

Where Hendricks County Business Comes First

BUSINESS LEADER

HENDRICKS COUNTY

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**CHALLENGES,
OBSTACLES,**
WOMEN LEADERS
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OPINION

Hendricks joins three other counties for \$50 million grant

If you've ever dreamed about winning the lottery, then you understand what economic development officials in Hendricks, Boone, Montgomery and Putnam counties are dreaming about.

Along with the majority of cities and towns in each county, the entities have joined together to vie for a Regional Economic Acceleration and Development Initiative or READI grant. The program approved by state legislators in the 2021 budget seeks to fund giant projects to "make Indiana a magnet for talent and economic growth," according to the Indiana Economic Development Corporation website.

There is a half a billion dollars in coronavirus relief funds from the federal government. Legislators wanted to spend the money on 10 huge, once-in-a-lifetime projects that could change the course of several areas in Indiana.

However, the timeline is very tight. Any entities in Indiana interested in participating had to pair with a region by July 1. Now that the areas have picked their partners, the "regions" must come up with an idea by the end of August to turn in to the Indiana Economic Development Corporation. It favors partnerships already developed and projects that have been dreamed up a long time ago.

But there's no time to sleep.

Representatives from these areas must come together and agree on a plan to transform the area. The catch? It is a one-time infusion. So, projects that need on-going operating costs would be folly for any partnership.

Oh, one more thing, the entities in the partnership must put up some matching funds from each entity and if a development is going in another county, that might be a tough sell to taxpayers.

Still, it's \$50 million and that could be a game changer for any region.

So, what do you think would benefit Hendricks County even if it is in a neighboring county? Early indications are some sort of workforce development project, but even building a skill center would bring recurring costs after it is built.

It will be a real channel to get this done before the Aug. 31 deadline. Good luck.

By Gus Pearcy

In about nine days, a worldwide consortium of scientists will release a report on the state of global warming or climate change or what I like to call the toaster. The report will focus on the effects now and how it will likely develop by the end of the century.

I am contributing by not mowing my yard and allowing it to go back to the pre-historic age of Indiana. When Hoosiers were dinosaurs and pterodactyls (which were forerunners of the starlings).

It seems that business could make a few moves to conserve our precious resources so that they are scorched off the earth. No, seriously, if we're going to lose everything to the sun, why wouldn't we want to use it up?

My children recently informed me they do not plan to have children. Devastating, right? All my hard work to have children, a family line that stretches back to 17th Century England, gone in a selfish 21st Century act.

So, it's the rest of you who have to save the planet for your descendants.

Suggestions I have for you: Force retailers to print off the mile-long receipts of endless coupons on toilet paper. Sure, eventually it would be redundant, but it's flushable.

Other ways to think outside the recycling box include: knitting our own ozone layer, flood all subways in America (they're going to be underwater before the end of the century anyway), and outfit coal mining operations with solar-powered digging

equipment.

Hey, every little bit helps, right?

What will not work is charging me more for electricity or gas. Daddy needs his rechargeable batteries for my robot vacuum cleaner.

Scientists need to focus on getting to Mars because pretty soon we will carbon tax ourselves right out of a home.



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

Business Leaders: What if you took a step back in 2021 to take a step forward?

By Susan Rozzi

I recently completed a leadership assessment with an individual looking to grow in his leadership skills and to understand further his emotional intelligence strengths and weaknesses. I find myself seeing more of this, our culture is seeking to be more self-aware. I love when I find a client who has self-selected that they would like to grow and to change. This is the first step to becoming a GREAT leader. The truth is we all have habits we need to improve to grow as a leader but taking the action to do so is a big step.

As I met with this individual, I could sense he felt stuck. He has held several roles at various companies, and he had experienced some challenging transitions. His journey had led him to realize he would have to continue to work to become more self-aware. We discussed how for change to occur it will be important to evaluate and develop new habits to make him the great leader he was capable of being. These

changes would also help him find the professional place in which he will truly thrive.

We can stay put feeling unsatisfied, lost and often empty. Or we can take a step back, evaluate our behaviors, attitudes and actions and we determine where change is needed.

We've all been there. At one point or another in our professional lives we've all been a little banged up, confused and bruised. It's in those moments that we have a choice to make. We can move forward blindly, blaming the circumstances and

those around us.

We can stay put feeling unsatisfied, lost and often empty. Or we can take a step back, evaluate our behaviors, attitudes and actions and we determine where change is needed. You see, when you step back and clearly define some of your innate beliefs and behaviors you have the clarity of mind to step forward and change those behaviors. This doesn't happen overnight, and the road can be hard at times, but the rewards are great. This insertion of a new chapter can change your whole story!

How will you take a step back to change your story?



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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COVER STORY

FORE! SIGHT

With new ownership, Jeff Schroeder looks to make Prestwick Country Club a destination once more

By Mike Beas

Jeff Schroeder remembers with impressive clarity the first time his golf spikes touched the grounds of Prestwick Country Club.

The 62-year old Speedway native, the course's club professional the past six years, can even provide a year, reason and opponent.

"I think in 1975 we played Danville High School out here in a match, and it was on the front nine," said Schroeder, who would have been a sophomore for the Spark Plugs boys golf squad that spring. "Things happen in full-circles."

"I took my interview to become a PGA member at this place back in 1985, and now here I am back here again."

As was the case during those initial visits to the Avon course, Schroeder, who went on to play at Ball State University, has a mission. He wants to lead the charge in returning every aspect of Prestwick to its heyday.

Prestwick, opened as a nine-hole layout in 1974 before expanding to 18 holes the following year, enjoyed decades of being viewed as one of Indiana's finest and most-challenging courses before eventually falling into court-ordered receivership.

The course had recently been managed by two different companies – one based in Chicago and the other in Carmel. However, Prestwick went back to conducting all business in-house effective July 1.

"The very first one in 2018 was a company out of Chicago called Golf Visions. And then, in 2019, it was Cohoat and O'Neal," said Schroeder. "There are benefits to having a management company, but when the new owner came in, he looked at it and wanted to make sure he'd make the right decisions."

"If we're going to be making the right decisions, let's be making them ourselves."

The golf industry as a whole experienced a decline in popularity in the mid-2000s. Reasons ranged from – or, some say, was a sum of – the nation's economy to the cost of playing to the investment of time needed to complete 18 holes to, finally, the sport being too hard for the novice to learn and, therefore, enjoy.

On May 21, Avon resident Feroze Ohab purchased Prestwick Country Club. Ohab, chief executive officer of O F Ohab Company, is well-schooled on the country club's impressive past and sees no reason why it can't return as a destination whether it's golf, dining, meetings or banquets.

"There are a couple reasons we wanted to buy it," said Ohab, a 1986 graduate of Ben Davis High School. "We're significant land owners in the area, and sometimes when you want to keep your values up and you caught wind of some things that might be happening, we want to keep the area as conservative as possible and as respectful to everybody surrounding the area."

"My intention for this is to get it back to more exclusive type ... not to shut people out or anything, but from what I'm learning, it's one of the best laid-out courses in central Indiana. Our intention is to bring it back up to the days that it was. Jeff knows



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COVER STORY

CONTINUED FROM PAGE 4

that if it works, there's a possibility of a whole, brand new facility being built here with banquet rooms and upstairs/downstairs restaurant overlooking the 18 holes."

Ohab is in soft talks with a company out west that specializes in the construction of new clubhouses. For now, however, the objective is to improve as many aspects as possible of the course and current clubhouse facility.

Previously known as Golf Club of Prestwick, the course hosted 27 high school state golf finals (14 boys, 13 girls) from the 1986-1987 school year through 1999-2000. The narrowness of certain fairways, well-positioned water hazards and more challenged the state's best prep golfers in ways state finals venues before and since haven't.

"The important focus is outside the clubhouse," said Schroeder. "In other words, the golf course. We've got a project list that we're going to tackle. Some of it you may not see right away in the heat of the summer, but there are things we're going to plan on doing in the fall."

This includes course irrigation, replacing the cart paths and addressing bunkers on all 18 holes. Schroeder

said Prestwick employs between 20-25 persons, a number consistent with past years.

"We still do have our banquet space that we do rent out, and we have a few events booked in there this year," said Schroeder. "That's going to be one of the big things we're going to look at – marketing the facility a lot more than what it has been because the trajectory is upwards for us."

Ohab's glass-half-full way of thinking is one of the main reasons why.

The new owner's mindset is that if someone tells him no, he finds a way to bend it into a yes. The longtime Westsider persistently, or maybe it's stubbornly, sees possibility in what others deem impossibility.

"The big challenge, really, is letting the people know that this place is going to be different," said Schroeder. "They always look at you and go, 'Yeah, I've heard that before,' but here we are and our golf course is probably the best it's been in quite some time."

"We hear from quite a few people ... I remember when. But, to be honest with you, that's the goal of our owner and the whole staff. At the end of the day, we want people to walk away and say, 'That's what I remember about Prestwick.'"

Getting to know Jeff Schroeder

With all the golf you've played in your life, what were your best rounds?

If it was in competition, probably the two rounds at PGA National in Palm Beach, Florida, in the stroke-play championship. I barely made the cut and shot even-par the last two rounds to finish in the top 10.

As the face of Prestwick, what is the main feedback you want to hear?

We want to hear (golfers) say it's great to be back at Prestwick. We want to hear that positive feedback. It's going to take a little bit of time, but we want to hear people say they'll definitely be back.

Away from golf, what do you like to do for fun?

I used to do some fishing and stuff like that, but I haven't had much of a chance to do that. Really just kind of relax. People ask what I do on my day off. I don't play golf. I just try to get away and relax with the family.

While growing up, who were your golfing idols?

I'd be remiss if I didn't say my dad (Rollie) because he got me into the game of golf. He was the golf professional in Speedway for 39 years. He's definitely my No. 1.

What did the sport teach you that you still find beneficial today?

The main thing I learned from golf is it tells you a lot about the character of a person. It also shows the integrity and the honesty. The thing I really like about it is meeting the people. I've been very fortunate to be at some really, really nice places where I've met countless people that I've kept close friendships with and business relationships. I've been afforded opportunities that I never would have had it not been for golf.



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MONEY MATTERS

Something to keep an 'I' on. 'I'nflation.

By Jeff Binkley

I've been talking with clients and friends about the "B-52 Money" the FEDs have been bombing us with since early in the pandemic to stave off a serious pandemic caused economic depression. If you're unfamiliar with the term "B-52 Money", it's one I coined myself to describe the massive cash bombardment the FEDs have provided us with over these past many months. All that free cash has led us to where we are today; jobs going unfilled, rising interest rates and a bubbling housing market getting ready to burst. And what do unfilled jobs, higher interest rates and house prices skyrocketing mean?

Inflation.

Basic economics and history show, when you have too much cash in the system, too many dollars chasing too few products, services, and commodities; prices go up. So, Dear Reader your next question is: "But Jeff, the B52 money is drying up. After the \$1400.00 economic stimulus checks go out and the Pandemic Unemployment Benefits end, and the SBA Economic Disaster Loans are disbursed, there's going to be less free cash in the system." Yes, Dear Reader, you're right. But those are front pocket, front door B-52 moneys. What about the back pocket, back door Stealth Bomber moneys that will continue to come into the system? What am I talking about?

I'm talking about the Fed continuing to add enormous amounts of cash into our economy via its bond buying programs.

Yes, just like in the Financial Crisis of 2008, the FED is buying back treasury bonds and putting cash into the system at way above normal rate. Another back pocket, back door stealth bomber technique the FED is using is buying mortgage-backed-securities (MBS) to get more cash into the money supply.

Yes, just like in the Financial Crisis of 2008, the FED is buying back treasury bonds and putting cash into the system at way above normal rate. Another back pocket, back door stealth bomber technique the FED is using is buying mortgage-backed-securities (MBS) to get more cash into the money supply. This method of cash infusion also supports why house prices continue to skyrocket.

If the FED is buying up the supply of MBS's, then more mortgages can be, must be, created. Which over a too-extended period can lead to all the problems that created the financial crisis of 2008 all over again.

So that's why we need to keep an I on Inflation. Inflation is the key, at least as far as the FED is concerned. Should inflation stay in check as the economy strengthens, then the FED has worked its magic yet again. Should the current B52 and Stealth Bomber money prove to be too much, and the economy and inflation overheat, then the FED can taper its bond and MBS buying practices and we get a soft landing. But the Devil is in the details. Should the FED not get the balance right, pulling MBS bond buying too soon or too aggressively could cause the housing bubble to burst and tip us into yet another financial crisis.



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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CHALLENGES, OBSTACLES, WOMEN LEADERS FACE IN TODAY'S BUSINESS WORLD.

Compiled by Rick Myers

We asked Susan Rozzi, president of Rozzi and Associates, to answer questions about the challenges, obstacles, women leaders face in today's business world.

WHAT STRENGTHS DO WOMEN TEND TO BRING TO LEADERSHIP?

In general, women tend to use more empathy and emotional expression in their leadership. These two skills allow them to “read the room” and consider the needs and opinions of everyone on their teams. They understand what is being expressed verbally, nonverbally, and generally do not let issues fester. Further, their commitment to understanding their team can help each member feel more comfortable expressing ideas or discussing issues that might lead to disengagement. As the workforce continues to shift, this ability to be empathetic and express oneself will be key to relating to all individuals regardless of age, gender, ethnicity or distinguishing background.

WHAT CAN BE THE BIGGEST DETRIMENTS TO WOMEN ADVANCING IN LEADERSHIP?

As hard as it is to say. It's themselves. Several years ago, I read an article in The Atlantic called “The Confidence Gap” by Katty Kay and Claire Shipman. The article focused on the evidence that shows that women are less self-assured than men. It also reveals some very interesting data that indicated that confidence was just as important as competence. I wanted to disagree with the article and could name specific woman that defied the data. Yet, over the years as I have coached more and more women, I see that most women have a lack of confidence in their ability, and this is their biggest hurdle in being a strong leader and advancing in their career. My goal is help them find effective ways to be kinder and encouraging to themselves as they work effectively and efficiently toward their goals.



Susan Rozzi during training at Leadership Hendricks County. (Photo courtesy of Rozzi and Associates)

WHY DOES ACKNOWLEDGING GENDER MATTER WHEN IT COMES TO LEADERSHIP?

In the early 2000s, Columbia Business School examined the perception of women and men in leadership. They discovered success and likability were positively correlated in men and negatively correlated in women. In general, this means when a woman defies the gender stereotype, both men and women are put off by it. Practically speaking, it means that most of us still expect a woman to be nurturing and kind. Yet, if a woman shows too much grit or speaks her mind too freely, it often makes people uncomfortable and therefore leads to a negative impression. This impacts women in leadership. It is important that women realize that as they lead there is a good chance they won't always be liked. And, if they are disliked, it probably means they are doing something right. Remember, we can't please everyone.

WHAT PIECE OF ADVICE DO YOU HAVE FOR YOUNG WOMEN LEADERS?

Don't be afraid to try something new. We need new ideas, innovation and authenticity in the workplace today. Yet with

those come the potential to get it wrong or even, gasp, fail. Yes, failure stinks but it also is an incredible learning experience. And, by the way, I am not a fan of the “fail hard, fail fast” mentality. I think it erodes confidence. Instead, try and stretch in places of comfort and using small experiments. This will help the failure not feel so big.

WHAT PIECE OF ADVICE DO YOU HAVE FOR WOMEN LEADERS WHO ARE MORE SEASONED?

Be the biggest fan of another woman you can be. Which means, you have to stop the comparison game and stop mothering each other. I remember when I was in my 20s, a woman 20 years my senior suggested that I should run a department in our company. I thought she was crazy. Yet she continued to encourage me and promised to be there to help me focus and reach the department goals. I ended up taking the position and it was the hardest position I've ever held. But my mentor was there, encouraging me, saying the hard things that I needed to hear, providing a listening ear and even laugh with me until we cried. She wasn't afraid of my success and

truly was my biggest fan. It was a privilege to have someone cheering me on. It built my confidence and helped me learn so much about leadership.

WHAT ADVICE DO YOU HAVE FOR THOSE WHO ARE LEADING WOMEN?

The other day, someone shared with me that they really disliked leading women. She went on to say she'd rather have a team full of men than a team full of women. Unfortunately, she is not the first person to say this. Women can be difficult to lead for because of the strengths that I mentioned earlier, empathy and emotional expression. There is often a LOT of emoting when women are on a team. There can be gossip, mean girl tactics, and misinterpreted statements, just to name a few. Quite frankly, it can be exhausting. There is hope. I have found that the key to motivating and leading women in a healthy way is to continually focus on goals and outcomes rather than getting caught up in the day-to-day. This will help them not get bogged down and help them focus on what is really important. And, best of all, it allows you to celebrate with them when they achieve their goals.



LIFE LESSONS

Educate children on bus safety

School days are here again. Do you and your child know the electrical safety risks lurking between your house and their school?

KEEP THESE SAFETY TIPS IN MIND.

- **Warn your child not to play near or around power lines** while waiting for the bus.
- **Warn your child to stay away from pad-mount transformers** (the big, usually green boxes) or other electrical equipment in your neighborhood. 7,200 volts of electricity are usually coursing through them.
- Do some homework yourself: before the school year starts, **find out exactly where the stop will be**. Check it out yourself for blind spots and dangers curious kids might get into while waiting in the morning.

THINK HOW TO STAY SAFE IF THERE'S A BUS ACCIDENT.

- If the school bus is ever in an accident and ends up in a ditch, the bus may have hit a utility pole. **Teach your child to assume any fallen lines are still energized and dangerous**. Let your child know if he or she is OK after an accident, remain in the bus as the driver calls 911.
- In an emergency, your child may need to exit the bus. **Show him or her how to jump clear from the bus with both feet together, avoiding contact with the bus and the ground at the same time**. Then, he or she should shuffle away with tiny steps, keeping both feet together and on the ground at all times. Tell your child to look closely for fallen power lines to avoid accidentally walking into them. Practice this with your child, even if it's just from your own vehicle.

THE PERSONAL TOUCH

Reach out to connect more effectively

By Scott Flood

Our growing dependence on social media is a reminder of just how badly we humans want to connect with each other. Unfortunately, too many companies completely ignore that reality when they try to communicate with customers and prospects. Instead, they talk about themselves and what makes them so great.

"What's wrong with that?" you ask. "Isn't marketing about promoting yourself?" It can be, but it's a lot more effective when you flip and make it all about your audience.

When you sense you're working with an individual instead of a faceless business, your trust increases. You may get frustrated at a letter from your bank, but the same information delivered across the counter by a teller won't upset you. Or, when you call a company's 800 number and a friendly voice named Susan answers, you find yourself addressing her by name. When your marketing reaches out at a personal level, people will be far more likely to respond favorably.

How can you put this into practice when you're writing copy? The easiest way is to envision just one person. Maybe it's a prospect. Maybe it's a customer. Or maybe it's your golf buddy. Then write what you want to convey as though you're

explaining it to that person.

Another way to make your copy more personal is to count the number of times your company's name is mentioned or you use the words "we" and "our." Compare that to the number of times you use "you."

You may be afraid to do that because your seventh-grade English teacher told you that using "you" when you write is a bad thing. And it is when you're writing an essay on The Mayor of Casterbridge. But when you're writing persuasive copy, your language should be friendly

and conversational, not stuffy and formal.

Instead of shouting about the greatness of your organization, get next to your reader and use a one-on-one approach that focuses on how they will benefit from working with you. Do that, and you'll make the connections that count.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com. ©2019 Scott Flood All rights reserved.

When your marketing reaches out at a personal level, people will be far more likely to respond favorably.

BUSINESS BRIEF

Amy Nickol named sales director of Park Square Manor

Park Square Manor, a Five Star Senior Living community in Avon, named Amy Nickol to the position of sales director. In this role, Amy will oversee marketing, communications, public relations, and sales for Park Square Manor. She will work closely with current and new families and residents.



Nickol

Prior to joining Park Square Manor, Nickol worked and volunteered within the Avon community for many years. Her experience includes sales, brand awareness, strategic and financial planning and customer service. Amy continues to volunteer with the Hendricks County Community Foundation and Avon School Corporation. For more information, contact Nickol at (317) 443-2468 or email anickol@5ssl.com.



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BUSINESS BRIEF

State Bank hires new vice president of marketing

Dusty Simmons has joined the State Bank as vice president, marketing director. She brings more than 22 years of financial service marketing experience having worked for several banks and credit unions throughout Central Indiana. Simmons received her BA in Journalism from Ball State University and resides in Greenwood, Ind. An active member in the community, she is the current Board Chair for the Greater Lawrence Chamber of Commerce and has served on the Board of the Indiana Military Veterans Hall of Fame. She is a graduate of the Indiana Credit Union League Ignite program. State Bank operates nine full-service locations throughout Hendricks and Boone Counties. For more information, call 866-348-4674 or visit StateBank1910.bank.



Simmons

Comcast opens new Xfinity store in Avon

As part of Comcast's multi-million-dollar nationwide commitment to improve customer service, the company has opened a 2100-square-foot Xfinity® retail store at 9773 E. U.S. Highway 36, Avon. Located at the Gables of Avon shopping center, the new Xfinity store, the fourth location in the Indianapolis area, is designed around the needs of customers. The space features contemporary hands-on displays and comfortable seating areas where customers can learn from trained technology specialists and interact with all Xfinity products, including internet, video, connected home solutions and Xfinity Mobile. The new store is open Monday through Saturday from 10 a.m. to 7 p.m. and Sunday from noon to 5 p.m.

EMPLOYER HEALTH & WELLNESS COLUMN



Simple strategies for a healthier workplace

By Lisa Seyffarth, MPH

Benefits and workplace culture can be deciding factors for potential employees in today's job market. Employers that foster a healthy work/life balance are more attractive for job applicants who desire to thrive rather than survive in life. Since most employees spend more than one third of their day on the job, employers are in a unique position to impact the health and quality of life for over 138 million individuals in the US.

Chronic disease is taking over healthcare. The Centers for Disease Control and Prevention states that the nation is facing a reality where 6 out of 10 Americans have at least one chronic disease. Even more challenging, we know that 4 of every 10 individuals have two or more conditions. It is estimated that 90% of the 3.8 trillion of healthcare expenditures are related to chronic disease.

The good news is, research indicates that up to 80% of chronic diseases can be prevented by living a healthy lifestyle. By encouraging healthy eating habits, frequent physical activity, restorative sleep and stress management, we can lower the risk of chronic disease as well as improve the productivity of our workforce.

The idea of creating a healthier workplace doesn't have to be an overwhelming one. Here are some simple workplace wellness promotion strategies. Chances are, at least one could fit within your business:

- Start doing walking meetings
- Offer a healthier option at meetings where food is served

- Establish a Tobacco/nicotine-free campus
- Encourage meditation breaks
- Promote ergonomic-friendly workstations
- Offer on-site fitness classes and/or facilities (this could even include mapping a short walking path near your business)
- Give your vending machine a healthy snack makeover

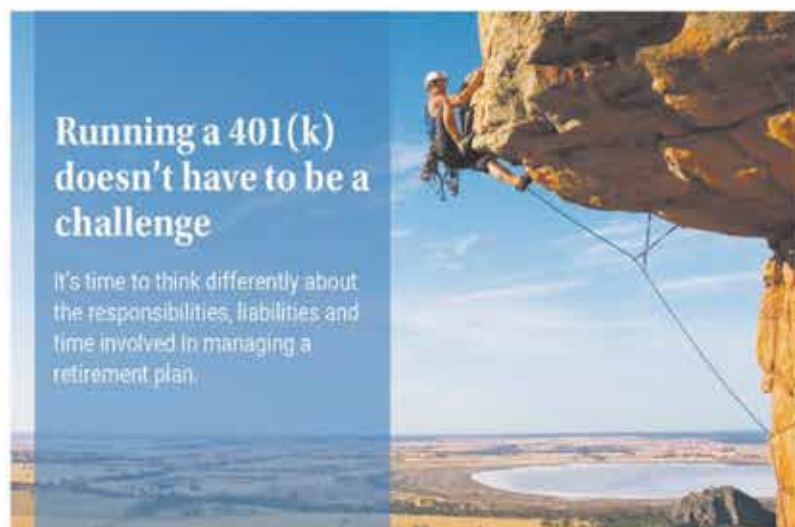
If you are searching for ways to improve the health of your organization, one step is to get your employees engaged with a primary care provider to schedule an annual checkup. This connects employees to needed resources, helps identify health concerns and begins the process of improving health outcomes.

Another step may be to offer annual screenings with health risk assessments at your workplace. A program like this raises awareness of the importance of preventative health, and gives employees individualized feedback regarding their own health risks. Workplaces can adopt policies and offer monetary and non-monetary incentives to promote this culture change and increase engagement.



Lisa Seyffarth, MPH, is Employer Strategies Manager of the Hendricks Regional Health Wellness and Population Health Department. She is a Certified Health & Wellness Coach by Wellcoaches Corporation and a Certified Personal Trainer by the National Exercise Trainers Association.

Chronic disease is taking over healthcare. The Centers for Disease Control and Prevention states that the nation is facing a reality where 6 out of 10 Americans have at least one chronic disease. Even more challenging, we know that 4 of every 10 individuals have two or more conditions. It is estimated that 90% of the 3.8 trillion of healthcare expenditures are related to chronic disease.



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BIZLEADER

How can 2 + 2 = 5?

By Karl Zimmer

I've often heard that the best combinations, usually referenced in business settings, are those that create synergy, and the formula used to illustrate this is, "2+2=5." We can all understand the concept, but how do we put it into practice?

Under what circumstances can we create such synergistic relationships and outcomes?

In business, we are presented with

a variety of opportunities to create the best outcomes by combining corporate cultures and philosophies during mergers and acquisitions. We may also look at filling positions within a functional area or department, and find that, depending on how we fulfill that endeavor, we can generate a result greater than the sum of its parts, so to speak. It has to do with not just adding people in numbers but adding people who will complement each other, who will work better as a group and as a team than as individuals. Remember that a championship team tends to outperform a team of champions.

It is important to find those people who can work well together, who are dedicated to what's best for the whole, for the organization, and for the result rather than for individual accolades. There may be some members of the organization that will want credit for great performance, and that is not always a bad thing, but if that distracts from them doing what is best for the organization, then you as the leader must step in and remind them that "what" is more important than, "who." The result is the "what," and the

only "who" that matters is the group, the team, the organization. If there is exceptional contribution from an individual, that can be recognized, but only if it was in concert with others on the team.

When organizations merge or one acquires another, that is the perfect opportunity to create a synergistic relationship and an outcome that is better than just two compa-

nies becoming one. We know from history (as I do from my own experience) that if one company is a good candidate to be acquired, they must have been doing something right. The key is, especially as the acquiring company, to incorporate the best of the two cultures and organizations rather than demanding that all follow the policies and practices of the acquiring company. In the same sense that, "Two heads are better than one," remember that different organizations have different ways to be successful, and that each organization has something to offer.

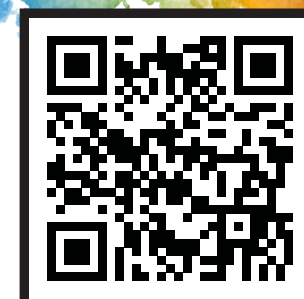
This column is dedicated to sharing experiences, research, and ideas about great leaders, for great leaders. We welcome your comments, questions, and suggestions. What would you like to know more about? What gems would you like to share?



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

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Program Description:

Now more than ever we need to bring our community together for discussion and collaboration. How do we do it when conversations seem so polarized? How do we create a community conversation that brings people together rather than tearing them apart? Join Eric Hessel, Hendricks County Community Foundation, and Susan Rozzi, Rozzi and Associates, as they facilitate Leadership Hendricks County's community conversation on:

A welcoming and inclusive community is about creating a community with a positive reputation, where diversity adds to the social and economic vibrancy of the community and the quality of life is enjoyed by all residents. As our community continues to grow and change, how can we ensure that Hendricks County remains a welcoming and inclusive community?

Learning Outcomes:

- Examine why engaging your community in conversations is more important than ever
- Participate in a community conversation methodology which:
 - Identifies a complex community topic (see above)
 - Identifies common threads
 - Identifies questions still unanswered
 - Determines possible next steps
- Gain an understanding of the next steps to engage our community in conversations.

WORKSHOP FACILITATORS:

ERIC HESSEL, HENDRICKS COUNTY COMMUNITY FOUNDATION
SUSAN ROZZI, ROZZI & ASSOCIATES



Eric Hessel started working with the Community Foundation in 2003 as a youth grantmaker and has since worked in both the direct service and funding areas of nonprofits. Prior to joining HCCF full time, Hessel worked in youth programming and with the US Census Bureau, in addition to building relationships in the local community that assist in strategic and effective grantmaking decisions. Hessel, who grew up in Pittsboro, currently lives in Carmel, IN with his two dogs.



Susan Rozzi (pronounced Rosey) is the president and owner of Rozzi & Associates. She started the company because she had a passion for unleashing the potential for greatness in good leaders. Believing each person has a unique way of leading, Susan strives to make a difference in and through each person she meets. She capitalizes on her experiences leading a leadership development organization; directing operations for a nonprofit; establishing a marketing department; running a communications business; managing a call center for a market research firm; and her passion for teaching, facilitating, and coaching.

Planner of Note

Newly Incorporated Businesses New Business Filings (6/22/21 - 7/21/21)

GRANTEE: Zeemab Clothing & Accessories

Description: Sales of clothes
GRANTOR: Mojeed Okunola
GRANTOR: Rukayat Okunola
Date: 6/22/21

GRANTEE: Magic Taste of Avon LLC

GRANTEE: Marcos Pizza
Description: Pizza restaurant
GRANTOR: Arth Atulkumar Soni
GRANTOR: Anish Thakkar
Date: 6/23/21

GRANTEE: Hartsmans Fab

Description: Welding
GRANTOR: John Hartman
Date: 6/30/21

GRANTEE: Luna Greenlee Publications

Description: Author
GRANTOR: Louanna Eichrodt
Date: 7/02/21

GRANTEE: Upon This Rock Landscaping

Description: Landscaping
GRANTOR: Michael Olsen
Date: 7/08/21

GRANTEE: Cardinal Salon

Description: Salon
GRANTOR: David Evert
Date: 7/08/21

GRANTEE: Cordial Greetings

Description: Freelance Artwork
GRANTOR: Ella A Cordial
Date: 7/08/21

GRANTEE: D&B Metalworks

Description: Welding/metal fabrication
GRANTOR: Donald Tharp
Date: 7/12/21

GRANTEE: Elite Pest Solutions

Description: Pest control
GRANTOR: John N Kendall
Date: 7/13/21

GRANTEE: Toke Team Apparel

Description: Retail Store
GRANTOR: Brentt Tanis
Date: 7/16/21

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

17 - Plainfield Chamber of Commerce (members' meeting): Tuesday, Aug. 17, 11:30 a.m., Former Duke Energy Conference Center, 2499 Perry Crossing Way, Ste. 285, Plainfield. For more information, call (317) 839-3800

18 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, Aug. 18, 11 a.m., Westchase Golf Course Pavilion, 4 Holloway Blvd., Brownsburg. For more information call (317) 852-7885

No meeting - Avon Chamber of Commerce (members' meeting) No regular meeting due to annual golf outing. For more information, call (317) 272-4333

Avon Chamber New Members

ASH INTERACTIVE

554 Pit Rd.
Brownsburg, IN 46112
(317) 939-1319

EASTWEST CONSTRUCTION

4231 W. 96th
Indianapolis, IN 46268
(317) 900-2221

GOLD CLEAVER MEAT MARKET, LLC

8100 E. US Hwy. 36, Ste. 5
Avon, IN 46123
(317) 271-6328

Brownsburg Chamber New Members

EASTWEST CONSTRUCTION

4231 W. 96th
Indianapolis, IN 46268
(317) 900-2221

FERGUSON CONSTRUCTION CO.

7157 W. 200 N.
Greenfield, IN 46074
(317) 432-1331

THE SOCIAL SCHEME

728 Kingston Cir.
Brownsburg IN 46112
(317) 413-1970

PARADIGM HEALTH

729 N. Green St., Ste. D
Brownsburg, IN 46112
(317) 735-6001

Danville Chamber New Members

DIANE HUBBARD

9368 N. Stanley Dr.
Mooresville, IN 46158
(317) 474-7245

Plainfield Chamber New Members

THE LINKS AT HEARTLAND CROSSING

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Camby, IN 46113
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