

Where Hendricks County Business Comes First

BUSINESS LEADER[®]

HENDRICKS COUNTY

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Primed with commitment

How two brothers grew their paint company in less than a decade



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LEADERSHIP

How does your organization define quality?



Chet Cromer PAGE 15

TRENDS IN TECH

How error pages lead to missed opportunities

FLORA BROTHERS PAINTING is the Hendricks County Business Leader's 2018 Business of the Year

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OPINION

OUR VIEW

Tis the season to plan ahead

It's the time of year for laziness, extravagance and over-indulgence.

What a crock. For many of us—unless you own a business dependent on nice weather—tis the season to rake in dollars falling from the money tree of others' laziness, extravagance and overindulgence. Folks all over Hendricks County and beyond will be eating out during their paid time off to take a break from buying gifts for family and friends.

People will, or at least will want to, buy into the holiday spirit. So simple additions like wreaths on doors, sales events with the word 'Christmas' (or 'holiday') and gift-bundles will bring them in.

The truth is that your competitors will do the same thing and the money leaves are limited. But this is not to say we must transform into a greedier version of Ebenezer Scrooge.

The famous Irish satirist, Jonathan Swift said, "A wise person should have money in their head, but not in their heart."

As small-business owners, we do not have to sacrifice vacations or time with loved ones during the holiday season, but time, in general, is a sacrifice we made when we signed up for this lifestyle. With that said, we should all work just as hard to make time for the family as we do for profits. We encourage our readers to plan ahead for the incoming wave of consumerism.

We want to wish all our Hendricks County small-business owners a lucrative and meaningful Christmas.

QUOTE OF THE MONTH

"People often remark that I'm pretty lucky. Luck is only important in so far as getting the chance to sell yourself at the right moment. After that, you've got to have talent and know how to use it"

Frank Sinatra

CARTOON



HUMOR: No ploy here, this is Percy's last Business Leader column

By Gus Percy

Why do pop songs fade? You know, the end of the song just drifts into oblivion? You're digging the riff of the guitars or the chorus repeating and the band just seems to back away from the microphone. Is this a psychological ploy to leave us wanting more?

Fading, to me, seems like a cop out. It's like no one could write an ending chord, so we'll just slowly back away from the mic. Be brave, I say. End the song.

Well, I have no intention of fading away from the keyboard. I'm stopping cold. This will be my last column for the Hendricks County Business Leader. It's been a joy to write for you. Each month, I would cobble up a few words about things on my mind. It wasn't meant to change your politics or beliefs; it was just a place to write some observational, hopefully

entertaining, humor.

Gosh, I think I've been at this for 12 years. In those 144 columns, I've talked about Facebook, mascots and personal pet peeves. I've had some fun with pomposity and circumstantiality (not a word). I've offered some tips for communicating and lobbied for extra punctuation to replace emojis and emoticons. It's been fun to put these thoughts down for posterity, if not totally self-indulgent. Please, forgive me.

Let me take a moment to thank Rick Myers for being a good friend and publisher. He never meddled in my choice of topics or content. I can't thank him enough for the opportunity. I'd also like to thank the staff of the Hendricks County Business Leader for their help.

Of course, I will continue to write my blog at guspercycommunications.wordpress.com.

To my readers, I want you to know that I've appreciated all the compliments I've been given over the years. Gratitude is hard to put into words. It can sound tired or worse, fake. Truly, I have been blessed.

Winnie the Pooh said it best, "How lucky I am to have something that makes saying goodbye so hard."

Goodbye. That's it. Zippo, Zeppo! (Major chord swells and stops)



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

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HENDRICKS COUNTY

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You could win \$500 towards the charitable organization of your choice this holiday season!

Any member that signs up for Operation Round Up between **Dec. 1 and Dec. 31** will be entered into a drawing. Hendricks Power will donate **\$500** to the charitable organization selected on the winner's behalf.

Help us light up the holidays!

WHAT IS OPERATION ROUND UP?

Operation Round Up is a voluntary fundraising program that lets you donate the spare change on your energy bill, never more than 99 cents per month, to help those in need in our community. When you agree to participate, we “round up” your energy bill to the next dollar. The difference goes into a special fund and is sent back into the community to places that need it most.

SIGN UP BETWEEN DEC. 1 - DEC. 31

You can sign up online, by phone or at our office. Business hours are M-F from 7:30am-4:30pm.

Online: <https://www.hendrickspower.com/Community-Outreach/Operation-Round-Up>

Phone: (317) 745-5473 or (800) 876-5473

Office: 86 N County Road 500 E, Avon

WINNER WILL BE SELECTED AND NOTIFIED ON JAN. 4.



FROM THE PUBLISHER

'Big Earl' had one big personality and one big mission: taking care of his customers

By Rick Myers

Personality.

It's what makes humans so interesting and entertaining.

There's nothing better than being around someone whose personality is bigger than life and in this business I've been blessed to be around many.

The characters I've meet in the newspaper industry alone, there is enough material to write an award-winning sitcom - and I'd still have enough material left over for one hell of a motion picture.

There was no bigger personality than that of Earl "Big Earl" Stamatkin, who passed away in late October after a lengthy and courageous battle with cancer. He was 55.

Big Earl is best known in Hendricks County as owner of Big Earl's Catering.

I first meet Big Earl probably 10 years ago. We served together on the Avon Chamber of Commerce's auction committee. Big Earl was going to cater the event so I had requested that we have some Chivas Regal at the auction. He came up to me that night and with a smile on his face, asked, "Did you get that Chivas Regal I promised you, Mr. Myers?"

Indeed I did.

That was a fun night. Big Earl would also auction off a catered party for 50 people. We happened to buy that one that night and he then offered another - because he could and he enjoyed making folks happy with his food.

We had the party at our home the night before the 500 and the service was absolutely magnificent. All Big Earl was required to do was serve food, but in Big Earl fashion, we got an Indycar tire that served as a center piece and race flags - what a party!

Bill Bailey, president of Acme Masking Co., Inc & Acme Coatings Inc., first met Big Earl in 1995 and in no time became friends.

"He was truly Mr. Motor Speedway," Bailey stated. "Everybody knew Big Earl and Big Earl knew everybody. Earl will always be remembered as one of the friendliest, kind-hearted guys you would ever meet. He will be sorely missed ... I can't say enough good about him. I think about him daily."

Avon Chamber of Commerce Executive Director Tom Downard met Big Earl while in high school.

"The real Big E ... was a genuine, hard-working, blue-collar guy with the biggest heart around," Downard remembers. "He would help anybody, any time that he could. If you spent any time around him he was sure to have you rolling with laughter."

He continued: "For our chamber events, we would have Earl cater. I always knew it would be done professionally and the food would be outstanding. He always wanted his clients to be happy. I am going to miss Big E, as a friend, and a business associate."

He did indeed want his customers to be happy. Every time I had Big Earl cater an event, he would check with me



"Big Earl" Stamatkin making a toast at his former Avon restaurant on New Year's Eve in 2001. (Submitted photo)

afterward to see if all was good. He even did that back in June, when I know he was not at 100%.

Here's to a man that lived life big and wanted his customer to live life big as well. Whether he was entertaining them at his Turn 2 suite at the Indianapolis Motor Speedway or catering a party for 50 in someone's back yard, service came first.



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

MONEY MATTERS

Will Santa bring retailers a gift or will the Grinch make himself known?

By Jeff Binkley

November started on a Thursday this year. So why was that meaningful to retailers and the all-important Christmas shopping season? Because this year there are as many shopping days between Thanksgiving and Christmas day as there can be. Including five holiday shopping weekends. Retailers count on Christmas sales revenues literally to make or break their year. What's in store for this year? (Pardon the pun) Well, the evidence would indicate that it's more likely than not that retailers can expect a banner year from the yuletide yahoos (namely me and you) that will again go crazy buying stuff for others that they would never buy for themselves.

What evidence is that?

First, the extended holiday shopping season. Yes, we buy a lot of stuff online and very infrequently go to the mall. Do they even have malls anymore? So will that extra few days make that much of a difference? We don't have to get in the car and drive all over Central Indiana to find just the thing we're looking for. We can just pick up our phones, press a few buttons and zip! It's on our doorstep! But you see, because it's so easy and quick now, those few extra shopping days and the simplicity and convenience of ordering online will likely result in more stuff being bought. Why? Because instead of driving from place to place, we're filling our online carts with just a few flicks of our fingers...

Second and likely most important: We Are Confident! Last year's October consumer confidence number stood at 125.9. We entered that holiday shopping season with the highest level of confidence since the year 2000. And this year? We are even more confident in our future! October 2018, the consumer confidence number stood at 137.9. That's a full 10 percent more confident than last year. From 2016 to 2017 the October consumer confidence number went from 98.6 (Remember October of 2016? We were looking forward (??) to electing our first woman president) to the previously mentioned 125.9 in October 2017. That was quite an increase in confidence. And sales 2016 to 2017 went up 32 billion dollars. (www.statista.com)

The Grinch is always lurking, but at least this evidence points to Santa being very good to retailers in Whoville again.



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



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HENDRICKS COUNTY BUSINESS LEADER'S 2018 BUSINESS OF THE YEAR: FLORA BROTHERS PAINTING



PRIMED WITH COMMITMENT

From left, Aaron and Justin Flora.. (Photo by Rick Myers)

How two brothers grew their paint company in less than a decade

By Lindsay Doty

When brothers Aaron and Justin Flora get asked about what it's like to work with their sibling, their responses are the same.

"A lot of my strengths are his weaknesses. My weaknesses are his strengths. It's a balance. That's why we fit together well and we remain positive," said Justin Flora, owner of Flora Brothers Painting.

"He's the calming force. So I tend to get shaken up sometimes with stuff and overreact and he's the calmer personality," adds co-owner Aaron Flora about big brother Justin.

That sibling support combined with a commitment to clients, community, faith, and family have been the primer to make Flora Brother Painting a thriving business in 8 short years.

Today, the 30-something brothers (they're two years apart but have been mistaken for twins) manage a staff of 20 painters and do residential and commercial jobs throughout Hendricks County and beyond.

"My wife gets tired of riding in the car with me because I'll say we painted that house, we painted that business. We did this or that. It seems like we can't turn on a road

that we haven't painted something on," said 31-year old Aaron Flora.

"It's rewarding."

The sibling entrepreneurs got their experience with a drop cloth and brush back in high school and college while painting for their uncle's paint company in Lafayette. The summer gigs at schools and sororities kept booking up.

.....
FLORA continued on page 7

FLORA continued from page 6.

“We were blowing up. I actually didn’t end up finishing Purdue. I’m like we have to focus on this business,” Justin Flora recalled.

In March of 2011, the brothers were both looking for a change and decided to get serious and launch their own paint company in Hendricks County. Aaron wanted to relocate to the area to be closer with his then-fiancé-now wife who was from Avon.

“I’ll never forget it. I was at Outback Steakhouse in Kokomo. I was in the parking lot and my brother called and said, ‘What would you think of starting a painting company?’ I said, ‘That’s a great idea,’” Justin remembers.

Turns out, it was. Hendricks County proved to be the place to do it. After some basic ads and flyers, the jobs poured in. As business grew, so did their overwhelming calendar. The brothers learned the hard way (losing a \$7,000 gig due to scheduling), that they had to get organized and hire more help.

“We literally were 10 weeks booked out and we just flew by the seat of your pants. That’s when we said we have to have systems in place. We need to get office people to help,” recalls Justin Flora.

Today, the sibling entrepreneurs run a well-oiled operation that’s committed to the county that gave them a chance. Aaron, the numbers guy, does the budget while Justin oversees more of the marketing. They learned early on to invest back into the business rather than spend. It’s paid off.

“Our bread and butter is residential business. That’s what we started out with, but commercial work has been really good to us this summer and this year. We are sitting at 42 percent growth this year,” Justin Flora said.

Their business model is built with a solid work ethic they inherited from mom and dad. They grew up on a farm in Carroll County and learned the value of long work days.

“The farming dictates your schedule for that day. My dad still gets up every day at 4 a.m.,” said Aaron Flora.

As boys, they raised animals, helped in the garden, and made a team effort at showing hogs at the 4-H Junior Leaders Club.

“We’ve really always been together and hung out together since we were little kids. It’s only him and I. We grew up doing everything together,” Aaron Flora said.

Now, they are both raising their own families in Hendricks County. The busy dads both have babies on the way (Aaron’s second. Justin’s fourth) and continue to immerse themselves into the community.

“They are active in Avon Rotary Club. Justin will be vice president next year. They’ve donated their services. Whatever is needed, including free painting at places like Sheltering Wings,” added Charlie Dorton, president of



Justin Flora puts paint onto a wall at Susie’s Place, Avon, in December of 2015. The Flora Brothers have embraced Hendricks County - and giving back is paramount to their business model. (Photo by Rick Myers)

Rotary Club of Avon.

“They are great guys and I’m proud to call them friends as well. They are definitely more than someone just here to make a buck.”

“I’ve been impressed with Aaron and Justin for some time,” said Rick Myers, founder and publisher of the Hendricks County Business Leader.

“They are young and hardworking and give back to the community, not to mention they are great husbands and fathers; just model young businessmen and if I were a young business person seeking advice, I’d want to pick their brains.”

The Flora brothers are thankful for the support and the community that has cheered them on since day one. They’re committed to growing with Hendricks County and strive to grow their business while remaining humble and true to themselves, and each other.

“I think our big focus is on how can we serve our clients better and how can we continue to grow personally and how can we help our clients grow,” Aaron Flora said.

“We are definitely the foundation of our business. We are Christians and believe God has really blessed us and the work that we have put in,” Justin Flora added.



Networking is important to Aaron and Justin Flora. From left, Aaron and Justin have their photo taken with WTHR weather personality, and Avon resident, Chuck Lofton, at an Avon Chamber of Commerce luncheon. (Submitted photo)

“Our bread and butter is residential business. That’s what we started out with, but commercial work has been really good to us this summer and this year. We are sitting at 42 percent growth this year.”

Justin Flora

BIZ HISTORY

Hendricks County Power Cooperative: Decades of doing a power of good

By Deanna Hindsley

Of all the things Franklin Delano Roosevelt did, the one that that might have most affected the daily lives of people was about electricity. No, he didn't invent electricity. We all know the story of Benjamin Franklin, who, in 1752 flew a kite with a key tied to it to show that lightning was electricity. The result was shocking. Pardon me, I just couldn't help myself.

Hendricks County was considering electricity as early as 1883 when Danville's Town Board was documented as discussing how they might acquire electric lights.

Then on May 11, 1935, Franklin Delano Roosevelt signed an executive order establishing a Rural Electric Administration.

August 2, 1935, twelve people assembled in Danville to discuss the possibility of securing rural electrification for Hendricks County. On June 12, 1936, the formal organization of Hendricks County REMC (Rural Electric Membership Corporation) was formed, making it one of the first REMC's in Indiana. Boone County was the first REMC was the first in the nation.

On January 1, 1938, the first 122 miles of line was energized, giving approximately 400 members power to their homes and farms.

I can only imagine the thrill of being able to turn on electric lights in a home that had previously only been lighted by candles or oil lamps.

Today we are shocked if we don't have electricity.

One of the most memorable times without electricity was when REMC was only 10 years old. The great tornado of 1948 hit Coatesville and western Danville, tearing off the roof off the REMC office on Main Street in Danville, wiping out all the feeder lines to the nearby substation, and cutting off all electricity supplied by REMC. The company had just bought a new building just a few blocks away, so the next day, although it was not quite ready, office staff moved everything out to the new location. The five local linesman, along with others from Park and Boone Counties, worked to



Outside the REMC office in 1937. (Submitted photos)

repair the lines. Many people were without electricity for three days

The cooperative slowly grew, and in 1982 REMC moved to its new building where it remains today, just west of Danville. In 1986, REMC became Hendricks Power.

Many employees were a part of these transitions, working many years for the first REMC and eventually retiring from Hendricks Power.

Today, Hendricks Power Cooperative serves over 30,000 members in Hendricks, Putnam, Morgan and Montgomery counties by energizing 2,500 miles of lines. I can almost hear Glen Campbell singing "I am a lineman for the county..."

Much has changed. Electric meters were once read by walking meter readers, determining kilowatts used, to prepare billing. Now, reporting of usage is automated. Price per kWh when lines were "energized" in 1937 was 7.5 cents. Today, energy costs 10 cents on peak hours.

But some is the same. Hendricks Power is still a member-owned corporation and still has its friendly interest in the community.

For example, back in 1992 linemen

helped unload sections of the three-ton War Memorial Monument which sits on a corner of Danville's courthouse square.

"Operation Roundup" initiative began in 1999, allowing members to donate to help those in the community by rounding up their power bills to the next full dollar. This effort continues today.

Hendricks Power is a great friend to many community organizations. In fact, this writing came about when I met with Marketing and Membership Engagement Director, Dana Cochran to thank Hendricks Power for its annual support of the Hendricks County Historical Museum. As a museum board member, we were very grateful for its continued support.

At that meeting, I learned that among other organizations, Hendricks Power has greatly helped the Hendricks County 4-H Complex and Hendricks Regional Health with many of their projects.

As in-kind donations of time and labor were donated to each of these, employees gave of their time, and Hendricks Pow-



REMC work truck making a delivery in 1955.

er donated the use of their equipment to install much of the infrastructure of new building projects, resulting in the re-naming of the Fairgrounds Expo Hall to Hendricks Power Exposition Hall.

Hendricks Power's POWER MOVES rebates awarded nearly \$42,000 in rebates to Hendricks Regional Health in 2017 when the new hospital was built in Brownsburg.

Line crewmen have hung Christmas lights for the town of Plainfield. Hendricks Power sends students to the Electric Cooperative Youth Tour in Washington, DC; it has helped YMCA by supplying electrical infrastructure to the Avon building. Members donated food, litter and other pet supplies to the Hendricks County Animal Shelter. And employees have helped maintain parks, public landscaping, clean-up and painting during the annual "Day of Caring."

Dana concluded, "The best part of my job is seeing the joy we bring to a member or business when we are able to help them."



Cochran

INDIANA ECONOMIC INDICATORS

▲ **3,139,400**

Total Non-Farm Jobs (SA)

Indiana saw a monthly increase of 3,400 jobs

▲ **2,713,200**

Private Sector Jobs (SA)

Indiana saw a monthly increase of 3,400 jobs

▲ **531,500**

Manufacturing Jobs (SA)

Indiana saw a monthly increase of 200 jobs

3.5

Unemployment Rate (SA)

monthly data remain unchanged for Indiana

▲ **0.1 %**

Employment (SA) Monthly Change

Indiana saw a monthly increase

▲ **65.2 %**

Labor Force Participation Rate

Indiana saw a monthly increase of 0.40 % percent

▼ **2,493**

Unemployment Insurance Initial Claims

Indiana saw a weekly decrease of -119 claimants

▼ **\$9,561**

Exports (millions of dollars)

Indiana saw a quarterly decrease of -\$805 million dollars

▼ **1,361**

Residential Building Permits

Indiana saw a monthly decrease of -737 permits

▲ **2,314**

Business Establishments (annual change)

Indiana saw a quarterly increase

▲ **1.4 %**

Business Establishments (annual percent change)

Indiana saw a quarterly increase

▼ **106,614**

Job Postings (SA)

Indiana saw a monthly decrease of -9,738 postings

▲ **44,905**

New Job Postings (SA)

Indiana saw a monthly increase of 2,593 postings

Source: Indianastats.in.gov

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BIZ LEADERSHIP

Is quality the key to success?

By Karl Zimmer

Most business leaders have gone through the exercise of developing Mission Statements, Core Value Statements, and the like. They can be valuable processes, and the completed phrases can help to guide the organization and its people by setting an intention of performance and behavior.

During this process, and often as a part of resulting phrases, the word, "Quality" will appear. In and of itself, the word means very little without a qualifier. Quality can be good or bad, and likely no organization ever aspired to produce poor quality products or offer poor quality service. This got me thinking about what is most important, then, because

everyone wants to offer the highest level of quality and service possible, yet how does that play over time given the nature of the human mind and perception. How does your organization define the quality of your products and service?

I know very little about restaurants as a business. Though a (perhaps, too) frequent customer, my only experience working in the industry was as a dishwasher at a very popular and well-established family restaurant in Indianapolis, when I was a teenager. In my former life in packaging and manufacturing, I studied SPC and other aspects of Quality Control, and in my work with NLP, hypnosis, coaching, and consulting, I do understand the mind and how it processes information, all of which are helpful for this discussion. Cast your mind back to a time when you ate at a wonderful restaurant for the first time, and the food

and service were fantastic. You were so impressed that you looked forward to your next visit. Though it may have taken some time before you were able to return, what was your experience the next time? Did you find it as exceptional, or were you somehow slightly disappointed?

Your mind recorded the first event, and that became the expected level of quality and service. Even if everything was the same, it's likely that your perception was that the experience wasn't quite up to the first visit. And it may be as likely that the experience wasn't actually as good. What does that teach us? Consistency and continuous improvement are the

When customers get at least what they expect, and ideally when they are treated to even more than what they expect, they will be happy, returning customers who refer their friends. Strive to do more.

keys to keeping customers happy, regardless of what industry you are serving. When customers get at least what they expect, and ideally when they are treated to even more than what they expect, they will be happy, returning customers who refer their friends. Strive to do more.

This column is dedicated to sharing experiences, research, and ideas about great leaders, for great leaders, and to explore how best to inspire and motivate the highest performance and satisfaction at work. Please send in 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

Eric Oliver's column, Biz Law, will resume in the January edition of the Hendricks County Business Leader

PEER TO PEER



Bah humbug, not!

By Howard Hubler

As we are knee-deep in the season, thoughts always turn to the story of Ebenezer Scrooge and Dickens' story, "The Christmas Carol." Remember the old man who had a counting house a.k.a. CPA firm in old England with a heart of stone? The whole book was based on Dickens' premise that a man could be deemed cruel if he stayed at work an extra day and didn't provide his employees with a holiday raise. This time of year in Indy, this is cause for a reflection.

Yes, I simplified the story a bit. I condensed it down from 200 pages to a couple hundred words. Let's examine our Christmas Hoosier cheer 2018.

Hopefully, all of the business persons reading this are either providing some kind of a Christmas gathering for their staff or are likewise invited to attend one. Many companies this time a year get involved in a community "outreach" which forces their staff to take some active role in helping those less fortunate. Currently, we call this "buy-in."

Today, businesses spend a fortune attending workshops for teambuilding. Helping those less fortunate and seeing the company put their funds out there for employer matches go along way for morale. My businesses over the years have helped downtown feeding programs, battered women's concerns and

inner-city kids and the like. They have all proven to be a blessing to everyone in our staff. With the collected funds, the sky is the limit; groceries for families during holidays, toys for kids, cash for helping holiday needs and the like. And the key; the rank-and-file have to be the ones to take these funds into the community. If management goes with them, in this role, they go as rank-and-file, it is egalitarianism at its best.

Now, as the holidays fade and we get into January, the question remains, is the spirit of unity and giving remaining alive and well within your organization? Of course, that depends on individual management. We either foster that kind of healthy workplace or we don't. As the saying goes it's simply a matter of choice.

Toward the end of the book, we recall Tiny Tim was a beneficiary of this kind of kindness. Perhaps nobody can capture the holidays better than he did at the end of Dickens' tome, "God bless us, every one! Merry Christmas."



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

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Jennifer Wright, MSN, RN, CPN
Clinical Manager, School Nursing



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2018 Hendricks County Business Leader's Women's Luncheon

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Sheri is a master coach and organizational and system consultant who works with individuals and businesses of all sizes and types. Register today for the lunch on December 4 to learn more about the unique, confident, and authentic you.

Sheri Fella is co-founder and partner in the company Bloombase, which inspires and supports leaders in their unique transformational journeys. Bloombase creates customized experiences for executive leaders and business owners through executive coaching, organizational and system consulting, and individual and team leadership development experiences. Sheri is a master coach and serves individuals and businesses of all sizes and types. She earned her MBA from IU and her BS from Bowling Green State University where she was a Division One scholarship student-athlete. Her philanthropic passion is focused on Habitat for Humanity of Monroe County and the Women's Fund of Central Indiana – specifically the inspiring new venture, Bellfound Farm.

We are pleased to welcome her as our speaker to share her insight and experience about building and increasing our self-awareness and presence.



A portion of the proceeds to benefit Leadership Hendricks County

**DON'T MISS! To register, contact Cathy Myers
cathy@icontimes.com or call/text (317) 918-0334**

TRENDS IN TECH

‘Page Not Found’: Error pages and missed opportunities

By Chet Cromer

My business has just moved across town to a new space that better suits our team’s work environment. One of the first things we did after moving was to get our mail forwarded. As part of that process, we’re building a growing list of everyone we need to communicate with to get our address changed so they won’t get any nasty “return to sender” envelopes in the mail down the road.

Have you considered the importance of error messages when it comes to email and your website? These messages can be just as important as getting your new physical address right. What would happen if...

- you built a new website and the URL Google knew about for your “contact” form no longer exists.
- one of your employees gets married and changes their email address to match their last name.
- someone types in an incorrect spelling of your company’s website in their address bar.
- one of your employees leaves the business and their email address is deleted.

Many of us are prepared for the “inbox” scenarios noted above. We forward mail or add aliases to ensure we get all email where it needs to go. What about your web-

site? When someone types in <https://c2itconsulting.net/websitttes>, for example, wouldn’t it be great if my website helped them get where they want to go? In most cases, a website will simply respond with a generic “Page Not Found” message and leave the poor visitor to fend for themselves (go somewhere else).

There are a couple effective ways to address this challenge, and I’d encourage you to check out your own website using an address that doesn’t exist and think about how you’d like to help your visitors.

First, you can build a replacement “404 Page.” 404 is a standard error message sent by servers when a page cannot be found. Generic 404 pages are ugly, useless and will inevitably leave a bad taste in the mouth of your visitors. Most website systems will allow you to override this page with something helpful and creative. For an example, check out the link above or scan the QR code you see with this column and you’ll see how we do it at C2IT.

You could also think ahead and try to predict what people might get wrong when coming to your website (or read

your Google Analytic reports and see it first hand). You can then “redirect” this traffic to where it belongs, such as from “websitttes” to “websites.” You might also purchase additional domain names similar to your own so that visitors find your site even when they misspell your business’ domain name.

It’s important to help visitors find their way to your website, inbox, and mailbox. In this fast-paced world visitors have high expectations of your website - any way we can help them get to where they want to be will help build that all-important relationship of trust and help avoid missed opportunities we might otherwise never know of.



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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- Place ALL materials loose in the bin - do NOT bag
- Bundle/breakdown cardboard boxes
- Wrapping paper, gift bags, and party supplies should NOT be placed in the recycling bin
- For Christmas trees, remember to cut the tree into 4' sections and remove ALL ornaments - check your local government website for tree recycling information

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WHAT'S IN A NAME



VanWye said he started Amazing Hazel's Gourmet Chili Sauce after five years of encouragement from family friends. Photos by Chris Cornwall

Hazel's Amazing Gourmet Chili Sauce, a rediscovered family recipe

By Chris Cornwall

When David VanWye rediscovered a recipe for chili sauce that belonged to his late grandmother, it was just too good not to share with the chili-loving community. In February 2017, he began preparing the family favorite, and in honor of his late mother, branded it Hazel's Amazing Gourmet Chili Sauce.

After his mother passed away six years ago, VanWye said he found the recipe among her belongings. He then started making it for family and friends. They consistently gave rave reviews and urged VanWye to the next logical step.

"For three or four years, everyone kept telling me I need to market it. Finally, I

decided to give it shot, so here I am."

To get the word out, he offers free samples to passersby at the Avon and Hendricks County Winter Farmers Market.

"It's great for adding flavor to just about anything you can imagine," VanWye said. "But I think it is particularly good on scrambled eggs and as an additive to meatloaf..."

For more information about Amazing Hazel's Gourmet Chili Sauce, email David VanWye at amazinghazels@gmail.com or check out [facebook.com/hazelsamazing-sauces](https://www.facebook.com/hazelsamazing-sauces).

BIZ BRIEFS

Police academy appoints new director

Retired IMPD officer, Tim Harty, recently assumed the role of director of the Indiana Law Enforcement Academy (ILEA) in Plainfield. After retiring from IMPD Director Harty joined the United States Attorney's Office for the Southern District of Indiana, located in downtown Indianapolis, where he served as the Law Enforcement Coordinator and Public Affairs Officer for more than 11 years from 2007 until November of 2018 when he resigned to accept the Director's position with the ILEA.

"Tim is exceptionally well qualified – by his formal education and his exemplary years of law enforcement experience - to shepherd the ILEA into a new era of training excellence," said Doug Carter, superintendent of the Indiana State Police. "His leadership, organizational and consensus building skills combined with his level headed matter-of-fact approach to problem solving make him an ideal fit to be the Director of the Indiana Law Enforcement Academy."

Hendricks County Real Estate Report

While homes in Avon and Danville experienced price increases for the month of October, Plainfield and Brownsburg saw decreases. According to F.C. Tucker, in October 2018 the average price for homes sold in Avon was \$229,707, a 7.1 percent increase from October 2017, and \$203,020 in Danville, a 5.6 percent increase. Meanwhile, Plainfield homes sold for \$194,525, a 2.6 percent decrease from October 2017. Brownsburg homes also decreased in price to \$215,982, a 2.0 percent difference from October 2017.

Hendricks County homes sold in 29 days on average, 26 days faster than October 2017. Homes in each town spent less time on the market, with Brownsburg homes selling a significant 63 percent, or 46 days, faster and Danville homes selling 52.3 percent faster at just 21 days. Avon and Plainfield also sold much faster, spending 38 and 29 days, respectively, on the market.

New director of the Indiana Law Enforcement Academy appointed

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Our Hendricks Regional Health Foundation 2018 Legacy of Giving Gala honored the innovation and collaboration of Hendricks Regional Health and our community's first responders. Our Community Paramedicine Program brings vital social service professionals and resources right to the doorstep. This initiative also helps to reduce non-emergency 911 runs while more easily connecting community residents to the assistance they need.

Thank you to all our sponsors and those who attended our event. Your generosity helped raise \$450,000 for Community Paramedicine. Learn about additional ways the Hendricks Regional Health Foundation is helping our community, at SUPPORTHENDRICKS.ORG.

BIZ BRIEFS

Misty Eyes seeking volunteers to help address pet overpopulation

To help address pet overpopulation, Misty Eyes Animal Center, 616 S. Dan Jones Rd, Avon, is currently in the process of starting up a new outreach initiative called the Impact Program. Volunteers will be taking a fun and engaging approach for targeting the youth and families, traveling to areas where they are most needed to provide education on responsible pet ownership.

Misty Eyes will not only concentrate on pet overpopulation and the importance to spay or neuter, but will also tackle some other subjects, including chained and outdoor dogs, medical care, and careers in animal-related fields that children may want to pursue. Volunteers will also be working to fulfill the Misty Eyes mission statement of using pets and people to teach kindness toward all living things. Misty Eyes will provide all training and supplies, and only ask that volunteers will commit four hours a month to the program and attend meetings on the first Wednesday of every other month. For more information, visit www.mistyeyes.org/impact-program, and/or email Renee@mistyeyes.org.

The Personal Touch

To be more powerful, be meaningful

By Scott Flood

If you think that sending a more powerful message is the best way to get a rise out of your audience, you're probably wrong.

Many organizations apparently believe that making their messages powerful will also make them more successful. They think that they'll stop their stakeholders in their tracks, force them to pay attention, and burn the messages into their memories.

And when that doesn't work – because it rarely does – they'll assume that the message just wasn't powerful enough, so they'll turn it up a notch.

Power focuses on the message, while the most effective and productive communication focuses on the audience. If you really want to get someone's attention, you need to deliver a message that interests that person.

Powerful messages are actually a form of communication by intimidation. They're the equivalent of the guy at the trade show who steps into the aisle and blocks your path so that you have to listen to his pitch. Of course, the whole time he's barking, you're scoping out escape routes – and once you succeed, you make a mental note to never do business with his organization.

If you really want to connect with an audience – whether that audience is consumers or industrial buyers – the best

thing you can do is make your message meaningful. Instead of standing on a mountain and shouting a powerful message in their general direction, stand among them and discern what they see as important. Understand their concerns and desires. Talk to them about their experiences with your competitors.

Then frame your message around what's meaningful. If your customers are frustrated by competitor's widgets that fail once a week, don't rely on "powerful" messages like "our widgets embody superior quality construction." They've become meaningless through overuse. Instead, share factual, benefit-oriented messages such as "lower failure rates allow you to concentrate on production, rather than widget replacement."

Sharing what's meaningful is far more powerful than "powerful" words will ever be.



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

Transforming potential into impact

You spent a chilly January weekend forging connections with complete strangers. Every month since, you've somehow managed to escape your to-do list and work demands (not to mention a much-too-early alarm clock) to subject yourself to agendas that didn't sound as though they were worth rising early. And yet you found yourself becoming fascinated by subjects you'd never given a second thought to, from landfills, to tax abatements, to legislative processes.

Now what do you do with what you've learned and those connections you made? This month, the 2018 class of Leadership Hendricks County gathers for its closing retreat, the culmination of a year of learning about leadership skills, community needs, and local resources. They'll have an opportunity to present the Capstone Projects through which they've identified and studied an issue and presented recommendations. They'll also participate in the ceremony marking their formal graduation from the community leadership development program.

Most important, though, is the preparation for putting their skills and knowledge to use. After all, the purpose of LHC isn't to provide a one-and-done training program to lengthen one's resume -- it's to create individuals who are capable of stepping into leadership roles in our community and its organizations. People who have a stronger understanding of how to examine problems and needs, and then use resources to solve them.

Even the members who entered the class with a strong record as leaders finish with a deeper understanding of what exists in Hendricks County and how all the aspects work together for the betterment of our communities.

Some class members may find themselves on the ballot for local elected offices. Past LHC graduates serve on many of Hendricks County's school boards, town and township councils, and county government roles. Others will move into positions of



The Leadership Hendricks County Class of 2018 explores McCloud Nature Park as part of its Infrastructure and Resources Day. Throughout the year, LHC participants learn about the history, resources, and challenges of our community, focusing on ways leaders can create lasting change

greater responsibility for their employers. Still others may start or energize non-profit organizations to improve our area's quality of life. You'll find LHC grads in leadership roles in every corner of the county.

The closing retreat serves as a time for personal reflection and shared celebration. Each participant will discuss the benefits their participation provided

and how they intend to leverage what they've learned. They'll thank their classmates and those who facilitated the lessons they learned. Finally, they'll bid farewell to their classmates. Then, on another chilly January weekend, a new group will introduce themselves to each other. Will you be part of it?

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

mobileme



Vic Pelver in his office at Vicary Auctions in Danville. (Photo by Chris Cornwall)

Danville auctioneer and collector Vic Pelver has been in the business for over 20 years. He and wife, Carrie, are the owners of Vicary Auctions, 1285 E. Main St., Danville. In his time he's handled some of world's most sought-after furniture, antiques, toys, coins, vehicles, tools and everything in between. Vic's personal collection includes names like Babe Ruth, Mae West, and Sam Boyd; a signed Evel Knievel fire suit, guitars signed by the Rolling Stones, Bob Marley and Peter Dinklage; and even a letter written by the notorious Charles Manson, to name a few. Since opening his own auction house, Vic says business has been nonstop. The next big event is the "Signs, Gas & Oil Auction," Saturday, Jan. 5, starting at 10 a.m. There will be a preview on Friday, Jan. 4, 4-7 p.m. at the auction house, 1285 E. Main St., Danville. For more information, call (317) 374-7817. Here we ask Vic, what's on your phone?

What brand and model of phone do you use?

Apple iPhone 6 Plus

What's kind of wallpaper do you have?

My 1934 Ford Coup.

What's the first app you check in the morning?

Facebook

If you could be any emoji, what would you be?

I really don't use emojis so I'm not sure what it would be.

Favorite texting lingo?

Ok

Most used niche app on your phone?

My gold a silver app, "Gold Live!" The app is used to keep up with the precious metals market.

Most used app for entertainment?

YouTube

Latest/Earliest call or text for business that you've ever received?

I was selling a Harley [Davidson] for a woman and she texted me at 2 a.m. because she was up.

How many contacts are on your phone?

About 200

What is one app you can't live without?

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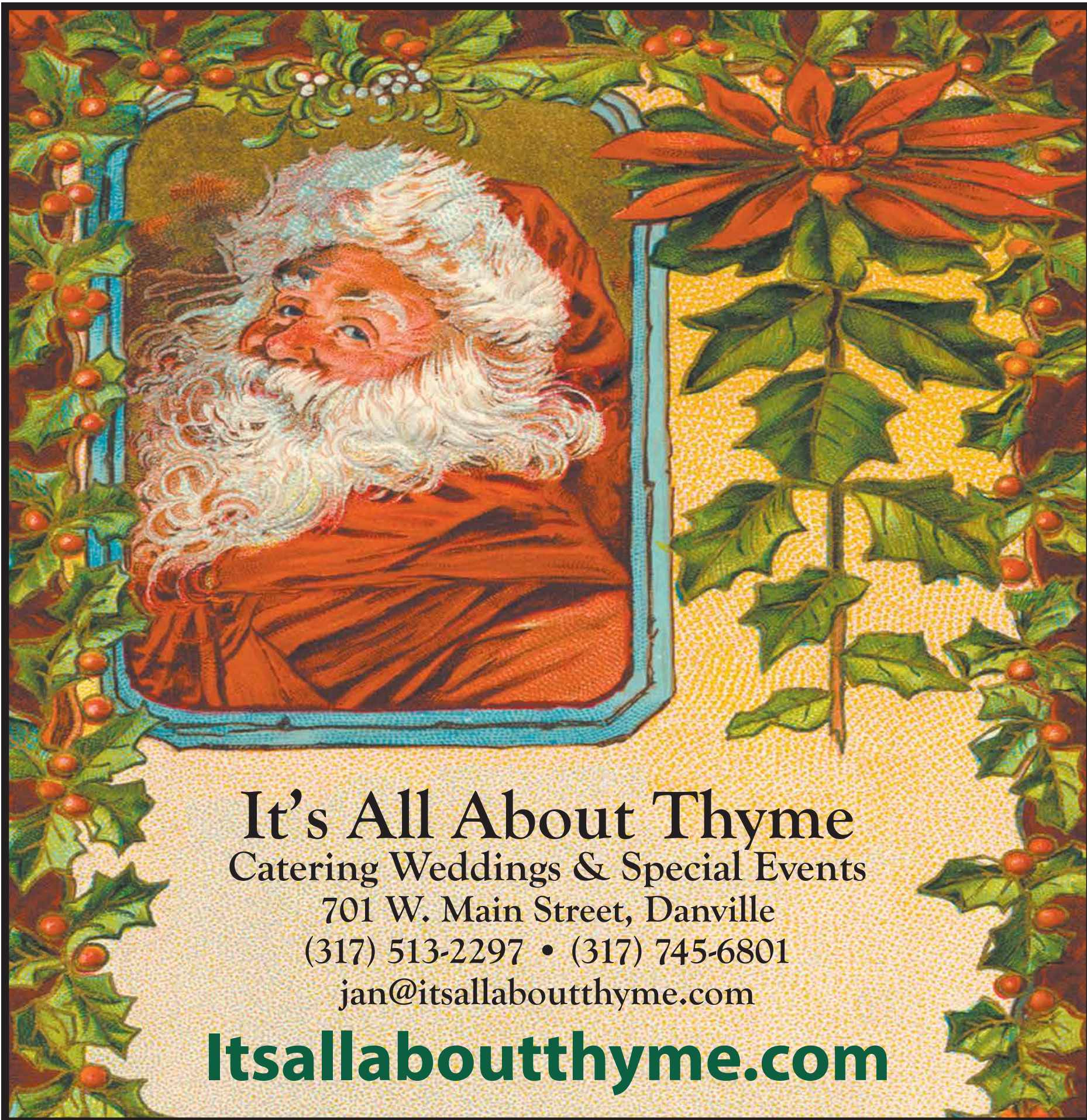
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Planner of Note

Newly Incorporated Businesses

GRANTEE: Indy Pallet Solutions
INCORPORATED: 10/23/2018
DESCRIPTION: Buy & Sell Pallets
GRANTOR: Laura Lewman

GRANTEE: Be Strong Massage
INCORPORATED: 10/24/2018
DESCRIPTION: Massage Therapy
GRANTOR: Amy Okuhara

GRANTEE: Group Buying Association
INCORPORATED: 10/28/2018
DESCRIPTION: Trading Service
GRANTOR: Admad Naseem Farooqi

GRANTEE: Greathouse Cleaning Service
INCORPORATED: 10/29/2018
DESCRIPTION: Cleaning
GRANTOR: Barbara Martin
GRANTOR: Sandy Cox

GRANTEE: Heff's Elite Lawn Care
INCORPORATED: 11/7/2018
DESCRIPTION: Lawn Care
GRANTOR: Nicholas Heffley

GRANTEE: Tubs N Counters
INCORPORATED: 11/7/2018
DESCRIPTION: Tony Haight
GRANTOR: Reglazing tubs/counters

GRANTEE: Masters Services
INCORPORATED: 11/7/2018
Install windows
GRANTOR: Richard Masters

GRANTEE: Hayes Safety and Loss Solutions
INCORPORATED: 11/8/2018
DESCRIPTION: Consulting/inspection
GRANTOR: Blake Hayes

GRANTEE: J Creel Distribution
INCORPORATED: 11/19/2018
DESCRIPTION: Wholesale Distribution
GRANTOR: Jacob Creel

GRANTEE: Robin's Place
INCORPORATED: 10/30/2018
DESCRIPTION: Beauty and Barbershop
Robin Pearce

GRANTEE: Daizy's Boutique
INCORPORATED: 10/30/2018
DESCRIPTION: Retail
GRANTOR: Nicole Price

GRANTEE: JK Remodeling
INCORPORATED: 10/31/2018
DESCRIPTION: Remodel Windows/Door
GRANTOR: Jennifer Kintyle

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DECEMBER 2018



5 - Brownsburg Chamber of Commerce (members' meeting):
Wednesday, December 5 at 11:00 a.m.
at the Brownsburg Fire Territory, 470
E. Northfield Dr. Brownsburg. For more
information call (317) 852-7885

12 - Danville Chamber of Commerce (Community Awards Dinner):
Wednesday, December 12 at 6:00 p.m.
at HC 4-H Fairgrounds, 1900 E Main St.
Danville. For more information, call
(317) 745-0670

18 - Plainfield Chamber of Commerce (member's meeting):
Tuesday, December 18 at 11:30 a.m.
at Plainfield Rec and Aquatic Center,
651 Vestal Road, Plainfield. For more
information, call (317) 839-3800

No regular meeting - Avon Chamber of Commerce (members' meeting):
next regular meeting Tuesday, January
22 at 11:00 a.m. at Avon American
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