

Where Hendricks County Business Comes First

# BUSINESS LEADER

HENDRICKS COUNTY

December 2020 | Issue 0184  
hcbusinessleader.com



Susan Rozzi

Are you  
owning it?

PAGE 2



Jeff Binkley

Attitude is  
everything

PAGE 4

## THE APPLE OF HENDRICKS COUNTY'S EYE

After losing parents/mentors within two years of each other, working around COVID-19 and launching a new product, Beasley's Orchard's future is bright under the leadership of Calvin Beasley

**BEASLEY'S  
ORCHARD**  
is the Hendricks  
County Business  
Leader's 2020  
Business of the Year



### Will mortgage rates ever be this low again?

With historic low interest rates, now is the best time to refinance. By doing so, your monthly payment may be significantly lower – which in turn will free up some extra cash.\* To learn more, call 765.483.6397 and ask for Gretchen, Michelle, or Vicki. They'll be happy to assist you and even help you through our online application.

\* Loans subject to credit approval.



www.StateBank1910.bank

MEMBER  
FDIC

## OPINION

## Now more than ever businesses and nonprofits must work together

Social responsibility is key in the COVID era and small businesses are in position to help. Perhaps now more than ever, we encourage small businesses and local nonprofits to explore creative partnerships beneficial to both entities.

Most Hendricks County businesses have a “cause” and have helped their communities immensely but, as anyone will tell you, 2020 is not a typical year. Nonprofits across the board have had to cancel fundraising events all year. Businesses are struggling as well, but moving forward, we are entering a post-COVID season marked by collaboration and inclusivity.

SMBs should change focus from competition and work toward unity and building a brand by finding a cause which aligns with the values and mission. Teaming up with a local nonprofit takes care of the community aspect of social responsibility. Nonprofits know their communities maybe even better than SMBs. They also may have a different relationship with stakeholders.

Teaming up with a nonprofit carries an air of authenticity for your business. It also empowers your customers and employees to support a cause in their own way. Any way you can create conditions allowing customers to be more helpful is a winner for both organizations.

It doesn't always have to be about donations. Volunteering, paying employees to volunteer, staffing events when they are allowed, are all valid ways to partner with nonprofits.

Opportunities will abound in 2021, because the pandemic will likely rage on through the winter and then there will be a massive effort to vaccinate the general population. Start a conversation with some local nonprofits and be a part of the solution.

As we kiss 2020 goodbye – and we can't do it fast enough – we must understand the permanence of the change we continue to live through. SMBs, which understand and embrace the shift to collaborative partnerships may not see any financial gain, but it sure beats waiting around for “normal.”

## Humor: It's time to revisit the Great Murphy

By Gus Pearcy

One of the great philosophers of our time was Murphy. This prescient, mysterious soothsayer correctly summed up all human endeavor with, “If anything can go wrong, it will.”

It is the perfect tagline for 2020.

There are few human truths so striking as this one immutable law. Who was Murphy? You have a smartphone, look it up. I'm here to wallow in the year that is ending and marvel at the truth of Murphy.

Corollaries such as “The chances of the bread landing butter side up are inversely proportional to the cost of the carpet,” or Preudhomme's Law of Window Cleaning:

*That's right. Murphy's Law will always be with us. Nothing is ever as simple as it seems (which will be demonstrated by the upcoming mass inoculation). Everything will take longer than you expect (again, watch the rollout of the vaccine). Nature will always side with the hidden flaw.*

“It's on the other side,” cast an eerie peace over the New Year's celebrations. Many will burn 2020 only to be shocked when 2021 begins as disastrously. We are not done with an altered reality which could get tougher before it gets better.

That's right. Murphy's Law will always be with us. Nothing is ever as simple as it seems (which will be demonstrated by the upcoming mass inoculation). Everything will take longer than you expect (again, watch the rollout of the vaccine). Nature will always side with the hidden flaw.

And yet, we tend to be optimistic about the future. We believe, however unlikely, that the world will right itself and Ameri-

cans will hold hands across the nation singing songs from soda pop commercials.

Secretly, I want that, too.

This dastardly virus has taken away much of what we crave as social animals. It has propped up a mirror to show us who we have become, warts and all. Let's take a long look and resolve to do better in 2021. Let's not ruminate on our differences, but seek common ground. As Murphy says, nothing is foolproof, because fools are ingenious.

Let's spite Murphy, not because he is wrong, but because we can.



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

## Building Leaders: Are you owning it?

By Susan Rozzi

When you discover the “thing” that is holding you back, owning it can be the hardest thing you ever do. Yet, it might be the easiest. It all depends on your perspective.

Recently, I spoke to a group of leaders about emotional intelligence. My time had been spent helping them understand the set of skills that influence the way we perceive and express ourselves, develop and maintain relationships, cope with challenges, and use emotional information in an effective and meaningful way.

I had shared a story of my friend Kate. Kate's self-perception or inner dialogue is dominated by the emotion of fear. The fear of failure, the fear of what people think, the fear of being found out, etc. Because of this fear, she hesitates in everything she does which often comes across to others as either aloof or disinterested.

The impact of this behavior is that she

is slow to build relationships, if at all, but desperately wants better relationships. In addition, when challenges arise, or decisions need to be made, even small ones, she doesn't cope well because it reinforces her fears. Often times, she is frozen into inaction. Her low usage of emotional intelligence is affecting her well-being and success as a leader.

Sharing the story of Kate, brought up emotions in me. Sadness. It is heartbreaking to watch her consistently struggle. Disappointment. I am a leadership development coach and I can't help her because she doesn't want my help. Hope. She is surrounded by other great leaders, maybe one of them will get through to her.

Ever been there? Trying to help someone and it is not working?

And then it hit me: OWNERSHIP. Kate didn't own her fears, her fears owned her. Furthermore, I can't own Kate's fears or

even actions because they are not mine to own. What I did need to determine was what I can own in the friendship. It boiled down to determining how much time and energy I was willing to give. This exercise helped me understand my own ownership which then helped me set my boundaries.

As author, lawyer and speaker Bob Goff states: “Something happens when you feel ownership. You no longer act like a spectator or consumer, because you're an owner.”

Where and how do you need to own something in your life?



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.

**BUSINESS LEADER**  
HENDRICKS COUNTY

www.hcbusinessleader.com

Copyright 2020©  
Grow Local Media, LLC  
All rights reserved.

**Hendricks County Business Leader**

5252 E. Main St.,  
Avon, IN 46123

PHONE: (317) 451-4088  
EMAIL: rick@businessleader.bz

Founder & Editor/Publisher  
**Richard K. “Rick” Myers**  
Contributing Writer **Lindsay Doty**  
Contributing Writer **Gus Pearcy**  
Design/Production **Zach Ross**



**The Hendricks County Business Leader** is published by Grow Local Media LLC. Content published alongside this icon is sponsored by one of our valued advertisers. Sponsored content is produced or commissioned by advertisers working in tandem with Grow Local Media's sales representatives. Sponsored content may not reflect the views of The Hendricks County Business Leader publisher, editorial staff or graphic design team. The Hendricks County Business Leader is devoted to clearly differentiating between sponsored content and editorial content. Potential advertisers interested in sponsored content should call (317) 451-4088.

# LET US BOOK YOUR 2020 EVENT OR WEDDING!



The 33,000 sq. ft. Hendricks County 4-H Fairgrounds and Conference Complex is designed to meet any of your social meeting needs: banquets, meetings, seminars or wedding events - we can do it all! Our friendly and knowledgeable staff are ready to make your event worry-free and memorable!

***\$50 OFF***

**Rental of \$150**

**or more**

Must present coupon at time of order. Expires 12-21-20.



**DANVILLE | 1900 East Main St.**

**317-718-6153**

**[www.4HComplex.org](http://www.4HComplex.org)**



**Need space for  
those special  
team-building  
meetings?**



**Give us  
a call!**

2230 Stafford Rd, #101  
Plainfield, IN  
**317.837.1717**  
**Chicagospizza.com**



Like us on Facebook!

## MONEY MATTERS

# Remember, our attitude is everything as we close out this year of years

By Jeff Binkley

I've been writing this column for several years now. Every month, year in, year out, I find something to say to you that I think may add value to your investing or financial lives. Something that makes it worth your while to spend a few minutes of your valuable time to read my words. True confession: once in a while I sit down in front of this blank screen and I have absolutely no idea what to say.

This, dear Reader, is one of those times.

I could tell you about how the market has been moving higher post-election based on the fact that markets like divided government. Should Biden ultimately prevail, the Senate still looks to be GOP held and with a weakened Democrat house, very little meaningful legislation will likely come out of DC. The market likes status quo and has shown that in its move higher.

I could tell you how I like home builders in the new year because interest rates are likely to remain low, additional government stimulus is likely to happen after the new year, employment numbers will continue to improve, economic confidence will continue to strengthen and housing inventory remains at a decades-low rate. One of the unintended consequences of the lockdown was home builders couldn't build that many houses when their crews couldn't get to work thus the desert of current housing inventory.

I could tell you that under a Biden administration (Call it Obama 3.0) wind and solar energy may get some attention

again, but I'd also have to warn you that the market anticipated that through the past summer; wind and solar companies have already seen a pretty dramatic rise.

I could tell you about all these things, but instead I think I want to talk about control. And how in these turbulent times it's easy to think we all have so little control. Of anything. But we do. Of many, many things.

The most important thing we have control over is our attitude. It can make us. It can break us. I'm no saint. My attitude sometimes stinks. And sometimes it soars. And when it does either, it's because I let it. As we close out this year of years. These 365 days that seemed like centuries I'll leave you with

***I could tell you that under  
a Biden administration  
(Call it Obama 3.0) wind  
and solar energy may get  
some attention again, but  
I'd also have to warn you  
that the market anticipated  
that through the past  
summer; wind and solar  
companies have already  
seen a pretty dramatic rise.***

words that I found many, many years ago that sometimes I've forgotten.

From Dr. Chuck Swindoll:

"The remarkable thing is we have a choice every day regarding the attitude we embrace for that day. We cannot change our past... we cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play the one string we have, and that is our attitude... I am convinced that life is 10% what happens to me and 90% how I react to it.

And so, it is with you... we are in charge of our attitudes"



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.

## BIZLEADER

## What have you learned this year?

By Karl Zimmer

As you and your team reflect on the year as it winds down, you might be assessing the challenges you've overcome, the obstacles that seemed bigger than you thought, and working out your plan for next year. If this past year has taught us anything, it is likely that no matter how well we plan, sometimes things happen that are out of our control. Someone once said that if you want to make God laugh, just tell him your plans.

We all know that without planning, we might simply run in circles without direction. So, yes, plans are helpful, yet as we've considered before, they must also include contingencies. Regardless of how well we plan, some things are beyond our control. This past year has been a perfect illustration of that. What we can do, however, regardless of what happens, is learn from our experiences, including those unexpected events that cause us to either alter our plans or disregard them altogether.

Many businesses have had to make dramatic changes to how they do business. Some less fortunate ones, perhaps some that lacked sufficient planning for unforeseen events, may have had to close their doors. That is tragic for all concerned, from the owners and every worker involved to suppliers and customers as well as the communities served. And yet, out of tragedy comes renewal. Out of failure comes wisdom, as long as we are open to learning from our experiences.

So, having gone through 2020, we are wiser and better for it, if we choose to learn from the pain and the challenges we faced. We can choose to focus on the struggle, or we can decide to focus on the lessons learned and the prospects of a more joyful future for all of our people.

*So, having gone through 2020, we are wiser and better for it, if we choose to learn from the pain and the challenges we faced. We can choose to focus on the struggle, or we can decide to focus on the lessons learned and the prospects of a more joyful future for all of our people.*

As difficult as this year has been, I know that each of you can think of certain aspects of it that were actually beneficial, even if some were inconvenient. Regardless of what we go through, we do know that on the other side of the struggle, we are stronger and better able to handle whatever may come. We learn from mistakes and failures, and we build upon all our experiences to avoid repeating the same mistakes. As leaders, we encourage our people to reflect on what we have gone through, on what we've learned, and

to focus on the positive to create a brighter future for all.

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<sup>®</sup> the World..." a speaker, Board Certified Hypnotist, and successful CEO. Karl can be contacted at [karl@z-success.com](mailto:karl@z-success.com). RULE<sup>®</sup> is a Registered Mark of Karl R. Zimmer III



## This is Relentless Dedication.

At Hendricks Regional Health, we've been working since 1962 to protect the health of our community — and this year, that has never been more important. To some, it may seem like our physicians and associates have gone above and beyond in the fight against this pandemic. But we are simply fulfilling our commitment to being the indispensable healthcare partner for our friends and neighbors in West Central Indiana — no matter what.

With two hospitals, six medical centers and 44 physician offices, we have a front door in every corner of our community. Make your same-day in-person or virtual appointment today at [ThisIsHendricks.org](https://www.thisishendricks.org).

**Edwin Jackson, Jr., DO, FACP, FCCP**  
Hendricks Pulmonary, Critical Care & Sleep Medicine



## Bilger, Shafer's, Speckman, and Yorks, honored at November Cover Party



Jason Speckman



Brian Bilger



Kaye York



Suzanne Shafer



From left, Kristen Isbell, co-president of the Avon Education Foundation, holds up a check for \$1,500 with State Bank's Angela Falcone.

State Bank officials hold a ribbon cutting prior to Cover Party to celebrate the grand opening of their new Avon retail branch.

The Hendricks County Business Leader held its last Cover Party of 2020, sponsored by State Bank, Nov. 12, at State Bank's new retail location, 8598 E. US Highway 36. Honored was July cover, Suzanne and Carl Shafer; Shafer's Collision Repair Center; August cover, Jason Speckman, Colliers International; September cover, Kaye and Nick York, Chrysler Dodge Jeep Ram of Plainfield; and October cover, Brian Bilger, executive director of the Hendricks County Economic Development Partnership. The next Cover Party is scheduled for Thursday, Feb. 11, 2021, 4:30 – 6:30 p.m., at a venue to be determined. To RSVP, contact Cathy Myers at [Cathy@icontimes.com](mailto:Cathy@icontimes.com) or call (317) 918-0334.

### THE PERSONAL TOUCH

## Should your marketing materials ask questions?

By Scott Flood

Why is there so much value to asking questions in the headlines of your ads, websites, and other marketing materials?

Many business people have an aversion to using questions in their materials. When I present a headline with a question, they instantly reject it. "What if the reader says no?"

The purpose of your headline isn't just to stop a reader. It's to trigger his or her interest and gain their complete attention. That's called engagement. The first step in creating that engagement is getting the reader involved in the message, and that's where questions excel.

Do you prefer to eat chicken or fish? I really don't care how you answered, but the point is that you did indeed answer. The moment your brain registered the question,

you subconsciously answered it. Then you continued to read to figure out how fish might be germane to marketing materials.

Are you happy with the performance of your investments? Again, I don't care. I don't plan to discuss how well your portfolio is doing. But once again, you mentally answered that question and may still be grappling whether investing in that flying-car company was such a smart idea.

The most effective types of questions in marketing materials fall into two categories. The first is the either-or option that generates a quick, clear reply and a course of action. The chicken-or-fish question falls into that category.

The second creates an emotional reaction, such as provoking insecurity. When I asked about your investment

performance, I quietly fed you a little wiggle of doubt that your subconscious mind just can't ignore.

What about that reader who responds to your question with "no"? In all likelihood, he or she isn't really a prospect, and you don't want to waste your time or energy on people who simply will not do business with you.

So, let me ask you: would using more questions add value to your marketing materials?



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.

# Happy Holidays

*from all of us at*



**Certified Public Accountants and Consultants**

*We provide accounting services for individuals,  
partnerships, not-for-profit entities, small businesses, and large corporations*

**Tax Preparation & Planning**

**Business Consulting**

**Payroll Outsourcing**

**Audit & Accounting**

**QuickBooks & Bookkeeping**

**Wealth Management**

***Call today to schedule your consultation appointment***

**317-839-9136**

**625 South Dan Jones Road - Avon, IN 46123**

**[Kempercpa.com](http://Kempercpa.com)**

HENDRICKS COUNTY BUSINESS LEADER'S 2020 BUSINESS OF THE YEAR: BEASLEY'S ORCHARD



# THE APPLE OF HENDRICKS COUNTY'S EYE

*After losing parents/mentors within two years of each other, working around COVID-19 and launching a new product, Beasley's Orchard's future is bright under the leadership of Calvin Beasley*



**By Stephanie Dolan**

Since taking over operations of Beasley's Orchard for his parents in 2015, the last five years for Calvin Beasley have been met with lows and highs.

"My father, John, was sick and that really was the driving force behind me coming back," he said. "I thought I'd maybe want to come back after doing something else after college, but I ended up coming right back after graduation. I officially took ownership in 2018."

Beasley's father passed away in 2017, and his mother, Debbie, died just around this time last year, passing on Dec. 1.

"Not only are you losing your parents, but – in this situation – you're losing your mentors as well," he said. "The business added another layer of complexity to the whole thing. When you're in a succession situation like this you kind of need to lean on people."

Beasley said losing his mother was, of course, difficult, but it didn't change anything about the business.

"At the community level there may have been a lot of speculation about what would happen after she passed," he said. "But those people also may have been unaware about where the business already was at this point."

Beasley's Orchard is the Hendricks County Business Leader's 2020 Business of the Year for Calvin Beasley and his staff showing perseverance throughout the years, especially in 2020 when events were canceled on a whim.

"It's a big honor for us, and it means a lot to us," owner, Calvin Beasley, said.

"Beasley's Orchard truly has become the definition of agritourism and serves as the best example we have here in Hendricks County," Josh Duke of Visit Hendricks County said. "The orchard has become a visitor draw, especially during the fall, and serves as the foundation for Visit Hendricks County's annual promotional campaign to visitors during that season and really throughout the entire year now. We love all the improvements that Calvin and the rest of the crew continue to make to attract even more locals and visitors. We are just proud and very fortunate to have a family-owned, multi-generational destination like Beasley's Orchard in our county."

"Hendricks County is a community with history and loyalty," Jim Finley of Beasley's said. "As a third-generation family farm in Danville, we receive comments from many customers about the family traditions they have been able to create thanks to our operation. We are honored to play such a meaningful role in our community and are beyond grateful for the many customers who play the most important role in our operation."

Beasley's Orchard officially began in 1946 when it was purchased by Milton and Irene Beasley. At that time, they raised livestock and grain. The family tended a garden and a small apple orchard and their son, John, sold excess produce from his little red wagon by the side of U.S. 36. According to the website, the family business developed over the years from those first sales and now maintains a yearly production of apples, tomatoes, sweet corn, green beans,

cucumbers, peppers, eggplant, squash, cantaloupe, watermelon and pumpkins.

The barn that houses the retail store was built just after the Civil War.

"I would say what most people think of as Beasley's Orchard began in the mid to late 1970s when dad renovated the barn that the market is currently in," Beasley said. "That's when the first inklings of agritourism were becoming a thing."

Beasley said his mom brought a wealth of retail management experience to the table while his dad was the grower. His mom was a people person.

"She liked to talk to people and helped to sell to them," he said. "I think most people will tell you that I'm a little bit of both my mom and my dad. I definitely have the urges to be more like my dad. I'm lucky I have such a great team here that I work with, and I'm able to focus a lot on production. But we must really focus on agritourism and marketing and making a great customer experience. We want to sell everything we grow on the farm."

Beasley's now has over 120 acres of commercial fruit and veggie production.

"We grow a lot of produce," Beasley said. "The best part is getting to educate the public on how their food is grown. It's something that I absolutely took for granted when I was a kid that I knew how produce grew. We're really lucky because a lot of farmers don't get to get close to the end consumer"

Annually, Beasley's Orchard holds several events and activities, including U-Pick Strawberries from May to June; the Sunflower Festival in August; U-Pick Apples, U-Pick Pumpkins and fall festivals from September through October and Christmas at the Orchard each November.

"Christmas at the Orchard is going to start immediately after Thanksgiving," Beasley said. "We do have a very loyal following for it. The people coming to it have been coming since we started. It's ebbed and flowed over the years. That's been a tricky one to figure out what it should be. A lot because of weather. More often than not, once we get to late November and early December, it gets pretty cold. Most people are really there to see Santa. So, for that, we tend to go with a less-is-more approach."

Beasley said that the fall festivals are absolutely the biggest draw as far as attendance, even this year with COVID looming over many small and family-owned businesses.

"COVID has certainly been uncharted territory," he said. "Hosting large events is big business for us. But it's been interesting because, not only was it a unique challenge, but it was (an) incredible year for agritourism in general. It's outside. So many other large events have corporate sponsors and marketing deals, and there's a lot of publicity that goes into getting those events off the ground. That's why you saw so many other fairs cancelled. If you look, though, at other orchards or pumpkin patches, we don't have a choice. Shutting down for the fall just isn't an option for us."

Beasley said that, early on, he was meeting with the

**Meet Calvin Beasley**

**What's your favorite movie?** "Indiana Jones and the Raiders of the Lost Ark"

**What have you most recently read?** *The Source* by Martin Doyle

**Do you have pets?** Yes. A dog, Oliver. He's a Bernese doodle.

**What is your favorite Hendricks County charity?** *The Humane Society and the Hendricks County Parks Foundation – both are two we actively support, and they mean a lot to us.*

**Who or what inspires you?** *My parents. I'm so fortunate to have the opportunity to live out my dreams, and it's 100 percent because of all the hard work they put into it. They had a lot of hard years. Selling local produce and agritourism wasn't the same business model that it is today. They didn't have that like I do. I'm thankful they stayed with it. It's allowed me to keep growing. A lot of people don't get to wake up every day and do exactly what they want to be doing. I get to do that.*

health department to come up with a mitigation plan.

"We came up with a feasible list of things that we could do, some minor tweaks that included endless sanitizing," he said. "We have three or four kids who just walk around and clean things. We place a pretty heavy emphasis on cleaning anyway. Now, we're just making it a little more pragmatic and thought out and cleaning every 45 minutes."

So even in spite of COVID, the biggest change this year for Beasley's would have to be the launch of their first hard cider.

"That's definitely a segment of the business that we have targeted for a lot of growth going forward," Beasley said.

That growth includes many multi-generational customers, who have been visiting Beasley's for many years.

"The continued support from our community means the world to us, as it allows us to continue pursuing our passion of growing fresh produce and providing a tangible farm experience to educate and entertain our guests," Finley said.

"When you have grandma, mom and the kids all coming together, and they've been coming for 20 or 30 years, they've watched us grow as their own families have grown. That's something that not a lot of businesses get to have as it relates to creating positive and fun family memories."

Beasley's has about 15 year-round employees, but during busy seasons can hire up to as many as 100.

For more information, visit [beasleys-orchard.com](http://beasleys-orchard.com).

***"Beasley's Orchard truly has become the definition of agritourism and serves as the best example we have here in Hendricks County. The orchard has become a visitor draw, especially during the fall, and serves as the foundation for Visit Hendricks County's annual promotional campaign to visitors during that season and really throughout the entire year now. We love all the improvements that Calvin and the rest of the crew continue to make to attract even more locals and visitors. We are just proud and very fortunate to have a family-owned, multi-generational destination like Beasley's Orchard in our county."***

— Josh Duke, Visit Hendricks County

## COMMENTARY

# Jeff and Ginger Nelson have been jewels to Hendricks County

By Rick Myers

I must say, I was shocked when I learned that Jeff Nelson was closing Nelson Jeweler after 42 years at the helm.



Jeff Nelson

My initial thought was that COVID was perhaps taking its toll on the business and he was, like many others, closing because of it. That was until our Lindsay Doty got the story and I learned that it was multiple sclerosis that was the determining factor that was forcing Nelson to exit from a business he has spent six decades working.

Nelson, a 1973 Brownsburg High School graduate, took over the business from his parents, Phil and Kay Nelson, in 1998. It was originally a watch repair shop. He worked there as a boy performing chores to earn money as a young boy.

"I'm 65 years old, and I have multiple sclerosis. There are things I want to do before I can't," Nelson told Doty for our sister publication ICON. He was diagnosed with MS six years ago. He looks forward to spending time with his wife and taking trips on their boat.

"There are some trips I want to take while I still can," he told her.



After more than six decades in business, Nelson Jewelers will close as owner Jeff Nelson retires after 42 years running the store his parents first opened as a watch repair shop. (Photo by Lindsay Doty)

And you certainly deserve that, Jeff.

While Brownsburg and all of Hendricks County will miss out on with the closing is quality products, custom jewelry design and fantastic customer service, they will equally miss out on Jeff and, his wife, Ginger's philanthropic generosity.

The Brownsburg Education Foundation and Habit of the Heart are quick to come to mind – The Nelsons would do-

nate a necklace of some sort to be raffled off. It was a huge part of these fundraisers. I am sure over the years there have been countless others who the Nelsons have supported – and did so with pleasure.

"I have always tried to run this to be a good citizen and the philanthropy part, I have trouble with that word, is that's part of business, you know, and, that's just part of being a good citizen," he said. "That's it."

"That large yellow Going Out of Business sign that is hanging over Nelson Jeweler is tough to stomach. Jeff and Ginger have been jewels to the Hendricks County community.

But knowing this was Jeff's decision and not the market's makes it easier. I figure he will get to do a lot more boating down in Ft. Myers, and I know that will make him happy – just as he's made customers and not-for-profits happy over the years as well.



Rick Myers is the Founder and Publishers of the Hendricks County Business leader. He can be reached at rick@businessleader.bz or (317) 451-4088.



Kathy Spencer-Ellis  
VP/Commercial Lender

With over 20 years of experience in commercial banking, Kathy Spencer-Ellis is committed to helping your business move to the next level.

Offering a solutions-oriented approach and unmatched personal service, she will bring professional solutions that work for you and your business.

Stop by or call Kathy today!

**317-754-2896**

kspencer-ellis@homebanksb.com

www.homebanksb.com

Visit our new  
Plainfield location  
990 W. Main St.

**HomeBank**<sub>SB</sub>

Member  
**FDIC**  
COMMERCIAL  
LENDER

# Bassett

SERVICES, INC  
HEATING & COOLING



## SAVINGS & DISCOUNTS UP TO \$2,699

### NOW FEATURING FALL PROMOTION

**Utility Rebates up to ..... \$1,000**

**Energy Savings up to ..... \$900**

**10 Year Parts Warranty value up to\*\* ..... \$799**

**Total Savings & Discounts up to ..... \$2,699**

See details below. Offer expires December 31, 2020.

Not valid on prior installations. Restrictions apply. \*with approved credit \*\*On qualified systems.

#### BEST REBATES OF THE YEAR

We can exchange your current model with a new American Standard Heating & Air Conditioning High Efficiency system. Now is the best time to exchange your out-of-date model for a new, super high efficiency system, and do it all with 36 months\* financing.

#### THE BEST NEWS YET!

Your savings may pay for your new system. Our new American Standard High Efficiency systems are guaranteed to put the "green" back in your pocket with their super high efficiency energy savings functionality... and we'll guarantee that in writing! And if you prefer to make monthly payments we have low interest rate loans available through our bank.

#### WHAT NEXT?

Give Joy a call at 317-839-5877 and she will schedule an appointment at your convenience to give you exact figures on how much you can save. Many of our customers have thanked us for taking the time to review their utility savings options and they have turned their savings into more exciting purchases like vacations, computers, even shopping sprees...

**ACT NOW BEFORE THESE REBATES AND INCENTIVES EXPIRE!**

Visit our web site at **BassettServices.com**  
to see what over 10,000 customers like you say about our service!

## 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.

### The Importance of Reflection for Leaders

*"Reflect upon your present blessings — of which every man has many — not on your past misfortunes, of which all men have some."*

— CHARLES DICKENS

As we close on a challenging year it is a great time for leaders to pause and reflect. Gaining wisdom from an experience requires reflection. Reflection requires a type of introspection that goes beyond merely thinking, talking or complaining about our experiences. It is an



effort to understand how the events of our life shape the way in which we see the world, ourselves and others. And it is essential for any leader.

Research shows that leaders who take the time to reflect on past events stand out in their ability to test assumptions and make connections between seemingly unrelated events; a critical skill for success in this uncertain world. Reflection is what links our performance to our potential. It is the process of properly unpacking ourselves as leaders for the good of others.

Reflection is a structured process aimed at increasing our insights and learning. It's about taking a step back

to systematically review past events.

So where do you start? Reflection often comes best through the help of a mentor who will ask seemingly simple questions, like: "What could you have done better, and why?" Or, "Did you do anything wrong?" To get the most value from our reflections we must ensure we move beyond the surface level of what happened.

**Reflection offers leaders many great benefits including:**

- Learning faster and getting up to speed in new situations more quickly
- Not making the same

mistake twice

- Being ready to deal with unfamiliar circumstances by recognizing connections between seemingly unrelated situations
- Reflection builds integrity in leadership

As you reflect on 2020 are you looking for community and mentorship in the New Year? Being a leader does not mean that you are alone, find some community and grow together. To learn more about Leadership Hendricks County, our community and our offerings visit [leadershiphendrickscounty.org](http://leadershiphendrickscounty.org).



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).

**ONLY 400 TICKETS  
AVAILABLE!  
1 in 400 CHANCE TO WIN.  
BEST ODDS IN TOWN!**

# CASH RAFFLE

TO HELP STRENGTHEN OUR  
BUSINESS COMMUNITY

**\$100 EACH**

Gaming License # 015323

**Drawing on Wednesday,  
December 30, 2020 • 2:00pm**

**ON FACEBOOK LIVE**

**PURCHASE YOUR  
TICKETS TODAY!**

Purchase your tickets today by calling  
317.272.4333 or by visiting the  
Avon Chamber of Commerce Office  
8244 E. US Hwy 36, Suite #140  
Avon, IN 46123

[info@avonchamber.org](mailto:info@avonchamber.org) • [www.avonchamber.org](http://www.avonchamber.org)

NEED NOT TO BE PRESENT TO WIN.  
ONLY 400 TICKETS AVAILABLE; IF LESS, THE DRAWING WILL  
REVERT TO A 50/50 WITH CASH PAYOUT OF 50% OF TOTAL  
PROCEEDS. MUST BE 18 TO PURCHASE A TICKET OR WIN A PRIZE.  
WINNER IS RESPONSIBLE FOR ANY APPLICABLE FEES OR TAXES.

**1ST PRIZE**

**\$20,000**

**2ND PRIZE**

**\$2000**

**3RD PRIZE**

**\$100**



STATE BANK  
TICKET SPONSOR

## Planner of Note

### 2 - Brownsburg Chamber of Commerce (monthly members' meeting):

Wed., Dec. 2, 11:30 a.m. Membership meeting will be held virtual via Zoom. No regular in-person December meeting. For more information call (317) 852-7885

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

Wednesday, Dec. 9, 11 a.m., at Hendricks County 4-H Fairgrounds and Conference Complex, 1900 E. Main St. Danville. For more information, call (317) 745-0670

### 15 - Plainfield Chamber of Commerce (monthly members' meeting):

Tuesday, Dec. 15, 11:30 a.m. Membership meeting will be held virtual via Zoom. No regular in-person December meeting. For more information, call (317) 839-3800

**No meeting - Avon Chamber of Commerce (monthly members' meeting):** No regular December meeting. For more information, call (317) 272-4333

### Newly Incorporated Businesses

Compiled by Lyla Turner  
New Business Filings (10/23/20 – 11/22/20)

#### GRANTEE: Yes I Do Handyman Services

Description: Paint, Drywall, Floors  
GRANTOR: Jagdeep Singh Kandola  
Date: 10/23/20

#### GRANTEE: Palmer and Sage

Description: Clothing Boutique  
GRANTOR: Stacy Wilson  
Date: 10/27/20

#### GRANTEE: Burdine Scoping Services

Description: Scopist Services  
GRANTOR: Angela M. Burdine  
Date: 10/28/20

#### GRANTEE: Ronald L Dunaway Electric

Description: Electrical Contractor  
GRANTOR: Ronald L. Dunaway  
Date: 10/29/20

#### GRANTEE: Jack of All Trades

Description: Transports  
GRANTOR: Folorunso Ojikutu  
Date: 10/30/20

#### GRANTEE: Debra Tanner Enterprises LLC

Description: Lifestyle Travel  
GRANTOR: Debra L. Tanner  
Date: 11/5/20

#### GRANTEE: Pyke Studios

Description: Marketing  
GRANTOR: Brettan Pyke  
Date: 11/13/20

#### GRANTEE: Sandia Web Solutions

Description: Marketing  
GRANTOR: Brettan Pyke  
Date: 11/13/20

#### GRANTEE: Casey Blalock/Neal Invest

Description: Property Investment  
GRANTOR: Casey Blalock  
Date: 11/16/20

#### GRANTEE: Ezgrace General Supplies

Description: General Supplies  
GRANTOR: Oluwashola Oziegbe  
Date: 11/18/20

#### GRANTEE: Candy Buffet

Description: Candy Store  
GRANTOR: Carole Toole  
Date: 11/18/20

#### GRANTEE: Ashthetics LLC

Description: Spa Services  
GRANTOR: Ashley Monroe  
Date: 11/19/20

#### GRANTEE: Sandia Web Solutions

Description: Marketing  
GRANTOR: Brettan Pyke  
Date: 11/13/20

### Brownsburg Chamber New Members

#### FAMILY HERITAGE INSURANCE

7345 Runningbrook Way  
Indianapolis, IN 46254  
(317) 376-8762

#### ZENBUSINESS

702 San Antonio  
St. Austin, TX 78701  
(512) 814-6420

#### GILL INSURANCE ADVISORS

2680 E. Main St., Ste. 227  
Plainfield, IN 46112  
(317) 279-6010

### Danville Chamber New Members

#### KRAMER COMPANIES

36 E. Main St.  
Brownsburg, IN 46112  
(317) 858-9113

### Plainfield Chamber New Members

#### ENERGY SPOT PLAINFIELD

1601 E Main Street, Ste. 9  
Plainfield, IN 46168  
(574) 299-6716

#### MIDWEST CAR DETAIL SUPPLY

2439 E. Main St.  
Plainfield, IN 46168  
(317) 707-7430

#### TOWNE PLACE HOTEL

8850 Hatfield Dr.  
Indianapolis, IN 46241  
(317) 268-1150

SOMERSET  
CPAs AND ADVISORS



## 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.



800.469.7206  
somersectpas.com

# Happy Holidays!



## RAY'S HOLIDAY RECYCLING TIPS:

You can recycle magazines, cardboard boxes, catalogs, and even eggnog cartons using curbside recycling or at a local drop-off site.

### Helpful hints:

- 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

## RAY'S TRASH SERVICE HOLIDAY SCHEDULE

<b>DECEMBER 21</b> Normal Pickup	<b>DECEMBER 22</b> Normal Pickup	<b>DECEMBER 23</b> Normal Pickup	<b>DECEMBER 24</b> No Pickup	<b>DECEMBER 25</b> No Pickup	<b>DECEMBER 26</b> 1 Day Delay
<b>DECEMBER 28</b> Normal Pickup	<b>DECEMBER 29</b> Normal Pickup	<b>DECEMBER 30</b> Normal Pickup	<b>DECEMBER 31</b> No Pickup	<b>JANUARY 1</b> No Pickup	<b>JANUARY 2</b> 1 Day Delay

DON'T FORGET TO SET YOUR TRASH AND RECYCLING OUT BY 7:00 AM  
BECAUSE PICKUP TIMES CAN FLUCTUATE AROUND THE HOLIDAYS!

**317-539-2024    800-531-6752    WWW.RAYSTRASH.COM**

# DON'T LEAVE MONEY ON THE TABLE.

Have you checked for rebates lately? There are loads of cash rebates you can earn from Hendricks Power by making your home or business more energy efficient.

Learn more by calling or visiting us online at 317-745-5473 and PowerMoves.com.



**POWER  
MOVES**<sup>®</sup>

## PAWS OFF

*Keep your pets safe from electrical dangers*



**'Pet-proof' your home to deter your cute and curious family members from encountering electrical dangers.**

- Make sure all plugs are inserted completely into their wall sockets.
- If your pet seems interested in electrical cords, check the cords frequently for signs of fraying and replace any damaged cords immediately.
- Appliances near sinks and bathtubs should only be plugged into outlets equipped with ground fault circuit interrupter (GFCI) protection in case an electrical appliance is knocked into the water.
- Lamps with exposed bulbs — especially halogens — can reach very high temperatures. Do not allow pets to play near lamps. If the lamp is knocked over, a fire could break out.
- Some pets, especially cats, will often seek out warm, secluded spots in the home. Do not allow your pet to hide or sleep behind your computer or TV equipment where numerous electrical connections are housed.
- If you have an aquarium, make sure you create a drip loop on every electrical cord that enters the tank. This will prevent water from running down the cord and into the electrical outlet.
- If you have a fenced, outdoor area for your dog, be mindful of any underground electrical or cable lines running through that area. Make sure the lines are buried at appropriate depths, especially if your dog likes to dig.

