

Where Hendricks County Business Comes First



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The Restaurant That Created A Festival

With the Mayberry in the Midwest Festival weeks away, Brad and Christine Born, owners of Mayberry Cafe, no doubt had any idea in 1993 what their passion would ultimately create

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Our View

Trade wars

The trade war is not a “real war,” and certainly not new. China has been firing metaphorical bullets for decades and now President Trump is firing back. What apparently started as a move to protect U.S. intellectual property is now a standoff of historical proportions, and domestic manufacturers, farmers and most recently, tech companies are being thrown into the mix.

In a county where half the land is dedicated to agriculture, and many of the farms are run by third-generation owners, how do we support the actions of our President?

Hendricks County is home to soybean pioneer Adrian Parsons, after all. And a recent Purdue University study estimates the impact of a soybean tariff could decrease exports to China by 30 to 70 percent. The estimates are particularly sobering when you consider China is our 2nd largest agricultural export market. According to the U.S. Trade Commission, the market was valued at \$21 billion in 2016 and soybeans alone accounted for \$1 billion of that number.

Part of the reason so many voted for Trump in the first place is that he is willing to take bold steps beyond just empty rhetoric. This strategy has already proven effective as the Koreans have announced an official end to their 60-year-war. Yet, this current “deal” hits very close to home. But we continue to support our President and remain confident in his abilities as a leader.

Quote of the Month

“Making money is art and working is art and good business is the best art”

~Andy Warhol

Cartoon



Humor

Last man on earth hired

By Gus Pearcy

Unemployment is reaching an all-time low, like 50-year low. The struggle to find a reliable employee grows every day. Yet, if you're looking for a job and haven't found anything, scratch that, been offered anything, it can really shake your confidence.

That's the place I found myself a few months ago. I believed I was doing all the right things: targeting resumes, composing upbeat cover letters, asking network friends for help and constantly surveying the market for open positions. Nothing. It drew nothing.

The most damaging aspect of marketing yourself is the investment. You must invest yourself in the possibility of getting a specific position. That's the only way you can convince the powers that be you are qualified and want the position. This entails daydreaming, imagining what you can bring to the table and, of course, the compensation package you need to bring it all together. When you get the “we chose to go another way” letter, (if they even bother to send you that) it waylays your ego, let alone confidence.

Worse is when you get a nibble, perhaps even score an in-person interview, and you

know you are a finalist. Not only do you spend all that time researching the company, practicing your answers to questions like “Tell us about yourself,” or remembering the lofty accomplishments listed on your resume and cover letter, but you always feel like this could be the one. You can't help but visualize life after the job offer. When you don't get it, well...

I love the terminology of the turndown. “We went another direction.” Other direction? What? You're running away from me? I was so bad that you are seeking a diametrically opposed direction? I'm so glad I could warn you against hiring me. How did that happen?

As with anything, technology is supposed to help you winnow down the losers into a much smaller, manageable group of losers. Applicant tracking systems, the digital way to dispose of applicants without the right words in their resume, are the worst. How can you make a decision based on a computer analysis when the pool of applicants is getting smaller day by day?

Oh, and whoever thought applying digitally was better should be shot into an unemployment line.

What's the idea of creating a resume if the company requires you to rewrite everything

in their little boxes? And why ask how much money I want to make? Offer me a position and let me dicker with you. Why automatically discount me as a human if I want to make a salary I can live with?

These are the frustrations of career changers, the downsized, the replaced-by-technology hacks who just need a little recognition of their humanity.

It's a hard thing looking for a job, asking others for help. Even once you get a job, you start to wonder how desperate are they, if they hire an out-of-work-longer-than-a-year applicant like me?

Luckily, I was offered a good position and I'm working hard at keeping it. But there are many others like me who need your support, even if you can't help directly, just an encouraging word about knowing them as good people, can go a long way.



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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'Engaged' attendees make for a rocking successful Avon Chamber dinner auction

The Avon Chamber of Commerce's 80s' Karaoke Party, AKA its 20th Annual Dinner Auction, was one to remember. Held on April 14 at the Washington Township Pavilion, attendees came dressed like members of the rock band Kiss as well as other rockers - there was also a little Miami Vice going on as well. The auctioneer for the night was lo-

cal TV personality - and Hendricks County ICON columnist - Dick Woffsie. Tom Downard, executive director of the chamber said the evening was full of fun and good food - a real success and that those attending were "engaged." "All seemed to have a really good time," he said.

Photos by Faith Toole



From left, Bob Sexton, Lora Lacey, Don Hodson, Nikki Ford



From left, Dick Woffsie, Tom Downard, Dave Albin, Avon



From left, Cathy Adams, Bart Fisher, Andrea Duke



From left, Chuck Day, Sheila Henson, Brian Henson



From left, Angel Wells, Whitney Driver, Tami Karlinsey, Jennifer Reynolds



From left, Sara Bender, Steve & Laura Eisenbarth



From left, Greg Wells, Kim Munns, Joe Smith, Angee Cress

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From the Publisher

Much credit goes to Deanna Hindsley, president of the museum's board. She pours a lot of effort into this and has since its inception. She has slowly helped make DWHCS what it is today.

Deanna Hindsley addresses the crowd after the April 21 competition of Dancing with the Hendricks County Stars. -Photo by Rick Myers



No doubt, Historical Museum's DWHCS is county's premier fundraiser – here's why

By Rick Myers

I go to many fundraisers in Hendricks County – and outside of it – and over the years I have become quite the critic.

I can tell you if they are too long, what I don't like about the silent auction registration procedure, what revenue generation was copied from another fundraiser (Heads & Tails), and if I enjoyed the meal.

I could, but in the spirit of it all those things shouldn't matter. After all, it's about raising money for a worthy cause – and, if you can have some fun, share the evening with great people and have a good meal, we'll, that's all a bonus. I have to say, for the most part, that is always the case for me.

On April 21, the Hendricks County Historical Museum held its annual Dancing with the Hendricks County Stars at the Hendricks County 4-H Fairgrounds and Conference Complex. A sold out crowd saw Amanda Goings and Tracie Shearer co-win – this is the second consecutive year there have been co-winners – the competition.

Goings is the Public Information Officer and Support Commander for the Sheriff's Department and Tracie is the owner of the Royal Theater and Marmalade Sky Bed & Breakfast, both in Danville.

What DWHCS does to differentiate itself in the fundraising world is showcase local personalities in a way like no other. Who doesn't want to see the local priest or a high-profile businessperson dance?

DWHCS is the perfect non-profit/business partnership. It's a win-win for all involved, including the dancer who, in many respects, is straddling out from his or her

comfort zone. This, in many respects is the allure.

It's also a fantastic opportunity for Arthur Murray Dance Center, Avon, to raise awareness and pitch its services to prospective dancers. There is nothing like showing off your product to a captive audience. Essentially it's a live infomercial for Arthur Murray. And for the museum, which unlike many nonprofits isn't a tearjerker that can easily raise money like others, it's a grand slam.

Much credit goes to Deanna Hindsley, president of the museum's board. She pours a lot of effort into this and has since its inception. She has slowly helped make DWHCS what it is today. She begins, in partnership with Arthur Murray for a kick-off party in January and the excitement trends from that point on.

As someone who has participated as a dancer in DWHCS, I can't say how much fun it is. I can't wait to see the 2019 lineup.

Money Matters

Ray Harroun was 'buy and hold' before 'buy and hold' was cool

By Jeff Binkley

Buy and hold is a predominantly passive investment strategy where an investor buys stocks and holds them for a long time with the objective being that stocks will increase in value over a long period of time. This has been an effective and successful strategy for decades. But every time the market gets more than a little volatile (to the downside) the Buy and Hold is Dead crowd again jump on their soapboxes and gather a bunch of financial media attention. I am predominantly a tactical asset manager, meaning I believe that there are ways to actively adjust portfolio asset allocations that can improve risk-adjusted returns over passive management investing. But does that mean I think buy and hold is dead? Far from it. My experience leads me to believe that both passive and active (tactical) investment management benefit from having a long-term, patient view.

In other words, investors pursuing either strategy could learn a little something from an Indy 500 winner of some renown.

Many race fans know the name Ray Harroun who was the winner of the very first Indianapolis 500 Mile Race on May 30, 1911. Mr. Harroun, an engineer with the Marmon Motor Car Company, came out of retirement to drive the race, won, and then re-retired for good in the winner's circle. Many race fans know that Mr. Harroun was the only driver raced that day without a riding mechanic due to his first-ever-recorded use of a cowl-mounted rear-view mirror. That use of a rear-view mirror could be considered a tactical management style. But I'm not sure how many people know that Mr. Harroun also used a "buy and hold" or passive management technique as well. You see, Mr. Harroun, through extensive research discovered that his tires would wear significantly less if he ran a 75mph pace instead of the more aggressive 80mph pace. Changing tires at the time was a tedious, painstaking process. Wheels were typically not removable so tires had to be pried off of the rims, remounted, and inflated - all using hand tools. By using the passive buy and hold strategy of a slower pace, Mr. Harroun only had to change 4 tires that day whereas his closest competitor, Ralph Mulford, pushing his car at higher speeds had to change 14 tires that day.

107 years ago, buy and hold won the day for Mr. Harroun. Maybe buy and hold with a little innovative tactical management (like Harroun's innovative rear-view mirror) can help you find the winner's circle as well.



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From lessees to ownership

Weavers take control of Oak Tree

By Mark Ambrogi

Ben Weaver has been aiming to own Oak Tree Golf Course for quite some time.

Weaver and his wife, Stacey, finally closed on the purchase on the Plainfield public course in early April. The couple had leased the golf course from the Plainfield Elks Club since March 2015. Weaver declined to reveal the purchase price of Oak Tree.

“We’ve been working on an arrangement to buy it from the Elks for the last 2 1/2 years,” he said. “We started to work through the process. It took longer than it should have but we got it done.”

Weaver, a Brownsburg resident, also had served as the golf pro and co-owner at Prestwick County Club in Avon until December.

Being pro is one of Weaver’s many duties at Oak Tree.

“I’m doing what I can to make some improvements,” he said of the course. “There’s a lot of little projects to do from cutting down trees to re-seeding. We feel the better the golf course is, the better the business will be. Having the property we are accessing the old Elks Club house and seeing if there is any uses for it, what it would take to fix it up to utilize it. There is a

banquet area to do weddings and things like that, but it’s in need of some repair. You don’t want to spend a bunch of money and have no use for it and not get anything out of it.”

Weaver said Stacey helps with the inside operations with clubhouse and bookkeeping.

“We have passes available for people who play a lot of golf,” Weaver said. “There is an unlimited yearly membership. It’s a daily fee golf course.”

At this time, Oak Tree doesn’t have dining services just a snack bar.

“As owners, we can look more long term and look for bigger improvements,” Weaver said. “It’s a different animal now. The door is open to do some different things.”

Weaver, a former Butler University golfer and men’s golf head coach for six seasons, will remain as Butler director of operations for golf. The Greenwood High School graduate played two years for Vincennes before transferring to Butler. He graduated from Butler in 1997.



Ben and Stacey Weaver, new owners of Oak Tree Golf Course.

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The Restaurant That Created A Festival

With the Mayberry in the Midwest Festival weeks away, Brad and Christine Born, owners of Mayberry Cafe, no doubt had any idea in 1993 what their passion would ultimately create

By Gus Pearcy

Nervous as a long-tailed cat in a room full of rockers, Brad and Christine Born waited backstage of Clowes Hall to speak with an icon. It was 1993 and the Borns had just recently changed their Main Street Café into the Mayberry Café, a restaurant themed on the classic Andy Griffith Show featuring Mayberry, North Carolina. The Borns had just seen “Last of the Red Hot Lovers” starring Barbara Eden and...Don Knotts, widely known as Deputy Barney Fife from the show.

What Brad really wanted besides an autograph was to get Knotts to visit the restaurant which featured homemade cooking such as Aunt Bee’s Fried Chicken and Myer’s Lake Special Catfish. Perhaps, Knotts could pass along some memorabilia to add to their collection.

There he was, signing autographs for all his adoring fans. The couple hang back, knowing they wanted an in-depth conversation with the star. Unfortunately, Knotts disappeared and the Borns lost their chance. Dejected, they found a young woman who appeared in the show. They explained that they had this restaurant. She promised to mention it to Knotts, but they weren’t going to get to see him tonight.

Dejected, the Borns went home.

The Mayberry Café had a similar beginning. Brad and Christine were looking for a way to brand the restaurant they started in 1989. They struggled to find a new identity and to change some of the unprofitable aspects of the Main Street Café. Brad’s favorite television show was the Andy Griffith Show. Together, the couple designed a unique dining experience. Just the name was enough to draw attention. Brad recalls soon after the name change that a man came to them to explain the number of fan clubs devoted to the show, a fact that never dawned on the Borns.

“We had no idea,” Brad said. “We just thought we were doing something fun for the town.”

Today, the Mayberry Café is revered around the country for its food and experience. Televisions are placed in every nook and cranny playing reruns of the black and white version of the show.

“Nobody likes the color (episodes),” Christine Born said.

There are dozens of photos of the cast. Many are autographed by the actors. Several series stars have stopped to visit including Ernest T. Bass (Howard Morris), Gomer Pyle (Jim Nabors), Daphne of the fun girls (Jean Carson) and Charlene Darling (Maggie Peterson Mancuso).

Guests are treated to all this and a classic Ford Galaxie automobile painted as a replica of the squad car in the show. Often, character impersonators of the show visit to enthrall guests.

If you’re wondering how they get around copyright issues, they’re really aren’t any. As long as the Mayberry Café does not use the likeness of any characters, they’re ok.

“The first time we started, we called the Viacom (the copyright owners) and talked to their lawyers,” Brad said. “We stay within their parameters.”

Licensed merchandise is purchased through official distributors, but t-shirts with just the Mayberry Café on them are printed locally by the Locker Room.

Brad says many of the younger employees have never even heard of the show, but



Mayberry Cafe in Danville. The restaurant got a name change in 1993.

Photo by Rick Myers

within a few weeks, become big fans of the show.

“It’s timeless,” he said.

About six years ago, Christine started to push for a Mayberry Festival she knew would draw. She’d seen the fan base come to her place and pitched the idea of turning quaint little Danville, Indiana into Mayberry for a weekend. This year’s festival, May 18-20, in various locations around the Historic Town Square, is the fifth year. The success has been spectacular. Fans from 22 states have come to enjoy the Opie and Aunt Bee lookalike contests, squad car nationals, bluegrass music and the aforementioned character impersonators.

In addition to the memorabilia, the Mayberry Café has a commitment to the food. The potatoes are mashed in the kitchen, the tenderloins are pounded and breaded on site. The food is home cooked just like Aunt Bee would have made.

This year, Mayberry Café is offering breakfast every day. Current hours are 7 a.m. to 9 p.m.

Fans treat the Mayberry Café like a museum, Brad said.

A few days after the “Last of the Red Hot Lovers,” the Borns got a call at home on Sunday evening. It was Don Knotts saying he had heard about their restaurant and how he hoped he could make it one day. The young woman Brad and Christine talked to was Knotts’ girlfriend. Brad was actually talking to one of his heroes. It was a moment he’ll never forget.



Mayberry Café’s iconic squad car rides through the festival parade. Photo by Rick Myers

Mayberry in the Midwest Festival gears up for fifth year

This year’s festival has so many activities. In addition to the parade, there will be appearances by Maggie Peterson Mancuso (Darlene Darling), Dixie Griffith (Andy Griffith’s daughter), Ronnie Schell (Duke Slater from “Gomer Pyle, USMC”), George Lindsey Jr. (George Lindsey Sr. Played Goober on the series) and Margaret Kerry who appeared in two episodes of the series.

The weekend kicks off with the Meet & Greet Dinner, 6-9 May 18, then gets into full swing on Saturday with the popular Mayberry parade, Opie’s World for kids, reruns on the big screen at the Royal Theater, food and vendor booths and much more. Saturday evening, local country music star, Levi Riggs will perform a free show on the Danville Historic Town Square. The festival wraps up Sunday with a Q&A with Peterson Mancuso and plenty of tribute artists wandering the grounds for your entertainment.

For tickets to some of the events or a complete schedule of the activities, visit the website MayberryintheMidwest.com.

Mayberry Cafe
78 West Main Street
Danville, IN 46122
(317)745-4067

Cover photo Brad and Christine Born, owners of Mayberry Café Photo by Rick Myers

Davis named director of HRH info systems

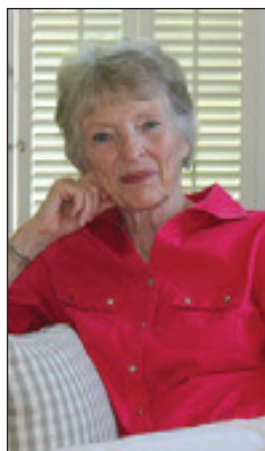


Danville resident Todd Davis was recently named executive director of information systems at Hendricks Regional Health. Davis has been with the hospital system for 12 years, beginning as a hardware specialist, moving into the role of network engineer, and eventually overseeing IS security protocols. Most recently, Todd served as interim Director of Information Systems.

Join us for Hendricks County Business Leader's Women's Business Leader Luncheon

Finding the hero within

Jean Deeds was 51 years old when she gave up a successful career in public relations and a comfortable lifestyle to spend six months carrying a 40-pound backpack over the rugged Appalachian Trail. Following her return, she wrote the book, "There Are Mountains to Climb," her personal account of walking more than 2,100 miles across mountain ranges and through small towns; of finding the magic in nature and the beauty in people; of enduring months of rain, bugs, heat, humidity, pain, fear, and loneliness; and of finding the inspiration to continue hiking each day. Deeds always had the choice to return to the comfort of home. Instead, and now in her 70s, she continues to lead women on hikes and trips around the world to inspire them through their journeys. As a cancer survivor, Jean recognizes how her adventures have empowered her to live beyond her prognosis.



Join us on June 6 to learn more about and share in Jean's discoveries to find the hero within yourself.

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Biz History

BC Awards

By Deanna Hindsley

BC Awards sits on the northwest section of Northfield Drive in Brownsburg, where cars whiz by on their way to shopping or business, and can see through wide windows, rows of glistening trophies, glass statues, and bright T-shirts and hats.

How did all this start?

In 1979, Ken Crouse's wife wanted to work, but had four children at home. So, Ken bought an awards business from school teacher Tom Garrison, who worked from a small building east of Brownsburg. Supplies, products, and business items were moved into the basement of their Brownsburg home, where Bonnie worked and built the business.

After a year, business had grown enough that they moved BC Awards to a store front at Main Street and SR 267 in downtown Brownsburg. Until 1980, Ken had worked as part owner of Tire Masters of Indy, but that year he sold his part of the tire business and BC Awards became a family business.

A couple more moves in Brownsburg, and finally in 2000 Crouse Management built the current building.

It really was a family business, and Randy, the youngest, started helping at age eleven, when his job of drilling holes in marble pieces paid him two and a half cents per hole.

Randy says, "No, that wasn't much, but after all, I was only eleven."

Nonetheless, when Randy graduated from high school, his brothers had gone on to other careers, and he decided to do the same.

He attended IUPUI and delivered pizzas and at nineteen, he was promoted to manager – the youngest in the company. After a couple more jobs, Randy's dad called one day and said, "I need you to come back."

"I thought I would work for dad for a year or so," Randy reflects. "I worked in production, cutting and bending metal for trophy columns and finishing wood bases." Then he became manager and, although his



salary was meager, having a company truck made up for it.

Once in the new building, Ken started taking Randy on all sales calls and soon turned sales over to him.

Randy recounted, "I loved the sales part of the business, and having been in production gave me credibility to the customers." He took over his dad's customers and built business with his own customers.

This family business grew by bringing along this youngest son, and in 2013 Ken Crouse made Randy president of BC Awards and semi-retired. However, Ken still comes to the office many days, and when I picked up some items recently, Ken carried them to my car.

I had been in the showroom of BC Awards many times, but when I asked how trophies and other awards are made, Randy took me on a "behind-the-scenes" tour through the maze of production rooms.

Wow. I was amazed. From a sand blaster that etches a logo or picture onto an acrylic or glass piece, to equipment that does full color sublimation (Hope I stumped you on that one!) to a computer operated machine that etches names on brass plates, this place

was filled with equipment to make awards for every sport, achievement and goal.

Back to what I learned about "full-color sublimation". Plaques that have a brass plate on a wood backing may be just that - brass engraved with name, company, and achievement. Or they could have a brightly



colored picture. An Indiana State Fair plaque from a few years ago for example, shone with



green 4-H logo, a red rooster, a red tomato and a blue tractor.

Wait! Did I say a blue tractor? Everyone knows tractors are John Deere green. Well, except for fans of the red International tractor. Anyway, you get the picture. Plaques can be colorful.

Colors have brightened over the years. Trophy columns now come fully formed and ready to cut to fit to each trophy. Acrylic and glass awards are becoming much more popular, as are promotional products.

Embroidered shirts and hats are largely done in Brownsburg, often from companies owned by people who began at BC Awards. When someone leaves to start a new specialized business, BC Awards likes to encourage them, just as Randy's parents encouraged him.

The new interior remodel shows success at BC Awards, and when business succeeds by helping others succeed, everyone wins.

BC Awards

480 E Northfield Dr #100, Brownsburg
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The Personal Touch

An old marketing tool with new power

By Scott Flood

Looking for a better way to connect with customers and prospects in this technology-rich, environment? How about a channel that was developed in the early 20th century? While many of today's marketers may dismiss direct mail as a quaint relic, it's actually more powerful than ever before.

There are two reasons direct mail is a wise choice in today's market. First, fewer companies are using it, so the handful that know how to employ it effectively have a much bigger opportunity to be noticed. Finding a letter is something of a novelty these days, so people are more likely to read it.

Second, the key to effective direct mail is making sure you put the right message into the right hands, and today's combination of powerful technology and

big data makes that easier to do than ever before.

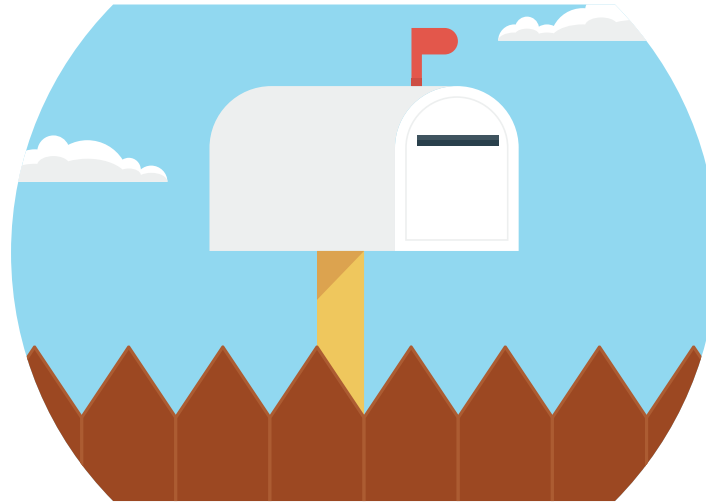
Direct mail gives you the opportunity to "talk" directly to it in a place where they're comfortable at a time when they're comfortable. Phone calls always come

when you're doing something else. But most people have some sort of routine when it comes to reading their mail.

Direct mail experts who have tested millions of pieces of mail will tell you that the writing and design of a direct mail

piece or package accounts for less than 10 percent of its effectiveness. They'll also tell that your offer accounts for about 20 percent of a direct mail effort's success. So what's the factor behind the remaining 70 percent? It's the quality of the list.

Make sure your message is personal. Even if you're sending your marketing message to 100,000 people, it's being read by one at a time. You want each recipient to feel as though they're having a conversation with someone at your company. Copy that's friendly and conversational will go a long way toward accomplishing that.



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

Loving Miss Daisy

April is Animal Cruelty Awareness Month. If you're an animal lover, you hate imagining pets that are neglected. Debbie, a Hendricks County resident who passionately cares for animals, started "Daisy's Animal Fund" at HCCF to support Misty Eyes Animal Center and other animal-related projects and nonprofits in our community. Debbie said, "I know that my fund at HCCF will multiply and be able to help animals and pet owners for many years."

Just like Debbie, you can support a cause you care about--Contact HCCF today!



Daisy

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Do parents make better leaders?

By Karl Zimmer

I realize that “better” is relative, yet I was thinking about the life experiences we all bring to the table in whatever roles we have, particularly those relevant in a business setting. Looking back at my own experience, I believe I became a better leader when I became a parent. Might it also be true that I was a better parent because I had experience as a leader?

When we become parents, we are automatically cast in the role of “leader” to our children. It is our duty to teach and coach them not only by our words, but especially by our actions and example. We know that children (and adults) respond better to what they see rather than what they are told, especially if there is contradiction between the two. So, what lessons can we carry over from our roles as parents to our roles as business leaders?

Though we don’t want to seem parental to our team or staff members, there are certain attributes that can translate well to our roles as leaders in business. What has your experience been, and what lessons have you learned from parenting that you have brought to your role as leader? Have you seen similarities in the actions of people you lead in business and how your children may have acted? What have those things taught you?

One thing I learned was that people need and actually want to know what the rules are. There are various reasons for that, but the fact remains that at certain

“It is our duty to teach and coach them not only by our words, but especially by our actions and example.”

points in time, we all need to understand the rules: what results are expected, what behavior is expected, and what conduct is acceptable and not acceptable, to list just a few. While children are growing up, they push boundaries to better understand the limits. People within businesses may or may not push the boundaries, depending on their personalities, the organizational culture, their relationships with leadership and their peers, and other factors.

Most people want to do the best job possible, and some will go beyond the call to be exceptional. As leaders, it is up to us to encourage our people to do their

best and the freedom to go beyond, while making it safe for them to make mistakes. Mistakes are okay as long as they lead to growth. There is no such thing as failure, only feedback. Many great successes were borne out of failures.

What do you think; do parents make better leaders? Please share your comments 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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Jennifer Wright, MSN, RN, CPN
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Sycamore's placement success may be answer to low-unemployment hiring woes

By Chris Cornwall

With Hendricks County unemployment hovering around 3 percent, finding the right person for the job is more difficult than ever. However, the low rate is beneficial to the companies that provide job placement services, their clients and the employers that utilize them.

Sycamore Services Inc., an agency that helps persons with disabilities lead independent lives, placed 131 individuals last year with a 91 percent success rate, according to Director of Employment Services Deborah Mitchell.

"The trend we are seeing is that employers are in need of good people to hire, especially for entry-level positions," Mitchell said. "Typically, retail, food service, custodial, but we've also been successful in finding people office and full-time positions, managerial positions in some cases."

Jessica Harris of Plainfield was placed by Sycamore Services two years ago and is currently still working for her employer, Staybridge Suites, 6295 Cambridge Way, Plainfield. Harris sets up the breakfast bar, washes dishes and keeps the lobby clean.

General Manager Dan Schuerman said she does her job well and her friendly disposition is an asset when you consider that the last contact made with guests is typically in the hotel lobby.

"I knew on the first day when Jess filled out her application that she was the type of person you want," Schuerman said. "Sycamore Services has been great to work with. It's been a good partnership."

Much of Schuerman's contact with Sycamore has been through Employee Consultant, Tess Kunkle, who is responsible for placing, training and providing onsite support to jobseekers.

Kunkle said it starts with a "discovery period" where they go out into the community, away from parents or caretakers, and sit down and talk.

"The information I get from the parents are usually what the parents want them to do and not individual, Kunkle said. "So, first I find out what the jobseeker wants and what they think they are really good at. What I've learned after many years of doing this is that, if they do not like what they are doing, just like most people, they're not going to stay. They need to have some level of interest and also like it."

Kunkle also acts as a go-between for employees and management if communication becomes an issue. Schuerman said this has only been the case a few times in the past two years, but the situation was resolved quickly with help from Kunkle.

"We can be involved with vocational rehabilitation funding for up to two years if needed to provide job support," Mitchell said.

When asked if she enjoyed working at the hotel, Harris said the job has changed her life for the better, and that "Dan (Schuerman) is an amazing manager."

Kunkle said it's this level of appreciation that can really make the difference.

"I believe this down to my core; every place has a need for something that one of our individuals can do. They will show up—rarely do we have an individual that calls in—because they appreciate what they have."

For more information regarding its job placement services, call (317) 415-0334.



Harris wipes down a table in the Staybridge Suites lobby as Kunkle looks on.
Photo by Chris Cornwall

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35 business lessons learned over 35 years (part II)

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. Following up Part 1, here are my life lessons learned in running the research agency:



My work at that initial marketing research organization was transforming our core product into consultative areas, which proved to be outside their comfort zone. That's what my experience in grad school had done to me in short order. The result? I was working on my own, in a home office on my new minted Apple computer. Fortunately for me, many clients elected to follow me and my company, comprised of myself and a host of 1099 contract workers. Again, I relearned that very first lesson and let my naivete fortify my willingness to become an entrepreneur. In short order, I learned:

Leverage It in Your 40's

1. Champion your client's best interest in all that you do.
2. The best way to prevent mistakes is by first selling your ideas to a peer group – you will be humbled.
3. Never let cost overshadow the quality of the client delivery.
4. Make sure your CFO is a master cash flow manager, see above!

5. Continuously ask your clients how you can better serve them.

Within a year, I was signing a personal guarantee to a three-year office lease and buying furniture to accommodate fifteen employees. Signing on to a financial commitment for more money than I was worth created more anxiety than excitement! Regardless, I was surrounded with great folks and we all decided to work hard and play hard (albeit not much playing got done).

Facilitating a Start-Up

1. Get comfortable with risk by exercising evidence-based calculations.
 2. Whenever you feel overwhelmed, delegate and let go.
 3. Give permission to all members of your team to challenge your way of thinking.
 4. You may know how to make money, but never think you are incapable of making mistakes.
 5. Paying taxes is better than losing money.
- To my astonishment, five years into my endeavor of building the company, a major client, BCBS, took me to lunch and asked

if I was interested in selling the majority of the company to them. I quickly learned that if the buyer believes your company makes strategic sense for them, an irrefutably great offer follows. As an (admittedly cocky) entrepreneur, I was suddenly expected to put trust into a big business mindset that was supported by a produce-or-perish mandate. While the learning curve was steep, the outcome and life lessons during this chapter were tremendous.

To be continued...



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

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Managing employees as a small business owner

By Eric Oliver

One of the biggest steps a small business owner can make is to add employees. Employees are incredible assets to your company, but with this incredible asset comes increasing responsibilities as the owner. This is a brief overview of common issues employers should deal with when adding employees to their business. In this article, I am using the term employer interchangeably with small business owner.

1. Independent Contractor vs. Employee

Many small business owners are tempted to hire someone as an independent contractor to save money on taxes, worker's compensation and other expenses. This decision is ripe for problems. Indiana law follows the I.R.S.'s position in determining whether an individual is an employee or an independent contractor. The rule provides that an individual is an independent contractor if the employer has the right to control or direct only the result of the work, not what work will be done nor how it will be done. An easy rule of thumb for an employer is whether the employer dictates when the person has

to show up for work. If this occurs, the safe decision for the employer is to treat that individual as an employee.

If an individual is an employee, you must comply with state and federal law concerning your employee. You are required to withhold taxes and pay your share of withholding taxes (social security, etc.). Additionally, you may be required to pay unemployment insurance. You should also determine whether you are required to provide worker's compensation and other benefits. If the individual is an independent contractor, you are not required to withhold taxes and other benefits.

As an employer, you should understand that while an independent contractor relationship sounds like it will save you money, if that relationship deteriorates, you could end up being liable for not withholding taxes and for many other potential liabilities.

2. Exempt and Non-exempt employees

Another area of concern for small business owners is the issue of overtime. Non-exempt employees are entitled to overtime compensation. Employees are regarded as non-exempt unless the employee meets the specific

statutory requirements to become exempt. The determination for an exempt employee is not solely in the job title. An exempt employee has to receive a minimum weekly pay amount, along with several other statutory factors that can include supervision of other employees and independence and discretion in specific job responsibilities.

An employer can be liable for back overtime pay if it is later determined that the employer wrongly classified an employee as exempt. As an employer it is important to understand that an employee can only be treated as salaried (exempt) if they meet specific requirements. Failure to meet these requirements can create a financial nightmare for a small business owner.

3. Vacation/Sick Leave

Most employees value the benefit of vacation and sick leave. That being said, Indiana law does not require an employer to provide paid sick or vacation leave. If an employer elects to do so, the employer must comply with the law concerning sick or vacation leave. Indiana law recognizes said benefit as a form of compensation. Absent an agree-

ment or employment policy, Indiana law is that an employee who is promised vacation or sick time by his employer is entitled to use that time or save it for use or payment at a later date. If an employer provides a detailed policy on vacation and sick time, that agreement can be binding on the employer and employee. Absent a specific policy, an employer should pay an employee for all unused vacation and sick time at the conclusion of employment.

This article is intended to provide a brief overview of some very specific issues an employer should be aware of before hiring employees. If your business is ready to hire an employee, you should contact legal counsel before you do so or your new asset could become a significant personal liability.



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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LET'S GOLF 2018



SPECIAL SECTION

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Hendricks County has many golfing options

By Brad DuBois

This has been an interesting start to spring in Central Indiana. A few weeks ago, I was able to get out and golf for the first time this season. The temperature was a mild 55 degrees with no wind and I was happy to be swinging a club. The next day we saw 8 to 10 inches of snow on the ground. Sometimes Mother Nature can be so unfair. This only exacerbates the itch to swing a golf club at a little white ball. Every week I keep telling myself it won't be long before I can play again, only to be disappointed. At least we can talk about golf.

We are fortunate to have some very good and well-maintained golf courses here in Hendricks County. Go for a drive on any 40+ degree day and you will find someone "teeing it up" at one of our area golf courses. Twenty five years ago you would have found only one 18-hole golf course in the county, that being Prestwick GC, and it was private. The other seven were all nine-hole tracks. Jump to 2018 and we find Hendricks County with six 18-hole courses that vary in length and difficulty. We still have a pretty good share of nine-hole courses also, two to

be exact, all with their own personality and flavor. Most have been in the community for decades and have seen many generations of families learning the game on their fairways and greens.

In the far northern part of the county we have Tomahawk Hills one of the nine-hole courses that has been around since 1973. It provides tree lined fairways and some pesky water hazards. The town of Pittsboro boasts two courses. Quail Creek is an 18-hole course that has recently changed ownership and provides a good challenge to all levels of golfers. Pittsboro Golf Course is another nine-hole course with straight forward design and good value. It is great for the beginner and families with budding golf fanatics.

In Brownsburg, you will find one of the most unique 18 courses in the area. West Chase is a challenge on many levels. The front is akin to the links style course with rolling hills just off the fairways and greens and heather in the rough. The back leans more to the older "country club" style course with tighter fairways that are tree lined. Water comes into play on nine of the holes with forced carries. Tee selection here is a

key component to a good round.

In the middle of our county we have two 18-hole courses. Prestwick Country Club is one of Indiana's best known golf courses. Established in 1974, it has been home to several IHSAA Boy's and Girl's State Tournaments, State Opens and various other IGA/PGA events. The course is more of the "old school" design with water, trees and sand that are placed in precarious places.

Just south of Danville on Cartersburg Road we have an exceptional 18-hole course aptly named Twin Bridges Golf Club. Cut from "buffer land" next to Waste Management's Area Land-fill. Don't let that fool you; it can be very difficult with very few holes running next to each other. This is because it's built on over 250 acres of wooded land with White Lick Creek running through the property. Large greens with devious elevation changes make a challenging venture with the putter.

In the southern region of the county we have Oak Tree Golf Course. It's an original Pete Dye design that started as a nine-hole course and grew to include an additional nine in the mid-nineties. Undulating greens are trademarks of the front nine with

a little relief on the back nine. Again with the front 9 being the older of the two, there are trees everywhere. Keeping it in the fairway is important because driving into the trees will cost you at least a stroke. Oak Tree, once known as the "Elk's Club" is only a few miles west of Plainfield on US 40.

Deer Creek in Clayton is one of the best maintained golf courses in the county. The greens are fast and true. There is a value greens fee every day of the work week and it is just a few miles from I-70 making it very easily accessible to many in the region. Many holes have water that come into play and very narrow tree-lined and rolling hill fairways. It's an absolutely beautiful place to play and enjoy the scenery.

Whether you are a low handicapper or just starting out, there is a course in Hendricks County for every skill level. So get there and chase the little white ball and enjoy the outdoors. Just remember that it's only a game, don't take it too seriously and you just might have some fun.

Brad DuBois is the executive director of the Plainfield Chamber of Commerce



Let's play some golf already and create great friendships as well

By Rick Myers

As I am writing this in early April, if you're like me, you can't wait for this crummy weather to get better so you can go hit the links.

I've only been playing golf for a short time and I ask myself why it took me so long to appreciate this game. So I'm at a point in my life where I have a lot of years of not playing to make up.

If I'm not playing at least twice a week this year, something's wrong – Dave, Johnny, Ralph – you all got that?

For me, there are several aspects to playing golf that make it fun. Yes, smacking a ball straight down the fairway or hitting a great chip shot or a sinking a long putt is all very exciting, but it's also equally about the comradery for me.

I have built some great friendships playing golf – not to mention it's been a good business development tool, too.

I've made new friends and played golf with old friends who I never knew enjoyed the game which has strengthened my friendship with them – we now have a new bond.

President Trump was asked just after he was elected if he preferred to do business on the golf course or over dinner. He said absolutely the golf course, but also cautioned that on the golf course you might learn more about a person than you really want to know. How true – but I love it!

So get out there and have fun – remember, Hendricks County is blessed to have great golf courses – visit them all and visit them often.

Here is to a fun, memorable 2018 golf season!

Rick Myers is publisher of the Hendricks County ICON. Contact him at him at rick@icontimes.com

"I have built some great friendships playing golf – not to mention it's been a good business development tool, too."

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10 Tips for youth golfers



10. Earlier the better

At some point in their life, your child will probably show some interest in learning to play. Golf, more so than other sports, can be difficult game for beginners. Learning the basics at a young age can set them up for success later in life.

9. Enjoy the outdoors

Local golf courses are some of the most stunning properties around. Get your kids outside and on the course to appreciate the beauty of nature.

8. Low risk sport

With new awareness of the possible long term health risks associated with high contact sports, golf provides an alternative to participate in a sport with little risk of injury.

7. Scholarship Potential

Hundreds of women's college golf scholarships go unused each year. There is tremendous opportunity for young female golfers to use the game to help pay for college.

6. Manage Emotions

Golf can be a game of extreme highs and lows. It provides kids with the opportunity to learn how to manage their emotions.

5. Exercise

Data shows walking 18 holes is equal to a 3 1/2 - 4 mile run. Golf is a great way to promote healthy habits with kids.

4. Life lessons

Kids can learn many life lessons from the game of golf. Honesty, respect for others, risk vs. reward, plan management, and self-resilience will all be tested throughout a round of golf.

3. Play for life

Unlike most sports, golf is a game that can be enjoyed by all ages and throughout the entirety of one's life.

2. Develop friendships

Friendships made on the golf course can last a lifetime.

1. Family Time

Whether it's getting in a round or just hitting the practice green, the course is always a good place for the family to enjoy some time together.

Compiled by Brad Hofmann,
General Manager,
West Chase Golf Club



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2018 Hendricks County Golf Outings of Note

May 11 _____

Avon Junior Athletic Association / Twin Bridges Golf Club / Contact: ajaaonline.org or (317) 839-5480.

May 17 _____

Danville Rotary Club's Harold Martin Open benefiting Sycamore Services, Inc. / Twin Bridges Golf Club / Contact: rotaryofdanville.weebly.com or (317) 745-8544 or (317) 753-3038.

May 1 _____

6th Annual Golf Invitational to benefit FamilyPromise;DeerCreekGolfClub/Contact: golf@familypromisehendrickscounty.org or (317) 296-3742.

May 31 _____

Hendricks Regional Health Foundation Golf Outing / Country Club of Indianapolis / Contact: supphendricks.org or (317) 745-7376.

June 5 _____

Hendricks County Community Foundation / Twin Bridges Golf Club / Contact: hendrickscountyfcf.org or (317) 268-6240.

June 7 _____

Danville Chamber of Commerce / Twin Bridges Golf Club / Contact: danvillechamber.org or (317) 745-0670.

June 8 _____

Brownsburg Education Foundation's Chip in for the Kids Golf Outing / West Chase Golf Club / Contact: brownsburgeducationfoundation.org or (317) 852-1056.

June 8 _____

Danville Education Foundation / Twin Bridges Golf Club / Contact: warriordef.org or (317) 210.327.

June 14 _____

Plainfield Chamber of Commerce / Deer Creek Golf Club / Contact: plaineld-in.com or (317) 839-3800.

June 28 _____

4th Annual Fairway to Haven Golf Outing to benefit Sheltering Wings; West Chase Golf Club / Contact: abucy@shelteringwings.org or (317) 386-5050.

July 12: _____

Leadership Hendricks County Golf Outing / Deer Creek Golf Club / leadershiphendrickscounty.org or (317) 718-6178

July 18 _____

Rotary Club of Avon Golf Outing / West Chase Golf Club / Contact: (317) 852-3540.

August 27 _____

Avon Chamber of Commerce Golf Outing / Country Club of Indianapolis / Contact: www.avon-chamber.org or (317) 272-4333.

September 19 _____

36th Annual Brownsburg Chamber of Commerce Golf Outing / West Chase Golf Club / Contact: brownsburg.com or (317) 852-7885.

Send your 2019 Golf Outing information to news@myICON.info to be published in next year's guide.

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2227 E US 136 • Pittsboro, IN 46167
(317) 892-3335 • pittsborogolfcourse.com

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5197 Fairway Dr. • Avon, IN 46123
(317) 745-6448 • prestwickcountryclub.net

Tomahawk Hills Golf Club

9 holes over 3,100 yards with a par of 36 (Public)
10291 N SR 75 • Jamestown, IN 46147
(765) 676-6022

Twin Bridges Golf Club

18 holes over 7,058 yards with a par of 72 (Public)
1001 Cartersburg Rd. • Danville, IN 46122
(317) 745-9098 • twinbridgesgolfclub.com

Quail Creek Golf Club

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7585 Quail Creek Trace N • Pittsboro, IN 46167
(317) 892-2582 • quailcreekgc.com

West Chase Golf Club

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Am I ready for custom software?

By Chet Cromer

“There’s an app for that.”

This slogan is the “Where’s the beef?” of our time - a marketing slogan so ubiquitous that it’s all over popular culture. There’s a lot of truth to this statement, whether you’re implementing a collaboration tool for your team or managing your supply chain; there is probably a technology out there to help you get started. With all these solutions already in place, why would we ever “reinvent the wheel” with custom software? It’s time-consuming, expensive, and high-maintenance compared off the shelf software, right?

As you may have guessed, the answer is “it depends.” Crafting your own technology masterpiece is certainly a lofty objective, but there are times it’s the best path forward. This month, I will introduce three ways you can create your own custom technology without breaking the bank.

Customization

The simplest path forward is to simply purchase off-the-shelf software and customize it to your needs.

This is an affordable solution that will work in areas such as bookkeeping and project management. You start with a system that’s already operational, customize it with your personal data, and you’re off. These solutions are easy to get started with and require little professional help, but keep in mind that if and when you outgrow the box you have put yourself in, it may be painful and expensive to grow into something else.

Integration

A second option when building custom tech is to integrate multiple systems together and get them “talking” to each other without investing in a single system that does everything you need. In my business, we use at least three tools while building a new website or mobile app for a client. All of these systems are components I wouldn’t dream of creating, and integration tools

have been developed that allow the tools to work together in a manner that’s seamless for our team. This path may require professional help to get things started and keep them humming. Choose well-known tools and keep an eye out signs of possible pitfalls, as you don’t want your seamless integration turning into a nightmare when one system decides it’s no longer in their best interest to work with another.

Coding From Scratch

The time may come when no pre-built technology system meets your needs. This could arise from your need to have a system designed specifically around the way your business works, or there could be a deal-breaker component that just doesn’t exist. While the up-front investment of custom software, websites, and apps may be daunting, it is often worth it when you consider that this software will make or break your business. Tread carefully when choosing a provider to help you explore your needs

and bring them to life, and keep in mind that you’re investing in the long haul, not just a few months of intense development.

There are a number of ways reach the goal of a custom technology solution. In the future, we’ll dive deeper into these options as you consider the best way to make technology one of the greatest assets of your business.

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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MAY 2018



9 - Danville Chamber of Commerce (members' meeting):

Wednesday, May 9 at 11:00 a.m. at
HC 4-H Fairgrounds, 1900 E Main St.
Danville. For more information, call
(317) 745-0670

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

Tuesday, May 15 at 11:30 a.m. at
Plainfield Rec and Aquatic Center,
651 Vestal Road, Plainfield. For more
information, call (317) 839-3800

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

Wednesday, May 16 at 11 a.m. at
the Brownsburg Fire Territory, 470 E.
Northfield Dr. Brownsburg. For more
information call (317) 852-7885

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

Tuesday, May 22 at 11:30 a.m. at Avon
American Legion, 4812 E Main St, Old
US 36 Avon. For more information, call
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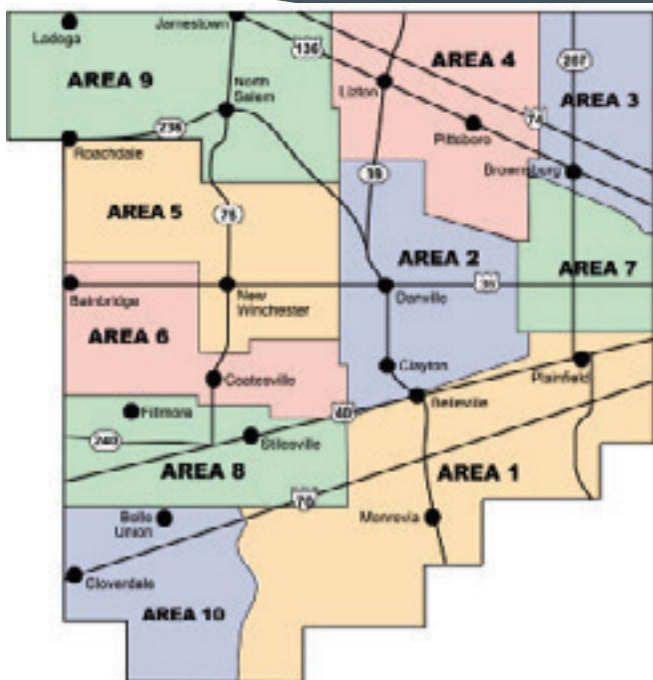
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the Cooperative Difference

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.

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