

Where Hendricks County Business Comes First

BUSINESS LEADER[®]

HENDRICKS COUNTY

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Cory O'Brien brings love for the
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Grow Your Gift with Lilly Endowment GIFT VI

We are excited to share a few stories of thoughtful donors making gifts for the purpose of leaving a legacy with impact. Right now is a truly remarkable time with the opportunity you have through the Lilly Endowment GIFT VI initiative to grow gifts that are big and small. At the Hendricks County Community Foundation, we work with donors to match them with giving plans to fit their wishes, needs and dreams. To learn more about how HCCF can help you leave a legacy to the community, call us at 317.268.6240. Be sure to ask about the Lilly Endowment GIFT VI matching opportunities available to you! Join your community in saying, "I am HCCF"!

WAYNE AND ROSALIE RUTLEDGE LEGACY FUND

in Memory of the Schulmeister Family

Donor Spotlight: Rosalie Rutledge & Daughter, Suzanne Whicker

Why did you decide to establish a legacy fund at HCCF?

Rosalie: Hendricks County has been home to our family for generations, and now with our family legacy fund, it is a place we will leave a lasting impact for generations to come. Our family never had any boys, and I truly wanted a way for the Schulmeister family name to be carried on in a meaningful way. I liked the family legacy funds that the Hendricks County Community Foundation offers.

Why have you chosen to do your local giving through HCCF?

Rosalie: I chose the Hendricks County Community Foundation because I know the money will be used for projects that are meaningful to us. With the current Lilly Endowment GIFT VI match it was the perfect time to grow our gift.

How did Lilly Endowment GIFT VI help you grow your gift?

Rosalie: The Lilly Endowment GIFT VI \$1 for \$1 match along with an additional match from an anonymous donor meant our initial gift was matched \$3 to \$1!

How would you encourage others in their giving?

Suzanne Whicker: Generations before us have laid the groundwork for the heritage we celebrate and enjoy today, and now to be part of this continued heritage makes me proud to have my family be a part of the future. Giving back to our community is not only important it's a privilege; my hope is others will join our family in this important mission.



To learn more about how HCCF can help you leave a legacy to the community and/or causes you care about call us at 317.268.6240. Be sure to ask about Lilly Endowment GIFT VI matching opportunities available to you! Join the Rutledge Family in saying, "I am HCCF"!



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WHILES-WILES FAMILY LEGACY FUND

Giving back - time, talent and treasures.

Donor Spotlight: Phyllis Greeson

Why did you decide to establish a legacy fund at HCCF?

I volunteered at HCCF for years and came to understand the mission and vision. I also helped start an endowed fund for my high school alumni association that would forever help the school in my hometown—North Salem. Over the years I have continued to donate to this fund and have encouraged family and friends to do the same. I always remind them that all those \$25 donations make a difference when you put them together.

Why is giving locally important to you?

As I approached a milestone birthday, I wondered what might happen when I was no longer here. I have many nieces and nephews, all with ties to Hendricks County, but no children of my own. I began to consider a few things: How might my community change? How could I help it stay a place where others can make memories the way my family and I have? How could I make sure that our family name was always a part of the county?

How did Lilly Endowment GIFT VI help you grow your gift?

As the county's philanthropic resource, HCCF expertly matched my family's passions with community needs in Hendricks County. We discussed the family legacy funds which are a great way to leave a permanent mark. I had my "aha" moment when they shared the matching opportunities available. If I started the fund before the end of 2015, my initial donation of \$2,500 would grow to \$10,000 thanks to the matching opportunities of the Lilly Endowment GIFT VI initiative and an anonymous donor.

What are your long-term plans for your family legacy fund?

It's great to know that our family fund will always be here, giving for good forever. I am excited to know future generations will be able to add to this fund, helping it grow and continuing our legacy.



To learn more about how HCCF can help you leave a legacy to the community and/or causes you care about call us at 317.268.6240. Be sure to ask about Lilly Endowment GIFT VI matching opportunities available to you! Join the Whiles/Wiles Family in saying, "I am HCCF"!



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NORTH SALEM STATE BANK COMMUNITYFUND

Donor Spotlight: Matt Howrey, NSSB President

Why did NSSB decide to establish a community fund at HCCF?

There's a long, shared history between North Salem State Bank (NSSB) and the Community Foundation. John Colvin, former NSSB president; Dick Thompson, former NSSB board member; and Deedee Daniel, former executive director of HCCF; as well as myself, are champions of this partnership. Many years ago, Colvin heard Daniel asking women to form a philanthropic group, so he offered matching donations. When it came time to honor Robert Porter, a past board member of both organizations, the Community Foundation was the obvious choice to set up a fund in his name.

Why has NSSB chosen to do its local giving through HCCF?

Besides being a corporate partner, our employees give time and talent to the FAFSA Days program organized by HCCF which helps parents and students find financial aid for college. Over 27 employees have volunteered for the past 4 years at Hendricks County FAFSA Days. Our employees and customers have also collected food items for years for the Hendricks County Food Pantry Coalition, a result of the Community Foundation's collaborative efforts. In return, not only do our employees and customers get a good feeling of helping others, but we are also seen as community leaders.

How did Lilly Endowment GIFT VI help you grow your gift?

We decided this year to take advantage of the Lilly Endowment GIFT VI initiatives in both Hendricks and Putnam counties to establish funds that will benefit kids in our communities. We wanted to make sure that money was set aside for the hard times in case our charitable giving budget ever got squeezed in a future recession.

We are fortunate to be having a great year, and we wanted to make sure we gave back to the counties that made it possible. With the Lilly Endowment GIFT VI initiative, NSSB's fund will be matched \$37,500 for its initial \$75,000 donation.

What are your long-term plans for the NSSB Community Fund?

The Lilly Endowment GIFT VI grant will allow NSSB to solidify its roots in this community and allow the Hendricks County Community Foundation to make an even bigger difference. North Salem State Bank wants to be a part of that growth. I encourage all individuals and companies to learn more about this opportunity at HCCF today.



NSSB collected canned food again this year to support the Hendricks County Food Pantry Coalition.

To learn more about how HCCF can help you leave a legacy to the community and/or causes that your business or organization cares about call us at 317.268.6240. Be sure to ask about Lilly Endowment GIFT VI matching opportunities available to you! Join the North Salem State Bank in saying, "I am HCCF"!



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MOORE FAMILY LEGACY FUND

Donor Spotlight: John and Mary Ellen Moore

John and Mary Ellen Moore of Avon enjoy being outdoors with their dog Wiley.



Why did you decide to establish a legacy fund at HCCF?

Mary Ellen: My knowledge of how community foundations work began when I was working at the Clowes Fund. Beth Casselman, the Executive Director at the Clowes Fund, had been the first Executive Director at the Community Foundation of Boone County. Beth knew we wanted to give back and introduced us to Deedee Daniel, the Executive Director at the Hendricks County Community Foundation at the time. Together they took the time to explain to us why a community foundation is the best conduit to give locally. Having put down roots here and loving this community, we established the Moore Family Legacy Fund at the Hendricks County Community Foundation in 2006.

Why is giving locally important to your family?

John: I was focused on it being local. There are lots of organizations, but I always think what about right here where we live. When you have difficulty deciding where to give, the Community Foundation comes to the rescue. We knew that they had the best talent to help manage our fund and that our money would be going to many good organizations, doing great things in the community. We have several things we are passionate about giving to including: animal welfare, education, the environment and more.

How did Lilly Endowment GIFT VI help you grow your gift?

Mary Ellen: The Clowes Fund gave me an opportunity to decide the charities that would receive a large grant. Naturally, a large part of that was placed in our Legacy Fund. Due to the Lilly Endowment GIFT VI initiative, all gifts to Legacy Funds, which are unrestricted endowment funds, were matched \$1 for \$1. The Lilly Endowment GIFT VI match was a win-win for us! It was a great opportunity to get the most bang for our buck to help the community. In 2015, our Moore Family Legacy Fund reached the Sycamore Level assigned to Legacy Funds of \$50,000 or more.

What are your long term plans for your family legacy fund?

Mary Ellen: We have never lost sight that the money was here and doing what it was supposed to do, doing good in our community. Our goal is for our fund to continue to grow and to work for the things that we care about. We are proud to say, "I am HCCF!"

To learn more about how HCCF can help you leave a legacy to the community and/or causes you care about call us at 317.268.6240. Be sure to ask about Lilly Endowment GIFT VI matching opportunities available to you! Join the Moore Family in saying, "I am HCCF"!



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Looks at Local Leaders



Matt Browning

Each month, the Business Leader focuses on how Leadership Hendricks County delivers the skills local residents need to provide leadership in our communities.

Capstones for the Community

When Leadership Hendricks County's 2015 class celebrated its recent graduation, several class members expressed a desire to take on new leadership roles in the community. That's one of the program's objectives. But LHC isn't only for people who want to become community leaders. Another of the successful leadership development program's goals is to sharpen the skills of those who already serve as leaders in their companies or in the community.

A prime example is 2015 LHC grad Matt Browning, Executive Director of Strategic Programming for Hendricks Regional Health. While Matt has worked in Hendricks County for more than a decade, he only recently became a county resident. It didn't take him long to step up and offer his expertise to his new hometown. Matt was appointed Vice President of the Brownsburg Redevelopment Commission, overseeing major projects that will shape the future of that community. His leadership resume also includes involvement as a member of the Hendricks County Park Foundation's board, Safe Sitter, Inc.'s board, and as a Trustee for Marian University.

Given that Matt already works as a top executive for one of central Indiana's largest healthcare organizations, and holds important positions in local government, with a university, and a national non-profit, what could he possibly gain from a community leadership program?

"Going through LHC has made me aware of critical issues facing Hendricks County and has allowed me to make professional and personal connections with key leaders in the community," is his response. "I feel confident that I can call on any of them for insights and guidance. LHC also made me more aware of how other towns, jurisdictions, and municipalities anticipate and deal with key issues, helping me better understand how

Brownsburg RDC's work impacts Hendricks County as a whole."

As an employer, Matt was impressed with the breadth and scope of LHC's year-long training program. "It includes critical skills training in the areas of emotional intelligence, conflict resolution, arbitration, and teamwork and group work, all of which are key skills that will benefit any employer," he says, adding that class members benefit from something even more important. "The relationships that are formed as you go through the class will last a lifetime."

He sees those personal relationships as particularly important, but not only because of newfound friendships. "Leadership Hendricks County has amassed a significant base of alumni," he explains. "Each of these alumni is a key leader in Hendricks County and was positively affected by the opportunity to learn about the county and to form relationships with their classmates. Our community is made all the better because of those relationships, and I think of LHC as the 'glue' of the county."

Matt was born in Cincinnati and grew up in Atlanta, Georgia. He and his wife, Sarah, have two children, Georgia and Evan.

Whether you live or work in Hendricks County, if you'd like to know more about what LHC could do for you and your organization, visit our website at leadershiphendrickscounty.org or call Susan Rozzi at 718-6076.

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 Susan Rozzi at SRozzi@LeadershipHendricksCounty.org or visit our website at www.LeadershipHendricksCounty.org.



Matt's Capstone Team. From left: Bob Milligan, Maryanne McMahon, Missy Call, William Roche (HC Parks and Recreation), Matt Browning and Luke Stephenson.



Matt Browning with his Class of 2015 classmates at the Indiana Statehouse.



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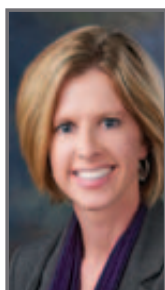


"We've added some well-known lenders to our team at State Bank. They want you to have the kind of relationship that makes a difference for your business. And we're giving them the tools to do that." — Mike Baker

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FROM THE PUBLISHER

**Here's to the best
in 2016 and all of
its possibilities**

By Rick Myers

As always, I look forward to the new year and I welcome 2016 perhaps a bit more excited than usual. That's because I enjoy possibilities – and in my experience January and February are always full of them.

For whatever reason I think 2016 is going to be a great year – just a gut feeling, we'll see. Having said that, first and foremost I want to thank each and everyone who reads the Business Leader. It is a privilege and honor to produce it each and every month. I also want to thank all of our advertising partners. I really appreciate them all.

As we look to a new year the future looks as bright as ever. If you feel so inclined, please never hesitate to contact me at rick@businessleader.bz. Thanks again!

Here's to the best in 2016!

*"For whatever reason I
think 2016 is going to be
a great year – just a gut
feeling, we'll see."*

2016 Cover Party Schedule

Our First Cover Party of 2016 will be at Prestwick Country Club, Thursday, Feb. 11; May's Cover Party will be held at Avon Gardens, Thursday, May 12; State Bank of Lizton, our Cover Party partner, will host the August edition on Thursday, Aug. 11 at its new cooperate office on 56th St.; our final Cover Party of 2016 will be Thursday, Nov. 10 at TKO Graphix, Plainfield. I hope you can join us. These are great events that over the years have brought all of Hendricks County's business community together. For more information, contact Cathy Myers at coverparty@businessleader.bz or text or call her at (317) 918-0334.



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

Our View

Legislative Breakfasts great opportunities to interact with local representatives

As the 120th General Assembly gathers to work on behalf of the people of Indiana, now is the time to let them know what is on your mind. While we have very competent men and women who serve our communities, that doesn't always mean we get the outcomes we hope for. For sure, elected officials will tell you that they never hear from their constituency unless something goes awry. Now is the time to be thinking about how you'd like your elected officials to shape the future of Indiana. Now is the time to not sit by the wayside and take action. Yes, lawmakers will begin to do their work, but they need your help as well. We encourage you to reach out to your legislators, both representatives and senators. Serving Hendricks County is: Representative Bob Behning, Greg Steuerwald and Jeff Thompson, as well as Senators Pete Miller and Mike Young. Or better yet, instead of using a passive method of communications like email, why don't you plan to attend one of the three 2016 Legislative Breakfasts, sponsored by Hendricks Power Cooperative, Hendricks County Farm Bureau and North Salem State Bank. These entities have given you the perfect forum to interact with elected officials. The opportunities to do so will be Jan. 25, Feb. 29 and March 28 – all at the Hendricks County 4-H Fairgrounds & Conference Center. You even receive a complimentary breakfast, which is served at 7 a.m. You must contact (317) 273-0442 by Thursday prior to each breakfast.

Attend – Seriously! Let them know what is on your mind. You may be surprised because they may thank you for it.

Quote of the Month



When there's an ache, you want to be like aspirin, not vitamins. Aspirin solves a very particular problem someone has, whereas vitamins are a general 'nice to have' market.

~ Reed Hastings, founder and CEO, Netflix



Cartoon



Humor

A new year and a new you

By Gus Pearcy

A recent study determined that people seem to think a casually-dressed person is more of an expert than a well-dressed one. Why? Researchers think it has to do with a perception that a disheveled looking person must be more of a genius since he can dress however he wants. That's my story. I dress down to make people believe that I'm a genius when in reality I can't afford the Men's Wearhouse.

Perceptions affect us in ways we can't imagine. We sit on our intelligence thrones and pass judgements on people based on their haircuts or tattoo placement. Everyone does it. Thinking you don't judge on small, imperceptible items is a level of naïveté that forces me to judge you. Even how you dress has been shown to affect your self-perception.

In one study, recent college grads were given lab coats. One group was told the coats were the same that research scientists wear.

The other group was told they were painter's smocks. Then both groups were given a test to list minor differences in two, seemingly similar photos. As you have probably already guessed, the winners were in the "doctor's lab coats." Why? The theory is that when you wear something deemed more prestigious or important you feel more important and can focus better.

This also has the same effect on dealing with others. Several times I've heard of an experiment where classroom teachers were told that their students were high-performing and the teachers reacted accordingly. Students were expected to perform better simply because of a perception of the teachers. These high expectations pushed the students to do more and learn more.

Other examples include study participants who, after washing their hands, had enhanced moral purity and ethical judgements. Another experiment seemed to prove that partici-

pants who were holding hot drinks judged others as warmer.

Either way, I think it is better to be aware of these things and either dismiss them or take action steps to enhance them. The easiest thing to do is to not jump to conclusions. That's my New Year's Resolution (along with eating better and walking the length of a marathon over the course of a month). If we could just not be so judgmental and think the best of people's intentions, we could go a long way in becoming what we want the world to be. It has to be better to think that way, right?



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

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Yes, we want your letters:

Readers of the Hendricks County Business Leader are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to info@businessleader.bz.

Cory's List

Five books, or five movies, or five albums that have had an influence on your life:

- *Odd Thomas series*, by Dean Koontz
- *The Taking*, by Dean Koontz
- *Fish: A Proven Way to Boost Morale and Improve Results*, by Stephen C. Lundin
- *The Maestro*, by Roger Nierenberg
- *Green Eggs and Ham*, by Dr. Seuss

How Cory did it?

What's the best advice you ever received?
Learn from your failures.

Best business decision you ever made?
Instilling customer focus in my employees' minds.

Worst advice you ever received?
Honest business people will never make it.

In five years, I want... To grow and continue serving our community.

My secret to success...
Be me and don't fake it. Customers will know.



Diesel's Sports Grille. Photo by Gus Pearcy



Jack's Pizza. Photo by Rick Myers

Restaurateur grabs two spots in Danville

Cory O'Brien brings love for the kitchen to Hendricks County and cooks up success

By Gus Pearcy

Business deals can happen in strange and coincidental ways. Take Cory O'Brien, for instance. After buying the Jack's Pizza outlet in Danville two years ago, he remarked to his wife, Bekah that he could picture himself owning Diesel's Sports Grille on the historic town square of Danville. She smiled and told her daycare operator about "Corey's latest idea." Coincidentally, the founder and previous owner of Diesel's just so happened to take his children to the same daycare.

"Apparently, one day, he told (the daycare operator), 'I just need to sell it and get out.'" O'Brien recounts the story. "She said, 'Huh, really? I know someone who may be interested.'"

O'Brien, a 1994 Avon High School graduate, spent plenty of time in a restaurant kitchen after a semester at Purdue. He spent the next decade in the kitchen of the corporate-owned Mountain Jack's on 38th Street in Indianapolis. Eventually, he worked his way up to running the kitchen. He learned enough to become so proficient that he went to St. Elmo's then Sullivan's Steakhouse.

"When you're a cook, you go for who's going to pay you the most," O'Brien said with a smile. "It's hard hours. It's long days."

Eventually, the grind and the desire to be with his wife and children took its toll and O'Brien opted for some work with Mike's Carwash and H.H. Gregg. Eventually, he settled into a corporate job with decent pay, benefits, and time to be with the kids on the weekends. He also took advantage of college, which the company paid for. He earned a degree in Business Marketing from Marian University. Then he got laid off. He took a job selling insurance with United Healthcare and finally Rural Metro Ambulance service. All the while, O'Brien was itching to return to the kitchen. He loved the work, but not the hours. He missed the hustle and bustle of a busy kitchen, but he also missed his kids and wife. He thrived on the chaos and a job well-done.

Two instances of serendipity then turned O'Brien's life around. One: Rural Metro's corporation declared bankruptcy within three months of hiring him. Two: He pur-



Cory and Bekah O'Brien at Diesel's Sports Grille, Danville. Photo by Gus Pearcy

sued talks with the owner of Jack's Pizza who wanted to sell. Three months later, O'Brien was out of a job when Metro shut down the Indianapolis operation. To him, it was a sign to buy that pizza place he'd been eyeing. So he did.

A year later, after a 13 percent increase in sales at Jack's, O'Brien began talks into acquiring Diesel's. Pizza kitchens are not the same as a full-service restaurant and O'Brien knew he could take what Diesel's had built and grow it steadily. Making very few changes, O'Brien began using his marketing degree and became a fixture in his adopted Danville. He joined the local Chamber of Commerce and made sure the community knew about new ownership. His tweaks to the menu weren't nearly as important as his work on melding the operations into a superior family restaurant.

Yes, Diesel's looks like a blue-collar haven for working guys, but O'Brien has made it family friendly.

Combined with his skills in the kitchen and his wife quitting her career to come and work with him, O'Brien Restaurants Corpo-

ration is focusing on building on the early successes of Jack's Pizza and Diesel's Sports Grille. Customers will see few changes, but there will be some new menu items added next year and the O'Briens will focus on the community and engaging locals with promotions (like 50-cent boneless Wings Wednesdays) and fundraisers (like backpack attack for the schools). His philosophy is simple: Good food; good service; and know how to run it behind the scenes. He was recognized last month as the Business Leader of the Year by the Danville Chamber of Commerce, which is proudly displayed behind the bar at Diesel's to the left of the semi truck grill.

Diesel's Sports Grille

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Jack's Pizza

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Jeff's clients reap the benefits. And savings.

As an employee benefits consultant, Jeff is always looking for new ways to help his clients save money. When Hendricks County Government was looking to contain its rising healthcare costs, Jeff partnered with Hendricks *At Work* to establish an on-site clinic, which provides easy and coordinated access to wellness and primary care services for less money.

As the relationship continued, Jeff collaborated with *At Work* to develop an innovative narrow-network insurance plan. When given the choice, 70% of the employees chose Hendricks Regional Health over other traditional insurance options, because it offered just the right balance of convenience, cost savings and the highest quality of care. What's even more impressive, Hendricks County Government has been able to save over **\$2 million** over five years. To learn more, visit [HENDRICKSATWORK.COM](https://www.hendricksatwork.com) or call **(317) 745-3532**.

BIZ WEB

Do you have a 'blah, blah, blah...' website?

By Andrew Angle

Have you noticed that so many business websites basically say, "Blah, blah, blah. We're the best! We are leaders in blah, blah. Nobody blahs better than us! We're so awesome!"

Nobody reads business brag without ignoring it.

If you want to get sales through your website, show visitors what they want.

During a recent website makeover meeting, a client noticed that the company's old site was loaded with "blah blah". Its low rate of conversions proved that the effort to writing all of that windy text bragging about its success was a failure. The company had a track record of remarkable success that was backed by stats to prove it. We immediately agreed to move the long text to a back page where only the most inquisitive prospects would venture to read, replacing the home page content with a simple headline stating what the company does and linking to the specific service options the visitors would need.

Keep it simple, but not too simple. A popular trend in business web design now is to put those big slide shows at the top of the home page. They often show a meaningless

stock photo. Or, they show several stock photos in the form of parallax. That's the term for the effect of having fancy background images that move more slowly than the text in the "blah blah" foreground. Designers tend to throw it in because it looks cool. Unfortunately, good looks can be distracting. You would be surprised at how often I discover that the ugly sites outperform the pretty ones.

Think of your home page as a condensed elevator pitch. In an elevator pitch, you get 30 seconds. With a home page, you really don't have 30 seconds to capture their attention. But, you shouldn't need that much time, either, because web pages give you the advantage of visuals to deliver the proverbial 1,000 words worth of meaning in one second. Show them what's in it for them, and keep the "Call To Action" (CTA) within view so they don't have to wade through the "blahs".



Andrew Angle is the owner of NetGain Associates, Inc. He can be reached at (317)534-2382.

OPEN FOR BUSINESS

Second career

Drew Spear opens new family law practice in Brownsburg

Drew Spear is well on his way to his second career. After working in hotel management for several years, Spear knew the time was right to head to law school.

"I had an uncle that was a federal judge in Arizona. He was a big influence on me and this helped lead me to law school," explained Spear.

While in law school, Spear worked part time for local attorney, Sarah Heck as a law clerk. After graduating and passing the bar this summer, Spear decided to open his own family law practice in Brownsburg. On Oct. 1 he opened Spear Legal Services.

Spear hopes to not only help with family law but to also be a resource and an asset for the growing Hispanic population. "I speak Spanish," said Spear. "I want our Hispanic population to know that I can help if they need legal advice," he added.

Spear plans to get connected to the community. He would like to be involved with a network of other attorneys so that he and other attorneys can be a resource to each other. He is a member of the Brownsburg Chamber of Commerce and volunteers with different nonprofit organizations. He is married with four children.

What has been your biggest lesson so far?

The biggest lesson I have learned to this point has been the importance of getting involved in the community. I have already had several positive experiences from joining the local chamber, volunteering for a local nonprofit organization, and just getting to know other business leaders in Hendricks County.

What would be one thing that could help your business?

The biggest thing that can help my business at this point is exposure. A good portion of my time is spent networking and building my online presence as referrals are critically important to my future success. Hendricks County is full of great people and I look forward to helping as many of them as I can.



Photo by Sherry Moodie

Drew Spear

What would you tell someone starting his/her own business?

I would tell someone who is starting their own business to carefully research their competition, to verify there is a market for their product/idea/service, to speak with someone who has opened a similar business, and to consult an accountant and/or attorney. The success or failure of a new business is determined, in many cases, by decisions made before ever even opening the doors.

So, what do you think about your business's future?

I am excited for what the future holds and I think that my business future is bright, as long as I continue to build and strengthen relationships, stay involved within the community, and develop a reputation as a hard-working, trustworthy, and effective attorney.

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Compiled by Sherry Moodie

I am HCCF WON'T YOU JOIN US?



Pictured (l-r): William Rhodehamel, Executive Director; Eric Hessel, Program Officer; Ericka Bethel, Communications & Events Manager; and Frances Mock, Accountant.

To learn more, please call 317.268.6240 or visit www.hendrickscountycf.org.



BIZ HISTORY

Above the dirt and muck

By Dan Miller

Thirty years ago this month, a national tragedy occurred. Seven people died in an explosion aboard the US Space Shuttle Challenger. The event is remembered today largely for the brief speech that American President Ronald Reagan gave that night and still ranks as one of the best speeches of the late twentieth century.

Another part of the Challenger story, though, seems forgotten.

Peter Jennings was the ABC News anchorman who hosted the television network's coverage of the memorial later that week. He was no friend of Reagan's. They were very much opposites with their political views.

Throughout the memorial service, Jennings maintained the professionalism for which he was famous at the time. He narrated in clear voice and calm tones. But at a particular moment, something happened. He described Ronald and Nancy Reagan moving down the line of surviving family members. Spouses, parents, children. Reagan spoke to or embraced each. It was clear that every man, woman, and child along that front row shared their grief with Reagan and

he, in turn, showed his love toward them.

Jennings said, "We have seen it before – at Fort Campbell, Ky – just a couple of months ago – where the President's mere presence – "at this instant, Jennings's voice started to waver, his emotions welled up, tears formed in his eyes. He paused in silence, struggling to regain control of himself. A few minutes later, Jennings asserted, "it is more as we have seen before than the simple power of the presidency, President and Mrs. Reagan seem to give a gift of warmth..."

The political partisanship didn't matter. Jennings, in those stirring seconds, revealed the grasp that Reagan's actions had on him and, by extension, millions of other Americans. A leader and a follower went above and beyond the dirt and muck of the day.



Dan Miller is founder and president of Historical Solutions LLC - Ideas and Inspiration Through History. Dan uses history to help people strengthen their leadership. His website is historicalsolutions.com.

BIZ RESEARCH

The 180 pathway to prosperity

By Jim Ittenbach

As a market researcher, my service offer is often rebuked by a statement that says, "You don't know my business!" While I often agree, that fact is not important. The question that should be asked is "Do you know what the marketplace thinks of your business?"

Customer feedback is frequently sought, but market feedback is frequently overlooked. Organizations with a customer database usually request customer satisfaction surveys. Yet, customers currently doing business with a company are not the best guides to growing a business. Their feedback does ensure that the organization is delivering the intended value proposition and often prevents performance failures.

But, to grow customer share, an alternative pathway to prosperity must be discovered. Many analytic tools are available to identify consumer frustration, desire and aspirations; nevertheless, the magic embedded within opportunity must integrate analytical understanding derived from by the pursuit to solve the consumer's engagement need, want and wish.

SMARI has realized great success using a proprietary technique titled the 180! When facing slow to no growth within a product line

or service category, opportunity can often be realized by completely reversing analytic directions. This can be accomplished by getting totally outside of all current realities and perspectives by adopting an alternative reality.

To do so, one must begin by looking into tangential distribution channels, opposite consumer segments, alternating communication tactics, polarizing product attributes, as well as the addition or the subtraction service features.

Assuredly, emerging or unrecognized consumer pain, laddered with frustrations and fortified by latent desire will be recognized, often triggering creative pathways to profitable market growth.

Begin this journey with marketplace observations, followed by in-depth consumer discussions that often lead to group ideation and culminate in opportunity. This pathway is enjoyable, elucidating and frequently rewarding. Live long and prosper.



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

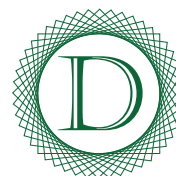
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THE PERSONAL TOUCH

The word 'you' is powerful

By Scott Flood

For years, you've probably heard that the most powerful word in marketing is "free." Others suggest that it's "sex." But no word is as effective at grabbing attention, creating connections, and motivating actions as "you."

Not you personally, but the word "you." And the reason it works so well is that we take it personally. "You" tells our brains that someone is sending a message that's intended specifically for us.

"You" is even more effective because so many companies and organizations use it sparingly, if at all. If you read their websites and marketing materials, you'll see that they spend a lot of time talking about "we" and "us" and "our." Professionals and executives have a similar tendency to overuse "I," "me," and "my."

However, if your goal is to connect with and influence someone else, talking about yourself isn't going to get you as far as talking about them.

Some people are hesitant to use this powerful word in written communication because they remember their seventh grade English teacher prohibiting it. It's true that

when you're writing a formal essay or term paper, you're not supposed to use the second person. But many of the rules that govern academic writing don't apply to the world outside school. It's not only acceptable to use "you" in business writing and your day-to-day correspondence; it's actually far more communicative.

Here's an easy way to predict how well your website or marketing materials will connect with readers. Count the number of times you use "you" and "your" in the copy. Then count the number of times you use "we," "us," and "our." If the first number is larger, you've done a great job of reaching out to the reader. But if the proportions are reversed, rewrite it so that there's a bigger share of "you's." That will allow you to connect with your reader in a more personal way.



Scott Flood can be contacted via email at sflood@sfwriting.com or by calling (317) 839-1739, or visit his blog at: sfwriting.com/blog/.

PEER TO PEER

Perception of an expectation

By Howard Hubler

I'm a hot food freak. I would rather have average hot food in a restaurant than good food that is lukewarm. Call me crazy, but that's just the way it is. I find a very unique occurrence in the food industry: an entry-level restaurant is how I would describe a Mexican restaurant, and at the top of the food chain, no pun intended, would be Ruth's Chris Steakhouse or a Capital Grille. If you go to either of these restaurants, you will get a piping hot meal. In fact, it is so dependable that if you are eager to take the first bite, you may burn your mouth.

Now, let's take a moment and think of every restaurant in between those two. Yes, I don't want to mention names, but you know who they are, everything from low-tech to high tech and everything in between. Where would you go – and bet \$100 – that before you walk in the door that you would get a piping hot meal? You should bet it would be the place where you'll see a guy wearing a pair of gloves carrying a plate with four piping hot taco dinners and steam coming off lining his arm. Or if you go to Ruth's Chris, you will hear your steak before you ever see it. Those two restaurants are a sure bet. Why

is it that everyone in the middle can't deliver the goods?

This article is not about restaurants. It's about the core of what we do as business people. A franchise is actually a picture in the mind as to what the customer expects when he walks in your door. In a restaurant, you come to eat with an expectation. The franchise comes to represent your thoughts of perfection. Mine happens to be hot. No matter what you sell, when people come in, they have a perception of expectation. When you match or exceed that perception, your business will grow, and conversely, it will shrink when you don't match that perception.

Challenge yourself. What can your company, with better circumstances in almost every area, do to provide a greater customer expectation?



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

YOU ARE INVITED

2016 Legislative Breakfasts

- Dates:** Monday, January 25
Monday, February 29
Monday, March 28
- Time:** Complimentary breakfast served at 7:00 a.m. on the above dates
- Location:** Hendricks County 4-H Fairgrounds Conference Center
- RSVP:** Please contact the Hendricks County Farm Bureau office at 273-0442 by the Thursday prior to each breakfast

Representatives Bob Behning, Greg Steuerwald and Jeff Thompson have been invited to join us, along with Senators Pete Miller and Mike Young.

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MEMBER OF THE MONTH



From left: Tom Booher, Plainfield Chamber board director and owner of the Chicago's Pizza, and Brad DuBois, executive director of Plainfield Chamber of Commerce.

Plainfield Chamber of Commerce announces Member of the Month

The Plainfield Chamber of Commerce recently recognized Chicago's Pizza in Plainfield as its December Member of the Month. Chicago's is located at 2230 Stafford Rd., Suite 101. Chicago's offers food for dine in, carry out, or catering. To place an order, call (317) 839-1717.

NOW THAT WE'VE BEEN OPEN

A paws-itive approach

Plainfield's Syndi Steele takes her love of animals into your home

Syndi Steele, owner of Pounce 'N Play Pet Sitting, has always loved animals. So after being downsized from her travel agency career of 25 years, she knew she had to do something with animals.

"I didn't want to be in an office or on the phones all day," she explained.

"One day a light-bulb went off. I love my pets. Why not work with pets? There is such a need out there," she added.

In June, Steele incorporated her business and started Pounce 'N Play Pet Sitting. Focusing on Plainfield and the surrounding area, Steele can take care of most pets, although dogs and cats are the norm.

"I can give more one on one individual attention to the animals when I come to your home. They may not get this from a kennel," said Steele. Steele and her husband live in Plainfield with their three rescue dogs Riley, Cooper and Logan.



Syndi Steele with a couple of furry friends.

care of their pet(s) and access to their homes to someone who has been referred to them by family, friends and co-workers. Word of mouth is the biggest thing that helps my business continue to thrive!

What would you tell someone starting his/her own business?

I was told about a forum on Facebook for professional pet sitters. I joined, and this has been the best thing. This group is incredibly supportive of each other. We have people on there who are just starting out, to folks who have been doing this for 20 years! The wealth of knowledge has been unbelievable. The advice and suggestions gained from this site have been huge for me as a business owner. Reach out to forums in the field in which your business is. You will meet others who have the same questions and struggles you may have. Sometimes we all just share stories to make each other laugh! And have fun! You chose your business because it is something you are passionate about. There will be good days and bad days, busy days and slow days. Many people dream of owning their own business, but for various reasons are unable to do so. The fact that you are able to do it is quite an accomplishment!

Describe your business in one sentence?

Providing professional pet care and dog walking services, giving clients peace of mind knowing their pets are being treated as if they are my own!

What has been your biggest lesson so far?

The biggest lesson is being happy. Do what you love and are passionate about. Have a reason to wake up each day and be excited about getting to work. Life is short!

What would be one thing that could help your business?

Once people understand that I'm insured, bonded, and certified in pet CPR and first aid, they see that I'm not just a pet sitter doing this as a hobby. I'm a professional, a member of Pet Sitters International. I'm getting the word out to let people know there is an option to placing their pets in a kennel by hiring a professional pet sitter. Lots of people are reluctant to hire someone they don't know and give them access to their home to care for their pet(s) while they are gone. They are more willing to turn over the

Pounce 'N Play Pet Sitting, LLC

Syndi Steele, owner
4720 Tattersall Dr., Plainfield, IN 46168
(317) 529-4395
pouncenplayindy.com

Compiled by Sherry Moodie

MONEY MATTERS

Financial resolutions

By Jeff Binkley

I'm not gonna do the standard financial column and talk about the year just past, or lay prognostications for the year ahead. Frankly, it really doesn't matter that much. What does matter? What matters is you and what you do to move yourself forward in 2016.

According to Forbes magazine (Jan. 2013), over 40 percent of Americans make New Year's resolutions. Sadly, only about 8 percent end up keeping them (University of Scranton research). At least I'm in good company!

But just in case you are part of that 8 percent or want to make a bold attempt to be part of it, may I humbly offer a few financial resolutions for you to consider? Simple, achievable ones that shouldn't take too much time or effort yet can offer potentially exponential returns.

#1) Increase your 401(k) payroll deduction. Contribute an additional 1, 2, or 5 percent or more. You'll be surprised how little you miss it and how quickly it will add up. Most of you have online access to your account. Go ahead and increase it. Right now, put the paper down, pull out your phone or laptop and increase it right now. I'll wait...

Welcome back and congratulations! You have just improved your financial future!

#2) Open and fund a ROTH IRA. Tax free money in retirement is priceless. Paying

25, 30 percent, or more in income taxes on pension or other retirement income stinks! ROTH IRAs have wonderful tax benefits. Put it on your task list. Do it.

#3) Stop it! Whatever "it" is, stop it! Does \$100, \$200 or maybe even more just seem to "disappear" from your checking account or get added to your credit card balance each month? Stop it! Identify where it's going and just stop. Do you get pizza every Friday night? Skip a week!

#4) Wake up. As much as I'd like to tell you that a committed, experienced, financial professional can make your retirement years wealthy and wonderful, I won't. Bottom line: the quality of your life in retirement is up to you. The quality of your health, your relationships, and your financial wherewithal to do the things you've always wanted

to do. Wake up. You're your responsibility and your choice.

The New Year stands before you.



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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COACH'S CORNER

Three kinds of time

By Jack Klemeyer

There are three different aspects of time that you should know, understand and apply to maximize your business: Focus-On Time, Function-In Time and Freedom From Time.

So often, small business owners feel overwhelmed. Being overwhelmed is knowing what to do but not when to do it. Proper planning is your key to reduce or eliminate that feeling of being overwhelmed.

Focus-On Time: the time you spend working *on* your business, planning, setting the course, strategy and expanding your vision. This might be the most critical time element that successful business owners must employ properly. Yes, that means you have to schedule time to plan.

Function-In Time: the time you spend working *in* your business. If you are like most business owners, it is where you are spending most of your time now. It is not wrong to spend time here working in your business, but with only this kind of time, you will soon become stagnant and fail to grow.

Freedom-From Time: the time you need to take to get away from your business and recharge your own batteries. This time element is vital to keeping you fresh and ener-

gized. It helps you to clear your head so you can return with a new perspective and approach.

The extent in which you balance these activities is the extent that you create balance in your life, which equates to lifestyle, growth and expansion. Where Focus and Freedom meet, you create space to plan and develop your business and yourself. Where Focus and Function meet, you create the systems that enable you to be productive. Where Function and Freedom meet, you have fun enjoying the outcome of your efforts.

Take time to create a plan far enough in advance so that you make sure you manage each of these three types of time to make your business and your life better. Sounds like a great way to use your time in 2016.



Jack Klemeyer is the founder and head performance coach of GYB Coaching (gybcoaching.com). Contact him at: Jack@GYBCoaching.com.

BIZ MANAGEMENT

When sleepy becomes grumpy

By Carolyn Goerner

We all know the effects of being physically tired. A lack of sleep can make us drowsy, inattentive, or even downright cranky. Still, many people think that with enough coffee they can make it through a workday "normally" after a sleepless night. We all like to believe that we have a public, professional persona that allows us to overcome personal issues and always bring our "best selves" to work.

But recent research indicates that, even when supervisors are not aware of it themselves, a lack of sleep has a negative impact on how they interact with their subordinates. Researchers from four different universities collaborated to investigate the correlation between supervisors' lack of sleep and their subordinates' reports of ineffective or even abusive supervision. Their results indicate that when managers get insufficient sleep, their subordinates suffer the following day.

This research is important on two levels. First, it cautions us to think about employee satisfaction or commitment and supervisor behavior as a phenomenon that can change on a daily basis. While we usually talk about such things using a more long-term perspective, looking at short-term results can alert

companies to issues with managers before they impact long-term productivity. (After all, even a single day of work represents about half of a percent of the value an employee brings to the organization in a year.)

Second, the study reinforces the importance of restful, uninterrupted sleep. It suggests that companies could benefit from providing their employees with classes in stress reduction, or by promotion physical fitness activities that are known to correlate with more restful sleep. And, the study reminds managers that they too are human – and that even when they don't see it themselves, employees are sensitive to changes in their behaviors on a daily basis.

Barnes, C. M., Lucianetti, L., Bhawe, D. P., & Christian, M. S. (2015). *You wouldn't like me when I'm sleepy: Leaders' sleep, daily abusive supervision, and work unit engagement*. *Academy of Management Journal*, 58, 1419-1437.



Carolyn Goerner is a Professor of Management at Indiana University-Bloomington's Kelley School of Business. Email: goerner@indiana.edu.

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'Maximizing your network' topic at Women's Luncheon

The Hendricks County Business Leader held its fourth and final Women's Business Leader Luncheon of 2015 on Dec. 8 at Wellbrooke of Avon, 10307 E. County Road 100 North, Avon. Nancy Steigmeyer, director of the Lou Holtz Master of Sciences in Leadership Program, Trine University, was the keynote speaker. The event is sponsored by Donovan CPA.

Part of the luncheon proceeds benefit Leadership Hendricks County. The 2016 luncheon schedule will be released soon. For more information, contact info@businessleader.bz or call (317) 918-0334.



The Hendricks County Business Leader Women's Luncheon featured Dean of Graduate Studies at Trine University Nancy Steigmeyer. She spoke about personal branding and how to get the most out of networking.

*Photos by
Gus Percy*



Attendees included Lacey Ring-Verbik of Imagine Virtual Assistant Service, Laurie Runyan of HealingLuv.com, and Lois Young of GYB (Grow Your Business) Coaching.



Attendees included (from left) Susan Young of AimFire Marketing, Kathy Flanigan of Account Solutions Plus, and Cati Lingle of Olivet Nazarene School of Graduate and Continuing Studies.



Attendees included Anne Baloski of Behaviorworks ABA and P.J. Neace of Citizens Bank.

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13 - Danville Chamber of Commerce (members' meeting): Wednesday, Jan. 13, 11:15 a.m.; Hendricks County 4-H Fairgrounds. For more information, call (317) 745-0670

19 - Plainfield Chamber of Commerce (member's meeting): Tuesday, Jan. 19, 11:30 a.m.; Plainfield Rec and Aquatic Center, 651 Vestal Rd., Plainfield. For more information, call (317) 839-3800

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

26 - Avon Chamber of Commerce (members' meeting): Tuesday, Jan. 26, 11:30 a.m.; Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333

Avon Chamber New Members

Prestwick Pointe Valley Equity Group, LLC
6851 S Holly Circle Suite 240
Centennial, CO 80121
(303) 484-1630

Eric Stone Agency Farmers Insurance
9313 E US Highway 36
Avon, IN 46123
(317) 602-7300

Brownsburg Chamber New Members

Brownsburg Ballroom Dance Studio
1650 E Northfield Dr., Ste. 400
Brownsburg, IN 46112
(317) 286-7504

Crossroads of America Council
7125 Fall Creek Road North
Indianapolis, IN 46256
(317) 813-7125

Swope Consulting, LLC
1514 Redsunset Dr.
Brownsburg, IN 46112
(317) 858-3005

TCC, The Cellular Connection
590 West Northfield Drive
Brownsburg, IN 46112
(317) 858-7655

Danville Chamber New Member

Napa Auto Parts - Danville
1203 West Main St.
Danville, IN 46122
(317) 745-6516

Plainfield Chamber New Member

Michaelis
2601 E. 56th St.
Indianapolis, IN 46220
(317) 710-4214

Bamberger, Foreman, Oswald & Hahn, LLP
20 NW 4th St.
Evansville, IN 47708
(812) 425-1591

*NOTE: **Some meeting dates may be changed due to Martin Luther King, Jr. Day on Jan. 18, 2016. Please call before attending.*

County and Municipal Meetings

Hendricks County
Unless otherwise noted, all meetings held at Government Center 355 S. Washington St. Danville, IN 46122 (317) 745-9221

Council
(Second Thursday every month)
Jan. 14, 2 p.m.

Plan Commission
(Second Tuesday every month)
Jan. 12, 6:30 p.m.

Board of Zoning Appeals
(Third Monday every month)
Jan. 19, 7:30 p.m. **

Commissioners
(Second and fourth Tuesday every month)
Jan. 12, 9 a.m.
Jan. 26, 9 a.m.

Town of Avon
Unless otherwise noted, all meetings held at Avon Town Hall 6570 E. U.S. Hwy. 36 Avon, IN 46123 (317) 272-0948

Town Council
(Second and fourth Thursday every month)
Jan. 14, 7 – 9 p.m.
Jan. 28, 7 – 9 p.m.

Advisory Plan Commission
(Fourth Monday every month)
Jan. 25, 7 p.m.

Board of Zoning Appeals
(Third Thursday every month)
Jan. 21, 7 p.m. in the Court Room

Town of Brownsburg
Brownsburg Town Hall Eaton Hall 61 N. Green St. Brownsburg, IN 46112 (317) 852-1120

Town Council
(Second and fourth Thursday every month)
Jan. 14, 7 – 9 p.m.
Jan. 28, 7 – 9 p.m.

Plan Commission
(Fourth Monday every month)
Jan. 25, 7 p.m.
Brownsburg Town Hall

Board of Zoning Appeals
(Second Monday every month)
Jan. 11, 7 p.m.
Brownsburg Town Hall

Town of Danville
Unless otherwise noted, all meetings held at Danville Town Hall 49 N. Wayne St. Danville, IN 46122 (317) 745-4180 Note: Call (317) 745-3001 to confirm meetings have not been cancelled.

Council
(First and third Monday every month)
Jan. 4, 7 p.m.
Jan. 19, 7 p.m. **

Plan Commission
(Second Monday every month)
Jan. 11, 7 p.m.

Board of Zoning Appeals
Meets as needed on the (Third Tuesday of the month) Jan. 19, 7 p.m.

Town of Plainfield
Unless otherwise noted, all meetings held at Plainfield Municipal Building, 206 W. Main St. Plainfield, IN 46168 (317) 839-2561

Town Council
(Second and fourth Monday every month)
Jan. 11, 7 p.m.
Jan. 25, 7 p.m.

Plan commission
(First Monday every month)
Jan. 4, 7 p.m.

Board of Zoning Appeals
(Third Monday every month)
Jan. 18, 7 p.m. **

Sales Leads Newly incorporated businesses through December 10, 2015.

Brokenstone Masonry
Virgil Dyer
8647 S. C.R. 1025 E.
Camby, IN 46113

Colt Cleaners 3
Gustavo Robles
10028 E. U.S. Hwy. 36
Avon, IN 46123

Emar Cleaning
Eboni Nance
10305 Aerostar Lane
Avon, IN 46123

Fleece Fitness
Kaitlin R. Fleece
201 Fawn Ct.
Pittsboro, IN 46167

Funkytown Apparel
Tiffany Funk
Brandon Funk
921 Windsor Lane
Danville, IN 46122

Inspect It 1st Indy J and H Professional Group, LLC
Mark Hardwick
Deanna Hardwick
19 Motif Blvd.
Brownsburg, IN 46112

MAG Tree Service
Michael Garner
10600 Karen Dr.
Indianapolis, IN 46234

Oscar Nails
Tu Le Ngo
124 E. Northfield Dr., Ste. I
Brownsburg, IN 46112

Radiant Life Wellness
Regan Mosher-Rudolf
766 Heartland Lane
Brownsburg, IN 46112

Red Sky Stitchery
Jennifer Robertson
8172 Melbourne Lane
Avon, IN 46123

Reichard Machine
Ronald A. Reichard
3165 S. S.R. 267
Plainfield, IN 46168

Restored to Order
Candy Bleier
8247 Captain Dr.
Avon, IN 46123

Ross and Company
Barbara Ross
1541 Aubert ST.
Plainfield, IN 46168

Skin Care by Nadean
Nadean Himsel
3202 W. C.R. 200 N.
Danville, IN 46122

Sweet MS Boutique
Stacy Maxwell
6881 Ethens Glen Dr.
Avon, IN 46123

Wellness/Fitness Coaching by Ashley
Ashley Pyles
10155 K Steeplechase Dr.
Avon, IN 46123

White River Bass Masters
Danny Spratt
1221 Normandie Ct.
Avon, IN 46123

SBA Guaranteed Loans

Boone County

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\$80,000
Lake City Bank

Fereidoon Restaurant, LP
10102 Zionsville Road
Zionsville, IN 46077
\$268,300
Chase Bank [DE]

Jet Star, Inc.
10825 Andrade Dr.
Zionsville, IN 46077
\$860,600
Chase Bank [DE]

Hamilton County

A. A. Gold, Inc.
558 Plainville Dr.
Westfield, IN 46074
\$50,000
Celtic Bank [UT]

A Better You Fitness, LLC
962 Rosalind Pl.
Carmel, IN 46032
\$100,400
The Huntington National Bank [OH]

Behavior Analysis Center for Autism
11902 Lakeside Dr.
Fishers, IN 46038
\$804,000
Premier Capital Corporation

Bentley Ventures, LLC
14405 Clay Terrace Blvd.
Carmel, IN 46032
\$350,000
Chase Bank [DE]

C.E. Ray Co., Inc.
1089 Third Ave., SW
Carmel, IN 46032
\$100,400
The Huntington National Bank [OH]

Daily Dough, Inc.
111 S. Harbour Dr.
Noblesville, IN 46062
\$140,000
Stearns Bank [MN]

Dairy Queen Sheridan
2710 W. 236th St.
Sheridan, IN 46069
\$279,000
Indiana Statewide CDC

EVIA Investment Advisors, LLC
14221 Avian Way
Carmel, IN 46033
\$25,000
The Huntington National Bank [OH]

Fishers Sports Academy, LLC
12910 Ford Dr.
Fishers, IN 46038
\$250,000
Citizens State Bank

Innovative Maintenance Solutions, LLC
1010 3rd Ave., SW
Carmel, IN 46032
\$75,000.
The Huntington National Bank [OH]

KBSO Consulting, LLC
1415 E. 196th St.
Westfield, IN 46074
\$100,000
\$50,000. \$50,000
First Merchants Bank

Nailperfect, LLC
10606 E. 96th St.
Fishers, IN 46037
\$20,200
The Huntington National Bank [OH]

Prophet One Solutions, LLC
101 W. 103rd St.
Indianapolis, IN 46290
\$150,000
The Huntington National Bank [OH]

S & D Rush Corp.
17406 Tiller Ct.
Westfield, IN 46074
\$106,000
Stearns Bank [MN]

S & M Painting and Drywall Co.
520 Industrial Dr.
Carmel, IN 46032
\$50,000
First Merchants Bank

TRAB Corp.
12226 Quarry Ct.
Fishers, IN 46037
\$50,000
First Merchants Bank

Hendricks County

Dhami Brothers, Inc.
9455 N. S.R. 237
Brownsburg, IN 46112
\$50,000
The Huntington National Bank [OH]

Daily Dough, Inc.
111 S. Harbour Dr.
Noblesville, IN 46062
\$140,000
Stearns Bank [MN]

Johnson County
Gartner Enterprises, LLC
West Smith Valley Road
Greenwood, IN 46143
\$150,000
Mainsource Bank

James H. Hernandez, Attorney at Law
567 N. Emerson Ave.
Greenwood, IN 46143
\$112,000
Indiana Statewide CDC

Moonlight Automotive, Inc.
599 Earlywood Dr.
Franklin, IN 46131
\$300,000
Mainsource Bank

U First Transportation, LLC
2946 Welcome Way
Greenwood, IN 46143
\$55,400
The Huntington National Bank [OH]

Marion County

3rd Dimension, LLC
7168 Zionsville Road
Indianapolis, IN 46268
\$80,000
The Huntington National Bank [OH]

Big Woods Speedway, LLC
1002 - 1010 Main St.
Indianapolis, IN 46224
\$1,025,000
Premier Capital Corporation

Bowman Carpet Care, LLC
30D Gasoline Alley
Indianapolis, IN 46222
\$90,200
Lake City Bank

Cairnstone Financial, LLC
8320 Allison Pointe Blvd.
Indianapolis, IN 46250
\$435,000
Crestmark Bank [MI]

Cranium, LLC
3174 N. Delaware St.
Indianapolis, IN 46205
\$150,000
Celtic Bank [UT]

Doris Cullison
1097 Helen Dr.
Indianapolis, IN 46240
\$25,100
The Huntington National Bank [OH]

Deaton and Sons HVAC, LLC
5508 Elmwood Ave., Ste. 409
Indianapolis, IN 46203
\$100,000.
The Huntington National Bank [OH]

Dilco Enterprises, Inc.
8487 Union Chapel Road, Ste. 420
Indianapolis, IN 46240
\$50,000.
The Huntington National Bank [OH]

Fiber Node Services, Inc.
4622 Independence Square
Indianapolis, IN 46203
\$248,000
Somercor 504, Inc. [IL]

Full Circle Renovation, LLC
8506 Evergreen Ave.
Indianapolis, IN 46240
\$81,000
Premier Capital Corporation

HDH Manufacturing, Inc.
1715 Expo Lane
Indianapolis, IN 46214
\$126,700.
The Huntington National Bank [OH]

HK Transport, Inc.
1401 W. Ray St.
Indianapolis, IN 46221
\$50,000
Keybank [OH]

Hammerhead Industries, Inc.
9333 N. Meridian St.
Indianapolis, IN 46260
\$2,182,000
First Bank Financial [WI]

Holzschuppen, LLC
7330 E. 86th St.
Indianapolis, IN 46256
\$482,000
\$40,000
First Business Bank [WI]

JK Construction Hub, LLC
2045 E. 46th St.
Indianapolis, IN 46205
\$52,400
The Huntington National Bank [OH]

J Kirby Construction, LLC
2124 Fletcher Ave.
Indianapolis, IN 46203
\$100,000
The Huntington National Bank [OH]

Kennedy Veneer Corp.
68 N. Gale St.
Indianapolis, IN 46201
\$200,000
Forum Credit Union

Keys to Work, Inc.
1125 Brookside Ave., Ste. 20
Indianapolis, IN 46202
\$118,000
\$30,000
Lake City Bank

Malka, LLC
2920 W. Morris St.
Indianapolis, IN 46241
\$150,000
Mainsource Bank

Matthews Bicycle Mart, Inc.
7272 Pendleton Pike
Indianapolis, IN 46226
\$150,000
Celtic Bank [UT]

Mimosa and Masterpiece, LLC
614 Massachusetts Ave., Ste. B
Indianapolis, IN 46204
\$25,000
\$15,000
Chase Bank [DE]

MVK Group, Inc.
735 S. Capitol Ave.
Indianapolis, IN 46225
\$150,000
Indiana Business Bank

No Bad Ideas, Inc.
Zionsville Road
Indianapolis, IN 46268
\$200,000
First Federal Savings Bank (Huntington)

Paradigm Living Concepts, LLC
7520 E. 88th Place
Indianapolis, IN 46256
\$147,000
Flagship Enterprise Center

Printing Concepts, Inc.
4371 Sellers St.
Indianapolis, IN 46226
\$12,000
The Huntington National Bank [OH]

Morgan County

Core Fitness Club, LLC
149 E. High St.
Mooreville, IN 46158
\$815,000

K and JB Holdings, LLC
8901 S. S.R. 67
Camby, IN 46113
\$507,900
The Huntington National Bank [OH]

RLG Logistics, Inc.
5200 E. Centenary Road
Mooreville, IN 46158
\$77,000
Stearns Bank [MN]

Who North America, Inc.
8901 S. S.R. 67
Camby, IN 46113
\$25,000
The Huntington National Bank [OH]

BIZ BRIEF



Ann Baloski, MA, BCBA. Submitted Photo

New Autism services provider for Hendricks County

BehaviorWorks ABA has relocated to Plainfield to service children with Autism in Hendricks County. BehaviorWorks provides home and community based Applied Behavior Analysis services to children and adults with disabilities. Services are typically covered by Insurance or the Indiana Medicaid Wavier. For more information, contact Ann Baloski, executive director, (317) 837-4955 or visit BehaviorWorksABA.com.

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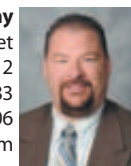
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RobMcBride@Allstate.com



Robert McBride

Agency Owner

Award Winning Indiana Agency

RIBBON-CUTTING



IU Health opens urgent care in Brownsburg

IU Health Urgent Care of Brownsburg officially opened for business on Thursday, Dec. 3, with a ribbon cutting ceremony lead by Mike Arnould of the Brownsburg Chamber of Commerce. Other members of the Chamber along with Doug Puckett, president of IU Health West and Dr. Perumal, medical director of the center were also on hand. IU Health Urgent Care of Brownsburg is located at 90 E. Garner Rd. On-site care is available Monday through Friday, 8 a.m. – 8 p.m.; Saturday and Sunday, 8 a.m. – 6 p.m.

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**5th Annual
Hendricks County ICON
Bridal Show**

January 31, 2016

1pm to 5pm

Held at the Prestwick Country Club

5197 Fairway Drive
Avon, Indiana 46123

Vendors as of January 2016

- Aadvance Limousine
- A Fitting Creation
- Active Family Chiropractic of Brownsburg
- Avon Wedding Barn
- Blanton House
- BMO Harris Bank
- Carole's Boutique
- Cruise Planners
- CCS Counseling
- Donnas Dress Designs
- Doterra Essential Oils
- Elegance Boutique of Pittsboro
- Elmwood by Redwood
- Glory Nails of Avon
- Its All About Thyme
- JJ's Catering
- Louies Tux Shop (Avon Location)
- Mary Kay (Lauren Gentry)
- Melissa Cain Art Studio of Danville
- Mindy Tasich-Koyani, Carpenter Realator
- My House Fitness of Avon
- North Salem Garden Gate Gifts and Flower Shop (Designs By Terri Solomon)
- Photography by Fast
- Photography by Sarah Crail
- Pop O Licious of Brownsburg
- Special Occasion Design
- Visit Hendricks County
- White Lick Creek by Redwood

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