

Where Hendricks County Business Comes First

# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

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**DOUBLE DUTY**  
WORKING MOTHERS SHARE  
THEIR EXPERIENCES ON  
WORK FROM HOME

PAGES 10-11



**HUMOR**

If I were king  
of Hendricks  
County

Gus Percy

PAGE 2



**BIZ LEADERSHIP**

What's the  
value of your  
Business?

Karl Zimmer

PAGE 14



**COVER STORY**

New LHC program  
administrator Gayle  
Holtman: 'trust is  
foundational' in  
establishing  
good working  
relationships

PAGES 6-7

# MASKING BUSINESS

How has COVID-19 restrictions affected local business?

PAGES 4-5



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## OPINION

## Ready to open under the yellow?

At press time, we were unaware of what May holds as far as a complete and total re-opening of the Indiana economy; however, some sort of re-opening is anticipated.

At any rate, we have to believe it will be a cautioned one; fitting in May, we may be running under the yellow flag, but that is better than not running – our businesses – at all.

There will be many things that business owners and managers take from this experience. You can bet there will be more preparedness for this type of an event. We asked a sampling of Hendricks County's business owners and managers what toll COVID-19 has taken in their operations, and it is no shock as to what their gross sales have been over the past couple of months. Read pages 4/5.

The business world is one of constant flux. It's like a dark forest that you wander through not knowing what's going to jump out at you. Those who were well prepared before COVID-19 are the ones who will be in a great position to rebound. For those who weren't so prepared, that doesn't mean there's not another opportunity for success. This is America, and for those who work hard you will be rewarded.

On another note we would like to thank all the healthcare professionals who serve Hendricks County. You've done a stellar job and we have nothing but respect for you. And, too, for those whose work has been essential as well: grocery personnel, pharmacists, truck drivers, trash haulers, police, firefighters, emergency personnel, and yes, those who work in restaurants. You have given us some semblance of normalcy by providing curbside and drive-up service. Thank you all.

By Gus Pearcy

With ample cause, local governments fear revenues will crash due to COVID-19 extensions on federal and property taxes. Just like the 12% who cannot work, we may see some drastic measures to raise some cash in this financial horror we call #INthistgether.

Panic may cause some governments to sell-off assets to the highest bidder. I am patiently waiting for my chance to purchase Hendricks County.

As your benevolent overlord, I will make these changes to improve our already great county:

- Switch Avon and Brownsburg - Is it just me or is anyone else bothered by the lack of alphabetical arrangement of our towns. I propose a swap of names to ease my mild OCD. Avon as the northernmost town with Brownsburg right below it. Plainfield will swap with Coatesville or Clayton while Danville will remain at the center. I know, Amo starts with an A, but I don't want to change everything.

## Humor: If I were king of Hendricks County

- Rename some of the neighborhoods to reflect a jaunty, humorous attitude - Perhaps Raccoon Roost or You-Can't-Get-There-From-Here.
- Swap government officials - Fresh eyes are always desirable when seeking solutions. Once I own Hendricks County, I will rotate elected officials every 60 days. The mapping mechanism will be known only by me, but it won't be unusual to see a Lizton council member working alongside a council member from Plainfield in Stilesville or Pittsboro. The first problem to tackle is where can I get a good catfish meal.
- Bring back the Interurban - Why did we get rid of such wonderful transportation as the Interurban line that crisscrossed the county as well as the state. Instead of the large Interurban trolley cars, we could find something to share the trails with, such as train cars made from oil barrels. I hear those are cheap.

- Must-Shave May - Since freedom stomping has become the epidemic next to the pandemic, I will declare No-Shave November will be followed in a few months by Must-Shave May.
  - Turn North Salem into a campground - Much like a KOA or Jellystone, North Salem would become a camping mecca with more activities at McCloud Park. This would bring new meaning to Old Fashion Days, like before indoor plumbing days.
  - Remove all stop lights - Or at least outfit my auto with the ability to change the traffic lights in my favor. Fire departments shouldn't have all the fun.
- And there you have it, if I were king.



Gus Pearcy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or gus@icontimes.com

## Why Am I SO Angry?

By Susan Rozzi

I think everyone would agree that Coronavirus has impacted all our lives. It may have caused changes in our jobs, finances, home life, routines, responsibilities, cherished activities, our health, the health of our loved ones, and simply the ability to see friends and family. I suspect these changes have spurred a variety of emotion – fear, sadness, anxiety and loneliness. For me, it's been anger. Yet to me, anger seems a bit strange during this pandemic.

Mahatma Gandhi said, "anger and intolerance are the enemies of correct understanding."

I had to ask myself, "why am I SO angry?" It took a bit of time and reflection before I discovered the cause; it's related to grief. Psychiatrist Elisabeth Kubler-Ross developed a theory that there are essentially five distinct stages of grief – denial, anger, bargaining, depression,

and acceptance. The stages aren't linear and can vary in length. For me, it explains the anger. On top of the crazy business environment, I am mourning (grieving) that this spring is far different than expected. You see, our daughter is a senior in college. We were supposed to go to her senior art show, celebrate with her at her honors banquet, and watch her get her diploma. I am mourning that we don't get to celebrate this accomplishment with her.

I know we are all mourning things during this time. If anger is the emotion you are feeling, here are some quick tips to stay in control and manage your anger.

1. Admit you are angry and explore it. You might even make an angry list.
2. Give yourself time. Time to calm down. Time to understand it. Time to express it.

3. Get some exercise, take ten deep breaths or do some stretches.
4. Use humor to release the tension. Look for funny memes, YouTube videos or sitcoms.
5. Harness the anger and use it to identify possible solutions.

Let me encourage you to stay in control of your anger. Don't let your anger control you.



Susan Rozzi is the president of Rozzi and Associates, a leadership and organizational development company helping good leaders become great. Contact Susan at susan@rozziandassociates.com.

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# MASKING BUSINESS

*How has COVID-19 restrictions affected local business?*



**Bob Alltop, Owner, Beacon Sign Shop, Avon**

**How has COVID-19 government-mandated business closure changed your business?** The government mandated closer has severely affected my business. According to the state, we are classified as nonessential and I had to lay off my employees. Our normal spring business is from school sports, Easter services for churches and other community events. All have been canceled, including many coming up in May and June.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** We'll lose 80 to 85% of sales for March-April. May is not looking promising either.

**How has this experience changed how you will do business in the future?** I have no idea what changes I might have to make in the future. We have very few walk-in customers; people generally just come in just to pick up orders. We might have to have them wait outside for us to bring the orders to them.



**Diane Fleece, Owner, Flossiemae's Café, Lizton**

**How has COVID-19 government-mandated business closure changed your business?** It has changed our menu and has us thinking how we can help others.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** 80%

**How has this experience changed how you will do business in the future?** As we have always strived on cleanliness, we have looked at extra precautions we can take. We have also taken the time to think about what we can add to our cafe that the community could benefit from.

We asked an assortment of Hendricks County businesses how COVID-19 government-mandated business closure has changed their business; what percentage of their gross sales have been lost; and how this experience will guide them in the future.

Compiled by Rick Myers / Photos by Eric Pritchett



**Tom Prionas, President and General Manager, Fabric Care Center, Brownsburg and Plainfield**

**How has COVID-19 government-mandated business closure changed your business?** Since we are in dry cleaning and laundry, we are considered essential and therefore we remain open - to help our customers stay clean and sanitized. The level of business we are conducting is much decreased from our normal.

**What percentage of your gross sales have you lost between the beginning of March to end of April?**

Compared to pre-Coronavirus times, our current level of business is down about 70%.

**How has this experience changed how you will do business in the future?** We are looking at all options for operational efficiency. We are encouraging our customers to move to our free Gold Star Home Delivery service, (no extra charge for delivery), where our service comes directly to them, and in most cases with no direct contact. In pre-coronavirus times, we come in contact with very few of our customers directly, as they are most often out of the house and at work. In our stores, we have implemented curb-side service whereby the customer calls as he/she is pulling in and we take care of their pick-up or drop-off with minimal contact. I see this as a level of service that will continue as a convenience in the future, long after this pandemic has passed.





**Dianne Schrack, Owner,  
Wicker Works, Brownsburg**

**How has COVID-19 government-mandated business closure changed your business?** The COVID-19 government mandated business closure has greatly impacted our revenue due to the large amount of sales lost on our outdoor furniture. March, April and May are our strongest selling months. Unfortunately, big box stores are open and are able to sell outdoor furniture. While they are not usually a big competitor, they are now because our customers want to use outdoor furniture now while they are restricted to their homes.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** We have experienced a 62% loss in gross sales in the beginning of March to the end of April.

**How has this experience changed how you will do business in the future?** A change we made that we will continue to promote in the future is offering a virtual shopping experience both through texting and FaceTime. The virtual shopping experience had allowed us to compete with on-line stores and to build a relationship and sale with the customer who is too busy to come to our brick and mortar store.



**Tracie Shearer, Manager,  
Royal Theatre, Danville**

**How has COVID-19 government-mandated business closure changed your business?** In the obvious ways we are not able to be open for our usual business and have had to be creative about staying afloat. We are currently doing carry-out concessions and promoting home-watch parties. Cleaning procedures have been increased and will be adjusted. We are shopping for hand stations, but resources are strained! Going forward is the real test of the changes. What is released from Hollywood and the timing of it is greatly affected, leaving our future content uncertain. Changes to seating and serving for social distancing are a major concern. We are brainstorming ways to adjust and still do our best possible business. Large group business which we rely on will have to be modified which will absolutely hurt our bottom line. The eagerness or reluctance for people to return to public venues like ours is in question and each will require a different response from us. Any plans we are currently making are and will be quite fluid.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** 90%

**How has this experience changed how you will do business in the future?** We will have to figure out how to serve people in our concession area with social distancing requirements in an efficient manner and how to make ends meet while putting far fewer people in the building at a time. This reduction of customers per show will prevent a couple of our larger programs from producing the revenue steam that supplements our usually slow times. This is something I'm not sure how to overcome yet.



**Marcus Schuh, General  
Manager, Hare Honda, Avon**

**How has COVID-19 government-mandated business closure changed your business?** As a car dealer and repair shop we are an essential business and we are open to repair cars, sell parts and help in sales if a customer's lease is up or the customer is in need of a vehicle due to other reasons.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** Our business has been affected about 50% but it has been picking up since last week (later April) especially in service.

**How has this experience changed how you will do business in the future?** This experience has been unprecedented and changed several processes at the dealership already. Our number one goal is to keep our staff and customers safe. We practice strict social distancing and have several areas in the dealership with hand sanitizing stations and sinks to wash your hands. We also are doing a lot more business online. We also added pick-up and drop-off for our service customers and of course for sales as well. Wearing masks is not a daily occurrence.



**Judy Tucker, Owner, Big Tuck's  
Feed & More, Pittsboro**

**How has COVID-19 government-mandated business closure changed your business?** I am considered an essential business. Therefore, I was not required to close. Although for two weeks I offered curbside or after-hours box pickup, which worked well, but required a lot more mental and physical work.

**What percentage of your gross sales have you lost between the beginning of March to end of April?** I didn't really lose a significant amount of gross sales due to offering curbside and after-hours box pickup.

**How has this experience changed how you will do business in the future?** I re-opened to the public this week (April 20). I do wear a mask and have plenty of hand sanitizer, Clorox Wipes and Lysol Spray to keep things clean. I will continue to take these precautions in the future.

# New LHC program administrator says ‘trust is foundational’ in establishing good working relationships

Compiled by Rick Myers

Gayle Morton Holtman serves as program administrator for Leadership Hendricks County, a county-wide nonprofit providing leadership development programs for youth and adults in Hendricks County. Prior to joining the LHC staff, Holtman served as president & CEO of ArtMix, a nationally award-winning nonprofit providing access to the arts for people with disabilities since 1982. During Holtman's tenure, ArtMix completed a successful rebranding and traveled to the White House to receive a National Arts & Humanities Youth Program Award.

In previous positions, she served on the staffs of the Indiana Arts Commission, the Indianapolis Symphony Orchestra, and as a teacher in Hamilton and Marion counties.

Recognition for her work includes the 2008 Outstanding Special Needs Educator of the Year awarded by the Arts Education Association of Indiana and the 2011 Community Arts Leadership Award for Arts Administration by the Indiana Coalition for the Arts.

Born and reared in Indianapolis, Gayle graduated from North Central High School and received her Bachelor of Music Education from Wittenberg University in Springfield, OH, completing student teaching with honors. She and her husband David moved to North Salem in 2008. They enjoy exploring parks near and far and are ac-

tive with their church Trinity Episcopal. The Holtman family includes Oscar the barn cat, and Gayle & David are happy aunt and uncle to eight nieces and nephews, and five, soon to be six, great-nieces/nephews! Here we learn a little more about Gayle Holtman:



LHC is multi-faceted, and I am learning a lot, but going through the program in 2017 (Best class ever!) helps me understand the experience of our adult class. I am a teacher by training, and something I pay close attention to is how we structure the day and how we help participants make connections with content. I'm kind of an educational psychology nerd! There are many other tasks that I am learning as fast as I can, such as Word Press for our website and our Bloomerang database system. Fortunately, I am surrounded by many smart, kind, and patient colleagues!

## 2. How have the COVID-19 government mandated restrictions affected LHC? Challenges?

LHC currently provides three different programs for adults, youth, and the general public.

The LHC adult program is based around monthly full-day sessions of meeting, talking, and touring. Staying home has not been an ideal way to have these experiences! We've rescheduled two days for later this year and hosted 90-minute online meetings as a way to stay connected and maintain momentum. We are very hopeful to be able to meet in person in early June. The youth program is currently in the application stage, so we've extended the deadline for applications and look forward to serving about 35 high school sophomores later this summer. Our third program is a series of quarterly workshops, and for May we've asked the presenter to provide three 90-minute in-person sessions. Spots going fast, so look for more on the LHC website - leadershiphendrickscounty.org - and register today to learn more about working with multi-generational teams.

## 3. Any particular COVID-19 leadership that you have seen as exceptional; any one locally you've been impressed with?

The communication from Purdue University has been exemplary in terms of timing and content. I'm certain

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***“In order to work well together and flourish, we have to be able to trust each other. Trust is foundational. I try very hard to daily live out these ‘deal breakers’ in every at home and at work.”***

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that it will be used in the future as a case study for how and what to do in uncertain times. I've also been impressed with Governor Holcomb's briefings. I think he and his team have been credible, focused, and well-spoken. I've observed very few moments of self-promotion. These briefings have strengthened my trust and appreciation for these many public servants.

## 4. What, if any, misconceptions are there about LHC?

LHC exists to serve everyone in Hendricks County. Adults in all fields and in all stages of life are welcome to apply for the year-long program and/or register for one of our quarterly workshops. One of our core trainings is called Real Colors, and this is designed to help people know themselves better as well as better understand others. There's even a version for the youth we serve. We are all vital, important members of our community, and the more we know about ourselves and others, the better and stronger we and our community can be.

## 5. Why should one want to go through LHC? How do they do that?

LHC is a great opportunity for people who want to learn more, connect more, and serve more. I'm so thankful to have been chosen to participate in the 2017 class (Best class ever!) because I had 12 full days of meeting movers and shakers in Hendricks County, months of working with a small team on a capstone project, lots of time to get to know others,



LHC continued from page 6

and the chance to reflect on what makes for a great leader. It can be easy to become cynical about our world but connecting with others through LHC reaffirms the truth that most people are good and have good intentions. Applications for the 2021 class will be available later this fall and interested folks can contact me or look on the LHC website for more information.

#### 6. Okay, open mic. Anything on your mind?

In a former life where I was responsible for hiring staff and interns, I would tell candidates that I had just two deal breakers. One is passive aggressive behavior. It's ok and normal to disagree or be in conflict from time to time but it's not ok to harbor resentments and not speak directly to each other. The other is that when, not if, but when you make a mistake, own it. This means apologizing, making things right, and learning from it. I could tell a lot about a person based on how they reacted and responded to me on these two points. In some ways, these are really just one point: trust. In order to work well together and flourish, we have to be able to trust each other. Trust is foundational. I try very hard to daily live out these "deal breakers" in every at home and at work.

## Getting to know Gayle Holtzman

**1. What are you currently reading?** I'm currently reading "Life Together" by Dietrich Bonhoeffer, although it's a pretty dense read, so I find myself rereading a great deal of it. Before that I reread a Janet Evanovich Stephanie Plum mystery for laugh out loud fun, and before that I read "The Year We Left Home" by Jean Thompson, which has a slow, dark start but is worth the wait. The story is interesting, and her writing is just beautiful.

**2. Best leadership advice you've ever received?** Serve first. I don't recall my parents telling me this but rather showing me this throughout their lives. Both were leaders in various ways, but they didn't strive for the title, the corner office, or a bunch of direct reports. Rather they got involved and tried to be of service. When I reflect on times when I was in a leadership role, I think my most effective times have

been when I've tried to be of service to people and their needs.

**3. Ideal idle time?** I can easily lose track of time reading, cooking or baking, or playing the piano. When I'm with family or friends, I like a friendly game of euchre, Hand & Foot, and Spite & Malice.

**4. What is a happy memory?** The story of how my husband and I met. I was saying my goodbyes at a holiday party, and this woman standing nearby asked if I was single and then said I needed to meet her friend, David. I was pretty jaded about men at that point in my life, so I rolled my eyes, but gave her my number. He called and had to leave a message, and then we played phone tag for about a month. We finally met in late February, got engaged in June, and married in November. And

that was 20-plus happy years ago. I feel very lucky!

**5. What is your favorite childhood memory?** Decorating for Christmas! My grandparents always came for Thanksgiving and on the day after, we would immediately haul out decorations, most of them hand-made, and make our home ready for the holidays. We put a Christmas album on the stereo, put up an advent calendar that my mom and grandma made, and ironed ribbons and tablecloths. My grandma always had a new idea or craft to try. We'd stop at lunch for a leftover turkey sandwich (yum!) and get right back to it. It was my job to arrange our nativity which included a cave made by my great-grandfather. I love being with my family!



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## MONEY MATTERS

# Uncharted waters - we're all explorers now

By Jeff Binkley

In May of 1804, a couple of explorers left St. Louis, Missouri and headed up the Missouri river to begin the American exploration of "The West". The explorers? Lewis and Clark and their Corps of Discovery.

May 2020. We're all explorers now, adventuring into a new world of uncharted economic territory. On this, the eve of my deadline (April 17) Indiana COVID 19 cases have had 3 straight days of increases and Governor Holcomb preannounced that on Monday, (April 20) the stay at home order for Indiana residents will not expire but rather be extended to at least May 1.

And we're all going a little bit more stir crazy. (Or maybe it's just me?)

I've been doing this "market thing" for almost 27 years now. I have been through numerous bulls and bears these last three decades and I have never seen anything like all of us have witnessed these last few weeks. 1,000 point intraday swings have become instead of happenstance, the norm.

Stop.  
Breathe.  
Think.

The job of an investment advisor is to provide counsel and help clients make good, rational decisions. Decisions can often look wise and rational so long as the market is going up. Prior to Feb. 19, 2020, Greed was good, wise, and prudent. But greed is the fraternal twin of fear. And brother, fear has run rampant and unchecked for many trading sessions since. This week, brother greed returned. And many embraced him with open arms if not open pocketbooks. At the same time many of our leaders lobby to extend the closure of our economy for several more weeks to come.

I'm left with the question from many, "What do I do with my money, my stocks, my bonds?"

Stop.  
Breathe.  
Think.

Weeks of quarantine and 24/7 media fed fear and covid data overload do not lend well to rational decision making.

***"We're all explorers  
now, adventuring  
into a new world  
of uncharted  
economic territory."***

But we must continue to fight our darkest fears, our deepest doubts, and our growing predilection to panic.

Fight your irrational self. As I continue to fight mine.

Some things remain true even though terribly difficult to see right now. Capitalism, economics, hope, the American spirit, these remain. And they are powerful forces. More powerful than the covid.

Some phrases I cling to when fear comes:

From Kipling's "If":

*If you can force your heart  
and nerve and sinew  
To serve your turn long  
after they are gone,  
And so hold on when there  
is nothing in you  
Except the Will which  
says to them: "Hold on!"*

From Henley's "Invictus":

*I am the master of my fate,  
I am the captain of my soul.*

And from the Psalmist:

*"Be still, and know that I am GOD..."*

The beauty of the Rocky Mountains, the Columbia River Gorge, the magnificent Pacific Ocean. The power of manifest destiny and a country stretching from sea to shining sea.

Don't be afraid. 216 years ago these all were, until they weren't,  
Uncharted.



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



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# DOUBLE DUTY

WORKING MOTHERS SHARE THEIR EXPERIENCES ON WORK FROM HOME



## AMANDA BABINEC

*Executive Director,  
Avon Education  
Foundation  
Home is Avon.*

**What challenges have you experienced working from home during the**

### **COVID-19 government-mandated business closure?**

I was a stay-at-home mom for 4 years prior to starting with the Avon Education Foundation and my first day wasn't until March 16, one week after school had been closed due to COVID-19. To say that it's been challenging balancing e-learning, cooking, cleaning, laundry, keeping kids entertained & starting a new job would be a vast understatement. My kids are also not used to me working, so we've had to have several discussions about boundaries when Mom is working. However, I'm trying to look at the bright side of this situation. I have had more time with my family than I have since they were little and this time working from home has given me time to get AEF organized on the back end. I don't want to complain when there are so many who are struggling right now.

### **How do you juxtapose family and work during business hours?**

I set aside time on Monday, Wednesday and Friday to do e-learning with my kids. Then I tell them "I'm going to work" and head into my office. When I'm on a call and the door is shut, they know to stay out.

### **Any fun daily routines you and your kids do?**

I definitely don't feel like "super Mom" throughout this process. We have no set routines or bedtimes and I've allowed my kids to sleep in until they want every day. However, they have all learned to cook much better, have done more crafts and have put themselves on workout routines each day. As a family, we have been watching all of the Marvel movies together each night and old home movies.

### **Would you prefer to work from home in the future? Why or why not?**

I have always enjoyed the flexibility to work from home, but also have an office somewhere else as well. Sometimes, you need a quiet space where you can work on a big project without interruption and sometimes it's really nice to be in an office environment and interact with others. I think having both options is the best of both worlds.



## WENDY FOWLER

*Accountant for  
mAccounting, an  
InDinero company  
Home is Avon.*

**What challenges have you experienced working from home during the**

### **COVID-19 government-mandated business closure?**

For the most part, balancing e-learning, basic mom-ing and work. There was a big rush for our clients to file for government loans (Paycheck Protection Program, or PPP and EIDL Advances), so it was pretty hairy there for a week or so. Also managing the kids' boredom, especially when the weather was wet and rainy.

### **How do you juxtapose family and work during business hours?**

I'm fortunate that I'm mostly part time, so on e-learning days, I focus on helping the kids knock it out in the morning, then focus on work in the afternoon. In the beginning, when e-learning was every day, I made a checklist of things to do (both schoolwork and home related). My husband is also working from home right now, so he usually makes lunch for the kids and is with them most of the afternoon while I work. Luckily, they are 7 and 10, so do not require constant attention. But it's still really fluid, and I enjoy that most of the time.

### **Any fun daily routines you and your kids do?**

Mostly just survive! Ha! Every day is different, but when it's nice, we go on walks and bike rides. I wish I could say I do a daily craft or something, but we don't!

### **Would you prefer to work from home in the future? Why or why not?**

I was already working part of the time from home, as my employer has all our tools in the cloud, but I'd hate to be exclusively at-home. I miss my work friends and the camaraderie!

Juggling work and home has always been a challenging exercise for working mothers. However, during COVID-19 government-mandated restrictions, the challenge of working from home and overseeing a child's education is no small task. Here, Hendricks County mothers share their experiences:

Compiled by Rick Myers / Photos by Eric Pritchett



## HEATHER HARRIS

*Mental Health  
Counselor  
and Certified  
Brainspotting  
Therapist, Hope  
Counseling  
Solutions  
Home is Plainfield*

### **What challenges have you experienced working from home during the COVID-19 government-mandated business closure?**

As I was setting business goals for 2020, I was not factoring in a global pandemic. However, I was thinking of client accessibility to care and staying current by offering online appointments. The changes I made to my business on January 1, 2020 made my decisions and the practicality of moving home for work a relatively smooth process. I am truly grateful for that. The greatest adjustments have been ensuring client privacy, which is paramount in my profession, and balancing the needs of my family with providing reliable care for my clients.

### **How do you juxtapose family and work during business hours?**

My family has been fantastic in this crazy time. Thankfully, my husband has some flexibility in his work right now, so we have been able to share E-learning and household tasks. I find most of my clients in similar circumstances, trying to figure out how to care for themselves amidst all of their new demands. For my family and my clients, I have tried to keep reliability and flexibility as my priorities.

### **Any fun daily routines you and your kids do?**

To be honest, our daily routines are a bit lacking. We get dressed every day and try to have meals at normal times. We try to play or work outside when weather allows. Flexibility has allowed for projects, games, movies, and silliness we would not have had time for before now.

### **Would you prefer to work from home in the future? Why or why not?**

Due to the nature of my work, I prefer to work from the office a majority of the time. I also enjoy to meet people in person for the important work they are doing. While it is true, I will continue offering the flexibility of online meetings, I will resume my office hours when the time is right. If you had asked me in January if I could work from home, meeting all of my clients remotely, and have my children home and learning, I would have said a polite but certain "no".





## LEANNE METZGER

Office Manager,  
Brownsburg  
Chamber of  
Commerce  
Home is  
Brownsburg.

### What challenges have you experienced

#### working from home during the COVID-19 government-mandated business closure?

The kitchen is always “open” and I’m the chef! Don’t get me wrong, I do love to cook. However, I prefer to do so by choice. I wised up quickly and make meals that can be reheated easily. I also learned to announce that I’m not here, I’m at work.

#### How do you juxtapose family and work during business hours?

Fortunately, my kids are older and have their own schoolwork to do. We designated everyone with their own workspace. I had to make two or three moves before settling on my space. We do have a lot of closed doors in the house with all the Zoom and conference calls taking place.

#### Any fun daily routines you and your kids do?

Weather permitting, we take daily walks or go for a run (I walk, and they run). We also have a puzzle we work on as a family.

#### Would you prefer to work from home in the future? Why or why not?

I am a people person, so I do love a workplace setting. However, I think from a cost and time standpoint that working from home is great. I think we will see more businesses adapting this concept.



## JESSE SMITH

Mantooth  
Insurance, Agent/  
customer service  
rep.  
Home is Amo.

### What challenges have you experienced working from

#### home during the COVID-19 government-mandated business closure?

Challenges include learning new technology to work from home, and not having 100 percent availability of all systems and equipment used daily.

#### How do you juxtapose family and work during business hours?

Balancing can be tough; children may not always understand that mom is working even though I’m home. We have very thankfully stayed busy. Knowing the phone will continue to ring from 9-5 for work, helps. Keeping children scheduled helps, too; keeps a somewhat normal-ish day.

#### Any fun daily routines you and your kids do?

We take a lunch break to get outside and take care of our animals or go for a short walk. Mom gets to schedule stem activities and participate in them, too.

#### Would you prefer to work from home in the future? Why or why not?

Working from home in the future would be nice, but I do like the separation of home versus work.



## JENNY ZEUNIK

Communications  
and Community  
Outreach  
Development, St.  
Malachy Catholic  
Church  
Home is  
Brownsburg.

### What challenges

#### have you experienced working from home during the COVID-19 government-mandated business closure?

Before the closures, I worked from home roughly once a week, so I thought I understood what working from home would look like... I was wrong. Working from home means my workday is broken up constantly due to questions about my fourth grader’s E-Learning assignment, helping potty train my two-year old, or asking if I was done yet so I could get my preschooler a snack. My husband, Joe, has been wonderful keeping them occupied during this time, but when he is on shift (he is an Indianapolis Firefighter) that is when the real juggling begins. It is not uncommon for me to stream a movie for my kids in the evening so I can get some more work done. I don’t know how many times I have been on a Zoom meeting and I have one or two children pop into the screen behind me. If it is my two-year old, she usually just joins me for the rest of the meeting.

#### How do you juxtapose family and work during business hours?

We have a routine that I will work the whole morning up until lunchtime. After that, the hours are here and there. I might have a meeting in the afternoon, or I might need to edit a video in the evening ... the rest of the day I have learned to be flexible.

#### Any fun daily routines you and your kids do?

I am just happy the weather is finally nice enough for us to be outside! I love having my kids outside and to answer their questions about the nature around us.

#### Would you prefer to work from home in the future? Why or why not?

I miss “work me.” I do understand how fortunate it is for our family that I am home all the time now, but the obstacles of having to juggle working and being home all the time are rough. I would definitely prefer my old schedule; that way I can keep work at work (for the most part) and be there for my family when I am home. One thing I would like to add: I have never been more comfortable working. I will miss wearing sweatpants and a sweatshirt to work once this is all over.

*“Due to the nature of my work, I prefer to work from the office a majority of the time. I also enjoy to meet people in person for the important work they are doing. While it is true, I will continue offering the flexibility of online meetings, I will resume my office hours when the time is right.”*

HEATHER HARRIS

## THE PERSONAL TOUCH

# The voice in your marketing materials

By Scott Flood

Did you ever listen to what your website, brochures, and other communications materials subtly say about you and the products and services you offer? Ever taken time to think about the way they speak to your current and potential customers?

Those materials stand in your place when you can't be there to do it yourself. In a way, you're quietly sending a trusted employee into the homes and businesses of your customers and prospects.

When people read those materials, they hear that trusted employee's "voice" through the words and sentence structure. Based on the voices they hear, people draw very important conclusions about you. They decide whether you can be trusted. How you will treat them. Whether you're genuinely friendly or just acting nice. You can control

that impression, because you can control that voice.

Sometimes, presenting the right voice means ignoring some of those grammar rules your ninth-grade English teacher drummed into your head. Why? Effective copy talks to people, and people don't speak with textbook grammar. We start sentences with conjunctions, we

end them with prepositions. We even use fragments.

Once you've found the perfect voice, hang on to it, and use it everywhere. Customers should always encounter the same voice. Your ads should speak with it. So should your brochures and blog posts. If you've done the job well, you'll

start to hear it in the voices of your employees. It's contagious.

What's the best way to determine whether the voice in your materials is correct? It's the simplest: read everything aloud. If you find yourself stumbling over the phrases, running out of breath, or grimacing because it "just doesn't sound right," ask for a rewrite.

On the other hand, if it sounds exactly like the way the sales rep of your dreams would explain something to one of your favorite customers, it's probably right on the nose. Or, right off your lips.

***"Sometimes, presenting the right voice means ignoring some of those grammar rules your ninth-grade English teacher drummed into your head."***



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at [sfwriting.com](http://sfwriting.com). ©2019 Scott Flood All rights reserved.



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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.*

### **Leading in a time of crisis**

When Hendricks County businesses and residents learned the terrifying news that a new disease had begun to appear here at home, we instinctively looked to the people we see as leaders. We wanted information, we wanted guidance, and we wanted reassurance that our local resources and systems were fully prepared to protect us.

Questions ensued almost immediately. What do you mean that schools are shutting down and I'm going to be expected to teach my kids how to do this math I don't understand? Why doesn't my grocery store have enough produce and toilet paper to go around? Am I

at risk for this virus? Why can't I get tested for this virus? Should I leave my house? Should I stay inside? Where do the people who have the virus live? And, when we couldn't get ready answers to those questions, frustration and anger followed.

At times of crisis, whether that's a foe called COVID-19 or terrorists who weaponize airplanes, we look to our leaders to tell us what we should do. At the local level, that includes our town and county representatives, the people who run schools and other local services, the medical community, and the first responders who protect us. Surely they'll all know what to do!

One of the realities of crisis situations is that those leaders don't always have the answers. However, instead of being paralyzed by fear, they begin to reach out to other leaders to share what they do know and learn what they don't. They assess the threats and collaborate on both immediate responses and longer-term solutions. They work on finding the best answers instead of arguing about who has those answers.

This won't be the last crisis Hendricks County faces. Scientists warn that even deadlier diseases are certain to emerge in coming decades. On any humid afternoon, a funnel could drift down from the clouds and wreak the kind of destruction that devastated Coatesville in 1948. An overturned tanker truck on the Interstate could send toxic clouds over our communities.

We can't predict the next crisis with any accuracy, but we can ensure that local leaders are working together to be able to respond when bad things happen. That's why Leadership Hendricks County participants spend so much time learning how to collaborate and tap into local resources. They may not have all the answers, but they'll be able to help us all move forward.



*A team of youth and adults work together to create a shelter from paper, plastic, and tape.*



*A team of adults work together to assemble the highest free-standing structure they can make out of spaghetti, string, and tape.*

*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 [admin@leadershiphendrickscounty.org](mailto:admin@leadershiphendrickscounty.org) or visit our website at [www.LeadershipHendricksCounty.org](http://www.LeadershipHendricksCounty.org).*

# Thank you

Thank you to our frontline heroes & essential workers working everyday, long hours to keep our community safe. Thank you to all the teachers who continue to educate our children through new and innovative ways.



THE CHAMBER IS COMMUNITY



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317-272-4333  
www.avonchamber.org  
Executive Director | Tom Downard  
info@avonchamber.org

## BIZ LEADERSHIP

# What's the value of your Business?

By Karl Zimmer

The value of your business is more than a number. Certainly, if you are thinking about selling your business, maybe the only thing you care about is that number, but to your people and customers, it is more than that. In fact, it is something that you, as the leader, have been portraying to all who have come in contact with your organization, whether you know it or not.

The value I am referring to, here, is not the market value or some number determined by a valuation. I am referring to the values that everyone who has an interaction with your organization can clearly see and feel in that interaction. Those values include things like honesty, transparency, compassion, fairness, integrity, attention to detail, a demand for the highest level of quality of product and service, and all the things that differentiate your company from your competition that make it easy for others to want to do business with your organization.

The true value of a business is always more than a number. More than 20 years ago, I was CEO of a leading flexible packaging manufacturer that had been in business for more than 60 years. During the process of due diligence by the acquiring company, their president interviewed me, and I clearly remember one conversation and the question he asked: "With all the time and money we have spent on this process, we can't figure out how you have been so successful without

having the latest, sophisticated business management tools. You continue to make money and have customers that have been with you for decades. What do you contribute to your success?"

There are plenty of companies using sophisticated business management tools, the latest CRM and more that continue to struggle retaining customers and being profitable. In fact, the company that acquired the packaging company didn't listen to me. They ignored my advice and lasted only a few years. The most successful companies are the ones who truly understand that business is about relationships, those built on trust, on an endeavor that benefits all those involved, and that the true value of a company is determined by the person at the top, the one whose values are clearly delineated, disseminated and put in practice throughout the organization. Those values determine the true value of an organization.

This column is dedicated to sharing experiences, research, and ideas about great leaders, for great leaders. We welcome your comments, questions, and suggestions.



Karl is the author of, "The Boy Who Grew Up to RULE® the World..." a speaker, Board Certified Hypnotist, and successful CEO. Karl can be contacted at karl@z-success.com. RULE® is a Registered Mark of Karl R. Zimmer III

***"The most successful companies are the ones who truly understand that business is about relationships, those built on trust, on an endeavor that benefits all those involved..."***



## Planner of Note



**Avon Chamber New Members**  
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 900 Southfield Dr.  
 Plainfield, IN 46168  
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**Brownsburg Chamber New Members**  
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 1010 Hornaday Rd.  
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**PHOENIX PEST AND WILDLIFE CONTROL**  
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 Danville In 46122  
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 Brownsburg, IN 46112  
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**WOODLAND TERRACE OF DANVILLE**  
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 Danville, IN 46122  
 (317) 564-0222

**KANDACE K WARE, MOBILE NOTARY**  
 219 S. Kentucky St.  
 Danville, IN 46122  
 (317) 217-9581

**13 - Danville Chamber of Commerce (members' meeting):** Wednesday, May 13 at 11 a.m. at HC 4-H Fairgrounds, 1900 E. Main St., Danville. For more information, call (317) 745-0670

**20 - Brownsburg Chamber of Commerce (members' meeting):** Wednesday, May 20 at 11 a.m. at Brownsburg Fire Territory, 470 E. Northfield Dr., Brownsburg. For more information, call (317) 852-7885

**19 - Plainfield Chamber of Commerce (members' meeting):** Tuesday, May 19 at 11:30 a.m. at Plainfield Rec and Aquatic

Center, 651 Vestal Rd., Plainfield. For more information, call (317) 839-3800

**26 - Avon Chamber of Commerce (members' meeting):** Tuesday, May 26 at 11 a.m. at Avon American Legion, 4812 E. Main St., (Old US 36) Avon. For more information, call (317) 272-4333

\*These are normal meeting times. Due to COVID-19 restrictions, these meetings may be postponed or cancelled. Please contact the respective chamber of commerce for up-to-date current information.

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## HOW IS COVID-19 AFFECTING YOU AND YOUR BUSINESS?

Let us help you navigate these uncertain times.

Stay up to date on the latest information regarding the coronavirus' impact on you and your business by visiting the COVID-19 Resources page on our website. The challenges are changing each day, and Somerset is committed to keeping you informed. Contact us today to connect with a Somerset advisor.

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Hendricks Power hopes that you'll join us at our 2020 Annual Meeting. We will offer fun activities for the kids and provide members a chance to ask questions and learn about our co-op.

Members are also invited to join us for a brief business meeting at 7:30 pm Hendricks Power Expo Hall.

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