas



By Howard Hubler

Whenever we go to a best-practice meeting regarding our business, invariably it all starts with “people, process and product.” These are the basic elements of bringing the most goods and services into the marketplace. It has been said that if you have a pretty common product, should your people and processes be excellent, you may have success that superior products do not have with mundane people and processes.

Again, I go to the restaurant example, generally the easiest to digest (yes, that was pun). Recently, I went to a small coffee shop/lunch place with my wife Janet. She had earlier scouted the place on an outing with “the girls.” You know the place, when you come back with your wife they treat her like an old friend. They give you that,

“Wouldn’t you feel more comfortable at Applebee’s look?”

This place was chef owned and operated. As I dined there, I could see the chef laboring through a door in his kitchen, busting his tail to provide the very best of his unique product. He wanted the lunch to be hot and crispy as it was pastry based. He wanted the coffee fresh and hot and said, “You came for the lunch but you will come back again and again for my coffee.”

Anyway, when he put the food out on the serving window, there was no hurry on behalf of the wait staff to serve it.

I am a hot-food freak.

Janet watched as I squirmed. I could see our pastry-based lunch cooling off in the window; I could not wait for them to hurry up and “mosey” over to me with my food. She has seen me get my own food and bus my own table in a restaurant (the definition of embarrassment for her). As this was a “little old lady” place, it was her domain and I would be good and just wait.

Once we got our tepid food, she told me that last week, the food was served hot and it was fabulous. This leaked out by mistake. My wife is a people pleaser. Last week, she met the chef for a few minutes. To a people pleaser, this was a life-long friendship now. She would never admit to a tepid meal after they were bosom buddies.

The chef’s job was the product, unique indeed. The people have to carry out the process to support the product. A process is defined as “an intentional repeated procedure with an anticipated preferred outcome,” like hot food. Say, if the chef trained his staff to wait by the food window, there is a five-minute time period that the food could be “plated” from the oven. In a small place, the food would come from the oven hot whenever the server was right there. Then the server could tell the diner those famous words, “I know it looks delicious, but you might give it a few minutes to cool down.”

Oh, in this small restaurant the coffee was stale. I am sure that the repeated process here was to make another pot of coffee when the last one ran dry. How about purchasing coffee presses for \$5 apiece and offering a variety of choices for the guests? Now you are pressing out a piping hot cup right before the food is served. Is this too simple people?

I read in our local paper every month or two in the food column of more acclaimed chef owned restaurants going out of business. I will promise it is not the chef’s food but the people and process. To the chef, your years of training mean nothing if you do not train your wait staff to have the same passion for serving as you do for creating.



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

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What's In A Name?

Online listings alter business for Plainfield seamstress



By Chris Cornwall

Hye Kim, owner of Jinu Alterations, Plainfield, recently held a grand opening for her second store on Rockville Road called Jane Alterations. However, she said the new store has caused some confusion for potential customers looking for an online listing of her business. Further, the problem has been compounded by the fact that Kim recently moved the location of her primary store from Main Street to Clarks Creek Road in Plainfield.

The former location is where the store had stood for nearly two decades.

“When I was on Main Street, the store had been there for 17 years, most of my customers already knew where to find me. But when I came here (Clarks Creek Road), many of them still don't know where I am,” she said.

A Google search for “Jinu Alterations” yields a listing for her newest store, Jane Alterations, at 8746 Rockville Rd. rather than the actual location of Jinu Alterations, now at 3910 Clarks Creek Road, Plainfield.

“For the past year-and-a-half, this has caused me a lot of worry,” Kim said. “I'm not familiar with computers or search engines, but in this culture, that's what customers use to find a business.”

Kim said she has lost customers because they thought she had moved to Rockville Road, which is farther than they were willing to drive. That store, Jane Alterations, was named after Kim's niece who is currently its acting manager. Kim hopes Jane will be able to take over the entire operation after she retires. Before that, however, she hopes to straighten out the stores' online listings.

Two Locations
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Jane Alterations
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Looks at Local Leaders

Each month, the Business Leader focuses on how Leadership Hendricks County delivers the skills local residents need to provide leadership in our communities.

Building and inspiring a team

When most people think about leadership, they imagine strong individuals who tell others what to do and when to do it. That's a form of leadership, but it's not a particularly effective one. Each of us has different strengths and skills to offer, and the most effective leaders are usually the people who assemble groups of individuals into teams.

What makes teams more effective than individual leaders? It goes back to those varied skills. By carefully combining people with those different strengths and skills, an effective leader ensures that all of the resources and expertise needed to handle a task, a project, or a cause will be available. Most objectives take people with vision and a strong desire to move forward, folks who pay attention to the many tasks that will be required and make sure every I is dotted and every T is crossed, people who can access the information and knowledge the entire team needs to be able to make the right decisions and choose the correct actions, and others who look after the well-being of those involved to ensure that everyone is contributing and being recognized.



At the Opening Retreat, members of the LHC Class of 2016 explore how different personality types strengthen teams

On Thursday, February 15, Leadership Hendricks County will host its Annual Reunion at the Hendricks County 4-H Fairgrounds and Conference Center. Members of the 2018 LHC class will meet graduates from the 25 previous classes and discover that they're part of a larger team. As they sharpen their own leadership skills, they'll strengthen the LHC team and enhance its ability to make our county an even better place to live, work, and play.

**Investing
in Leaders;
Strengthening
our Community**



Class of 2017 members David Pearson, Rachael Barnhart, Jennifer Stout, Kellie White, Karen Eddy, Jennifer Wright, and Sally Eisbrenner worked throughout the year on a youth mentoring proposal for Big Brothers Big Sisters of Central Indiana.

But assembling the right team is only the first step in leadership. A team needs clear objectives and goals, along with encouragement and guidance along the way. An effective leader constantly monitors the team's progress, providing direction and correction as needed, and stepping in to support team members who may be struggling. Individuals within the team also provide leadership to their peers, keeping the group focused and cohesive.

Similarly, Leadership Hendricks County isn't a group of authoritarian individuals who tell others what to do. Like any good team, each LHC class is made up of a cross-section of people from throughout the community, each bringing different skills, knowledge, and personality traits to local challenges. The diversity of that team makes it more powerful and effective, and class participants are able to take what they learn from their classmates back to their own leadership roles.

Leadership Hendricks County is a not-for-profit organization whose mission is to seek, prepare, involve and sustain leaders from diverse backgrounds to address community and countywide changes. Since 1993, Leadership Hendricks County has given citizens the background and inside information they need to take on effective leadership roles in the Hendricks County community. To learn more about Leadership Hendricks County or leadership training for your organization, email Kerry Tuttle at KTuttle@LeadershipHendricksCounty.org or visit our website at www.LeadershipHendricksCounty.org.

Denise Herd presents at the December Women's Luncheon

Denise Herd was the Keynote Speaker at the Dec. 5 Hendricks County Business Leader's Women's Luncheon at Prestwick Country Club. The event was presented by Hendricks Regional Health and Kemper CPA Group. American Senior Communities was the lunch sponsor.

The next Women's Luncheon will be March 13, 2018 at 11:30 a.m. at Prestwick Country Club, 5197 Fairway Dr., Avon. For more information call Cathy Myers at (317) 918-0334.

Photos by Rick Myers



Penny Marshall, Stephanie Massa and Lora Lacey



Denise Herd and Michelle Lane



Jessica Hampton and Jen Cirta



Sheryl Stoots and Tonya McCarthy



Lauren Thomas and Kris Williams

AVON CHAMBER NEW MEMBERS**Avon Christian Church**

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Avon, IN 46123
317-839-6231

Connect Hearing

5250 E US Hwy 36
Avon, IN 46123
317-745-7849

Westside Village and Health Center

8616 W. 10th St
Indianapolis, IN 46234
317-209-2800

Parks Foundation of Hendricks County

PO Box 221
Danville, IN 46122
317-718-6188

Avon Education Foundation

7203 E US Hwy 36
Avon, IN 46123
317-544-6090

Brownsburg Chamber New Members**Westside Garden Plaza**

Westside Garden Plaza
8616 West 10th Street
Indianapolis, IN 46234
317-271-1020

Hendricks Civic Theatre Inc.

4998 N 100 E
Danville, IN 46122
317-252-9626

Bolt Family Dental

945 North Green Street
Brownsburg, IN 46112
317-852-7112

National Organization of Disorders of the Corpus Callosum (NODCC)

7217 Creekwood Estates
Brownsburg, Indiana 46112
317-902-8182

Brownsburg Swim Club

1000 S. Odell Street
Brownsburg, IN 46112
317-525-8341

Danville Chamber New Members**David A Hall Mortuary**

220 N Maple St
Pittsboro, IN 46167
317-892-4242

Irby Law

47 West Marion
Danville, IN 46122
317-745-3301

Hendricks Civic Theatre Inc.

4998 N 100 E
Danville, IN 46122
317-252-9626

Faith Baptist Church

7090 East US Hwy 36
Avon, Indiana 46123
317-345-9078

Parks Foundation of Hendricks County

PO Box 221
Danville, IN 46122
317-718-6188

Carpenter Realtors

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Avon, Indiana 46123
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Plainfield Chamber New Members**Stock Yards Bank & Trust**

136 E Market St.
Indianapolis, IN 46143
Emily BiehnEmily Biehn
317-238-2801

The Ascent

2471 Ascent Way
Plainfield, IN 46168
317-837-1800

Hendricks Civic Theatre Inc.

4998 N 100 E
Danville, IN 46122
317-252-9626

Freije Auctions & Marketing, LLC

2268 West US Highway 40
Clayton, IN 46118
800-498-6148

January 2018**10 - Danville Chamber of Commerce (members' meeting):**

Wednesday, January 10 at 11:00 a.m. at HC 4-H Fairgrounds, 1900 E Main St. Danville. For more information, call (317) 745-0670

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

Tuesday, January 16 at 11:30 a.m. at Plainfield Rec and Aquatic Center, 651 Vestal Road, Plainfield. For more information, call (317) 839-3800

17 - Brownsburg Chamber of Commerce (members' meeting):

Wednesday, January 17 at 11 a.m. at the Brownsburg Fire Territory, 470 E. Northfield Dr. Brownsburg. For more information call (317) 852-7885

23 - Avon Chamber of Commerce (members' meeting):

Tuesday, January 23 at 11:30 a.m. at Avon American Legion, 4812 E Main St, Old US 36 Avon. For more information, call (317) 272-4333

Newly Incorporated Businesses**Yoga Mats Interbalance**

Incorporated: 11-21-2017
Grantor: Earl Lynn Breon Jr.

Charlies Closet

Incorporated: 11-21-2017
Grantor: Morgan L. Hurst

Cummins Tree Care LLC.

Incorporated: 11/29/2017
Grantor: Morgan L. Hurst

Back Tack Sewing & Embroidery

Incorporated: 11/30/2017
Grantor: Tricia Manyik

Charles Woody Lawn Care & Landscape

Incorporated: 12/01/2017
Grantor: Charles Woody

TJ Watson Enterprises

Incorporated: 12/04/2017
Grantor: Timothy R. Watson
Grantor: Joy K. Watson

Studio L. Hair Salon

Incorporated: 12/04/2017
Grantor: Lori Brown

Leadmaxx

Incorporated: 12/04/2017
Grantor: Ryan Koester

Ellas Pancake House

Incorporated: 12/04/2017
Grantor: Crisoforo Mariscal
Grantor: Magdalena Mariscal
MCM Enterprises

Onyu

Incorporated: 12/06/2017
Grantor: Shantel Crabtree
Grantor: Damien Crabtree
Grantor: John Myers
Grantor: Brad Lewis

Tammi Huggins Writing and Speaking

Incorporated: 12/06/2017
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YOU ARE INVITED

2018 Legislative Breakfasts

- Dates:** Monday, January 29
Monday, February 26
Monday, March 19
- Time:** Complimentary breakfast served
at 7:00 a.m. on the above dates
- Location:** Hendricks County 4-H Fairgrounds
Conference Center
- RSVP:** Please contact the Hendricks County
Farm Bureau office at 745-4463 by
the Thursday prior to each breakfast

*Representatives Bob Behning, Greg Steuerwald and
Jeff Thompson have been invited to join us,
along with Senators John Crane and Mike Young.*

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