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HENDRICKS COUNTY

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Making air-waves

Why former councilman, business owner, and radio host, Rob Kendall doesn't shy away from controversy

Pages 6-7



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OPEN 4 BIZ
Page 4



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BIZ FOCUS
Page 10



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Biz History from the Hendricks County Historical Museum

Mason Jewelers



Mason Jewelers, 1660 E. Main St., Plainfield Grand Opening of new location in 1982.

Founder started with a single piece of jewelry in 1957

By Deanna Hindsley

Mason Jewelers has been in the brick building at 1660 East Main Street in Plainfield since 1982. The building was originally owned and occupied by Raymond Andrews, who had a real estate business there. But the persuasive Harold “sold” Mr. Andrews on letting him rent the front of the building.

“A jewelry store needs the visibility of Main Street, whereas your office will be known by its signs,” urged Harold Mason, and convinced Mr. Andrews to give up his own office and move around the corner.

Owner Scott Mason chuckled as he said, “Dad was good at that kind of thing.”

Harold Mason had started his jewelry repair business in 1957 in Greencastle where he cleaned and repaired watches. He began selling jewelry with just one piece, adding a few until the store was filled.

Often his sons would spend the day in the store, seeing only a few customers a day. “Hard to believe you could make a living doing that,” says Scott.

When both Scott and his brother Steve showed interest in the business by working in the store while in high school, Harold decided to open another store in Plainfield to give both sons opportunity.

Scott’s brother, Steve, now runs the Greencastle location, while Scott has runs the Plainfield store. Both went to the Gemological Institute of America but the real education came from working with their father, learning “on the job”.

Scott says, “We appreciate our loyal customers. People bring in a treasured jewelry piece to be repaired, a service which is usually only offered in small stores like this.”

Loyalty also extends to staff, like Carol Middleton, who worked for Mason Jewelry for over 20 years and now works one day a week. Judy Ring (Yes that is really her last name!) finally was hired three years ago, after waiting for an opening.

“Our customers won’t go anywhere else,” Ring said. “One, who wintered in Florida, had a piece that needed repair, but she waited until spring to bring it here. Sometimes someone who has moved away will mail a piece to Mason Jewelers.”

Each year Mason Jewelers celebrates its anniversary with a special evening where customers come in by invitation and are treated to a half-price sale.

Also unique, is his practice of buying gold. He offers a cash price for gold but will then double his offer in trade value towards merchandise. All jewelry has a lifetime warranty – with no additional cost.

Scott welcomes new customers and appreciates long-time ones.

“Trust is essential in any small business, but especially so in jewelry.”



Deanna Hindsley is president of the Hendricks County Historical Museum and has served on the museum board for 8 years. She is also a freelance writer and lifelong resident of Brownsburg. dkhindsley@gmail.com

Open 4 Biz

‘Man-scapers’

When you walk into Manscapes Salon in Brownsburg, you will see photos of Clint Eastwood and James Dean on walls, unpainted steel and wood, and a color scheme that doesn’t stray far from black and grey. In short, it’s a mancave that leaves you looking better than when you came in – it almost sounds like magic – but no guys, this is for real.

“The men’s grooming industry is taking off,” said co-owner, Jordan Pritchett.

“There are a lot of salons in Brownsburg, a few barber shops, but we are the only full-service saloon that caters to men.”

Manscapes Salon offers haircuts, beard shaping and treatments, waxes, manicures, pedicures, tanning and all without feeling uncomfortable about wanting to be well groomed. Owners Tasha Walbert and Jordan Pritchett even have their own product line including: lip balm, beard oil, shampoo, styling accessories etc.

Describe your business in one sentence.

Manscapes is a full-service salon whose main focus is making men feel comfortable with any and all services they may desire.



Manscapes Salon owners Jordan Pritchett and Tasha Walbert.

Why did you want you start your own business?

We have wanted to start our own business for a long time. We had to come up with a few different ideas but none of them really stuck. So we decided to capitalize on Jay’s experience in the men’s grooming industry. We wanted to create a unique environment geared towards men...

What advice would you give to someone wanting to start their own business?

It can be a long process. It will get frustrating and overwhelming, and may even seem impossible at times. Don’t give up. Surround yourself with positive people. The right vendors will have industry knowledge and network connections to instill the courage and confidence you need to start a business.

What’s one thing that could help your business?

Exposure – We are on Facebook, Instagram and Twitter – However, word-of-mouth is proving to be the most valuable source of marketing.

What do you think about you business’s future?

We want to be successful in the men’s grooming industry where we can apply our knowledge and skills. We have created a house product line that is all-natural and smells phenomenal. We hope to expand to new locations in the future.

Compiled by Chris Cornwall

Manscapes Salon

600 W. Northfield Dr., Suite 2100
Brownsburg
(317) 286-7707
Manscapesalon.com



David Stedemann with stylist, Genna Mullins.

Photos by Chris Cornwall

Our View

Hey, GOP, get ObamaCare gone

"The [media] doth protest too much, methinks." From Hamlet by William Shakespeare

Former President Obama's defenders continue to blindly battle a desperate losing fight in spinning his presidential record. It has become comical. These learned men and women have yet to understand, or more likely refuse to realize, that his legacy is laughably indefensible. His legacy is in shambles. The economy while growing is still not fully resuscitated after eight years of anemic growth. Our standing in the world is arguably much weaker than when Obama took office. Our borders are not secure. America was once the last best hope on Earth. We are not there today. Race relations have been set back a generation. Obama's is a legacy of failure and loss.

Now, his namesake "achievement" Obamacare is on a ventilator in the ICU with "Code Blue" alerts ringing in the antiseptic halls of Congress. Obama repeatedly promised that this plan would reduce costs, expand choices for consumers and allow them to keep their doctor. He said Obamacare would result in increased competition amongst insurers, and that the middle class wouldn't face increased taxes. The actual results: Under ObamaCare, premiums, deductibles, costs and taxes to subsidize them continue to rise while competition leaves the marketplace and consumer choices diminish dramatically. Mr. Obama is arguably not a stupid man, so how could he believe his many promises to be true?

And still Obama's apologists in Congress, in print and in the electronic media continue to defend this atrocity of waste, inefficiency, government overreach and mismanagement that Rube Goldberg in his wildest dreams couldn't think up.

Our view? The GOP has an opportunity to correct the course of the country. It will be difficult. Much political capital will likely need to be spent. But spent it must be. The GOP needs to get it done. Get ObamaCare gone. And Good riddance.

Quote of the Month

"I think that's the single best piece of advice: constantly think about how you could be doing things better and questioning yourself"

~Elon Musk

CEO of SpaceX

Cartoon



Humor

This is the end, my friend

By Gus Pearcy

Endings matter. My mother would absolutely hate a movie if it didn't end right. Conversely, she liked really crappy movies if the movie ended happily.

Eleanor Roosevelt is quoted as saying that people rarely remember what you say, but they will always remember how you made them feel.

A horrible vacation can be salvaged if the last day is as glorious as you expected the whole of it.

Behavioral psychologist Daniel Kahneman says there are two selves within us. The experiencing self and the remembering self. The experiencing self is making judgements in real time good or bad. While the remembering self looks back at the whole of the experience. The proof is an experiment with the uncomfortable endoscopy. Patients were asked about their experience after an endoscopy. Those who suffered pain naturally didn't have much positive to say. However, if the instrument was left still for a few minutes

before the surgeon removed it, those patients reported having a better experience.

So endings matter.

So why do businesses hang on till the last possible dollar is spent before calling it quits? What is the best way to exit a business?

Alt punk rockers likely remember the New York club that found such icons as the Ramones and Blondie. CBGB was OMFUG and the coolest place in town. But the end came in 2006, long after punk died like Sid and Nancy. Now a men's store, the iconic club went out with a bang when Patti Smith performed the last night and tore the stage and room apart, literally.

Thomas Edison should be as famous for his failures as he is his triumphs. Sure he invented the light bulb, but he failed at figuring out the best way to deliver electricity to homes. Nikolai Tesla, an employee of Edison's, devised the Alternating Current theory of power plant to home electricity, while Edison figured out Direct Current. The feud was lost when it was discovered that DC could only travel about a mile from

power plant to the home. This made it utterly impractical. Now you know where the band AC/DC gets its name.

Here's one you'll remember: pets.com. You know, the annoying sock puppet that chided you to buy pet stuff from the Internet? Well, the company expanded so quickly and the profits just never caught up. I mean there were none. Nobody wanted to buy dog chews from a sock puppet.

These are spectacular endings that are notable because they tried hard but couldn't make it work.

Next month, we will see how they did after the "end."



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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Making air-waves

Rob's list...

Five books that had an impact on Rob Kendall:

- *The Bible*
- *Art of the Deal* by Donald J. Trump
- *"Crazies to the Left of Me, Wimps to the Right"* by Bernard Goldberg
- *Atlas Shrugged* by Ayn Rand
- *Bob Dylan, Bruce Springsteen, and American Song* by Larry David Smith

How Rob did it:

What's the best advice you ever received?

My father's neighbor wished me luck when I was running for Town Council, he said he had this advice and had actually written it on a yardstick that he kept in his garage: Life is hard by the yard, but it's a cinch by the inch. I still have it hanging on my wall

Best business decision you ever made:

Helping start AudioSportsOnline.com. When I was 22 years old, I took every penny I had, and put it behind the idea of broadcasting sports on the internet. Eleven years later, the company has been successful beyond my wildest dreams.

Worst advice you ever received:

This might be controversial but it's me, it's the advice that there's nothing you can't accomplish. That might sound weird. But I think one of the best things people can do is totally believe in yourself but to do it with reasonable expectations. There is a time when people had pulled the reins back and said maybe this doesn't sound like such a good idea.

In five years, I want to ...

I want to be a great father and husband. Being able to impact your family is far more important than any professional accomplishment.

My secret to success is...

Always be true to yourself. Say exactly what you think all the time. People will respect you, even if they don't like you.

By Mark Ambrogi

Rob Kendall has a microphone and he isn't afraid to use it.

"I think we've seen a transformation in our country of people being more outspoken," the 33-year-old Brownsburg resident said. "Politicians or people in the political sphere behaved in a certain way. I think people are sick of that on each side of the aisles. From the left or the right, they want people that are going to speak their mind and be direct and still polite about it. People respect that about me."

Kendall, a 2002 Brownsburg High School graduate, is host of Central Indiana Today on WYRZ-98.9 FM. He interviews different newsmakers five days-a-week on his half-hour show. Kendall, a conservative, also has filled in on WIBC in Indianapolis as a substitute guest host.

"I'm not a mean person by any means," Kendall said. "If there is a public issue that is going to affect me, my family and the people in the community, I feel I have an obligation for those that are too afraid to speak out."

"I'm trying to get people to get involved because apathy is the reason we get poor public policy."

WYRZ station manager Shane Ray said listeners respond to Kendall's plain-spoken approach.

"As the saying goes, he's always been an equal opportunity offender," Ray said. "I think it's the reason people listen to his show and he keeps getting sponsorship - he doesn't try to mask anything. When someone asks his opinion, he'll be glad to give it and not do any sugarcoating. I've always been impressed since he's been on the Town Council with his ability to explain things in layman's terms so anyone can understand exactly what the issue is. One of those things that help him keep his audience is never uses language

Why former councilman, business owner, and radio host, Rob Kendall doesn't shy away from controversy

“Controversy doesn't bother me. I like it. If you are doing what you say, you are being beholden to your constituents.”

- Rob Kendall

that is talking down to someone, whether it's a law or politician. He talks plain and simple."

Kendall's most famous guest was President Donald Trump, who appeared on his show before last year's Indiana primary.

"We were the only radio station to get Trump," Kendall said. "We got him for about 10 minutes. That was a phenomenal experience."



Rob Kendall, host of Central Indiana Today.

Photo by Rick Myers



Kendall interviews Gov. Eric Holcomb and State Sen. Jim Merritt.

Photo submitted

"I'm trying to get people to get involved because apathy is the reason we get poor public policy."

Kendall said the station, along with many others, inquired about interviewing Trump.

"Begging is probably a better word," he said. "I had been at it for about a month. I went through Secret Service and bomb dogs. I think there were six of us that got to do interviews that day."

Kendall, who graduated from IUPUI in 2008, served on Brownsburg's Town Council from 2012 from 2015.

"When I ran I won 65 percent of the vote, I said we wanted to do three or four things, no one believed me," Kendall said. "We did those things. I'm a firm believer in doing what you say and

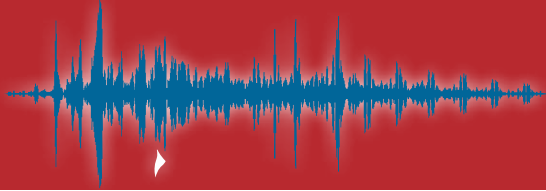
Starting AudioSportsOnline.com

Kendall is also co-owner of AudioSportsOnline.com with Jason Dozier. It started in April 2006 and Kendall said it made money the first year.

“Jason had the idea for it, he was doing some streaming stuff on his own,” Kendall said. “I invested some money to get it off the ground. By the fall, we were streaming games for about 50 clients.”

Kendall said the company has two sources of revenue.

“We have schools all across the country that use us for the infrastructure,” Kendall said. “We stream the games for them and they provide their own broadcasters. Then we have the local games where we provide the broadcasters and go out and do. Locally we’ve five or six schools that we’re sending broadcasters out to on a Friday night.”



Continued from Page 6

following through. Controversy doesn’t bother me. I like it. If you are doing what you say, you are being beholden to your constituents. We talked very strongly about reducing property rates.”

Kendall said when he ran initially he told people he only planned to serve for one term and no one believed him.

He took a look at running for State Senate but the opportunity at WYRZ opened up. “Pontificating on others might be better than being pontificated about,” Kendall said.

He isn’t sure if he’ll run again.

“I’d want it to be the right position at the right time,” said Kendall, who will marry Hailey Aycocock on Aug. 12. “If I could really make a difference and change people’s lives, I would do it again.”



Rob Kendall with President Donald Trump.

Photo submitted



Kendall cuts the ribbon for the opening of Northfield Drive South in Brownsburg, summer of 2014. Submitted photo



Kendall participated in the groundbreaking of the Ronald Reagan project connecting Avon and Brownsburg, summer of 2015. Photo Submitted

Biz Research

Generation C is Among Us!

By Jim Ittenbach

While Millennials make up the largest segment of our US population and even a significant portion of my own group of employees, it's time to take notice of real opportunity for economic prosperity—Generation C. Around 2012, digital expert Brian Solis defined Generation C as the “Connected Consumer.” “Defined by how people embrace technology, from social networks to smartphones to intelligent appliances, that contributes to the digital lifestyle that is now synonymous with Gen C.” He pointed out that anyone who integrates technology into their daily lifestyle, regardless

"Gen C is not an age-defined segment; it's a mindset."

of age, belongs to this segment.

Here's the critical fact, however: Gen C is not an age-defined segment; it's a mindset. From 15 to 85, individuals are full-fledged members. What sets Gen C apart from all others is their level of connectivity. Members are actively engaged in global online communities. Gen C seeks a lifestyle of interaction and collaboration—eagerly seeking and providing input with an ever-expanding network of global friends. They move effortlessly from laptop to tablet to smartphone, connecting on multiple

platforms simultaneously. Rather than relying on traditional news sources, they get their desired information from personalized social media feeds and trusted advisors on Facebook, Twitter, LinkedIn and other networks that aggregate preferences from both friends and followers. Everything is customized, personalized and optimized. Accessing Gen C depends on one's ability to gain entry within their informational lifestyle ... by understanding how they want to learn. Traditional media is out!

Gen C trusts, above all, the content shared by their personal networks. For businesses, the highest stamp of approval is a word-of-mouth recommendation within one's network of trusted advisors or a thumbs up from a trusted influencer. Reaching Gen C means having a keen understanding of click-worthy shareable, entertaining, useful and highly visual content. In an era of information-rich media, hijacking attention spans is the challenge. Above all, connecting with Gen C rests on a deep investment in social media, understanding how and when Gen C gauges and engages the world, both close to home and across the globe. The Millennial era of domination is ending. Live Long and Prosper.



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

Hope for small business

Avon clinic offering direct-pay health care

By Lindsay Doty

It's no secret, the skyrocketing price tag on health care is tanking small businesses.

"Think of it like a monthly Netflix subscription..."

Owners are struggling to pay their own high premiums, let alone, provide coverage to the few workers they employ.

Hope Healthcare Services, a Christian-based non-profit located in Avon, wants to reach out to that demographic in Hendricks County by offering a direct-pay medical service.

The growing health care trend, known as Direct Primary Care, allows patients to pay

a monthly flat fee in exchange for routine checkups, sick visits, labs, and preventative care.

“Think of it like a monthly Netflix subscription or gym membership to see a doctor,” explains Hope Healthcare Services Executive Director John Mollaun, who started researching the model several years ago as a way to better utilize space at HOPE's existing community clinic, located at 107 Park Place Blvd.



Mollaun

“We started talking to area business people and saw a need for a health benefit option.

It's a way for us to continue to serve the community by just reaching out to different people,” he said.

The program will have its own doctor and exam rooms at the Avon clinic. Monthly rates

Money Matters

‘Hypocrisy, thy name is you’

By Jeff Binkley

The Madness of March means something quite different this year.

Much of what I hear or read in the news is absolute tripe. If you don't know what tripe is, by definition it is the first or second stomach of a cow used as food. Informally it means nonsense, garbage or rubbish. Reading or listening to the main stream press, you'd think that the Devil Incarnate just took over the White House. And Facebook? Fuhgeddaboutit! I have tried very hard to remain apolitical in these columns or at least guarded in expressing my political opinions.

"Reading Facebook or watching the nightly news is like listening to a rambling, insecure child"

But enough is enough! Reading Facebook or watching the nightly news is like listening to a rambling, insecure child!

The political pendulum has swung back. And it's only because it swung so far left that the common sense proposals of our new president seem so revolutionary to so many.

For example, let's talk about The Wall, not that wonderful creation of artistic genius by Pink Floyd. No, I mean the proposed wall on our southern border. President Trump has been rather assertive in his words and deeds to address this issue. And he's taken a lot of flak over it.

All Americans, not only in the states most heavily affected, but in every place in this country, are rightly disturbed by the large numbers of illegal aliens entering our country... That's why our administration has moved aggressively to secure our borders more by hiring a record number of new border guards, by deporting twice as many criminal aliens as ever before, by cracking

down on illegal hiring, by barring welfare benefits to illegal aliens... In the budget I will present to you we will try to do more to speed the deportation of illegal aliens who are arrested for crimes, [and] to better identify illegal aliens in the workplace... It is wrong and ultimately self-defeating for a nation of immigrants to permit the kind of abuse of our immigration laws we have seen in recent years, and we must do more to stop it.¹

...today, our immigration system is broken, and everybody knows it... It's been this way for decades. And for decades we haven't done much about it... Even as we are a nation of immigrants, we're also a nation of laws. Undocumented workers broke our immigration laws, and I believe that they must be held accountable, especially those who may be dangerous.²

Strong words from our new president. Except that they're not from our new president. They are from Presidents, but they were said by President Clinton in his 1995 State of the Union and by President Obama in his November, 2014 “immigration address” respectively.

The pendulum has swung back to a more common sense, America-First focus for our borders, our government regulations and soon to our tax policies. What was Truth in 1995 or 2014 is still Truth now. Those of you complaining, protesting, demonstrating, sitting-in your “safe places,” Hypocrisy, thy name is you.

¹ Pres. Bill Clinton, State of the Union Address, 1995

² Pres. Barack Obama, Immigration Speech, Nov. 2014



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.

range from \$20 for a child to \$65 for seniors, along with a \$20 visit fee.

The idea behind the DPC model is to cut out the insurance “middle man” and put the focus on patients and treatment, not sorting through piles of paperwork or deductible hassles.

“It's quicker scheduling, it's reduced labs, it's a better relationship with doctors, longer unhurried visits,” says Mollaun.

Direct Primary Care is not insurance and isn't designed to deal with catastrophic events or major illnesses. Staffers say it works best when paired with patients who have high-deductible

plans, reducing their out-of-pocket costs for basic care.

“Health insurance is out of reach for the small employer. This is an opportunity to take advantage of a near site clinic, get affordable primary care and let their employees know it is an option” says Mollaun.

The ministry aims to sign up around 300 memberships in the next few months. You don't have to have insurance or be a business owner to sign up. The program is not currently available to Medicaid or Medicare patients. For more information, go to myhopehealth.org.



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From The Publisher

Rozzi's departure took me by surprise

What I have learned over the last 35-plus years in the world of journalism is there are no surprises.

After a while you become desensitized to surprises. Kind of funny since it is surprises and breaking news that gets one interested in this business.

I will have to say, though, upon learning that Susan Rozzi, executive director of Leadership Hendricks County was leaving after nearly five years, I was a bit surprised.

She made that announcement recently in an email to alumni, friends, and supporters of the program. She will be working in an organizational development consulting role with OneAmerica. Her last LHC day is March 22.

*"Thank you for entrusting this organization to my leadership."
~ Susan Rozzi*

I was surprised because LHC was such a great fit for Susan. She represented the organization with much enthusiasm and pride. Which is why it's no surprise that she is leaving it in a healthy state.

"LHC is well positioned for this transition with a fully funded reserve fund, loyal donors, and strong community support," She wrote. "Our board of directors are unified in their vision for LHC and will ensure our organization and programs are vibrant and evolving to meet the changing needs of our community. I am confident our new leadership development series will be a success this year."

That's good news for those of us who care deeply about this program and its future.

By the way, she's leaving not because her LHC work was unfulfilling; but rather because it's what's best for her family at this time.

Susan ended her email with this: "Thank you for entrusting this organization to my leadership. I wish you all the best!"

No, Susan, thank you! You filled big shoes after Suzanne Whicker's departure and you did it with confidence, class and integrity.

All the best to you.



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

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.

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



New canvas

Former muralist turns talent into thriving business

By Chris Cornwall

Dave Sloan, tattoo artist and owner of Freehand Body Art, says he his business has experienced growth every year since he took the shop over in 2011.

"It is a very popular art-form, it's probably the most popular art-form out there right now," said the former professional muralist turned tattoo-artist.

”

"Being a starving artist is one thing, but being able to make a living by doing what you love is what it's all about."

- Dave Sloan

Sloan says he fell into the business after a friend noticed his artistic talent from the murals he used to paint around the city.

Sloan said this friend had "terrible tattoos." "I bought my own equipment and began by cleaning tattoos up for friends. So I had purpose from the start. I didn't just start from scratch."

Of all the styles of tattoos (e.g. American Traditional, Tribal, etc.), one of the most popular today is 'Japanese,' a centuries' old style that Sloan specializes in. He says he really has a passion for its history and has even given seminars on the subject at local museums.

"I help people with the myths and the legends and incorporate it into a sleeve, because tattoos should really tell a story in the Japanese style."

Over the six years that Sloan has owned the shop, he says he really hasn't seen change in his customer demographic. The usual age



of customer wanting a tattoo ranges from 20-40 year-olds, and piercing clients range from teens all the way up to 30, he says.

And although tattoos and piercings are currently a popular form of expression for these age groups, Sloan says there is more to running a successful shop than trends.

"It's all about reputation and we have good a reputation for the size of our town."

In addition to being known as a skilled artist, Sloan sponsors local youth sports teams and is a member of the Brownsburg Chamber of Commerce. He also noted the importance of finding employees who are passionate about their art - just like he is.

"Being a starving artist is one thing, but being able to make a living by doing what you love is what it's all about."



Top: Dave Sloan took over a failing tattoo shop in 2011 and renamed it Freehand Body Art. His shop has since grown, adding talented artists like Chris Summers, who specializes in body piercing.

Middle left: An example of Sloan's skilled and colorful work. The canvas belongs to piercing specialist, Chris Summers.

Middle Right: Dave Sloan tattooing customer and friend, Casey Stillabower, during a session that lasted three hours total.

Below: Beautiful palette of inks used to create art on live canvases.

Photos by Chris Cornwall



Freehand Body Art

729 N. Green Street, Brownsburg
(317) 852-7777
freehandbodyart.com

YOU ARE INVITED

2017 Legislative Breakfasts

- Dates:** Monday, January 30
Monday, February 27
Monday, March 27
Monday, April 24
- Time:** Complimentary breakfast served
at 7:00 a.m. on the above dates
- Location:** Hendricks County 4-H Fairgrounds
Conference Center
- RSVP:** Please contact the Hendricks County
Farm Bureau office at 745-4463 by
the Thursday prior to each breakfast

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

sponsored by:



Looks at Local Leaders

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

Leaders among leaders

Since Leadership Hendricks County began in 1993, 524 adults and 532 students have graduated from its community leadership development programs, adding their service to a county blessed with a strong tradition of leadership.

In 2000, LHC's Board of Directors recognized that calling attention to outstanding leaders was a way to thank them for their contributions and present their stories as examples of what community leaders can accomplish. The first recipient of the Leader of the Year award was former Hendricks Regional Health CEO Dennis Dawes, and his selection set the standard for those who should follow. LHC eventually added a second award to recognize outstanding participants in the Youth Leadership Hendricks County program.

Each December, community members are encouraged to nominate local leaders for the prestigious award. Once the nominations have been received, past recipients of the honor gather to make the selection. It's a challenging process, given the large number of nominees and convincing cases made on their behalf. After a lengthy discussion, a name emerges, and is announced by the previous year's recipient at the LHC Annual Reunion in January.

This year, the committee selected a local leader whose resume included serving on the committee that created Leadership Hendricks County. County Commissioner Phyllis Palmer was presented the 2016 Hendricks County Leader of Year award by 2015's winner, Sheriff Brett Clark.

Phyllis is well-known throughout Hendricks County for taking a servant-leader approach to community needs. Her local efforts began in the 1970s

when she helped establish the Guilford Township Civic Association to protect property owners in rural parts of the township. She subsequently helped create another civic group, Plainfield Plus, focused on promoting the community and recognizing individuals who contributed to it.

Next, she was elected to the Board of the Plainfield Community School Corporation, where she served enthusiastically for several years before the Indianapolis Airport Authority purchased her home and she and her husband, Fred, moved out of the township. She was later elected to the Hendricks County Council, where she served for four years, before earning her present seat as a County Commissioner. Along the way, Phyllis has been involved with 4-H and the Fair Board, and participated on a Purdue Extension committee that created the program that honored her this year!

The Youth Leader of the Year award went to Brownsburg High School senior Madelynn Johnson, daughter of Alyssa and Jaime Johnson. With the honor, the YLHC graduate won a \$1,000 scholarship provided by Avon Chick-fil-A operator Chris Tincher. Ms. Johnson will study international affairs and human rights at the University of Cincinnati, and plans to pursue graduate study in international social work.

Congratulations to these outstanding women for serving as extraordinary examples of community leadership in action!

If you'd like to know how Leadership Hendricks County could help your organization's leadership development efforts, call Leadership Hendricks County at 317-718-6178.



Above: 2016 Leader of the Year recipient Phyllis Palmer with 2015 Leader of the Year Brett Clark.

Below: Youth Leader of the Year Candidates (from left): Chloe Whicker, Madelynn Johnson (Recipient), and Molly Clark.



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.

Biz Leadership

Leadership, a startling revelation

By Karl Zimmer

In the previous two articles, I introduced the notion that there is a characteristic of and practical aspect to a new level of leadership, what I've referred to as conscious leadership, not found in traditional thought or conception of leadership. In this article, I want to explain more about what I've learned so that, in a subtle yet effective process, you will begin to see that no matter what you've been told, and regardless of the job you currently hold, you have everything you need to be the best, most capable leader you've ever known. Does that sound worth exploring?

Imagine having been told that you will never be a good leader and that you will never be capable of making tough decisions. Then imagine finding yourself in the position where you have to lead an organization through, not only the usual duties of running a corporation, but also union contract negotiations, corporate valuation, acquisition, sale, related due diligences, and merging corporate (and geographical) cultures. How do you think you might approach those new-found responsibilities? With some trepidation, perhaps? What if there was one belief that could take you from doubt to success, and it had nothing to do with dismissing what you had been told, earlier?

We know that beliefs drive behavior, so if you've been told over and over that you don't have what a leader needs to have, your

unconscious will create behavior to support that belief. If you were to try to be a "leader," given all that you had been told, you would fail. What if all that you had been told that was necessary to be a good leader didn't matter? What if you already had all that you needed to be a good leader? What if, just because you are a caring, compassionate, intelligent person who will do the best you can, regardless of the task at hand, you are enough? What if all you have to do is to be "You," and then lead? You see, when we try to be something we aren't, we tend to fail. But, when we are true to ourselves, true to our ideals and what we possess in our hearts and minds, we will succeed no matter what.

This column is dedicated to sharing experiences, research, and ideas about making great leaders based on the value a true leader brings to an organization and to the world as a whole. The truth is that a conscious leader is made, not born. Anyone can become a great leader by following some simple yet powerful tenets.



Karl Zimmer III is a Speaker and Board Certified Hypnotist. He is Advisory Board Chair for the International Center for Intercultural Communications at IUPUI, the former CEO of a leading packaging company and founder of a limousine company. His practice, Zimmer Success Group (<http://Z-Success.com>), is in Plainfield, IN.

Independent study reports 2.3 percent increase in tourism

WHAT HAPPENED?

The most recent (complete) data from Rockport Analytics reported \$244.7 million was spent on Hendricks County tourism in 2015.

WHY IT'S IMPORTANT

The total economic impact of \$198 million is the most ever recorded. Hendricks County ranked 10th statewide out of the 92 counties, and tourism is the seventh largest industry in the county, excluding government.

WHAT'S NEXT?

Visit Hendricks County reports a new project "will take Hendricks County tourism to the next level." An Embassy Suites Hotel & Conference Center will take over and improve the existing Palms Banquet & Conference Center in Plainfield, adding a climate-controlled walkway to connect the new 175-room full-service hotel to that existing facility and add 20,000 square feet of conference space.

WHY IT'S IMPORTANT?

This will be the first facility of its kind for Hendricks County says, Jamie Bohler Smith, Executive Director for Visit Hendricks County. "We've seen notable tourism growth correlating to our efforts in increasing the awareness of Hendricks County as a travel destination for the past 15 years, but now we have a game changer."

The Personal Touch

Does your website look incomplete?

By Scott Flood

Websites are living communications channels that change and evolve along with the companies and organizations for which they serve as an online presence. But there's a difference between websites that are in a perpetual state of change and sites that appear to be incomplete.

Having a site that's incomplete sends an inherent message that you're not able to keep up with change, or that you're struggling to provide information that customers want to see. Neither of those creates the impression you want to convey.

It might help to stop thinking of your website as an electronic tool, and start considering it as another physical location of your company or organization. When clients, prospects, or other curious types visit your website, it's as if they're walking through your offices. If you have unfinished pages, it's as if the visitor wandered into your offices during a major renovation. She sees unpainted

"It might help to stop thinking of your website as an electronic tool"

drywall, ladders, and cables running every which way. It's a dusty, noisy mess.

You probably wouldn't allow an important prospect to tour your facility when it looked like that. If that's the case, you shouldn't allow that same prospect to visit your website if substantial parts of it are missing.

Other common signs of incompleteness are copy that references information that will



follow when the information isn't there, or content that includes a long-ago date -- such as "Our 2013 product line" when my calendar suggests we're currently in 2017.

Instead of posting those "coming soon" or "under construction" pages, leave the pages off your navigation. Don't make them visible to visitors. As your team completes work on each of those pages, your IT team or web developer can bring them to life.

Keep what's incomplete out of sight, and instead of calling attention to things that make it appear that you don't have your act together, you'll be able to present an impression of confidence and authority.



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/.

Networking opportunity March 30

The 2017 Spring Indiana Small Business Expo will be March 30, 12-8 p.m. at the Hendricks County Fairgrounds and Conference Complex, 1900 E Main Street, Danville. The theme for this year's event is 'Essential Strategies for Business Growth' and will focus on networking, education, and forming new alliances. The event will feature exhibitors, services and resources for small business, round table sessions and expert speakers. There will also be business card tables to display your cards and gather cards of other businesses. For more information, or if you are interested in becoming an exhibitor or sponsor, contact Cathy Padgett: (317) 590-2177, cathyp@casn.biz; or visit indianasbc.com/indiana-small-bus-expo.htm.



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BIZ Local

Groninger, Downard and Pipkin honored at February Cover Party



Dr. Beth Groninger and Emily Biehn



Tom Downard and Greg Zusan



Jeff Pipkin and Greg Zusan

Photos by David Gansert



Jim Hess and Melanie Allen



Carla Datzman, Tom Datzman and Shawn Pabst



Jared Wade and Nick Jaworski



Rick White and George Andrews



Becky Brownfield, Stacy Mayo and Genna Mullins



Emily Biehn and Gina Jeskey

The stars shined brightly at the Hendricks County Business Leader's quarterly Cover Party - sponsored by State Bank of Lizton - on Feb. 7 at Hendricks Power Cooperative, 86 N. County Rd. 500 E., Avon. Honored were December cover, Jeff Pipkin; Executive Director of Hendricks County Economic Development Partnership, January cover; Town Downard, Executive Director of the Avon Chamber of Commerce, and February cover; Dr. Beth Groninger, optometrist and owner of Plainfield Eye Care.

Jackie Eggers' Story

Jackie Eggers mopped the floors of Mill Creek West Elementary School for 14 years, showing in his quiet and humble way how much he loved children.

His love for children lives on through his memorial fund which provides over \$2,000 in classroom grants to the Mill Creek School Corporation, year after year. Like Jackie, YOU can leave a lasting legacy for something you care about—contact HCCF today.

317.268.6240
www.hendrickscountycf.org

Hendricks County
Community Foundation



OEMs fail to sink Ink and Toner owner

By Chris Cornwall

When it comes to the printer business, original equipment manufacturers (OEMs) make most of their profits from ink and toner sales. Anyone who's paid 40 dollars for a cartridge that holds half an ounce of ink knows it all too well.

"It's ridiculous what companies like HP and Cannon charge for this stuff," said Greg Platts, owner of Indy Ink and Toner. "Brand name printer ink is more expensive by the ounce than the finest champagne and perfume."

Platts sells remanufactured cartridges

"I think a lot of people get scared when they hear 'generic ink,' but there's nothing wrong with using our ink."

from his Avon store for around half the price you might find in a big box store. What are remanufactured cartridges? They were once OEM cartridges that have been recycled by independent companies to provide similar quality for less money.

Platts said he also saves customers money by refilling their spent cartridges in his store. But because of design changes made by

OEMs, refilling used cartridges is a dwindling part of his business.

Shortly after acquiring Indy Ink and Toner in 2009, the majority of OEMs began adding microchips to their cartridges. The problem Platts and many other discount ink and toner dealers faced was that the microchips could not be recycled. The chips are designed to keep track of how much ink remains and must be replaced before the printer recognizes a full cartridge.

"We had to start buying the chips from an independent company so the cartridges would function," Platts said. "So that's what we did for a year or two, started installing the microchips ourselves."

Around the same time OEMs were adding microchips, they also redesigned the ink reservoir.

"It is no longer a sponge that holds ink," Platts said. "Now there is an intricate series of tubes and valleys. If you drill a whole to fill it with ink, you are going to mess it up. So it changed our entire business."



Indy Ink and Toner owner, Greg Platts, points out the tiny microchip installed on most new printer ink cartridges. Photos by Chris Cornwall

When Platts started out, refilling cartridges made up a large portion of his business. It has since dwindled in tandem with the number of pre 2010 style cartridges. He says while it's possible to refill the newer cartridges himself, the time spent learning to do so for each individual cartridge isn't worth the effort – especially now that independent ink cartridge recycling companies have adapted.

"Now I can get them prefilled, with the microchip installed, for the same or less amount of money that it would cost me to do myself."

Fortunately for Platts, and persons looking to save money on printer ink, his business survived the changes that occurred in 2010. He has since turned his attention towards educating his customers. Although the ink quality in remanufactured cartridges is similar, he says there a few things new customers should know.

"You can't tell how much ink you have left, so you have to deal with that. That's why I tell customers to keep a spare on hand when using remanufactured cartridges."

In addition, after placing a remanufactured cartridge in your printer, a message pops up asking if the cartridge was sold under a brand name. This is a way for OEMs to guard against counterfeit products, which Platts does not sell. So simply clicking "no" is all that's needed and you're ready to print.

"I think a lot of people get scared when they hear 'generic ink,' but there's nothing wrong with using our ink. It can hold its own against OEM brand names."

Biz Web

The impact of customer reviews

By Andrew Angle

Although customer reviews can make or break a business, not having enough reviews can sink your site in search engines. Here are some facts you need to know.

- 90% of consumers read online reviews before visiting a business.
- 88% of consumers trust online reviews as much as personal recommendations.
- Customers are likely to spend 31% more on a business with "excellent" reviews.
- 72% say that positive reviews make them trust a local business more.
- 92% of users will use a local business if it has at least a 4-star rating.
- 72% of consumers will take action only after reading a positive review.

Reliability (27%), expertise (21%), & professionalism (18%) are the most important reputation traits for a local business.

Nearly all customers read several customer reviews before making a purchase.

- 86% of people will hesitate to purchase from a business that has negative online reviews.

I started to pour some Yelp statistics here, but Yelp is not the only place where reviews count. In the long run it's better to have them appearing in several sites that offer reviews in your niche.

Customers are more eager to share negative experiences than positive ones.

- How to deal with negative reviews
- Respond promptly
- Admit your mistakes
- Correct inaccuracies
- Highlight your strengths
- Take it offline
- Provide restitution if it's warranted
- Bury negative reviews with positive experiences
- Be consistent
- Understand how rating and review sites work

Have you ever noticed that some businesses in Google have tons of reviews and others don't? The ones with lots of reviews rank higher, don't they? Getting happy customers to post positive reviews has been tough. Chances are, the winners of the reviews race are doing something different than the others.

Now for the fun part. Go to BusinessLeader.bz/getreviews to see how it's done.



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



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8 - Danville Chamber of Commerce (members' meeting): Wednesday, March 8, at 11:15 a.m. HC 4-H Fairgrounds. For more information, call (317) 745-0670

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

21 - Plainfield Chamber of Commerce (members' meeting): Tuesday, March 21, 11:30 a.m. at Plainfield Rec and Aquatic Center, 651 Vestal Road, Plainfield. For more information, call (317) 839-3800

28 - Avon Chamber of Commerce (members' meeting): Tuesday, March 28, at 11:30 a.m. at Avon American Legion, 4812 E Main St., Avon. For more information, call (317) 272-4333

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Avon, IN 46123
317-370-9028

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10299 E US Highway 36
Avon, IN 46123
317-200-3030

Little Green Apple
8100 E US Highway 36, Suite 12
Avon, IN 46123
317-272-1168

Indiana Hearing Aid Company
7726 E. US Hwy 36
Avon, IN 46123
317-272-0455

Brownsburg Chamber New Members Taylor DeVore P.C.
8730 Commerce Park Place
Indianapolis, IN 46268
317-228-9910

Danville Chamber New Member Luke Stephenson
65 South Washington Street
Danville, IN 46122
317-662-0370

Hedges Family Eyecare
502 W. Main St
Danville, IN 46122
317-745-2020

Healthy Paws Animal Hospital
671 E. Main St. Ste. B
Danville, Indiana 46122
317-699-7297

Premier Inflatables
7643 Jessica Lane
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317-567-2144

Community Home Health Services
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Fishers, IN 46037-4154
317-626-7781

Prosperality Business Solutions
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Plainfield, IN 46168
317-561-0829

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7607 E US HWY 36
Avon, IN 46123
317-268-3426

Sales Leads Newly incorporated businesses through February 23, 2017 Queen Nail
Jan. 30, 2017
Kenny Luong

Lacquered Up Nails
Jan. 30, 2017
Alice Telrick

Premier Party Rentals
Feb. 3, 2017
Derek Clinton

Premier Drone Pros
Feb. 3, 2017
Derek Clinton
Jake Jones
Laura Jones

Architectural Dimensions
Feb. 3, 2017
Jason Miller
Todd McClean

COG Communications
Feb. 8, 2017
Scoff Bell

Fanci Nails
Feb. 9, 2017
Diep N. Kha

Connie Wagner Studio
Feb. 10, 2017
Connie Wagner

Silk Road Travel
Feb. 21, 2017
Jill Jean-Baptist

Outdoor Specialists
Feb. 21, 2017
Matthew Jacuk

Graze Tech Solutions
Feb. 22, 2017
Donald Gray
Kyle Lavery

Manscapes LLC.
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Natasha Walbert
Jordan Pritchett

Moons Nails
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Hien Nguyen
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MEMBER OF THE MONTH

Flora Brothers Painting



(From left) Becky Harris, Chamber President; Brad DuBois, Executive Director; Mark Blade, Chamber Director; Kevin Ponto, Chamber Director; Justin Flora, Flora Brothers; Linda Adams, Chamber Director; Emily Biehn, Chamber Director; Joanna Carter, Chamber Director; John Anderson, Chamber Director

Flora Brothers Painting was recently named Member of the Month by the Plainfield Chamber of Commerce. Its founders, Justin and Aaron Flora, have participated in "Paint It Forward" projects for Susie's Place in Avon and Sheltering Wings in Danville. They also donated talent and supplies to help paint a new home in Plainfield for Habitat for Humanity. Their

business continues to grow and the 'Flora Brothers' name has come to represent 'quality' in Hendricks County. Justin and Aaron established a new company last summer, Flora Brothers Exteriors. For more on the Flora Brothers, check out the January Issue of Hendricks County Business Leader at businessleader.bz.

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March 22nd
6:15pm-7pm
7pm-7:45pm

Continue the conversation with John Mollaun, HOPE Executive Director, at jpm@myhopehealth.org or call 317.272.0918. Find out how to have healthier and happier employees.



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