

Where Hendricks County Business Comes First

BUSINESS LEADER[®]

HENDRICKS COUNTY

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OPINION

Hooray for a new budget geared to economic development

Kudos to the Indiana General Assembly's 2021 session. Free money certainly makes the pandemic pain a bit easier to take. The lawmakers passed a positive budget with an increase for education and measures sure to boost the already business-friendly environment.

While there is plenty of money to go around for the next \$37 billion biennial budget, the passage of Senate Bill 1 which protects certain businesses from being sued for damages arising out of the pandemic. But there were plenty of bright spots for new and expanding grant programs.

Venture capital tax credits for women- and minority-owned businesses and expanding eligibility to state investment funds are all positives for business.

The creation of an Electric Vehicle Production Commission will keep Indiana in the mix of this fast-growing industry. Hopefully, the commission will identify opportunities for research and development, as well as retraining opportunities.

Manufacturing Readiness grants will allow state industries to modernize with a matching grant.

Most exciting are the Regional Economic Acceleration and Development Initiative program which funnels \$500 million into transformational investments to communities to attract talent. The Indiana Economic Development Corporation will release more details soon, but attracting talent is critical to the state's success in the next 20 years.

It appears the legislature put the extra \$3 billion in federal aid for COVID recovery has been put to good use by our state legislature.

By Gus Pearcy

White Castle is celebrating 100 years of sliders. It's offering cake-on-a-stick free for those who can prove they were vaccinated. It seems odd that the chain famous for gut bombs would now be so interested in your health, but stranger things have happened. It's like when the Libertarian Party charges an elected official for breaking the law. When did the Libertarian Party become the watchdog of government?

Nevertheless, I still enjoy, nay crave a few sliders now and then. The onion chips are a treat too. It reminds me of a day before there was a White Castle on every corner. The rarity of the sizzling all-beef patties would be cause for a trip far, far away.

For the record, I enjoy tuna casserole, too. Yup, I'm the one.

Many would call these "guilty pleasures" or

things you like that you're not supposed to. Why can't I like White Castle? Or tuna casserole? Or the Bee Gees?

Many would call these "guilty pleasures" or things you like that you're not supposed to. Why can't I like White Castle? Or tuna casserole? Or the Bee Gee.

According to research by the brainiacs at VUDU a few years ago, 84% of Americans enjoy at least one guilty pleasure. Most enjoy it five days a week. COVID-19 has likely changed

the top guilty pleasures such as bingeing an entire TV series in a day. Unless it is Love Connection reruns with Chuck Woolery, egads!

More astoundingly, more than a third of us are ashamed of our guilty pleasures and lie about them. No one should be ashamed of hitting the White Castle or McDonald's once or twice a month. Let your freak flag fly!

Unless you are one of those weirdos who drinks pickle juice straight from the jar. There's no help for you.



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

The last time you will read the Business Leader in the ICON

By Rick Myers

It's May and for many of us our attention turns to all of the excitement that will be going on at 16th and Georgetown Road. Finally, if only 40% will be allowed to be in the hallowed grounds of the Indianapolis Motor Speedway to watch this year's Indy 500, that's better than no one in the stands at all.

Indeed, we are beginning to see some normalcy almost a year after living through this horrible pandemic.

Since last April we have been inserting the Hendricks County Business Leader in the Hendricks County ICON. This wasn't normal. We did this as a way to continue publishing through the pandemic while having to manage expenses through an uncertain and unpredictable time.

A little history, here. The Business Leader was established in September of 2005 as a stand-alone B2B publication. Our goal was to create a brand that would provide meaningful and useful content to a targeted — and buying — business audience, while putting a face on local business and celebrating it like

no other publication.

Connecting businesspeople to one another by sharing interesting stories has always been our passion. How many times have you driven by a building and wondered: "What goes on there, who is the personality behind that business?" We believe we've been successful.

Connecting businesspeople to one another by sharing interesting stories has always been our passion. How many times have you driven by a building and wondered: "What goes on there, who is the personality behind that business?" We believe we've been successful.

And our connectivity has extended through Business Leader-branded events such as our quarterly cover parties and our quarterly women's luncheons. Great ways to connect with Hendricks County's professional elite.

Beginning in June, the Business Leader

will be re-introduced back into the Hendricks County market as a stand-alone publication. This means that this will be the last time you will be reading it as an insert in the ICON. It will be delivered via direct mail to high-end Hendricks County business professionals. With that June issue you will see a few changes, namely the bright white paper stock; there will be other changes as well with content. We are more than excited.

To our ICON readers, thank you for reading the Business Leader. You may visit hcbusinessleader.com for Business Leader content. If you have any questions, please don't hesitate to contact me at rick@icontimes.com or call (317) 451-4088.



Rick Myers is the Founder and Publishers of the Hendricks County Business Leader. He can be reached at rick@icontimes.com or (317) 451-4088.

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HENDRICKS COUNTY

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COVER STORY

UP AND COMING



Stephanie Scotten wants to create a vibrant downtown area where Plainfield is the center of visionary, culinary and performing arts for Hendricks County. (Photo by Rick Myers)

Executive Director Stephanie Scotten explains what Main Street Plainfield is doing to renovate and preserve downtown Plainfield

By Jessica Todd

Stephanie Scotten has been the executive director for Main Street Plainfield for over a year. The work she has done with the group of passionate advocates, volunteers, influential stakeholders and community organizers will change the future of downtown Plainfield.

"I have been impressed by how Stephanie has been able to take on the task of the Main Street Plainfield executive director in such a short amount of time," said Joanna Sproull, president of Main Street Plainfield. "I very much look forward to continuing working with her on ways to help build

community and economic growth in the downtown Main Street area."

The goal of Main Street Plainfield, a 501C3 group, is to develop and promote a healthy and prosperous downtown within the context of cultural and historic preservation.

"We want to create a vibrant downtown area where Plainfield is the center of visionary, culinary and performing arts for Hendricks County," said Scotten.

Main Street Plainfield consists of an 11-member board of directors. Scotten became executive director the same month that the pandemic hit in 2020.

"Due to the hardships that downtown Plainfield small businesses encountered throughout the beginning of COVID-19, it was slow to get started as the executive director," Scotten said. "After assessing the pandemic and state of the world, we went to work to discover resources and tools to provide for the businesses. We did our best to find ways to increase traffic for them. We also gave out \$7,500 in COVID relief money to downtown businesses last summer."

As the executive director, Scotten gets an inside look at

Getting to know Stephanie

1. What is your favorite local business in Plainfield? *We have so many great shops and businesses to explore. There is something for everyone. Paw Street Bakery is one of my favorites for my golden retriever Marco.*

2. What are your hobbies? *I love to coach and play softball. I also enjoy reading and decorating my home.*

3. What are you reading right now? *I just finished reading Untamed by Glennon Doyle and I already want to read it again! I also enjoy mystery books.*

4. Where is your favorite place to travel? *I really like visiting Anna Maria Island in Florida.*

5. What is one of your favorite restaurants in Plainfield? *There are so many to choose from, but I really like the Oasis Diner.*

the vision for the future of Plainfield.

"One of the most fulfilling parts of my job is seeing a vision come to life," said Scotten. "Seeing the great things that Plainfield has planned and how they are working to make downtown a center of the arts for Hendricks County is a rewarding experience."

Scotten has many responsibilities at Main Street Plainfield, including working to become a designated downtown affiliate network, which she recently accomplished.

"Now that we have become designated, we can start using state resources and go after certain grants. Grants will help us do more for downtown Plainfield and are a good resource for us," she said.

Main Street Plainfield operates on a four-point system. The system focuses on economic vitality, organization, promotion and design.

"Our four-point system will overall lead to community transformation. Economic vitality focuses on using financial tools and catalyzing property development. The design focuses on streetscapes, improving buildings, creating murals and making downtown visually appealing. The organization allows us to identify useful funding and grants, organize volunteers and create resources for the neighborhood. Lastly, promotion involved creating marketing campaigns and social media campaigns," explained Scotten.

With a partnership between the Town of Plainfield and the Plainfield Chamber of Commerce, there is a lot on the horizon for Main Street Plainfield.

"Main Street Plainfield is partnered with the Chamber of Commerce," said Brad DuBois, President, and CEO of the

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COVER STORY

CONTINUED FROM PAGE 4

Plainfield Chamber. "From what I have seen, Stephanie has done a great job taking over the position of executive director. She maneuvered Main Street Plainfield through COVID and gave the businesses a great amount of support."

There are several upcoming projects and campaigns that Scotten will help oversee in 2021 and years to come.

"A mural is going to be painted in downtown Plainfield this summer, a ribbon-cutting ceremony and open house for small businesses in July, historic walking tours and many social media campaigns and content posts," said Scotten. "It is important for people to understand that Plainfield is very walkable. Exploring downtown Plainfield has become an all-day event."

Plainfield also has plans for the Performing Arts Center and the renovation of The Prewitt Theatre.

"The new renovations will add excitement to downtown, create commerce and attract visitors from out of town to explore

downtown Plainfield," said Scotten.

Scotten believes Main Street Plainfield's presence on social media has been one of its notable achievements. The Facebook page has over 2,000 followers and is one of the largest sources of communication for the group.

"We do flashback Fridays where we discuss past Plainfield businesses, and a "Did you know?" segment where we post facts about downtown Plainfield that we have discovered from our collaboration with the Plainfield Library," she said.

As Scotten continues to work with Main Street Plainfield, she is excited about upcoming events, renovations and to find potential grants to help assist in providing downtown Plainfield with new businesses and resources.

"As we continue to push for downtown Plainfield to become the core center of Hendricks County, we hope to preserve the culture and history of the town," she said.

For more information on Stephanie Scotten, Main Street Plainfield, and the upcoming social media campaigns, facebook.com/mainstreetplainfieldindiana.

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BIZLEADER

Who is your most vital competitor?

By Karl Zimmer

It is natural for those of us in business to consider our top competitors, not only while we evaluate our markets, plan our future strategies, or perform a SWAT analysis in the usual planning process, but also just in our lives as business leaders. We, as leaders, are meant to have all the answers, to see around corners, and to foretell the future, if not create it. Well, some of that is true, to be sure.

When we think about our leading, most vital competitors, how often do we consider those who serve the same customers, the same markets, the same products, or the same geographical areas? What if those, any or all of those, were not your most vital, or the most important competition.

What if there was someone or an organization more important and vital to your success. Would you be surprised if those organizations you thought were your strongest competitors were actually holding you back and not allowing you to be the best organization or best vendor to your customers, at all?

We think of competition as being good in order to propel us to be our best, to being better at whatever it is we do. Actually, competition really only propels us to be better than those we deem as our competition, and that, for some, may be good enough. But is it really the best way to be your best?

Improvement is never a straight line but more like a sawtooth, and as long as the trend is upwards, that is improvement. Would you want to stop improving just because you were now better than QRX Inc? Keep going, and you will have all the happy customers you want.

Do you really just want to be better than another, or do you want to be the best you can be? What might happen if you looked at your organization, your performance last month, last year, yesterday, and strived to be better than that, every day, every month, every year? What if you didn't limit yourself and your organization to just being better than your competitors, but being even better than your organization was yesterday? How far could you go?

There is no limit to your success, when you compete only with your own organization, when you strive to be better than you were the day before, when you strive to continually improve in every aspect of your business, even if incrementally.

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sawtooth, and as long as the trend is upwards, that is improvement. Would you want to stop improving just because you were now better than QRX Inc? Keep going, and you will have all the happy customers you want.

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



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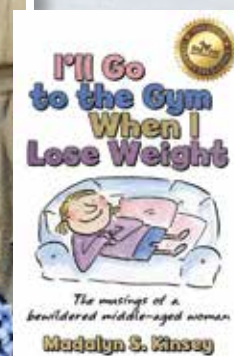
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I'll Go to the Gym When I Lose Weight— The Humor of Being A Woman

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

BUSINESS LEADERS

When leaders don't lead

By Susan Rozzi

I would suspect we have all had an instance of working for or alongside a leader who didn't lead well. Given no one is perfect, I suspect it happens more often than not. So, what is one to do when your leader doesn't lead well? Here are a few options:

- Create an exit strategy
- Respond in-kind and don't follow well (AKA disengage)
- Grin and bear it
- Complain to others
- Plot how to "bring them down"

Truth be told, I've tried them all. And guess what, none of them worked well. In fact, they all made me feel worse about the situation. I have come to understand that the reason all these options did not work was because of ME! My selfishness, my pride, my focus, my demands, etc. My focus centered on my comfort and my desires rather than what was best for the organization and for my role in the company.

As a Christian, I am reminded that God doesn't guarantee that we will work for a leader who will lead well. Consider the Kings of Israel and Judah in 1 Kings and 2 Kings. Every King of Israel from Jeroboam I (1Kings 12-

14) through Hoshea (2 Kings 15-17) was a bad king by doing "evil in the eyes of the Lord." The Kings of Israel, Rehoboam (1 Kings 11-14) to Zedekiah (2 Kings 24-25), were better but not perfect with 12 out of 20 kings doing "evil in the eyes of the Lord."

Consider, others in the Bible who worked for leaders who fell short of leading well. Daniel worked for the Babylonian leader, Nebuchadnezzar. Joseph worked for Egyptian leader, Potiphar. David worked for King Saul. Each of these leaders displayed questionable character traits and could be considered poor leaders. Yet Daniel, Joseph, and David did not let their leaders deter them from following God wholeheartedly and displaying strong character.

Consider, others in the Bible who worked for leaders who fell short of leading well. Daniel worked for the Babylonian leader, Nebuchadnezzar. Joseph worked for Egyptian leader, Potiphar. David worked for King Saul. Each of these leaders displayed questionable character

traits and could be considered poor leaders. Yet Daniel, Joseph, and David did not let their leaders deter them from following God wholeheartedly and displaying strong character.

So, again I ask, what is one to do when your leader doesn't lead well? Here are a few better options:

- Remind yourself of what your role is and continue to add value where you can
- Consider your own thoughts and actions and seek to understand where you might be contributing to the problem
- Take personal responsibility and make sure there is nothing more you can do to help your leader understand how to lead you better
- Determine appropriate boundaries which will keep you healthy – mentally, physically and emotionally



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



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COVER PARTY SNAPSHOT

Mizell, Miller and Hoernemann honored at April Cover Party

The Hendricks County Business Leader held its first Cover Party of 2021, sponsored by Kemper CPA Group, April 22, at Prestwick Country Club, 5197 Fairway Dr. Honored was January cover, Jesse Mizell, D&E Printing and February cover, Monica Miller, executive director of Leadership Hendricks County. Maggie Hoernemann was also honored as the Hendricks County ICON's 2020 ICON of the Year. The next Cover Party is tentatively scheduled for Thursday, Aug. 12, 2021, 4:30 – 6:30 p.m., at a venue to be determined. To RSVP, contact Cathy Myers at Cathy@icon-times.com or call (317) 918-0334.



Adam Scott and Kevin Speer



Maggie Hoernemann, 2020 ICON of the Year



Monica Miller, Leadership Hendricks County



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CARRYING ON THE FAMILY DENTISTRY

THIRD-GENERATION DENTIST JOINS
BROWNSBURG PRACTICE WITH DAD

By Lindsay Doty

At Brownsburg Dental Group, Dr. Jessica Miller has a busy afternoon seeing new patients for routine check-ups, along with a more complicated denture case.

Luckily, she can get some quick advice from her experienced colleague—her dad.

“It’s kind of nice. He’s there to help me if I’m doing a difficult case. He has that expertise. He’ll also introduce patients he’s working on,” said Miller about her father, Dr. Gary Friedman, who founded Brownsburg Dental Group in 1995.

Miller joined her father’s practice in mid-March. She relocated from her South Carolina dental office to come back home to Hendricks County and join the family business.

“We are very much father-daughter at work. We share a small office. You can’t get away from each other,” laughs Miller.

The two overlap on Wednesdays and then split patients during the week.

“Some of the staff have been here the

whole time and have known me, so it’s like a family,” says 30-year-old Miller, an Avon High school graduate.

“It is so exciting having your own child follow in your footsteps,” said Gary Friedman, Miller’s dad.

Miller is a third-generation dentist. Her late (2004) grandfather, Dr. Jerome “Jerry” Friedman was the first dentist to open a practice in Avon in the 1960s. His wife Sharon (Miller’s grandmother) was a hygienist.

“They (her grandparents) would have been as equally proud of her as I am today,” said Friedman. “Watching my daughter grow into the woman she is has been a blessing and adding a third generation of dentists to the family is the cherry on top.”

Friedman was known for being ahead of his time in dental research, particularly with temporomandibular disorders (TMD)

“It sounded like he listened to his patients and really made a difference,” said Miller.

To her, he was just grandpa. She remembers hopping around his office as a little girl wearing her Halloween costume.

“I remember him being a cuddly bear. He had empathy and just a gentleness.”

Even though Miller grew up in the business, she didn’t select her career path until halfway through her studies at Indiana University.

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MEET DR. JESSICA MILLER

- **PETS:** TWO -YEAR-OLD CHOCOLATE LAB NAMED CALLIE
- **PLACE IN HENDRICKS COUNTY YOU CAN FIND ME WHEN I'M NOT WORKING:** I'M MOSTLY WORKING, OUTDOORS.
- **FAVORITE RESTAURANT:** BRU BURGER
- **AWKWARD TEETH STORY:** MY GRANDPA PUT ME IN ALL THESE THICK WEIRD RETAINERS THAT PREVENTED ME FROM SAYING MY NAME CORRECTLY IN 5TH AND 6TH GRADE.
- **BRACES:** INVISALIGN
- **COFFEE:** BLACK DAILY
- **BEST TRAITS FROM DAD:** HARD WORK ETHIC
- **BEST TRAITS FROM GRANDPA:** COMPASSION
- **WHAT I LOVE ABOUT DENTISTRY:** PATIENT INTERACTION



CONTINUED FROM PAGE 10

She says she knew she wanted to work in medicine, but didn't take the dental route until a push from mom.

"My mom forced me to come shadow my dad," recalls Miller.

"She said, 'Listen, it's the middle of college and you want to do something in medicine. Go watch him work for a day.'"

Miller says the rest is history. She admits she had no clue what was going in the chair that day but was drawn to the warm patient interactions.

"I just fell in love with it," she said.

Miller graduated from Indiana University School of Dentistry in 2018 with a doctorate in dental surgery. Shortly after graduation, she and her husband Jake moved to Greenville, South Carolina where she practiced for the past three years.

When she decided to come back home long term, her dad was looking to cut back hours. The timing was right.

"He has never once pressured me to do this which has been very nice. The door has been open," she said.

The smiley brunette with a focused personality is already soaking up all she can from her father's skill set while getting to know her new patients.

Miller says whether it was youth soccer or work, her dad has taught her some valuable lessons.

"I think my dad taught me about work ethic growing up. You have to work hard for what you want."

With a small staff of nine, the pair keep things upbeat and friendly at the office.

"We have fun. I think we are both the same in that we are very focused on what we are doing at the moment," she says.

The father-daughter duo is also known to talk shop outside work.

"You get two dentists in a room and they talk about dentistry... and everyone else's eyes glaze over," said Miller, laughing.

Statistics show multi-generational succession doesn't have a large success rate. The average lifespan of a family-owned business is 24 years, according to familybusinesscenter.com. About 40% of U.S. family-owned businesses turn into second-generation businesses, approximately 13% are passed down successfully to a third generation, according to a 2010 report in Businessweek.com.

The Miller-Friedman team continues to beat the odds and hopes their hard work ethic and compassion for what they do will mean longevity for Brownsburg Dental Group.

She says her patients are comforted knowing it's all in the family.

Many have already shared stories about her grandfather. In the office, they have grandpa's dental plaques and pictures on the wall.

"I think, as far as, established patients go it's comforting knowing that this has been in the family for generations and that we have a passion for what they are doing," she says.

"I am younger and a female and a new dentist, so it is just reassuring them, I'm not just a newbie."

Miller is interested in cutting-edge technologies and hopes to bring some fresh ideas to the practice and add more cosmetic cases, like fillers and more Botox options.

She hopes her new perspective paired with the traits she learned from the dentists in her family tree will be a success story for years to come.

"She has already shown the compassionate characteristics she inherited from her grandfather," said Friedman.

Miller's grandfather, the late Dr. Jerome "Jerry" Friedman with his wife Sharon, a dental hygienist, was the first dentist to set up a practice in Avon in the 1960s. (Photo provided by Jessica Miller)



Gary Friedman standing with his daughter Jessica Miller in front of her grandfather's dental school composite at her white coat ceremony. (Photo provided by Jessica Miller)

SPECIAL SECTION
published by
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LET'S
GOLF
2021

Hendricks County's many golf courses can challenge all levels of golfers

By Brad DuBois

It has been a little over a year since the world shut down and we were all thrown into a completely different lifestyle. Things like eating out, going to the office and even kids going to class were suddenly stopped. We were told to stay indoors and quarantine ourselves from those around us as to slow the spread and "flatten the curve" of a global pandemic. It took an extreme toll on many in our community, financially and mentally.

Warmer weather couldn't have come soon enough for most all of us in central Indiana. We were at least able to get outside and enjoy the fresh air while still "social distancing". I know in my case I spent a lot of time riding my bike, hiking, and of course playing a round of golf.

Fortunately for a lot of us, golf courses were deemed "essential businesses" and could stay open by Governor Holcomb. He understood the importance of people getting out in the fresh air with some much-needed exercise to recharge our attitudes and bring about some positive vibes. A few new restrictions were in place at the start, but things eventually loosened up to play the way we have grown accustomed. 2020 became one of the best years financially for area golf courses in several years.

Now let's review a few of those essential businesses we have in Hendricks County. We have a total six 18-hole courses and one 9-hole course in Hendricks County, most of which will have a yearly membership for purchase, or you can also pay a daily fee. That is a total of 117 holes of golf in the county that can challenge everyone from the beginner to the seasoned player. Our community is fortunate to have so many choices for the sport.

The town of Pittsboro boasts two courses: Quail Creek and the Pittsboro Golf Course. Quail Creek is an 18-hole course that provides a good challenge to all levels of golfers and Pittsboro Golf Course is another 9-hole course with straight forward design and good value. It is great for the beginner and families with budding golf fanatics.

In Brownsburg, you will find one of the most unique 18-hole courses in the area. West Chase is a challenge on many levels. The front is akin to the links style course with rolling hills just off the fairways and greens and heather in the rough. The back leans more to the older "country club" style course with tighter fairways that are tree lined. Water comes into play on 9 of the holes with forced carries. Tee selection here is a key component to a good round.

In the middle of our county, we have two exceptional 18-hole courses. Prestwick Country Club is one of Indiana's best known golf courses. Established in 1974, it has been home to several IH-SAA Boy's and Girl's State Tournaments, State Opens and various other IGA/PGA events. The course is more of the "old school" design with water, trees and sand that are placed in precarious places.

Just south of Danville on Cartersburg Road we have another exceptional 18-hole course aptly named Twin Bridges Golf Club. Cut from "buffer land" next to Waste Management's Area Landfill. Don't let that fool you; it can be very difficult with very few holes running next to each other. This is because it's built on over 250 acres of wooded land with White Lick Creek running through the property. Large greens with devious elevation changes make a challenging venture with the putter.

In the southern region of the county, we have Oak Tree Golf Course. It's an original Pete Dye design that started as a 9-hole course and grew to include an additional nine in the mid-nineties. Undulating greens are a trademark of the front 9 with a little relief on the back 9. Again, with the front 9 being the older of the two, there are trees everywhere. Keeping it in the fairway is important because driving into the trees will cost you at least a stroke. Oak Tree, once known as the "Elk's Club" is only a few miles west of Plainfield on US 40.

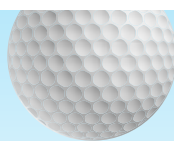
Deer Creek in Clayton is one of the best maintained golf courses in the county. The greens are fast and true. It is just a few miles from I-70 making it very easily accessible to many in the region. Many holes have water that come into play and very narrow tree-lined and rolling hill fairways. It's a beautiful place to play and enjoy the scenery.

We are very lucky to have such a diverse selection of courses to choose from in Hendricks County. The other counties and surrounding areas have their exclusive private and public links, but we have incredible examples of our own with a lot of friendly faces and value to boot. Let's make 2021 even better for our local golf courses and get out and enjoy the weather.

Brad DuBois is the president and CEO of the Plainfield Chamber of Commerce. You may reach him at bdubois@plainfield-in.com or (317) 839-3800.

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How to improve your Scoring Zone play



By Derek Carlson

How do I get better? This is a question I hear almost every day behind the pro shop counter. My answer is to practice shots in the scoring zones. I often see a puzzled look on the golfer's face. Scoring zones are the areas on the course that golfers must play strategically in order to effectively lower their score. First, consider your normal round of golf. How often do you find yourself 50 yards from the green? How did you get there? An errant tee shot that forced you to play safe out of the trees or a second shot on a par five? Half of all shots occur within 100 yards of the hole; therefore, 50% of golf is played in the scoring zone. This is important to remember when you practice or warm up before each round.

Repeatable contact with the ball is the most important factor in developing a better scoring zone game. This is particularly helpful with placements ranging from a green-side bunker to a low pitch and run. This type of practice allows for instant feedback on how fast and how hard to move the club to land the ball close to the hole each time. Here are some ways to improve your scoring zone play:

Open up: Drop your front foot back about 6 inches from the target line. This clears your front hip and allows your arms and hands to travel towards the target.

Get stable: Quiet your lower body. A stable lower body lets the arms and shoulders move the club easily towards the target.

Control the clubface

Controlling the clubface is the easiest to do from 50 yards



and closer to the green. This is the quickest way to lower your score. To hit a high shot, keep the face pointed toward the sky. To hit it low, keep the face toward the target.

The next time you're in the scoring zone, utilize these effective methods to improve your play. Before your next round of golf at Deer Creek Golf Club, practice these fun-

damentals so you can play with confidence and lower your score.

Derek Carlson is the pro at Deer Creek. If you have any questions about these tips, contact him at (317) 539-2013.

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(317) 539-2013 • deercreekgolfclub.com

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4710 E US 40 • Plainfield, IN 46168
(317) 839-6205

Pittsboro Golf Course

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2227 E US 136 • Pittsboro, IN 46167
(317) 892-3335 • pittsborogolfcourse.com

Prestwick Country Club

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5197 Fairway Dr. • Avon, IN 46123
(317) 745-6448 • prestwickcountryclub.net

Twin Bridges Golf Club

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1001 Cartersburg Rd. • Danville, IN 46122
(317) 745-9098 • twinbridgesgolfclub.com

Quail Creek Golf Club

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7585 Quail Creek Trace N • Pittsboro, IN 46167
(317) 892-2582 • quailcreekgc.com

West Chase Golf Club

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Five musts dos for breaking 80... or 90... or 100.



By Brad Hofmann

The average male golf score is a 96. For females, a 108. For those who play regularly, that might sound high. For occasional golfers, that might sound fairly good. Either way, golfers of every skill level often have a magical number in mind that they would love to be able to shoot on a regular basis. If they could just consistently break 80...or 90...or 100, they would be happy with their game. Whatever your number happens to be, here are five must dos to achieve that goal.

- 1. Take a lesson:** Whether it's a full series of lessons, or just some light instructions, spend some time with a professional who can at the very least identify your trouble areas and give you some drills to establish a proper technique and practice routine. While the internet is a wealth of information, the golf swing isn't one size fits all, and YouTube videos won't cut it.
- 2. Don't neglect the short game:** "Practice makes perfect" is an old adage for a reason. However, many golfers spend far too much time on the driving range and neglect the practice green. Over half of all golf shots are within 100 yards of the hole. So next time you go to practice, skip the bucket of balls, and spend that time chipping and putting. You will be amazed at the confidence gained around the green and strokes you save during your next round.

3. Work on course management: Playing it safe on the course is boring, I get it. There's an appeal to flying that fairway bunker that's 250 yards out or sticking that giant flop shot on a tucked pin. You might even pull it off every now and then, but more than likely you end up turning a would par into a bogey, or a bogey into a double or worse. Learn to play within your abilities and you will start to see that score improve.

4. Keep an accurate score: Arriving 5 minutes before your tee time and taking a breakfast ball off the first tee is one thing. Taking four mulligans and a few foot wedges is another. If you want to improve, you must play true to the rules. If you don't, you will never have a true gauge of where your game is at and what areas you need to improve upon.

5. Play more golf: You'll never get better if you don't play more. Regardless of how many lessons you take or how many trips to the practice facility you make, if you're not putting your skills to test on the course itself more often, you'll never see the improvement you're looking for. If there is one tried and true way to get better, this is it. Just play more golf!

Brad Hoffman is the General Manager at West Chase Golf Club. You may contact him via email at westchasegolf2015@gmail.com or (317) 892-7888.



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FOR MORE INFORMATION CONTACT

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INFO@AVONCHAMBER.ORG

MONEY MATTERS

When investing, sometimes it is good to simply be still

By Jeff Binkley

One of my favorite quotes. Some of you know where it comes from, the rest of you can Google it. I'm not really good at it in practice since I'm a "Fix It Felix" kind of a guy but when life gets overwhelming, I try to remind myself to just be still.

Sometimes, oftentimes, most of the time, being still with your portfolio is the right thing to do as well. Big caveat here though. Be still if you and your advisor have done the good hard work in setting up your portfolio, i.e. figured out your true financial and emotional risk tolerance; picked the right allocation; established a good, solid core; and then implemented it with value and performance in mind. If you do the work, then being still often is the very best thing to do when the market does what it does. It will fluctuate, sometimes it will fluctuate down, sometimes fluctuate up, but count on it fluctuating. And ride it out.

These past 15 months have shown just how rewarding a be-still investment strategy can be. As the market fell in the latter half of February and the first three weeks of March 2020, many weren't still. They got active and sold off much of their portfolio. Only to be caught on the wrong side of the market as it rose dramatically for the next nine months while watching from the sidelines. They became still, but on the wrong side of

the market.

Emotion aids in decision making. Fear keeps you from getting too close to the edge of the canyon. Optimism keeps you getting back on that (insert your own cardio exercise fat burning device here) and hoping your efforts will be reflected on the scale. But emotion can be harmful when it comes to investing. Fear can cause an investor to dump stuff when it should be held. Greed can cause the reverse, buying stuff just when it should be ignored.

Investing peace of mind comes from rational, hard work in learning about, then choosing appropriate investments and a proper portfolio allocation for you.

Choose your hard.

Choose the hard of sleepless nights and anxiety because of impulsive investment decisions based in emotion like fear or greed.

Or choose the hard work up front to develop a strong, balanced portfolio of quality investments. Then you can enjoy the peace of mind and comfort that being still brings.



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.

Newly Incorporated Businesses New Business Filings (3/23/21 - 4/22/21)

GRANTEE: Esthetics by Jules

Description: Esthetics - skincare

GRANTOR: Julia Larson

Date: 3/24/21

GRANTEE: Sheltered Roost

Description: Retail

GRANTOR: Laurie R Messimer

GRANTOR: Harold L Messimer Jr.

Date: 3/26/21

GRANTEE: This Little Light

Description: Contractor

GRANTOR: Jess Ault

Date: 3/26/2021

GRANTEE: Red Cherry

Description: Confectionary

GRANTOR: Olatoun Atanda

GRANTOR: Olaniyi Atanda

Date: 3/30/21

GRANTEE: Kovacs Painting

Description: Residential/ commercial painting

GRANTOR: Thomas Kovacs

Date: 4/1/21

GRANTEE: Law Office of Gary Hancock

Description: Attorney Services

GRANTOR: Gary Hancock

Date: 4/5/21

GRANTEE: Ultimate Doc Roofing Inc

Description: Residential roofing

GRANTOR: Jazmin Tejeda Peralta

Date: 4/8/21

GRANTEE: Wild Bear Art

Description: Retail

GRANTOR: Sarah M Hinton

Date: 4/9/21

GRANTEE: Ashkea Doucoure

Description: Contractor

GRANTOR: Ashkea Doucoure

Date: 4/12/21

GRANTEE: Zim Ladies Roundtable

Description: Empowerment Services

GRANTOR: Tinotenda Chinembiri

GRANTOR: Tafadzwa Sithole

Date: 4/14/21

GRANTEE: JB Crown

Description: General Merchandise

GRANTOR: Ngozi Adegbolagun

Leaning into Leadership

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

2021 LHC Team Capstone Projects: Big Ideas. Impactful Work.

This year's Leadership Hendricks County capstone group projects strategically align with community needs identified in the Hendricks County Community Foundation's 2019 community needs assessment findings as well as augment existing community projects. The second of six capstone project



teams are featured here.

BIKE FRIENDLY HENDRICKS COUNTY

A significant number of Hendricks County residents commit to bicycling regularly and rely on it as a means of exercise and transportation. While the county is home to over 10 trails, there are many locations that do not have proper accommodations for bicycling.

This five-person team aims to encourage local businesses to add bicycle racks for customer and resident access. Bike racks inspire healthy activity and improves aesthetics by preventing bicycles from being locked to trees, benches, or railings.

The team is benchmarking with other communities while finalizing cost, design, installation, and the process in which businesses

can apply to participate. Once completed, a communication packet will be distributed and fundraising to support bike rack installations will get underway.

"Working with this team has been an incredible experience," said Justin Cook, operations program manager at Duke Energy. "We may be a small group, but we are looking to make a big community impact."

LEADERSHIP HENDRICKS COUNTY 2021 CAPSTONE PROJECT TEAM



From left: **Brett Bangel**, Director of Parks & Recreation, Town of Plainfield; **Justin Cook**, Program Manager, Duke Energy, Plainfield; **Carrie Meyer**, Director of Marketing & Communications, Hendricks Regional Health, Danville; **Mike Spangler**, Senior Systems Analyst, Hendricks Power Cooperative, Danville; **Ryan Sullivan**, Business Development Specialist, C2IT Consulting, Plainfield.

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.

THE PERSONAL TOUCH

Seven mistakes to avoid when moving online

By Scott Flood

The COVID-19 crisis has many companies rethinking how they'll reach out to prospects and customers. Stepping up your online presence may be a wise move, but only if you avoid these common mistakes.

Talking about yourself. Instead of blathering about what makes you great - or that you were founded in 1967 by J. Jeremiah Jerkloops - display a genuine interest in the problems and challenges your prospects and customers face. Demonstrate how you help them.

Going on and on. Your prospects and customers are busy. They don't have time for long-winded messages. They're after quick answers, and if they don't see you offering one, they'll move on to your competitors' content.

Sounding impressive. Your objective is to communicate with your prospects and customers, not to wow them with just how darned smart you are. Put the thesaurus and the five-syllable words away and write like you talk. Use short sentences and familiar words.

Hurting their eyes. We've all become accustomed to skimming through what we see. Our eyes zip across the screen, looking for words and phrases that catch our interest. So break up your content with subheadings and lead-ins. Guide the reader to what matters to them.

Ignoring stupid questions. If people keep asking the same questions, you're not communicating what matters most. Use the questions that drive you crazy to drive your content and put them in an FAQ (frequently asked questions) page.

Posting then snoozing. If you want your online content to work well, you should update and add to it constantly. Set up a schedule and follow it religiously. Keep everything consistent and coordinated.

Leaving them hanging. So what exactly do you want your prospects and customers to do after reviewing your online content? Should they request a demonstration, ask for a personal sales call, or take advantage of your special limited-time offer? If you don't provide a course of action, don't be surprised when they decide to do nothing.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com.
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14 - Danville Chamber of Commerce (members' meeting): Wednesday, April 14, 11 a.m., at HC 4-H Fairgrounds, 1900 E. Main St., Danville. For more information, call (317) 745-0670

20 - Plainfield Chamber of Commerce (members' meeting): Tuesday, April 20, 11:30 a.m., at Former Duke Energy Conference Center, 2499 Perry Crossing Way, Ste. 285, Plainfield. For more information, call (317) 839-3800

21 - Brownsburg Chamber of Commerce (members' meeting): Wednesday, April 21, 11 a.m., at Westchase Golf Course Pavilion, 4 Holloway Blvd., Brownsburg. For more information call (317) 852-7885

27 - Avon Chamber of Commerce (members' meeting): Tuesday, April 27, 1:00 a.m., at Avon American Legion, 4812 E. Main St., (Old US 36) Avon. For more information, call (317) 272-4333

BUSINESS BRIEFS

Indy Eleven and Rose Promotions announce fan apparel partnership

Rose Promotions, Inc., an apparel and promotional product distributor and retailer based at 49 S. Jefferson Street, Brownsburg, and Indy Eleven, an Indianapolis-based member club of the USL Championship professional soccer league, announced a new merchandising agreement. The agreement will offer soccer enthusiasts throughout Hendricks County, as well as Indianapolis' Westside, a local retail spot for Indy Eleven

gear for fans of all ages. Under this partnership, Rose Promotions will become one of Indy Eleven's apparel providers, offering a large assortment of products for Indy Eleven fans everywhere. Rose Promotions, Inc. will design, manufacture and distribute Indy Eleven apparel and gifts. Indy Eleven fans can visit the Brownsburg shop or RosePromos.com for its Indy Eleven collection.

Walmart completes remodel of Plainfield Supercenter

Plainfield residents will soon get a first look at the newly remodeled Walmart Supercenter at 2373 E. Main Street, Plainfield, as the project is now complete. The remodel includes several department transformations and the expansion of innovations that will help customers save time. The upgrades also complement the measures the company has taken in its U.S. stores to help protect associates and customers from the ongoing COVID-19 pandemic. Among the improvements is the addition of a Pickup Tower near the

front of the store. The Pickup Tower functions like a high-tech vending machine and can fulfill a customer's online order in less than a minute. Additional store improvements include: expanded selection of general merchandise, new and optimized grocery layout, new bathrooms with an upgraded, sleek design, new flooring, paint and signage throughout the store, upgraded LED lighting, updated, state-of-the-art electronics department with interactive displays and new "tool world" and updated jewelry counter.

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