

Where Hendricks County Business Comes First

BUSINESS LEADER[®]

HENDRICKS COUNTY

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Branching Out



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**Alex Hershey plants his roots
at The Branches Community
Church in Plainfield to allow
for growth of the congregation**

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Photo by Rick Myers

**IF YOUR KNEE OR HIP COULD TALK,
WHAT WOULD IT SAY?**

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West Hospital

How a Chicago Doctor Shook Up the Hearing Aid Industry with His Newest Invention

Nearly Invisible Digital Hearing Aid Costs 90% Less

Reported by J. Page

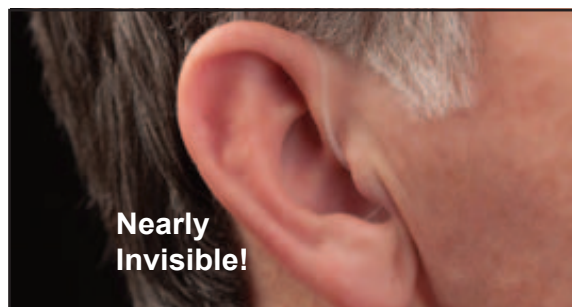
Chicago – Board-certified Ear, Nose, and Throat physician Dr. S. Cherukuri has done it once again with his newest invention of a medical-grade, ALL-DIGITAL, affordable hearing aid.

This new digital hearing aid is packed with all the features of \$3,500 competitors at a mere fraction of the cost. **Now, most people with hearing loss are able to enjoy crystal clear, natural sound — in a crowd, on the phone, in the wind — without suffering through “whistling” and annoying background noise.**

Digital Hearing Aid Outperforms Expensive Competitors

This sleek, fully programmed, light-weight, hearing aid is the outgrowth of the digital revolution that is changing our world. While demand for “all things digital” caused most prices to plunge (consider DVD players and computers, which originally sold for thousands of dollars and today can be purchased for less), the cost of a digital medical-grade hearing aid remains out of reach.

Dr. Cherukuri knew that many of his patients would benefit but couldn't afford the expense for these new digital hearing aids. Generally they are *not* covered by Medicare and most private health insurance plans.



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The doctor evaluated the high-priced digital hearing aids on the market, broke them down to their base components, and then created his own affordable version — called the MDHearingAid® *AIR* for its virtually invisible, lightweight appearance.

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Of course, hearing is believing and we invite you to try it for yourself with our RISK-FREE 45-Day home trial. If you are not completely satisfied, simply return it within that time period for a full refund of your purchase price.

Can a Hearing Aid Delay or Prevent Dementia?

A study by Johns Hopkins and the National Institute on Aging suggests older individuals with hearing loss are significantly more likely to develop dementia over time than those who retain their hearing. They suggest that an intervention — such as a hearing aid — could delay or prevent dementia by improving hearing!

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*“I have used many expensive hearing aids, some over \$5,000. The *AIRs* have greatly improved my enjoyment of life.” — Som Y., Michigan*

“I would definitely recommend them to my patients with hearing loss.” — Amy S., Audiologist, Indiana



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Greg Williams



Greg with his LHC Class at the Indiana Statehouse. On this day, the class met with State Representatives and Senators as well as Secretary of State Connie Lawson.



Greg with fellow LHC Class of 2015 members Lora Steele (left) and Sabrina Coulter.

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

Leadership & Public Service

You're running errands, making your way through traffic on U.S. 40, when your peripheral vision spots a fast-moving object racing in from the right. You jam your brakes as the pickup truck slams into the two cars ahead of you. You throw your car into "park" and jump out, dialing 911. Ninety seconds later, you hear sirens. In another ninety seconds, several firefighters emerge from multiple trucks, each performing different tasks with minimal communication between them.

It looks like instinct, but what you're seeing is actually the result of extensive training. First responders don't have time to sit down around a conference table, study a situation, and converse about the next steps. If they don't respond immediately, lives could be lost and more serious damage could occur. That's why they devote so much time to training, and why much of that training addresses leadership skills.

"Leadership development is critical within our organization," Greg Williams is the Division Chief of Training and Safety for the Plainfield Fire Territory, so he's charged with ensuring that the department's staff is ready for any situation. That includes being prepared to be leaders. "The future of the Fire Territory will reflect the effort put into our current and future leaders," he explains.

Williams was a member of Leadership Hendricks County's 2014 class. "We've sent several of our personnel to Leadership Hendricks County over the years," he says. "LHC has a unique way of blending your

strengths and weaknesses with other leaders, allowing for significant growth based on others' experiences." That's especially important in a setting such as a fire department, where nearly every task depends upon working flawlessly with others, whether they're from your station or a neighboring community.

"One of the biggest things I took away was a better understanding of people and their personalities," says Williams. "This has helped me be a better communicator with my co-workers." Understanding of what makes other people tick keeps conflict to a minimum among groups of people who spend entire 24-hour shifts in close contact.

Williams and his wife, Danielle, were born in Michigan. Both moved to Indiana during their childhood years and met down here. Three years ago, the couple relocated to Plainfield with their three children, Anastasia, Gwendolyn and Brogan. When Williams isn't working to sharpen his colleagues' skills, you'll find him running or camping. He's also active in the Plainfield Girls Softball Association.

.....
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.



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FROM THE PUBLISHER

Small business is the place to be

By Rick Myers

I caught up with Cinda Kelley-Hutchings, former executive director for the Hendricks County Economic Development Corporation, a few weeks back to see what she has been up to since she decided to leave the post she had held since 2007.

Kelley-Hutchings said she decided to leave a few years back, letting the HCEDP's executive committee know that once she turned 60 (last December) it was time for new things.

"But it is her passion for small business, which is a passion of mine as well..."

"It was that last chapter of my life to really use my expertise and my knowledge to work with small companies, start-ups, which is really my passion ... that (small business) is really key to any community," she told me.

Currently, she is involved with the National Transportation Center as well as a board member of the up-start Central Indiana Innovation Hub, which is located in Avon – my guess is there will be more on her plate in good time.

But it is her passion for small business, which is a passion of mine as well – it's what I will always remember her HCEDP work for.

"If you look at the demographics of any community, small business companies, with 10 or fewer employees are really the backbone of any community," she said. "And I think that when we start to ignore those companies and we start thinking it's about the big companies then I think we really lose our sense of community and who we are."

She's so right. She understands the magnitude of what the small business owner brings to a community – it's revenue, goods and services; it's a willingness to roll up his/her sleeves and do what's right for the greater good of community.



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

Our View

Signs show economic growth

If the Federal Reserve raises interest rates in June, it will be one more sign that the economy is finally getting back to normal from the deep recession of 2008. But is everything back to normal?

Last December, the Fed's raised the interest rate for the first time in nearly a decade. Things must've looked better nationally than locally because the pinch of a slow economy was still being felt here.

"An important indicator of inflation is more expendable cash..."

Now the Fed's indicating that another interest rate raise is at hand, maybe even as early as their next meeting this month. While Hendricks County has seen its economy get better during the first half of 2016, raising interest rates before any signs of inflation may be premature.

An important indicator of inflation is more expendable cash in the wallets of everyone. Wage rates have not indicated any rise even though more Americans are going back to work. There likely is a bit of debt to repay after the last eight lean years.

The Federal Reserve should be cautious before raising rates before the fourth quarter to ensure that the economy is on track and that the threat of inflation is real.

Whatever happens in the next three to six months, look hard at your finances. There is likely no better time to buy a home with these low mortgage rates and if you are looking to sell, you are definitely sitting in the catbird's seat.

Quote of the Month



"Leaders inspire themselves and others to do, be, give and become more than they ever thought possible."

~ Tony Robbins, personal finance instructor



Cartoon



Humor

Hippy-Dippy techniques for a better life

By Gus Pearcy

Two years ago, I was asked for a divorce. What followed was a long recovery. I was beyond anger, lost my identity and way. In my solitude, I turned to meditation.

Dan Harris, ABC News anchorman and author of the book "10 percent Happier," rightly says that meditation has bad PR. It sounds too mystical and spiritual. To be honest, it sounds like a scam.

It's not. The benefits of meditation or mindfulness appear proven. A 15-20 minute session helped me deal with anxiety. It helped, a little, with my penchant for overreacting and helped me feel more rested. Perhaps it was the placebo effect, but

honestly, it gave me the calm to respond to a situation rather than a knee-jerk reaction.

Meditating sounds so easy. Sit in a quiet room. Close your eyes. Then don't think about anything. There's the catch. We spend most of our days fixing issues or trying to get things done, that we don't ever just clear our minds for 15 or 20 minutes.

Just try it. Ignore your phone, computer, issues at work, financial difficulties or perhaps even the stress of a divorce. Unlike exercise which works muscles, mindfulness gives the brain a rest. If you love your brain, give it a rest other than sleeping.

Personally, I like meditating on a verse in

"The benefits of meditation or mindfulness appear proven. A 15-20 minute session helped me deal with anxiety."

the Bible, not trying to define it or fit it into my life, just meditating on the words. The meaning comes later, if ever.

Despite feeling unnatural, meditation or mindfulness products grow at an alarming rate. Dozens of apps focus on the technique that proponents say will make you feel better and declutter your head.

Like exercise, I go for a few weeks at a time without practicing. So I don't blame you for emptying your head of this column.

Don't take my word for it. Look it up. You'll see study after study touts the benefits of mindfulness. Go on. Get out of your head.



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.

Alex's List

Most influential albums in my life:

Wilco – Yankee Hotel Foxtrot, The Band (The Brown Album), Sufjan Stevens – Illinois, The Strokes – Is this it?, Drew Holcomb & The Neighbors – Medicine, Taylor Swift – 1989

How Alex did it?

What's the best advice you ever received?
Pray a lot.

Best business decision you ever made:
Meeting in the Richard Carlucci (Plainfield) Rec and Aquatic Center!

Worst advice you ever received:
"You can't love everybody."

In five years, I want... to keep growing outreach in our community and to continue as a church to connect to God, grow in Christ, and love people.

My secret to success... Work hard, but step back and let God work, too.

"The whole idea is to branch out... That if we're connected to God then we want to branch out and tell other people of the hope, the grace and love of Jesus Christ."

~ Alex Hershey

The Branches Community Church

651 Vestal Rd. (The Richard A. Carlucci Recreation & Aquatic Center) P.O. Box 875
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iamthebranches.com
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Branching out

Alex Hershey plants his roots at The Branches Community Church in Plainfield to allow for growth of the congregation

By Gus Pearcy

If you drop by the Richard A. Carlucci Recreation and Aquatic Center on a Sunday morning, the doorman will likely be Alex Hershey, pastor of The Branches Community Church. The congregation has met there for two years, every Sunday at 10 a.m. Hershey and his team have built the United Methodist Church plant from seed. The evidence of the small church's success was realized this past April when the United Methodist Church chartered The Branches.

The church is hyper-community oriented. Modern worship in a relaxed atmosphere where you know everybody. Usually, attendance is around 200. Many come for the style of worship, and many come specifically for Hershey and his accessible style of preaching.

"Alex is the Business person's clergy," Rick Myers, publisher of the Hendricks County Business Leader and Hendricks County ICON said. "He is always at business events – something you don't typically see a member of the clergy attend. I think his interaction with the business community has gone a long way into helping grow The Branches."

Hershey understands how to bring a smile to the congregation.

"We are far from a perfect church," Hershey admits jokingly. "I mean the pastor is bald, short, wears glasses. I'm the George Costanza of pastors. I've perfected the gift of mumbling and preaching."

A product of Monticello, Ind., Hershey cut his communication skills at Indiana Beach, the amusement park for seven seasons. He even played the crow mascot for a summer.

"It's cool because I never thought Monticello would give me so many 'ins' with people," Hershey said. "So many people did family trips or had something through Monticello because of Indiana Beach."

He credits the Indiana small town with developing his flair for hospitality, too.

The product of a teacher and a Boys Scout administrator, Alex was reared to serve the public. At first, he wanted to be a teacher, but God pressed him to be a pastor. When he graduated from Indiana Wesleyan, he attended Asbury Theological Seminary. A lifelong Methodist, Alex was appointed to be associate pastor at his home church in Monticello, then did a stint as a head pastor in Union City, Ind.

During this time, Hershey formed a philosophy of a community church. He realized that 75 percent of the population didn't attend a church regularly, so he took the church to the community.



Alex Hershey hamming it up after a Plainfield Chamber of Commerce meeting. Hershey works hard to connect with the business community.

Photo by Rick Myers

"Can we do church differently?" Hershey explained his reasoning. "And more of the church focus will be out in the community rather than the expectation of everyone just coming randomly to church."

He calls the rec center a "church with water slides." Baptisms are often performed in the indoor pool.

"The whole idea is to branch out," he said. "That if we're connected to God then we want to branch out and tell other people of the hope, the grace and love of Jesus Christ."

Nic Quintana has lived in Hendricks County for 20 years. He attends The Branches. He says he never felt any particular church could be his home until he met Hershey.

"When I met Alex two years ago, he spoke of his vision of helping people understand that Jesus wants all of us to help one another make a better life," Quintana, an architect from Avon, said.

During their three-hour conversation, Quintana said Hershey never made mention of a building. So Quintana asked because he has seen how important a building is to a congregation.

"It seemed to me that sometimes the 'building' became more important than the members and the message," Quintana said. "Alex said to me, 'Jesus went where he was needed, and his focus was always on Grace and the people – not a building.' This is Alex's focus and The Branches's focus, and that's what keeps me coming back."



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BIZ RESEARCH

To know me!

By Jim Ittenbach

As we launched into 2016, 91 percent of surveyed consumer-focused organizations plan to use technology to personalize marketing based on learned needs and desired outcomes, yet few possess an ability to build this system, so most are destined to fall short.

Personalized marketing is the use of individual behavioral data to target and/or tailor marketing communications based on likely needs when a consumer is seeking the service or product. This is also referred to as behavioral-based marketing.

Often, consumer reactions to personalized marketing is mixed. Consumers shudder at the idea of anyone tracking their behavior, but when a product or service is presented at a time and place that makes it easy to acquire, they like it! And buy it!

It's hard to execute a perfect big data strategy. Most professionals want to immediately leap from individual visitors on their site to internet-wide data patterns.

Four existing strategies can be ranked from easy to difficult:

- Behavioral targeting: offline research of patterns to define targets for the ideal start-of-website-funnel

- Precision micro-segmentation: persona profiling that uses known behavior to develop robust descriptions of targeted audiences

- Real-time behavioral targeting: finding what communication they seek at varying points in their online journey

- Real-time behavioral targeting: i.e., deciding what segments of the web populace will receive messaging, in real-time, to people who are searching for a specific product/service

It seems that many marketers are attempting to jump the curve by leaping from Behavior targeting to Real-time targeting; in spite of the protracted time and costly development. Ideally, one must learn to speed walk before trying to run a marathon. Many of our clients are realizing success by developing customer Personas, empowered by Consumer Journey Mapping, to craft impactful marketing strategies yielding 4percent to 6percent lifts in sales. 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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RIBBON CUTTING

One of Danville's newest businesses was welcomed into town on Monday, May 9, with an official ribbon cutting ceremony conducted by Marcia Lynch, executive director of the Danville Chamber of Commerce. Dr. Keely Allen, along with her husband, Jake Allen, opened Danville Family Eye Care earlier this year at 95 N. Tennessee St. Dr. Allen is currently accepting new patients from children to seniors.

From left, Jake Allen, Dr. Keely Allen and Marcia Lynch.
Photo by Sherry Moodie



BIZ BRIEFS

Recent acquisition for Fab2Order

Brownsburg-based Fab2Order recently announced it acquired Monrovia-based Machine2Order (formerly Winners Circle Engineering), a precision machining company. Fab2Order, a metal fabrication company located in the Brownsburg Eaglepoint Business Park, moved Machine2Order and its current employees to the business park with an expansion that increased Fab2Order's facility size. Jason Greeson, CEO of Fab2Order, will remain as the CEO for both divisions.

New warehouse in Plainfield

Prime Distribution Services (PDS), a Roadrunner Transportation Systems, Inc. company that provides warehousing, consolidation and transportation solutions, announced the opening of its new location in Plainfield, on May 11. This is the second Plainfield facility for the company. The new location is referred to as Airtech, and it manage day-to-day operations, including Radio Frequency picking and advanced automated case picking software to increase speed and accuracy. For more information, visit rrrts.com.

Kevin Speer honored

Hendricks Regional Health President and CEO Kevin Speer was recently recognized as a Distinguished Alumni by Purdue University's College of Liberal Arts in a ceremony that took place in West Lafayette, Ind. He is involved in many different health advocacy organizations that share his passion for strengthening healthy and vibrant communities such as YMCA of Central Indiana; Sheltering Wings Center for Women; and the American Lung Association. Speer sits on the Board of the Hendricks County Economic Development Partnership as well as the Chambers of Commerce in Avon, Brownsburg and Danville.



OPEN 4 BIZ



John Byers and Matt Wharff.
Photo by Sherry Moodie

Finding the right fit

Father and son team relocate Clermont Plastic Pipe Supply to Brownsburg

Father and son. Together in life, together in business. Clermont Plastic Pipe Supply has gone through several ownership changes as well as name changes in its almost 40 year history. New owners John Byers and Matt Wharff bought the business in January and relocated from Avon to Brownsburg.

"This was a long established business and the previous owner was ready to retire," explained Byers. "We were approached about buying the business and decided we needed a location that had better visibility, so we moved to Brownsburg and re-opened the end of April," he added.

The new location is open for retail sales but the majority of business comes from agricultural customers looking for draining solutions and plumbing contractors working on home repairs and new contrition.

Describe your business in one sentence:

A full service provider of plastic pipe, sump pumps and fittings to agriculture, plumbers and homeowners.

Why did you want to open your own business?

We felt there was an opportunity to provide a service to the surrounding community.

What advice would you give someone starting their own business?

Do a thorough review of the needs of the surrounding area to insure that the product that you are intending to promote.

What is one thing that could help your business?

Word of mouth advertising from satisfied customers.

What do you think about your business's future?

We feel that by keeping an ear to our customers need that we can grow our company.

Clermont Plastic Pipe Supply

John Byers and
Matt Wharff, co-owners
645 N. Green Street
Brownsburg, IN 46112
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clermontpipe.com

Compiled by Sherry Moodie

BIZ HISTORY

Major change on a small letter

By Dan Miller

It was a Sunday, June 19.

A stout-looking man, walked near the Ohio River. Strong, six-feet tall, athletic. The settlers who lived along the river in the year 1803 called him William Clark.

Clark knew Major Change, the kind that alters the direction of a person's life or, at least, a significant part of a person's direction. Major Change affects a person's work, home, health, family, and more.

His parents had recently died. Major Change. His oldest brother teetered on bankruptcy and financial ruin. Clark had been forced to sell the family home in Louisville, Ky., to help pay his brother's bills. Major Change.

A man well known to Clark also confronted Major Change. Like Clark, he was strong, well-built, arrived in Louisville from Virginia as a teenager, and was 33 years old.

York was Clark's slave.

The Major Change affecting Clark affected York, too. If the Clarks' financial status worsened, one option for raising money was to sell slaves. To York, this prospect of Major Change was horrifying.

Major Change weighed on Clark and York.

Yet neither man realized that Major Change was itself about to change.

That's because on this Sunday in Washington D.C. a young man had just sat down at his desk. He picked up a goose-feather pen, dipped the tip in a small bottle of black ink, and scratched words across the stiff paper. For an instant, the man formed an image of William Clark in his mind at this desk, in the young nation's capital city. Then, he wrote: "From the long and uninterrupted friendship and confidence which has subsisted between us I feel no hesitation in making to you the following communication ..." He signed with his name, Meriwether Lewis.

A new form of Major Change moved toward Clark and York in a letter. The expedition of Lewis and Clark and, yes, York was about to begin.



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.

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LOOKING OUT FOR *Our Neighbors*

We're community-minded and business-focused, with the unique understanding that our employer partners are also our neighbors. That's where Debbie and Kelly come in. They take their jobs personally. As members of the Hendricks Regional Health Occupational Medicine team, this dynamic duo focuses on helping employers create healthier work environments. In this goal, Debbie and Kelly are devoted partners. Plus, they work with a full bench of experienced occupational health and wellness experts.

We are confident that our relational approach is what makes us different. Of course, we still believe in the time and money-saving benefits of efficiency. We just achieve it without sacrificing face-to-face conversations and truly getting to know our employer partners.

Find a team that is devoted to your organization's health and wellness. Call **(317) 745-3836** or visit **HENDRICKSATWORK.COM** today.



*Pictured from left to right:
Debbie Plummer, Clinical Manager
Kelly Van Remortel, Employer Representative*



Business Leader Cover Party

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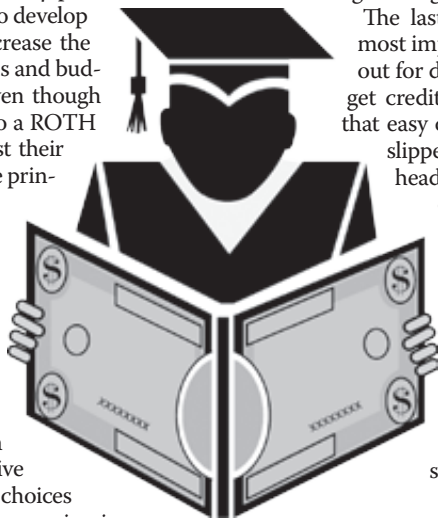


For more information, contact us at: coverparty@businessleader.bz or (317) 918-0334

MONEY MATTERS**Advice to the grads****By Jeff Binkley**

It's graduation time! And graduates are getting a ton of advice. Well, here's a little more... I always tell young people that they should open a ROTH IRA and begin putting money into it on a regular basis. At the start, it doesn't even matter how much they put in, just that they begin to develop the habit. They can increase the amount as their incomes and budgets controls grows. Even though the money they put into a ROTH is not deductible against their income, the fact that the principal remains accessible without penalty or tax while still growing with tax advantages, makes the ROTH IRA a perfect way to start investing.

The next bit of advice I give is to be aggressive! I don't mean for them to be aggressive with the investment choices they make, rather be aggressive in how much they are putting aside from every paycheck. Historically, if someone puts aside 10 – 15 percent of his income each year and invests it wisely in a portfolio populated with good companies (stocks), interest bearing debt issued from responsible companies (bonds), as well as some companies and debt



from outside the USA (international stocks and bonds), then be patient for 20 - 25 years, he should be relatively rich! ("Rich" or "wealth" should always be described as "relative." After all, if you have a job you love, a family that adores you and makes you proud, and the love of a good dog, aren't you already rich?)

The last, and I think very likely most important, advice is to watch out for debt. It is very, very easy to get credit in this world. And with that easy credit, it is a super simple slippery slope to get over your head very quickly and very deeply when it comes to debt. Be aware. Be careful. Be frugal.

None of the above should be construed as recommendations for any investor without thoroughly discussing your specific situation with a professional advisor.



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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**BIZ BRIEF****HCBT named IBA Five Star Member**

Hendricks County Bank and Trust Company was recognized as a Five Star Member of the Indiana Bankers Association (IBA) at the 2016 IBA Mega Conference on May 4 in Downtown Indianapolis. The bank earned the award in recognition of its commitment to the IBA in the areas of political awareness, issues advocacy, life-long learning, volunteerism and Preferred Service Provider utilization.

S. Joe DeHaven (left), CEO of the Indiana Bankers Association, presents the Five Star Member award to Steve Denhart



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COACH'S CORNER

Why even ask?

By Jack Klemeyer

Recently, I have been doing a little experiment. When people ask, "How are you?" I answer with some of the things that are actually on my mind. The reaction has been interesting, to say the least. Can I say, awkward?

I remember my dad and I having some fun with this same experiment at a family reunion one time. It was very fascinating watching people squirm when he answered the question, "John, how are you?" Dad would reply with "Well, my gout has been acting up in my left leg." The relative who asked the question would then quickly make eye-contact with someone else and hurriedly excuse himself to go talk to another person.

I see this same scenario play out every day. You probably do, too. Someone asks a question along the lines of "How are you doing?" and the other person automatically responds "Fine!" That's what it is – automatic, not really a sincere inquiry. It's actually more of a trite greeting, shallow and meaningless.

I urge you to try a new, fresher approach to greeting someone. Ask a better question. Ask "What's new?" or perhaps "What are you reading these days?" Begin to approach these interactions with genuine curiosity and you

will soon see a remarkable change happening. Being genuinely curious will bleed over into other areas of your life, and that is a really good thing.

Once you get the knack of being genuinely curious during exchanges with others, you will find that it not only deepens relationships, but you can use it in other ways, too. Use curiosity to attempt to understand the viewpoint or actions of the person who upsets or frustrates you. It changes – diffuses – the tension because all of sudden you are less defensive or emotional, and more, well, curious.

Curiosity shows you are interested in others, in what they do, and what is happening. It will make you see how that changes you, your business, and your life.



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

PEER TO PEER

Fun-filled European vacation

By Howard Hubler

My daughter Christi I just returned from Europe with our significant others. The biggest comparisons we made regarded labor. Probably the most common entry point for American labor is waiting tables. In Europe, waiting tables is a time-honored tradition. I don't know waiters/waitresses earn but the men and women who waited tables in Europe did so with absolute pride and dignity. Whether they were explaining a hamburger or quail Faux Gras, they did it was such a romantic flair that to a guy like me who would not eat a quail liver on a dare, everything sounded wonderful.

A lot has been written about attitude in life. It's been said that if you are ill health and have a wonderful attitude you are better off than a person in good health who is a sourpuss. People wait tables in Europe as though it is a life's calling. They do it with their heads held high and with an attitude as though they can hardly wait to get to work the next day.

Yes, I loved Europe, but I could hardly wait to get back home. You know, sometimes when I go to "Free Pie Wednesday" or "Happy Hour Milkshakes," I just like to see a little

bit of that European excitement, formality and some of that enthusiasm in the good old American waiter staff. Believe me, it starts from McDonald's and it goes all the way up to a five-star restaurant in Europe. Somehow as an American businessman, I wish I could bottle this attitude and bring it home for everyone to adopt this type of class in the products that they represent.

In closing I have to be thoroughly candid with you. The first thing I did upon returning home was get an all-American hamburger, sink my teeth into it, and wash it down with a large American cup of coffee. The wait staff ... they were't so bad either. A little familiar, but that's the good old USA.



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

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Find details at: avonchamber.org

BIZ MANAGEMENT

After-work emails

By Carolyn Goerner

A recent survey found more than 75 percent of full-time employees in US businesses receive and respond to email outside of work time. The general consensus among business professionals is that this is an annoying but necessary part of working today. Still, this practice has become the subject of some debate. Some companies believe that requiring workers to be available 24/7 causes unnecessary stress and have taken steps to reduce the use of email outside of normal work hours. On the other hand, a recent Gallup poll found that most workers felt positively about the ability to handle work matters outside of "normal" hours, and that this flexibility helped them balance work and non-work responsibilities more effectively.

But is all email created equal? To address this issue, a team of researchers conducted a study.

Researchers found, not surprisingly, that emails from supervisors caused more stress than those from other work colleagues or contacts. As expected, email from bosses carried an implied command to respond, and participants noted that they felt this expectation even when the boss specifically

said he/she did not need a reply right away. Consequently, subjects reported feeling more anger after receiving messages from their superiors – but only if the message related to work the employee needed to do, or information the employee needed to provide.

The most positive emotional responses were also related to emails from supervisors ... but only from messages that contained a different message and tone. When employees got an email from the boss praising them, expressing encouragement, or thanking them for a job well done, those employees reported feeling more engaged, more positive toward work, and ultimately less stressed than they were before receiving the message.

The takeaways from this research provide managers with concrete suggestions for helping their employees manage stress and work/life balance.



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

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

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TOP 10 YOUNG PROFESSIONALS

For the first time ever we are acknowledging Young Professionals of HC at our November 8th Cover Party to be held at TKO Graphics from 4:30-6:30 p.m.

SEND YOUR NOMINATIONS TO:

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TOP 10 YOUNG PROFESSIONALS

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TRASH SERVICE

Baker, Janke and Mollaun honored at May cover Party

The rain may have dampened the afternoon, but the stars shone brightly as the Hendricks County Business Leader held its quarterly Cover Party. Honored was March cover, John Mollaun of Hope Health Services; April cover, Cleda Janke of Ginger and Spice Ladies Fashions; and May cover, Mike Baker, CEO and president of State Bank of Lizton. The event was held in the newly renovated Brownsburg headquarters of State Bank of Lizton on E. 56th Street.

Photos by Gus Pearcy



From left, William Rodehamel, Jim Graham and Roberta Graham.



From left, Charlotte Leak, Kellie Verrkamp, Cleda Janke and Tammy O'Brien.



Bart Fisher and Heather Rance.



Greg Zusan and Cleda Janke.



Karen Mollaun and Greg Zusan.



From left, Beth Groninger, Rick White, and Kelly Hughes.



Rick Myers and Mike Baker.



Jerry Miser and Tom Fite.

BIZ WEB

Paying more per click

By Andrew Angle

The fact that Google and Google Adwords recently made changes is hardly ever news. Change is their constant. Every major change they apply is brilliant, at least for Google's quarterly earnings reports. This is not a surprise considering that Google was founded by some very smart people with hiring practices that harvest even smarter people.

Another "constant" is that the cost of winning new leads through Google. Every major change that's intended to improve the quality of search results has a way of also maximizing shareholder's profits.

In February of this year, the cost per customer acquisition took an upward leap. On one campaign graph that showed the Cost Per Click (CPC) on the lower line, and Clickthroughs on the top line, the lines suddenly inverted. Cost Per Click for critical nearly doubled overnight and even tripled within a month. At the same time, the number of clicks fell. In every case I reviewed, advertisers saw their Adwords cost launch upward with traffic staying the same or dipping downward. I'm really curious to see what Google's next quarterly profit reports look like as compared to this same quarter last year.

What happened this time? Something significant. They dropped their right sidebar ads. When you did a search before, you would get a few sponsored ads at the top of the list, a few more at the bottom of the list, and several down the right side of the list. That layout gave advertisers eleven possible places to



have their ad appear. With the right side gone, in some cases there are now only four ads showing. This means businesses that once got traffic and customers by using Adwords have been eliminated. What Google tells nearly every business owner who calls in a panic is "Increase your bid per click."

My immediate response: I shifted budgets toward Google's competitor Bing/Yahoo, plus email marketing, content creation that includes video.

"Every major change that's intended to improve the quality of search results has a way of also maximizing shareholder's profits."



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

THE PERSONAL TOUCH

Worst-case marketing

By Scott Flood

When making a case for their products or services, far too many companies' sales and marketing efforts focus on the worst ones.

That worst case is whatever troubles them most. Maybe it's an aspect of their product about which they're particularly sensitive, a perceived flaw, or a touch of internal paranoia. Often, it's the prospect that plain refuses to buy.

They focus their sales and marketing messages to address it, instead of building upon their strengths. Often that's driven by sales teams, who want something targeted at that one prospect they just can't land.

I'm a salesman's kid, and nobody has more respect for those who tackle one of the toughest jobs in business, but focusing on your worst prospect is a bad idea. Why? If everyone but Mr. Mugwump is willing to buy from you, you've clearly found a highly effective strategy. Change your approach to focus on Mugwump's preferences.

When companies base strategies and tactics on what they've been unable to accomplish instead of duplicating the efforts that have already generated success, they foolishly stroll away from the most effective ideas.

There's a simple antidote to worst-case sales and marketing. It's called confidence. Know who you are, know what makes you different, and state them with pride. Focus your thinking and efforts on the vast majority of the marketplace that will respond positively to those efforts, instead of concentrating on the tiny percentage that will refuse to pay any attention to you.

Focusing on what already works may not be as exciting as dreaming up something dramatically new. And it's true that landing one sale from that worst-case prospect may be more satisfying than making 100 repeat sales to established customers. But if your objective is to maintain and grow your existing business, you'll do much better if you put your worst-case goals aside and concentrate on putting your best feet forward.



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/.

MEMBER OF THE MONTH



Submitted Photo

From left: Kevin Ponto, Chamber board; Rick Myers, Chamber board; Chad Hauskins, Chamber board; Steve Denhart, Hendricks County Bank; Scott Elamon, HCB; Melissa Yetter, HCB; Cory Stewart, HCB; Mary Zigler, HCB; Amy Wilson, HCB; Brad DuBois, executive director Plainfield Chamber

PCC names Member of the Month

Hendricks County Bank and Trust Company was named the Plainfield Chamber of Commerce Business of the Month at its recent members' meeting. Hendricks County Bank serves the greater Hendricks County area with branches in Avon, Brownsburg, Danville and Plainfield. For more information, visit hendrickscountybank.com.

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2016 Hendricks County Business Leader's Women's Luncheon

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June 7th

Luncheon time: 11:30am-1pm

Cost: \$15.00

Prestwick Country Club

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Our June Speaker: **Patty Prosser**

**Managing Partner – Center for
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Patty Prosser

Topic: “Your Personal Board of Directors”

Where Women Leaders today may still think it somewhat “unfashionable” to ask for help - they are deceiving themselves! The key is knowing who and when to ask for help!

Many successful women leaders fully admit to having what is sometimes referred to as “A Personal Board of Directors” that they can go to for honest and confidential advice when they need it - and report this resource as invaluable.

Patty will share some wisdom on the ins and outs and recommendations for cultivating the right “board” for you.

Patty has over 30 years of experience in partnering with organizations in the delivery of effective and measurable solutions to a variety of leadership development issues. She has assisted a broad base of client companies, both locally and nationally in both the profit and not-for-profit sectors, in growing, developing, and retaining their high potential leadership talent.

As a corporate executive with a multibillion dollar global organization for 12 years, followed by 20+ years as the head of a highly regarded career and leadership development firm, Patty has both experienced and understands many of the challenges and opportunities facing organizations and their key leaders today.

Her expertise lies in an ability to assist leaders and teams in understanding themselves, the impact they have within their organizations and on others, opportunities for growth and enhanced leadership effectiveness, and action planning to meet both professional and personal goals. Her approach is collaborative and focuses on helping individuals build upon the strengths, skills and experiences that have contributed to their current success, while identifying opportunities and tools to help them significantly raise their leadership capital within the organizations they serve.

Patty is a recognized and active leader in the Indianapolis business community, sitting on a variety of for-profit and not-for-profit boards and is the immediate Past Chair of the Indiana Chamber of Commerce and the Central Indiana Women's Business Council of the Indianapolis Chamber of Commerce. She is a long-time advocate for advancing the career of women and believes strongly in the concept of “paying it forward” and that leaders have a responsibility to be role models and strong stewards in their communities.

Patty has a B.S. in Education from the University of Kentucky, as well as numerous post-graduate hours in career management and professional and leadership development. She is a Certified Integrity Coach and a graduate of the Marshall Goldsmith Leadership Development and Executive Coaching Academy. She is certified in numerous leadership assessment and developmental tools that she uses to both diagnose situations and create effective and measurable action plans.

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

PLANNER OF NOTE

8 - Danville Chamber of Commerce (members' meeting): Wednesday, June 8, 11:15 a.m.; HC 4-H Fairgrounds, 1900 E Main St., Danville. For more information, call (317) 745-0670

15 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, June 15, 11 a.m.; Brownsburg Fire Territory, 470 E. Northfield Dr., Brownsburg. For more information call (317) 852-7885

21 - Plainfield Chamber of Commerce (member's meeting): Tuesday, June 21, 11:30 a.m. Plainfield Recreational and Aquatic Center, 651 Vestal Rd., Plainfield. For more information, call (317) 839-3800

28 - Avon Chamber of Commerce (members' meeting): Tuesday, June 28, 11:30 a.m.; Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333

Avon Chamber New Members

Premier Inflatables
7643 Jessica Lane
Avon, IN 46123
(317) 567-2144

Brownsburg Chamber New Members

Hometrust Mortgage Services, LLC
910 North Green Street
Brownsburg, IN 46112
(317) 852-1997

Gadberry Insurance, Inc.
P.O. Box 509
Pittsboro, IN 46167
(317) 892-3943

Leisure Get-a-Way
650 N Dale Schrier Dr.,
Ste. E
Brownsburg, IN 46112
(317) 853-7510

Danville Chamber New Member

Subway
52 E Main St.
Danville, IN 46122
(317) 745-5745

TCC, The Cellular Connection
671 E. Main St.
Danville, IN 46122
(317) 718-1140

Plainfield Chamber New Member

Susie's Place Child Advocacy Centers
7519 Beechwood
Center Rd., Ste. 500
Avon, IN 46123
(317) 272-5696

OPC Services
PO Box 24
Fishers, IN 46038
(317) 617-6836

Lifestyle Publications
2425 E. C.R. 800 S.
Clayton, IN 46118
(317) 828-0170

Concentra Medical Center
5940 Decatur Blvd.
Indianapolis, IN 46241
(317) 691-0480

*NOTE: **Some meeting dates changed due to holiday. 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)
June 9, 2 p.m.

Plan Commission
(Second Tuesday every month)
June 14, 6:30 p.m.

Board of Zoning Appeals
(Third Monday every month)
June 15, 7:30 p.m.

Commissioners
(Second and fourth Tuesday every month)
June 14, 9 a.m.
June 28, 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)
June 9, 7 – 9 p.m.
June 23, 7 – 9 p.m.

Advisory Plan Commission
(Fourth Monday every month)
June 27, 7 p.m.

Board of Zoning Appeals
(Third Thursday every month) June 16, 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)
June 9, 7 – 9 p.m.
June 23, 7 – 9 p.m.

Plan Commission
(Fourth Monday every month)
June 27, 7 p.m.
Brownsburg Town Hall

Board of Zoning Appeals
(Second Monday every month)
June 8, 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)
June 6, 7 p.m.
June 20, 7 p.m.

Plan Commission
(Second Monday every month)
June 13, 7 p.m.**

Board of Zoning Appeals
Meets as needed on the (Third Tuesday of the month) June 21, 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)
June 13, 7 p.m.
June 27, 7 p.m.

Plan commission
(First Monday every month)
June 6, 7 p.m.

Board of Zoning Appeals
(Third Monday every month)**
June 20, 7 p.m.

Sales Leads
Newly incorporated businesses through May 19, 2016

Cream of the Crop Goldens
Jeff Ballheimer
Linda Ballheimer
845 Wild Lake Circle
Brownsburg, IN 46112

Decatur Central Class of 1963
Lawrence Paynter
7245 S County Road
720 E
Plainfield, IN 46168

DRC Quality Services
Dalton Celleghein
41 E Tilden Rd.
Brownsburg, IN 46112

G I K Painting
Goran M Kraljic
Ilinka M Kraljic
1379 Fall Ridge Drive
Brownsburg, IN 46112

Glass Tax Service, LLC
Steven J Glass
8173 Meadow Drive
Brownsburg, IN 46112

Massage Therapy for Women
Rachel Monday
6433 Matcumbe Way
Plainfield, IN 46168

Minnie's Travel Boutique
Amber Jones
1772 N CR 600 E
Avon, IN 46123

M Pool Health Consulting
Michael Pool
2365 Papaw Ct.
Plainfield, IN 46168

Ocean Nails
Nhut Van Nguyen
10599 E Co Rd.
600 North
Indianapolis, 46234

Perfect Pup Press
Vernon F Taylor
1584 Argyle Dr.
Avon, IN 46123

Ridigious BBQ
Felicia Butts
Russell Butts
929 Halyard Drive
Avon, IN 46123

S&V Automotive
Steve Vaseloff
45 Mardale Dr.
Brownsburg, IN 46112

Story Sketcher
Paige Murrell
5851 Grand Avenue
Plainfield, IN 46168

Watermelon Patch
Gidget Vickers
152 N Indiana St.
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