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HENDRICKS COUNTY

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ORANGE IS (IN) THE NEW BLACK

*Fro-yo franchise comes roaring back
after lockdown under Gen Z owners*

PAGE 4



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OPINION

Humor: A street by any other name is just asphalt

By Gus Pearcy

Recently, I was driving on Parkway Drive. No. really. It was a street named Parkway Drive. To me, it seemed lazy (FYI: there are several Lazy Lanes in the U.S. A.). There are several examples of this. In Tennessee, you may live on Street Street. In West Virginia, there is a street named Drive.

Why can't we have a little creativity in our street names? I want street names like Grandiose Drive in Indianapolis, where everyone thinks they're rich.

How are streets named?

Well, local planning departments approve street names when a current convention isn't in place. Many cities use naming conventions that help indicate an area. For example, Indianapolis uses numbered streets typically running east and west beginning with 10th Street. This is so common that "Second" is the most common street name in America. First is third and Third is second if you want to create a Who's on First routine.

Most roads in unincorporated areas are numbered county roads named for the distance to the center of the county. S. C.R. 200 S. is an east-west road 2 miles south of the center of the county, which is the historic courthouse square in Danville. Avon, Brownsburg and Plainfield only think they are the center of the universe.

Brownsburg, Danville, and Plainfield each have a Main street, but they don't connect. You can't take Main Street in Danville and end up in Plainfield. But if you head east on Main Street in Danville you will be on the main road in Avon.

Brownsburg, Danville, and Plainfield each have a Main street, but they don't connect. You can't take Main Street in Danville and end up in Plainfield. But if you head east on Main Street in Danville you will be on the main road in Avon.

Avon doesn't have a Main street but U.S. 36 acts as the main road. As an extension of Indianapolis, U.S. 36 is sometimes called Rockville Road. This is a nod to its destination in Parke County. Similarly, Plainfield offers the alliterative Avon Avenue which Avon co-opted when it gained control of Ind. 267. Now you can be on Avon Avenue in Avon instead of just going to Avon on Avon Avenue.

Avon Avenue, northward as the crow flies, turns into

Green Street in Brownsburg. This intersects with Main Street where there is very little green and hardly anything main anymore. (Except for Hendricks County Bank & Trust Company HQ. So important.) (Did they pull their advertising? Don't look! Be casual.)

Trees seem to be poplar street names. (See what I did there?) I'll bet you know someone who lives on an "oak" street. This includes the variants Oak Hill, Oak Ridge, Oak Lake, Oak Trace, Oak Park and, for those who don't know, Oak Tree. Aren't all "oaks" trees? Seems redundant. I'm looking at you, Danville.

In the end, all we can do is vote out the incumbents who don't have creative street naming as part of their platform. I guess that is a grandiose notion, too.



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

Business Leaders: Has this been happening to you?

By Susan Rozzi

You attend a virtual meeting of a group that was met regularly. The next day, one of your colleagues calls you and shares he is mad about the meeting. It could be a variety of reasons – lack of meeting focus, too little participation, too much oversight – the reasons don't really matter. You spend 20 minutes discussing the meeting. There is really no "right answer," but you know it's a mess. You hang up the phone. How do you feel?

Let me guess. Tired? Frustrated? Depressed? Unproductive? Distracted?

Sigh.

How do you show resilience? How do you keep a positive attitude? How do you find a way forward?

Here's what I do, maybe it will help you during this time.

• **Ask, what is my role in this?**

- If the answer is "none," Let it go and move on (LIGAMO)
- If you have a role, the next question is ...

• **What can I do about it? What are my options?**

- If you don't have any options ... LIGAMO
- If you have some good options, the next question is ...

I have found the majority of time, I LIGAMO. This means I have more energy and am more productive at my other responsibilities. I use these same questions with a lot of my "problems."

• **Do any of these have the potential to solve the problem?**

- If none of them will solve the problem ... LIGAMO
- If one of them has the potential to solve the problem, the next question is ...

• **Am I willing to do my part in the solution?**

- If you aren't willing to do your part ... LIGAMO
- If you are willing to do your part, don't waste time and take the first step.

I have found the majority of time, I LIGAMO. This means I have more energy and am more productive at my other responsibilities. I use these same questions with a lot of my "problems."

Give it a try. You just might LIGAMO too!

BTW ... The annoyances in the meeting where there BC (before COVID) but the rapid change in our "normal" has caused the small cracks to become big cracks. This means some of the stuff we were able to LIGAMO in the past requires more concerted effort to LIGAMO now. And in some cases, it might be finally time to fix it!



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

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5252 E. Main St.,
Avon, IN 46123

PHONE: (317) 451-4088

EMAIL: cathy@icontimes.com

Editor/Publisher

Catherine Myers

Contributing Writer **Lindsay Doty**

Contributing Writer **Gus Pearcy**

Design/Production **Zach Ross**



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COVER STORY

ORANGE IS (IN) THE NEW BLACK

Fro-yo franchise comes roaring back after lockdown under Gen Z owners

By Gus Pearcy

Whatever your impressions are of Generation Z, chances are Stephanie and Trevor Bernhardt will challenge them. At age 25, the business--and life--partners own two Orange Leaf franchises and are building a solid future on hustle and hard work.

"My husband and I have a little saying," owner Stephanie Bernhardt said. "If you do more than what you're paid for, you will eventually be paid for more than you do."

She and her husband Trevor Bernhardt have purchased two Orange Leaf locations and expanded to festival freezer carts in this journey that started with a job.

It's been a fortunate journey beginning in 2013 when the two high schoolers began working at the Avon location of the frozen yogurt chain. By their senior year, Stephanie and Trevor were sweethearts heading to college. Stephanie continued to work from time to time at Orange Leaf while earning a bachelor's degree in hospitality.

In her last semester, Stephanie began to think about purchasing the store. By then, she had become close to the owners who saw her hard work and determination. By March of 2019, Stephanie and Trevor agreed to buy the Avon location. She graduated in May, and they married in June.

"It was a busy year," Stephanie said. As a specialty restaurant, Orange Leaf franchises have been described as a living room that happens to have yogurt dispensers. Customers get a bowl and choose between several flavors and varieties of yogurt and then top the selection with a topping bar. The chain charges per ounce.

The couple decided Stephanie would manage the store, while Trevor worked for a Plainfield auto dealer.

"He takes more of an owner role," Stephanie said of her husband. "Whereas I take more of a general manager role."

Within a year, the Plainfield franchise owner also approached the couple about purchasing his Orange Leaf.

"One at a time," Stephanie said as they passed on a deal hoping to get more experience before expanding.

But then COVID hit.

Survival mode

One year into ownership, inside seating was banned. Stephanie estimates sales were down 75% in the second quarter of 2020.

"How can we manage a self-serve business in a COVID world?" Stephanie said she asked herself. Her answer was to serve the customers and pre-pack-



CONTINUED ON PAGE 5

CONTINUED FROM PAGE 4

age toppings. The community helped also by purchasing gift cards and scheduling catering. The couple received payment protection loans, also. The combination of efforts helped the business survive when hundreds did not.

"The owner of the Plainfield store saw what we were doing because he was struggling to stay open," Stephanie said. So, she offered to manage the store for a year before any purchase talk. Seeing untapped potential for the Shoppes at Perry Crossing location, the Bernhardtts ultimately bought the store last October.

Froyo as a business

The froyo fad has sputtered since Orange Leaf began in 2008. In its heyday, the Dallas-headquartered franchisor had more than 350 stores. Today, there are fewer than 85, all locally owned and operated. Owners get recipes and branded fixtures, but otherwise operate as an independent business, Stephanie said.

"A lot of the stuff you would expect a franchise system to do like create various marketing materials for you or help source different vendors for products like toppings and stuff, we're having to do on our own," she said. "We've kind of learned to pivot and do what

we have to do."

The Bernhardtts employ 30 part-timer high school and college students.

New revenue streams

This year, the pair took over the frozen treats for the Indianapolis Motor Speedway. They purchased 10 freezer carts with umbrellas and will be showing up in more Hendricks County events such as this month's 4-H Fair and last month's Avon Ribfest. It's another stream of revenue for the entrepreneurs. A former intern with the 500 festival, Stephanie signed up to provide frozen treats before even having the carts.

Sales are up for both stores, Stephanie reports, even when you account for COVID.

The couple has many more business ideas they want to explore. All with a work ethic they both had since that very first job.

The Bernhardtts enjoy boating on their pontoon and their two dogs. Mollie is a blue heeler and Arlo is a mixed lab. Both have been with the couple since they were pups.

When they take a break, they do vacations with the same energy they put into their business. Stephanie said they love Hilton Head, S.C.

MONEY MATTERS

When Bad is historically Good

By Jeff Binkley

Just when you think it can't get any worse, it does. I'm staring at a sea of red on my screens right now. A sea of red. And yet one bit of red recently released causes me to start thinking that it may just be time to suck it up and start buying into this market.

The June, 2022 University of Michigan Index of Consumer Sentiment fell 14% from the May reading and over 41% from the June, 2021 reading. According to the University of Michigan, there are a lot of unhappy, dissatisfied, pessimistic people out there. And for the market, that's a very good thing.

I'm not a big Warren Buffet fan. (I remain a big fan of the late John Bogle who founded Vanguard on the simple idea of making investing cost less for everyone.) But one statement The Oracle of Omaha (Buffet) is known for, [be] "fearful when others are greedy, and greedy when others are fearful." The June consumer sentiment reading indicates a great deal of "fearful" out there and history tells us that's a great time to buy into the S&P 500. Data provided by the University of Michigan and www.Hurlberatings.com

from 1978 to 2021 shows that when sentiment falls 10% or more month over month, the S&P 500 rises 3-4% over the next quarter and 7-8% over the next 6 months.

Is it difficult to think about buying into this market? Heck yes! Is it the right thing to do? Historical data says yes. Is this time different? That's what many, many people say to justify succumbing to their fear and sell...., "This time it's different." A year from now, those people may be sorry.

Will you?

Maybe. However, before you do anything based on current market movements, having a broader conversation with your own advisor in turbulent times could reap rewards, or at the very least bring you some peace of mind.



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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EMPLOYER HEALTH & WELLNESS

Tips to address different dietary needs at office events

Dr. Christine Arvin, RDN, LD

A lot of office culture revolves around food. From business lunches to team pitch-ins, sharing a meal brings people closer together and fosters a sense of team.

Accommodating several different dietary restrictions and food allergies can make these team-building events feel challenging – but it doesn't have to be! In fact, respecting food preferences and needs is an excellent way to show your appreciation to your team. Here are a few strategies you can use to make your next pitch-in more inclusive for everyone.

First, let's briefly look at some of the most common dietary patterns.

- **Gluten:** Gluten is a protein found in grains such as wheat, barley, and rye. It is often used as an additive, thickener, and emulsifier, which means that gluten can be hidden in foods that are not obvious grain products. Individuals with celiac disease, wheat allergy and gluten sensitivity require a gluten-free diet.

- **Food Allergies:** Milk, eggs, fish, shellfish, peanuts, tree nuts (almonds, walnuts, cashews), wheat, and soy are common food allergens. A food allergy can develop at any time in a person's life, and the seriousness of a food allergy can range from mild to life-threatening. People with food allergies must avoid the offending food.
- **Vegetarian and Vegan:** More and more individuals are adopting a dietary pattern free of animal products for reasons including health benefits, environmental concerns and religious beliefs. There are several subtypes of a vegetarian diet. Vegetarians may avoid all foods that have any animal products (often referred to as a vegan diet) or may allow specific animal products such as milk and or eggs.

The following tips can help keep everyone safe and will show your team that you respect their dietary needs and preferences.

- Inform your staff of upcoming catering events or pitch-in plans.
- Privately ask each team member if they have any specific dietary considerations.
- Collaborate with your team and food provider(s) to determine what items will best fit their specific needs.
- Distinguish which foods are for staff with specific dietary needs. Make sure specially selected foods are set aside or labeled.

Good communication and planning ahead can help ensure the safety of your team and show them how much you respect and appreciate them.



Christine Arvin, RDN, LD, is an outpatient dietitian with Hendricks Regional Health Lifestyle Medicine department.

BUSINESS BRIEF

Hendricks County home sales continue to increase

In May, home sale prices continued to rise across Hendricks County. According to F.C. Tucker Company, the average home sale price in Danville increased 27.1% to \$289,625; the average home sale price in Avon increased 30.9% to \$360,877; the average home sale price in Brownsburg increased 11.8% to \$343,164; and the average home sale price in Plainfield increased 37.3% to \$373,950 compared to this time last year. Compared to May 2021, Plainfield homes sold 187.5% slower, while Danville homes sold 30% faster. Avon homes spent 28.6% less time on the market, while Brownsburg homes spent 157.1% more time on the market compared to this time last year.

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WOMEN EMPOWERING WOMEN

Networking and deepening connections with other women in Hendricks County, these women have found the benefits of attending the Hendricks County Business Leaders Women's Luncheon. Strong, quality women in business gather quarterly for networking, education and development. Many responded "not my first time to attend" Given are reasons they keep returning.



YOVONNE CULPEPPER

NOT HER FIRST WOMEN'S LUNCHEON. SHE CAME FOR THE MESSAGE, NETWORKING, LEADERSHIP, AND SUPPORT OF THE COMMUNITY.



SUSIE DENTON

NOT HER FIRST LUNCHEON AND SHE CAME FOR NETWORKING AND THE MESSAGE FROM THE SPEAKER.



CARA MILLER

1ST TIME AT LUNCHEON FROM SHELTERING WINGS. SHE CAME FOR THE NETWORKING, AND MESSAGE BECAUSE OF THE FIELD SHE IS IN AND THE COMMUNITY,



CASSIE MECKLENBURG

NOT HER FIRST TIME CAME FOR THE TOPIC, SAFETY OF ALL WOMEN, CHILDREN AND COMMUNITY.



PAIGE VANZO

SHELTERING WINGS, BEEN TO QUITE A FEW LOVES COMING TO SUPPORT THE COMMUNITY, THE TOPIC AND NETWORKING.



DEB HALLBERG

NOT HER FIRST TIME AND SHE CAME SPECIFICALLY FOR THE MESSAGE, SPEAKER, AND COMMUNITY.



MELISSA YETTER

NOT HER FIRST TIME SHE CAME FOR THE MESSAGE, NETWORKING AND TO SUPPORT THE WOMEN OF THE COMMUNITY.



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MEMBER APPRECIATION & ANNUAL MEETING

Thursday, July 21

HENDRICKS CO. 4-H FAIR

VOTING

To ensure all members have the chance to vote, Hendricks Power will be offering online and day-of voting for our board of directors election. Election results will be announced at the business meeting on July 21, 2022.

SmartHub

ONLINE

JULY 1-20, 2022

Members can vote on SmartHub until 5 pm on Wednesday, July 20. Members will earn \$10 in fair food vouchers, available at the fair on July 21 and for a chance to win one of five \$500 bill credits.

Annual Meeting

HENDRICKS CO. 4-H FAIRGROUNDS

1900 E Main St Danville, IN 46122

JULY 21, 2022, 11 AM - 6 PM

Members can also vote at the annual meeting on Thursday, July 21, from 11 am to 6 pm at the Sponsor of the Day Pavilion. Members must bring their parking pass to park and attend the 4-H fair for free. Members will receive \$10 in fair food vouchers to use at any food vendor on July 21, 2022, ONLY, and a chance to win one of the five \$500 bill credits.*

MEMBER APPRECIATION

THURSDAY, JULY 21, 11 AM - 8 PM

HENDRICKS COUNTY 4-H FAIR

Join us for a day full of family fun, including:

- Live Line Safety Demonstrations
- Electric Vehicle Experiences
- Silly Safaris Shows
- Balloon Animals
- Face Painting
- Bill Credit Giveaways*
- Board of Directors Election Results

Submit your vote for our Board of Directors by 6 pm and you'll earn \$10 in fair food vouchers, valid at any food vendor on Thursday, July 21 ONLY, and a chance to win one of five \$500 bill credits!

Be sure to bring your parking & admission ticket found in your invitation.

For a full schedule and to see candidates, visit:

hendrickspower.com/annualmeeting

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*Winners need not be present to win

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BIZLEADER

Is there danger when things go well?

By Karl Zimmer

Every business leader strives to help make their organization successful, to be profitable, a good corporate citizen, and a great place to work for all. When you've achieved your revenue and profit goals, do you celebrate and take a much-needed break? How do you celebrate? And, what's next?

When we are fortunate enough and have worked hard to achieve a level of success and our goals, it is perfectly acceptable, even desirable to spend some time to celebrate, to acknowledge the accomplishments, to congratulate those involved, and even to take a breath. Might there be a danger in taking too long for that respite? Is it possible that once we have achieved what we set out to, when we have reached that all-important goal that we worked so hard to reach, that we could become complacent? And if so, what danger is there?

In my own experience, and what many others with whom I've spoken have experienced as well, the danger is that when we become complacent by resting on our laurels, when we are not moving forward to reach a new goal, we end up falling backwards. Then the catching up is much more difficult than had we stayed the course, carried on with the same passion and dedication that helped us achieve our goals in the first place. Can you think of an analogy or an example in your own experience that illustrates that phenomenon?

A sports analogy, one that I have seen happen many times, is when a team gets

ahead, especially by a seemingly wide margin, and they become more defensive than they were earlier. They "protect the lead," and what often happens is they end up losing the game. They quit doing what got them the lead in the first place, and yard by yard, goal by goal, the lead is gone, and the game is over and lost. I harken back to a quote from the book, "In Search of Excellence," in which Tom Peters and Bill Waterman stated, "Stick to your knitting." Stay with what you know and what made you successful.

Remember that it is the journey, not the destination. Even when you reach your destination, your goal, keep moving toward a new destination. Create another goal. Reach for another star and celebrate each one along the way. The celebration is part of the reward, and the forward momentum helps you achieve the next goal, and the next.

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



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

BUSINESS BRIEF

Homewatch CareGivers recognizes Penny Lubbehusen

Homewatch CareGivers of Brownsburg recently recognized Penny Lubbehusen. Lubbehusen worked at Eli Lilly's for 32 years where her days consisted of doing infectious disease research. After retiring, she worked as a Certified Nursing Assistant (CNA) for 13 years in the ER department at Hendricks Regional Health. She also has her Licensed Practical Nurse (LPN) license which she

gained many years prior to this time. Although she is also retired from the hospital, she still has kept her LPN license up to date. Penny joined Homewatch CareGivers of Brownsburg as a caregiver because she enjoys helping people. One of Penny's clients had this to say about Penny. "Penny is very thoughtful and she is always on time. She is so dependable and is so good at what she does."

Leaning into Leadership

Each month, the Business Leader focuses on how Leadership Hendricks County equips professionals with the tools and techniques to lead and strengthen our communities.

2022 LHC Team Capstone Projects: Big Ideas. Impactful Work.

Capstone projects are a key element of each Leadership Hendricks County class. Groups of participants identify a community need, then develop and implement strategies to create sustainable solutions. This is the first of five projects advanced by LHC's Class of 2022.



2022 LHC CAPSTONE PROJECT: FINDING MENTAL HEALTH RESOURCES

One in five Hoosiers experiences mental illness in any given year, but fewer than half of Americans with mental health conditions receive the treatment they need to thrive. That's often because those in need don't know where to turn for help. It's a longstanding

dilemma that intensified during the pandemic.

This project group examined the strain mental health issues create in Hendricks County for employers, first responders, educators, and others. Recognizing the value of connecting those in need with local resources, they explored solutions. "We decided to develop a simple, one-page document as a resource for people in the middle

of an emergency or for those seeking help," explains Brittany Gipson. "It can also be used by employers for employees who are struggling."

Brittany reports local Chambers of Commerce and the Hendricks County Sheriff Department have already committed to making the document available. "We're in the process of identifying other partners who can use this important resource," she adds.

LEADERSHIP HENDRICKS COUNTY 2022 CAPSTONE PROJECT TEAM



*From left: **Katy Cummings**, Parks Foundation of Hendricks County; **Evan Love**, Hendricks County Sheriff's Office; **Angi Snodgrass**, Cass and Company Salon; **Brittany Gipson**, Care to Change.*

Leadership Hendricks County, Inc. is a 501c(3) not-for-profit organization serving the people and corporate citizens of Hendricks County and west central Indiana by offering top-notch leadership and engagement programs for current and emerging leaders who then apply those skills to strengthen their community. Learn more at www.leadershiphendrickscounty.org.

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THE PERSONAL TOUCH

Making a stronger case for what you do

By Scott Flood

Instead of shouting about what makes your company better, make a strong case for it by using what's known as a case study.

In simple terms, a case study is a communications tool that tells the world what you did for someone, how you did it, why you did it that way, and what the results were. Case studies are compelling, powerful – and surprisingly versatile.

What makes case studies so effective? First, they're factual, so the reader doesn't have to wade through hype or puffery. Second, case studies are a form of storytelling, and telling stories will capture your audience's attention in a way that few other forms of persuasive communication can do. People like to read about the challenges others face, because it deepens their knowledge about the industry and strengthens their own problem-solving skills.

Case studies allow people to project someone else's real-world experience upon their own organization and needs. If they see that you offered a solution that helped someone cut defects by 82 percent, they know what similar results will mean to their own bottom line.

Case studies work well in advertising,

mailings, in email newsletters, on your website, on social media, as articles in trade magazines, in brochures, and in blogs. Video case studies can be even more influential than printed ones when used on your website or social media.

The biggest impediment to creating successful case studies isn't hesitant customers. It's a lack of time. Asking staff members whose plates are already full to create case studies is a recipe for inaction. That's one reason that developing case studies is well-suited to outsourcing to a PR firm or a professional writer.

Whether you look outside for your case studies or have someone within your organization develop them, be sure to set them up as an ongoing program that's built upon a schedule with firm due dates. That's the most effective way to ensure that your stories gain the impact they deserve.



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

Newly Incorporated Businesses

4/21/22 - 5/22/22

GRANTEE: TAS

Description: Real estate appraisals

GRANTOR: Richard T Thompson

GRANTOR: Jordan T Thompson

Date: 5/24/22

GRANTEE: Jeffery W. Hubbard

Description: Home construction

GRANTOR: Jeffery W. Hubbard

Date: 5/26/22

GRANTEE: Naptown Thrifters

Description: Resell

GRANTOR: Charlene R. Baker

Date: 6/01/22

GRANTEE: Angels Dollys 18 And Over

Description: Retail store

GRANTOR: Yesenia Gama

Date: 6/02/22

GRANTEE: Residential Restoration

Description: Construction

GRANTOR: Kristina Teague

Date: 6/06/22

GRANTEE: Nichol Renee Diel Organization

Description: Nonprofit

GRANTOR: Nichole-Renee Diel

Date: 6/07/22

GRANTEE: Ronald Lee Hearne Organization

Description: Nonprofit

GRANTOR: Ronald-Lee Hearne

Date: 6/07/22

GRANTEE: A&E Marketing

Description: Remodel-construction-market

GRANTOR: Austin Crapo

GRANTOR: Elizabeth Crapo

Date: 6/08/22

GRANTEE: My Crafty Decor and More

Description: Online Etsy shop

GRANTOR: Jill Velikan

Date: 6/17/22

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Planner of Note



12 - Plainfield Chamber of Commerce (members' meeting) Tuesday, July 12, 5:30 PM - 7:30 at Richard A. Carlucci Recreation & Aquatic Center. 651 Vestal Rd. Plainfield. For more information, call (317) 839-3800

20 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, July 20 at 11:00 a.m. at Arbuckle Park & Bundy Lodge, Brownsburg. For more information call (317) 852-7885

13 - Danville Chamber of Commerce (members' meeting): Wednesday, July 13, 11:00 a.m. at HC 4-H Fairgrounds, 1900 E. Main St. Danville. For more information, call (317) 745-0670

26 - Avon Chamber of Commerce (members' meeting): Tuesday, July 26 at 11:00 a.m. at Avon American Legion, 4812 E. Main St., (Old US 36) Avon. For more information, call (317) 272-4333



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