

Where Hendricks County Business Comes First

BUSINESS LEADER[®]

HENDRICKS COUNTY

March 2023 | Issue 211
hcbusinessleader.com



WHAT DID YOU SAY?

Brownsburg audiologist Shannon Austin, Au.d.

PAGE 4

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(Photo by Allyson Charles)

OPINION

Promoting top performers: Is it always the best decision?

By Karl Zimmer

Isn't it true that you want every person who fills a position in your organization to be the best? Have you ever been tempted to promote someone who was the best at one job into another, more responsible position? How did that work out?

We often believe that someone who is great at one job will be great at another job, especially if that job is related to the previous position. For example, a good friend of mine was the best salesman in his organization, so his boss made him the sales manager. Unfortunately, my friend didn't like being a manager for a variety of reasons, and he wasn't as great a sales manager as he was a salesman, so he asked his boss to let him return to his position as the top salesman. His boss agreed and arranged the change, for the benefit of the organization and all concerned.

People who are great salespeople aren't necessarily great sales managers, though they could definitely help other salespeople be better at sales. Managing is not the same as mentoring or coaching, though those tasks are certainly ap-

propriate for a manager. The difference is that a manager is also a "boss," no longer a peer, so the dynamic between two people who used to be peers or equals and are now a manager and a direct report, changes. The relative relationship is quite different between the two, and the latter often causes strain for both parties.

What might be better than promoting a great salesperson to a sales manager could be to encourage them to coach others or to be a sales trainer. When someone has figured out how to be the best at something, there is no good reason to not have them teach others how to do the same. In other words, it makes perfect sense to have them teach other salespeople how to improve their performance. We know from sports performance coaching, NLP, and peak performance research and related application in practice that modeling exceptional performance allows others to reach higher levels of performance.

Certain attributes can be taught, while others come more naturally to some people than to others. It is important to

distinguish between what is learned and teachable versus an innate talent and not likely teachable. That will help make any training and coaching more effective and efficient. It will also help in deciding what assignments to make so that all positions are held by the best for any given job.

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 Leaders: Check on your own wellbeing!

By Susan Rozzi

I am very thankful for my business. It has been full of unique challenges as well as opportunities over the years. Early last year, I had been working a few too many hours. I was sharing this with my coach (yes, I am a coach who has a coach), and she asked me a very powerful question:

When you work that many hours, will you be at your best doing what you are doing at the 45th, 50th, or 55th hour?

Gulp. Well, no ...

It caused me to pause. Look inward and make some changes to improve my wellbeing. Gallup defines wellbeing as encompassing five essential elements: career, social, financial, physical and community. Research has shown the critical importance of holistic wellbeing (i.e., having high wellbeing across all five essential elements) compared with physical wellness alone in elevating key health, community and business outcomes. Did you catch that ... business outcomes!

Further, there is connectedness between wellbeing and employee engagement. As leaders, we should be examining our own wellbeing as well as implementing it with our teams. Research has also shown that those who document their wellbeing activities on a regular basis are more likely to have their wellbeing improve over time, probably because it

keeps wellbeing and health top of mind for those who do so.

Below is an easy to use self-examination. Consider taking a few minutes each week to review and then determine ONE thing you can do to improve.

HOW AM I DOING IN EACH WELLBEING AREA?

Gallup Wellbeing Elements?

- Career wellbeing: You like what you do every day.
- Social wellbeing: You have meaningful friendships in your life.
- Financial wellbeing: You manage your money well.
- Physical wellbeing: You have energy to get things done.
- Community wellbeing: You like where you live.

WHAT IS ONE THING I COULD DO TODAY TO IMPROVE IN ONE AREA?

Here are a few simple-to-implement ideas.

- Set daily, weekly and monthly goals.
- Assess and reassess your household budget.
- Celebrate something every day.
- Volunteer in ways that get noticed.
- Get to the dentist, doctor, etc.
- Learn your strengths and apply them routinely.
- Move your body every hour.

- Make your bed every single morning.
- Tilt your head back and let the sun shine on your face for 3 minutes.
- Meet/Zoom friends for lunch or dinner.
- Find someone who cares about your wellbeing, and care for someone else's wellbeing in return.
- Get your sleep: not too much, not too little.
- Drink in moderation.
- Donate to a local food pantry or clothing dropoff.
- Go to your place of worship regularly.
- Learn or do new and interesting things each week.
- Practice thankfulness for what you do have.
- Discuss this with those you lead.



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

BUSINESS LEADER
HENDRICKS COUNTY

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Business Leader**

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COVER STORY

WHAT DID YOU SAY?

By Peg McRoy Glover

Brownsburg audiologist Shannon Austin, Au.d, fulfilled her dream of private practice ownership in 2021 when she opened SLA Audiology.

She had often thought of opening her own practice throughout the years. But it seemed prudent to stay employed with a large ear, nose, and throat organization so she could continue to put her family first by not be absorbed by the responsibilities of running her own business.

“I had this dream of opening my own practice years ago when I was just out of graduate school, but once we started a family the investment of time and energy of opening and running a business just wasn’t right for us when we had little kids,” said Austin. “In retrospect, I am glad that I didn’t do it back then.”

The COVID lockdown was a pivoting point for her because it brought changes to the nature of her employment. She began to reset her thinking and began to manifest her dream of owning her own office. She used the opportunity of extra time to do research, take extensive courses in insurance billing, and find a location in Brownsburg.

With all that preparation tucked under her arm, she opened SLA Audiology in June of 2021. Her mission at SLA Audiology is to provide a different approach to patient care rather than the care that is standardized in a large organization.

“I had a desire to create a patient experience where we could slow things down and really listen to patients’ needs, educate them on test results, and guide them through implementing a treatment plan,” said Austin. “My expectations for my own practice include keeping my overhead down while not sacrificing the highest standard of care.”

Austin points out that treating hearing loss is so much more than just treating the decrease in hearing acuity. There can be social ramifications as a result of hearing impairments, cognitive difficulties, and dexterity challenges.

“We evaluate the full patient and how their hearing loss affects all of aspect of their lives,” said Austin. “We fully evaluate all of their communication needs before we develop a treatment plan.”

The transparency of the cost of hearing equipment and treatment sessions is also front and center in her approach to patient care. People search the internet for information on hearing devices with cost being front and center of their concerns. Often the price quoted to a patient is bundled with the cost of the device and the treatment costs.

“My second biggest goal is that everything is incredibly transparent in what our patients are paying for,” said Austin. “Traditionally a patient pays the service fees up front not knowing how much follow-up care they might need. It inaccurately gives them the sense that the aids themselves cost X amount of dollars when in reality they are paying for professional services too. We are “unbundling” the service from the device to show what the device is costing. It also puts a value to the professional services that we provide to help keep the devices working to the best they possibly can.”

Austin says that as an audiologist and owner she has a deep interest in ensuring positive patient outcomes. She loves seeing her patients regain confidence and inde-



pendence in communication through better hearing and changing expectations of what hearing healthcare should be.

“We live in Brownsburg and have raised our children in Brownsburg. It is our home, and we care about our community. It is a business, but it is a business that is an opportunity to take care of our neighbors,” said Austin. “We give back to the community as supporters of Fight Back Fitness, the Hendricks County Senior Center, and the

Brownsburg Chamber of Commerce.”

SLA Audiology is located at 480 East Northfield Drive, Suite 600, in Brownsburg. It is open Mon. through Fri. with early morning and evening hours to accommodate working patients, caregivers to patients who still work, and school-aged children. Treatment for infants is also available, as well as care and treatment plans for people who have purchased hearing devices elsewhere. For more information go to www.slaaudiology.com.

Important information about hearing loss.

When should someone see an audiologist? It is recommended that adults have a thorough hearing evaluation at age 50 to establish an individual’s baseline. Babies should have a hearing screening by one month of age and children before they begin school. People who are engaged in professions that exposes them to high noise levels such as musicians, construction workers, military, and police should see an audiologist on a regular basis.

Does everyone with hearing loss need a hearing aid? Hearing loss and the ear itself are as unique to each person as their fingerprint. Hearing aids are not the solution for all hearing difficulties. There is no one size fits all.

What are the symptoms of hearing loss in adults?

Some of the symptoms include difficulty in keeping up with conversations and what is being said, misunderstanding what is said, not being able to hear a telephone conversation, turning up the volume on a television or other audio entertainment device, and asking people to repeat what they just said.

What are the symptoms of hearing loss in children and babies? As in adults, the symptoms of hearing loss in children are different in each child. They may exhibit such signs as delayed speech, unclear speech, doesn’t startle at loud noises, doesn’t turn to the source of a sound, or doesn’t respond to the call of their name.

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Kaleb Hill, Service
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BUSINESS BRIEFS



Connie Tyler has been promoted to Vice President, Branch Operations. Tyler has been with IMCU for 37 years in positions of Teller, Branch Manager and Assistant Vice President. In this role, Tyler will provide primary lending support for branches, develop and improve branch productivity and efficiencies, as well as enhance staff product knowledge, coach, develop personnel, and assist Managers in staffing and performance.



Kathleen Mitchell has been promoted to Vice President, Branch Operations. Mitchell has been with IMCU for 31 years as a Trainer, Branch Manager, and Assistant Vice President. In this role, Mitchell will be responsible for mentorship, training and development of a team of Branch Managers as well as serve as Administrator for the lending platform. She is a graduate of the University of Indianapolis with a Bachelor's degree in Organizational Leadership, Summa Cum Laude and Alpha Chi.



Jill Pelley has been promoted to Assistant Vice President, Branch Operations. Pelley has been with IMCU 14 years beginning as a Career Associate and then as Branch Manager. In this role, Pelley will be responsible for maximizing employee effectiveness through coaching and mentoring branch staff. She is a graduate of Ball State University with a Bachelor's degree in General Studies.



Shannon Mullen has been promoted to Assistant Vice President, Branch Operations. Mullen has been with IMCU for 26 years and has served in roles as Teller, Trainer, Mortgage Loan Officer, and Branch Manager. In this role, Mullen will be responsible for maximizing employee effectiveness through coaching and mentoring branch staff. She is a certified Master Trainer of Business Development Services and Certified Service Strategies Trainer.



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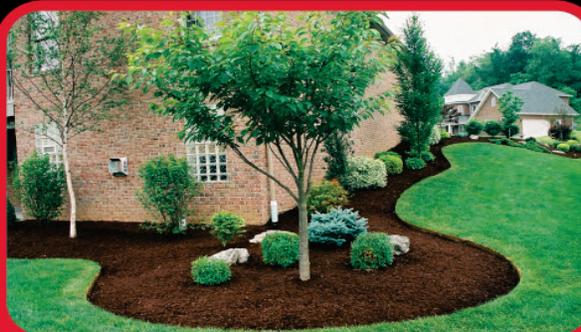
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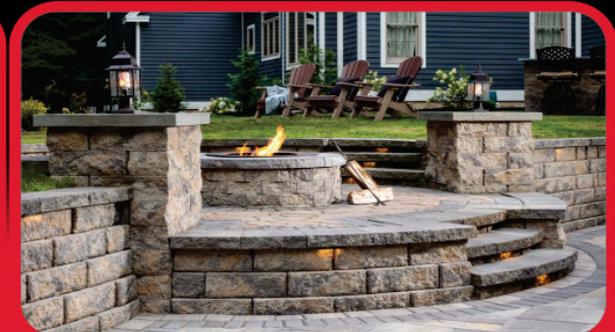
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Guest Speaker: Elisabeth Edwards

Hendricks County offers opportunities for women in business to network, support each other, be inspired and learn new skills. Quarterly the HC BusinessLeader offer a women's luncheon with seventy five to a hundred women in attendance, who are all there to grow their business and empower others. Amazing to be in a room full of women who all believe in lifting each other up.

Next womens luncheon, **March 9, 11:30-1** at
Avon American Legion Post 145. Join us for

**Yes, You Really Do Need an Estate Plan:
Creating a Game Plan for Your Future and
Peace of Mind for You and Your Family**



Elisabeth M. Edwards is a founding attorney at Wanzer Edwards, PC where she practices in the areas of family law, including Collaborative law, family mediation and arbitration, and Parenting Coordination, as well as estate planning. Ms. Edwards completed her undergraduate degree at Hanover

College, majoring in English. She went on to earn her Juris Doctor at the Indiana University Robert H. McKinney School of Law in Indianapolis.

2023 Women's Luncheons

• June 8

• September 14 • December 7

**DON'T MISS! To register, contact Rebecca Thie
Rebecca@icontimes.com or call 317-451-4088**

Celebrating History of Hendricks County women during March, Women's History Month. Cover of the Hendricks County Business Leader of March 2014, Susan Rozzi. A lot has changed since 2014, Rozzi now since has developed her own business, Rozzi and Associates. Rozzi continues her strong support and advocacy of several of the Hendricks County Organizations. Learn more about Rozzi and Associates at rozziandassociates.com

Original HCBL story by Gus Pearcy

Leadership Hendricks County helps you discover your surroundings and yourself. The 10-month program kicks off with a personality test called Colors where you learn which one of four personalities best fits you. At the closing retreat, pending graduates take the Clifton StrengthsFinder test, which identifies your strengths out of a grid of 34. Leadership Hendricks County's new Executive Director Susan Rozzi (say Rosy) discovered her No. 1 strength is Restoration. This is described as a problem solver. One who can take a financially ailing program and help it evolve into a product that embraces the future and change going forward.

Originally from Louisville, Rozzi came to Indiana by way of DePauw University where she majored in Economics and Math.

Out of college, she used her skills to help a small partnership with market research. Her experience with data helped her get her next position with the Indiana Department of Commerce helping grow businesses and regions.

"I could use my econ and math background and help them make sense of the numbers," Rozzi said. "Toward the end of my time there, I became more of a marketing specialist. How do we market our community? What do we say about Indiana and the regions?"

From there, Rozzi moved on to the Indiana Economic Development Corporation. She also was working on a committee at her church. Eventually, she was asked to start a marketing and communications department at Trader's Point Christian Church.

"Chris and I had started talking about balance in our lives and economic development is a 60 to 70 hour week deal," Rozzi said. "We made a decision that if we ever had kids, I would be the one to stay home. So this opportunity came along and we took it. Little did we know that I was pregnant when I resigned."

Sarah came along nine months later, then her son Packard, 18 months after. Rozzi was free-lancing out of her home when someone told her about a position opening up at the Hendricks County Community Foundation. In 2006, she became the associate director and handled day-to-day affairs.

It's been a year and just a few months as the part-time director of the Leadership program, but Rozzi says it is a perfect match for her "eclectic skills and background."

"Do we kind of keep it as it is?" Sommers asked rhetorically. "How much of the programming do you change? Do you keep it as it is? Or does it change into something else? I think those are all the other options."

LHC board member Jeff Binkley also feels the transition has gone smoothly. He points out Rozzi suggesting that the program be slimmed down.

The Youth Encouraging Philanthropy

Susan Rozzi leading the 2014 Class of Leadership Hendricks County at the Indiana Statehouse.

Shane Sommers, the organization's president, was just taking on his new role when Suzanne Whicker, LHC's first and only director for the last 20 years, said she was retiring. Sommers called it nerve-racking. But the transition was smoother than he expected, primarily because Rozzi was not trying to fill Whicker's shoes.

"(Rozzi has) come in and kind of taken those shoes and made them a pair of her own," Sommers said. "It's went awesome. It really has. It's made my job easy."

Maintaining the financial needs of the organization is the



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March 2014 | Issue 0103 www.businessleader.bz

IrRozzistible leadership

After a year, Susan Rozzi is excited for new leadership role as executive director of LHC. page 5

Photo by Rick Myers

What You See Is All There Is page 4

2014 Golf Guide pages 12-14

The Word of Mouth Myth page 19

Getting a lung screening could be your **smartest move yet.**



West Hospital

most pressing matter for Rozzi and the board, Sommers said. After that, Rozzi will be figuring out the direction of the organization.

(YEP) program was duplicating many of the same skills as the Youth Leadership Program. The board has closed down the program and focused its energy on the others.

"It's been a wonderful transition with much success, new opportunities and challenges ahead," Binkley said. "And (we have) the right director and committed board to take them

on."

Rozzi, a Christian since the age of 25, says she lets God lead her to every opportunity.

"I continue to learn and grow in this position, it's stretching me... and that's one of the things I love most about it," Rozzi said. "I will be at LHC as long as God allows me to be at LHC—of that, I am fully confident"



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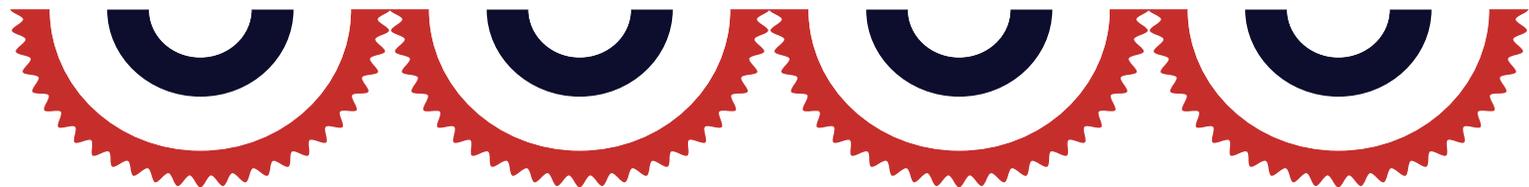
DATE(S): Monday, March 27
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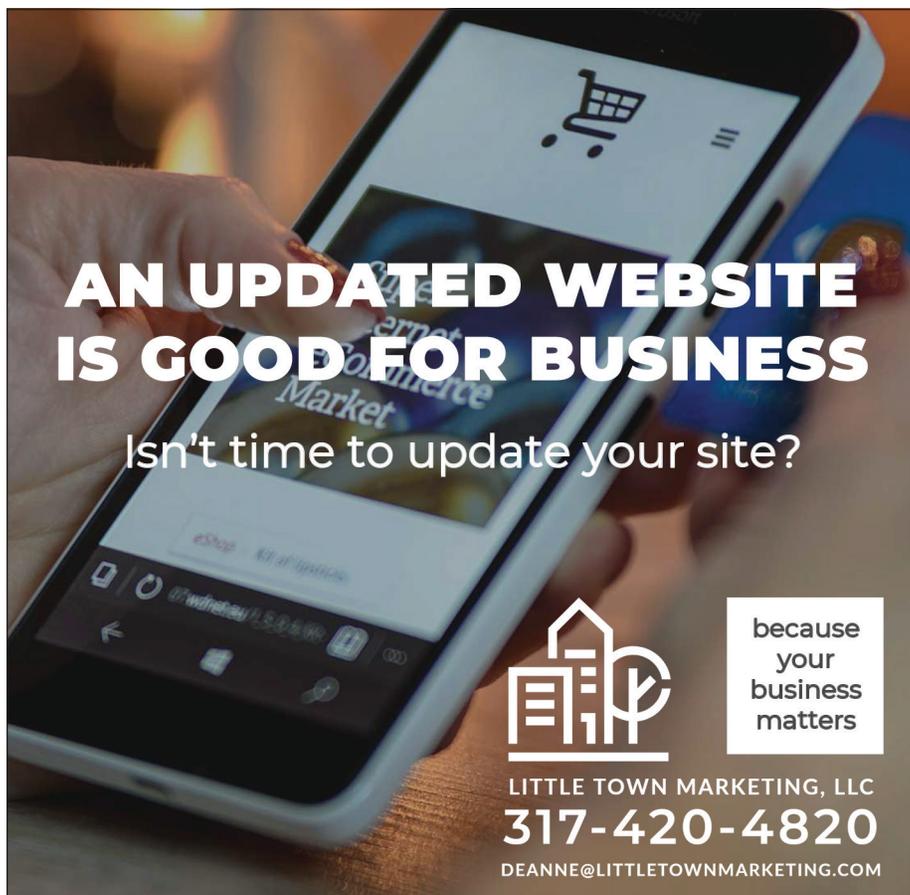


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MONEY MATTERS

Why you're better off letting a monkey pick your stocks: A lesson in investing

By Jeff Binkley

"It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so."

— Mark Twain

Twenty years ago, the Standard and Poor's company came up with a score card that rates the performance of actively managed mutual funds against the unmanaged benchmarks the funds are trying to beat. Once again, for 2022, 80% of the actively managed funds failed to meet the performance of the unmanaged index they compete against. (SPIVA report published by S&P Dow Jones Indices).

All the marketing, advertising and talking heads on Fox Business, CNBC, and the stock pickers in Money Magazine continue to tell you what just ain't

so. They say they can make your money grow better than a low-cost index fund. It just ain't so. You have better odds building a portfolio with a monkey throwing darts at the stock pages than you have buying an actively managed mutual fund.

Seriously.

Back in 1973 Princeton University professor Burton Malkiel wrote in his best-selling book, "A Random Walk Down Wall Street," "A blindfolded monkey throwing darts at a newspaper's financial pages could select a portfolio that would do just as well as one carefully selected by experts." Turns out even Professor Malkiel didn't know how right he was. Rob Arnott, then CEO of Research Affiliates, published an article in 2012 stating, "The monkeys have done a much better job than both the experts and the stock market." Mr. Arnott's company randomly selected 100 portfolios containing 30 stocks from a 1,000 stock basket. They repeated this processes every year, from 1964 to 2010, and tracked the results. Effectively, the process simulated 100 monkeys throwing darts at the stock pages

each year. Remarkably, on average, 98 of the 100 monkey portfolios beat the 1,000 stock basket each year. In other words, the mutual fund manager who selects stocks from a basket has less a chance for success than the monkey throwing darts.

So is there any hope to beat the monkeys in the market? Yes.

When I formed my investment management company back in 2010, I asked, "How can I add real value for my clients

when I have no idea what the markets will do?" I began to focus on the things we can control. I encourage you to focus on them as well.

We cannot control markets, geopolitical events or economics. We can control our Education, Emotion. Expenses, and experience in the markets.

Stay educated about what's in your portfolio. This will lessen the likelihood of making emotional, irrational changes in response to whatever is happening in the world, the markets or your portfolio.

Strive to find the most cost effective way to keep your investment expenses low. Don't pay commissions. Don't pay high internal mutual fund fees. Don't buy a fund that has a .75% operating fee when you can duplicate that fund's holdings with an ETF with a .04% operating fee.

And finally, if you don't have the time or patience to gain the experience to do the above, find a fee-only advisor who does focus on the above and hire them.

But for monkey's sake, quit thinking your mutual fund managers are earning their fees. It just ain't so.

All the marketing, advertising and talking heads on Fox Business, CNBC, and the stock pickers in Money Magazine continue to tell you what just ain't so. They say they can make your money grow better than a low-cost index fund. It just ain't so."



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.

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.

Julie Randall named 2022 Hendricks County Leader of the Year Kim Baver, Kelsey Babinec, Marissa Schirmer also recognized

Family Promise Executive Director Julie Randall was recognized as the 2022 Hendricks County Leader of the Year at the annual Celebration of Leaders held at the CRG Event Center in Plainfield on January 19.

The first executive director for both Sheltering Wings and the Parks Foundation of Hendricks County, Randall founded



the Hendricks County Coalition Against Domestic Violence and the Danville Kids Summer Lunch Bunch. The rural Hendricks County resident and mother of three became the first executive director of Family Promise of Hendricks County, guiding the homelessness prevention non-profit as its annual budget grew from \$120,000 to \$2.5 million.

A graduate of the LHC Class of 2012, Kim Baver received the Suzanne Whicker Distinguished

Service Award in recognition for her extensive community involvement. Baver has taken key board and volunteer roles with a long list of local organizations, among them the Hendricks County Community Foundation, Plainfield Chamber of Commerce, Plainfield Kiwanis, and the PHS Choir Boosters.

LHC also named two co-Youth Leaders of the Year. Kelsey Babinec serves in many school and community activities such as

DECA, Global Outreach, and the Youth Civic Engagement Council, and was a nominee for Hendricks Regional Health's Leaders of Tomorrow. Marissa Schirmer has long been active in 4-H and was selected as one of 10 delegates to represent Indiana at 2022's National 4-H Congress. She trains guide dogs and volunteers with local military veterans, people experiencing homelessness, and residents of Sheltering Wings and Cypress Manor.



From left: Leader of the Year **Julie Randall**, **Kelsey Babinec**, **Kim Baver** and **Marissa Schirmer**.

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.

BUSINESS BRIEFS

Avon's Geordan Coleman promoted at Bank of America Indianapolis

Local Avon resident Geordan Coleman has been promoted to vice president, market executive, Bank of America Indianapolis. In his new position, Geordan will work to drive revenue growth, employee engagement, corporate reputation, and community impact. Geordan previously served as a relationship manager with Bank of America. He has more than 12 years of banking and leadership experience. He was also recently named a recipient of a 2022 Bank of America Global Volunteer Award, which recognizes employees who serve their communities through volunteerism.



Howrey

Hendricks County real estate market has a quiet start to the year

Homes spent more time on the market in Hendricks County in January 2023, as the residential real estate market remained quieter to start the new year. According to F.C. Tucker Company, in January 2023, Avon homes remained on the market 22 days longer; Plainfield homes remained on the market 12 days longer; Brownsburg homes remained on the market 11 days longer; and Danville homes remained on the market three days longer. Compared to this time last year, the average home sale price in Plainfield increased 12.2%; the average home sale price in Avon decreased 0.6%; the average home sale price in Danville decreased 13.4%; and the average home sale price in Brownsburg decreased 16.2%.

Don Schumacher Motorsports to expand its Brownsburg manufacturing facility

Don Schumacher Motorsports (DSM), the manufacturing division of top racing team Don Schumacher Racing, has announced plans to expand its Brownsburg operational facility and overall campus. In its current building, located at 1681 E. Northfield Dr., DSM will invest over \$7 million to add new manufacturing equipment and create up to 12 new jobs by the end of 2025. In addition, DSM will invest over \$3.5 million to build a new 32,500 sq. ft. facility at the same location. This new building will expand production capacity and create 30 new jobs. DSM expects to break ground on its new facility in May and to be fully operational by October.

Daily Thread opens at The Shops at Perry Crossing



The Shops at Perry Crossing, an outdoor lifestyle shopping center, announced that Daily Thread has joined its retail and restaurant lineup. Daily Thread is a women's clothing store that offers everyday staples and fashionable pieces at an affordable price. Every week, Daily Thread adds new styles to their collections, ensuring customers' wardrobes remain stylish and trendy. Sizes range from size XS-3XL. Daily Thread's new storefront is approximately 6,700 square feet and sits between Rustic Attic and Torrid. The store is open Monday through Saturday from 10 a.m. to 8 p.m. and Sunday from 12 to 6 p.m.

Indiana Members Credit Union announces senior leadership positions

Indiana Members Credit Union (IMCU) recently announced 10 senior leadership promotions to further position the credit union for ongoing growth and success. John Newett was appointed president and chief executive officer effective Jan. 1. Newett succeeds Ron Collier, who retired in December 2022. Newett joined IMCU in 2011 as director of planning and administration and was named president of the credit union in April 2022. He has more than 26 years of experience in the financial services industry. In addition, Todd Habig is now chief financial officer; Justin Sindors is chief strategy officer; Scott Mann is chief retail officer; Thorpe Miller is chief marketing officer; Tom Wellman is chief risk officer and general counsel; Jeff Hawkins is senior vice president, information systems; Chantelle Sparks is senior vice president, human resources; Michael Murphy is senior vice president, commercial services; and Daralyn Schneider is senior vice president, mortgage services. For more information, please visit IMCU online at imcu.com.

Hendricks County College & Career Fair and Apprenticeship & Trades Fair to happen in March

Hendricks College Network's (HCN) annual Hendricks County College & Career Fair and Apprenticeship & Trades Fair will take place at Hendricks County 4-H Fairgrounds & Conference Complex on Thursday, March 9 from 6-8 p.m. For the second year in a row these two great fairs will take place on the same grounds, on the same day, at the same time. The College & Career Fair will take place in the Expo Hall while the Apprenticeship & Trades Fair will be in the Auditorium. HCN is on track to have 150 vendors join the fairs this year and anticipates many students and community members gathering valuable information on education and career opportunities. For additional information, follow Hendricks College Network on Facebook and Twitter or visit HendricksCollegeNetwork.org.

BUSINESS BRIEFS

Mei Fitness opens at The Shops at Perry Crossing



• BE COURTEOUS AND RESPECTFUL TO ALL
 • ABSOLUTELY NO CHALK ALLOWED IN THE GYM
 • NO SWEARING - EXCESSIVE GRUNTING
 • RE-RACK ALL LOOSE EQUIPMENT & WEIGHTS

The Shops at Perry Crossing, an outdoor lifestyle shopping center, has welcomed Mei Fitness as a new tenant to the center to help the community fulfill their fitness goals. Providing more than just treadmills and stationary bikes, Mei Fitness has an exceptional array of the most advanced equipment to help you achieve your level of fitness, satisfaction and achievement. The 10,000-square-foot facility offers 24-hour access, free Wi-Fi, cutting-edge equipment, a locker room and wet/dry saunas. Mei Fitness officially opened at the town center in September 2022. For more information about membership, visit meifitness.com/plainfield/.

Howrey elected second vice chairman of the Indiana Bankers Association Board

Matthew W. Howrey, president and CEO of The North Salem State Bank, has been appointed Second Vice Chairman of the Indiana Bankers Association (IBA) Board of Directors. Howrey recently accepted this position and plans to use this position to continue his career of service to the banking industry. He has served the Indiana Bankers Association in various roles since 2010, including Southwest regional director, member or past member of the financial management, government relations, and audit committees, and trustee of the IBA Insurance Trust. Along with service to the IBA, Howrey has been involved in community leadership including service to the Hendricks County Community Foundation, Putnam County 100 Men Who Care, and is past president of the Parks Foundation of Hendricks County and the Greencastle/Putnam County Economic Development Center. Howrey is also a volunteer for numerous other community organizations, spends most of his free time coaching and fundraising for various sports and school organizations, most notably the Cascade Youth League's new sports facilities, and is a member of the Soul Harvest Church.



Howrey



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THE PERSONAL TOUCH

How to harness the power of questions

By Scott Flood

When humans want to know something, we ask questions. It's a simple concept, but it's one that slips by many marketers and most companies. Paying attention to common questions and sharing the answers is a remarkably powerful form of communication.

That's why the FAQ (frequently asked questions) document or web page is one of the most important messaging tools available to companies. It offers the potential to strengthen sales

efforts, overcome resistance, minimize misunderstandings, and boost customer satisfaction. The best part is you already know everything you need to develop your own FAQ.

Most websites, blogs, brochures, and other communications tools are one-way messages. You take something you want your audience to know, and you present it to them. What happens when your stakeholders read through your information, but it fails to tell them everything they want to know, or they're confused about a key point?

That's where a well-crafted, thorough FAQ page or document fills the gap. By anticipating the questions a prospect or a customer may ask, and offering a re-

sponse, you take the conversation with that individual to the next step.

How can you come up with a list of questions for your FAQ? The best way is to simply pay attention. Listen carefully to the questions you've heard from

prospects or customers. There are probably a dozen questions you probably hear so often that you're tired of responding to them. Those are exactly the kinds of questions that should end up in your FAQ, because the answers

aren't as obvious as you assume.

Developing an FAQ is inherently easy, but there's one mistake you cannot afford to make. Your FAQ must be completely candid and honest. If people reading your FAQ sense that you're not being completely forthcoming, they won't trust anything you have to say. On the other hand, candid FAQ answers instantly build confidence and trust in the reader's mind.

*Paying attention
to common questions
and sharing the
answers is a remarkably
powerful form of
communication.*



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

11/21/23 - 02/22/23

GRANTEE: Multicultural Consulting

Description: Organizational business

GRANTOR: Kevin Dooley

GRANTOR: Kim Dooley

Date: 1/31/23

GRANTEE: B and T Cleaning

Description: Residential cleaning

GRANTOR: Brandon Townsend

GRANTOR: Tuesday Smith

Date: 2/01/23

GRANTEE: Dragonfly Escape Products

Description: Retail Store

GRANTOR: Rachel L Helbling

Date: 2/06/23

GRANTEE: Tatsunoko

Description: Household moving

GRANTOR: Naomi Sano

Date: 2/07/23

GRANTEE: UP Grade Casings

Description: Casings Distributor

GRANTOR: Mark Tarter

Date: 2/09/23

EMPLOYER HEALTH & WELLNESS

The importance of communicating health goals

By Nicholas Galley, MPH, CHWC, CPT

Oftentimes, a visit to the doctor's office or a New Year's resolution can kickstart the motivation you need to start getting active, mindfully eating, or prioritizing your sleep. You have a vision for your health and well-being. You will start setting reminders for your goals and waking up early to walk before work. You are confident you will reach your best self this time! Then you arrive at work on Monday and your motivation disappears.

Maybe a coworker is always bringing in cookies and candy. Or a teammate wants to go eat at the nearest fast-food place so everyone can get out of the office. Most people can successfully resist these temptations for a while. However, it gets harder and after a few months, you fall back into your old routine. You may fault your lack of discipline – but you shouldn't. Environment plays a significant role in a person's ability to sustain behavior change. The best way to achieve success in your work environment is to communicate your goals.

I often tell the individuals I coach that no one will care for their health and goals in the same way as they will. I encourage them to prioritize themselves and be assertive with their wellness vision. In some instances, your

peers at your employer may not be aware of the journey you are on or underestimate your desire to be successful. Rather than hoping they will understand, set aside time to tell them what are you doing and how they can help.

Communicating your goals creates new expectations for your colleagues and makes you accountable to others. The moment you start sharing is the moment people become a little more invested in your success, and your overall desire to follow through will increase. Gathering support from your colleagues will help you stay motivated once that support is established. Your journey will feel less isolating, and more rewarding, and increase your network of like-minded health-conscious people.



Nicholas Galley, MPH, CHWC, CPT, is a Certified Wellness Coach at Hendricks Regional Health. He is a Certified Health and Wellness Coach by Wellcoaches Corporation and earned a certification in Public Health through the National Board of Public Health Examiners.

Planner of Note



8 – Danville Chamber of Commerce (members' meeting): Wednesday, March 8, 11:00 a.m. at HC 4-H Fairgrounds, 1900 E. Main St. Danville. For more information, call (317) 745-0670

15 – Brownsburg Chamber of Commerce (members' meeting): Wednesday, March 15, 11:00 a.m. at Westchase Golf Course Pavilion, 4 Holloway Blvd., Brownsburg. For more information call (317) 852-7885

21 – Plainfield Chamber of Commerce (members' meeting): Thursday, March 21, 11:30 a.m. at Richard A. Carlucci Recreation & Aquatic Center. 651 Vestal Rd. Plainfield. For more information, call (317) 839-3800

28 – Avon Chamber of Commerce (members' meeting): Tuesday, March 28, 11:00 a.m. at Avon American Legion, 4812 E. Main St., (Old US 36) Avon. For more information, call (317) 272-4333

BEASLEY'S ORCHARD

2023 ACTIVITIES & EVENTS

<p>(LATE) MAY U-PICK STRAWBERRIES</p>	<p>JUNE U-PICK STRAWBERRIES U-PICK RASPBERRIES BULK PRODUCE ORDERS</p>	<p>JULY SUNFLOWER FESTIVAL HOMEGROWN PRODUCE BULK PRODUCE ORDERS</p>	<p>AUGUST BULK PRODUCE ORDERS HOMEGROWN PRODUCE</p>
<p>SEPTEMBER U-PICK APPLES FALL FESTIVALS BEGIN</p>	<p>OCTOBER FALL FESTIVALS: PUMPKIN PATCH HAY RIDES CORN MAZE APPLE CANNONS</p>	<p>NOVEMBER THANKSGIVING PIES FRUIT BOXES</p>	<p>DECEMBER CHRISTMAS AT THE ORCHARD FRUIT BOXES</p>

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