

Where Hendricks County Business Comes First

# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

May 2016 | Issue 0129

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## RISING *to the* TOP

Mike Baker turns  
up the heat  
on community  
banking

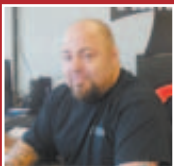
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### IF YOUR KNEE OR HIP COULD TALK, WHAT WOULD IT SAY?

If it's "I'm in pain and I need to do something about it" then it's time to listen and attend an IU Health joint replacement seminar. To register, call 317.217.DOCS or visit [iuhealth.org/joints](http://iuhealth.org/joints).



West Hospital



**YLHC having a "formal" lunch at Charbonos and practicing their etiquette.**



**Youth Leadership Hendricks County all dressed up to visit the Indiana Statehouse.**

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

### Which fork do I use?

I'll wager you can still remember the moment. It was your first important dinner. Perhaps it was a banquet, a job interview, or a meeting with an important client. You were confronted with more silverware than you'd ever seen, plates of all sizes, and an absolutely terrifying decision: do I reach for the water glass on my left or on my right?

Even in an era in which business casual has replaced coats and ties, and contemporary worship has transformed sitting quietly in a pew into something more like a TV show, manners still matter. That's especially true in business settings, and even more so when you're the one who's in the uncomfortable glare of the spotlight.

That's why a group of local high school sophomores recently found themselves seated in a local restaurant facing all those forks. One of the most important lessons taught as part of Youth Leadership Hendricks County is a practical introduction to proper etiquette. Granted, it's not likely that any of these young men and women will find themselves invited to a state dinner or high tea anytime soon, but the points they received are very important.

They'll soon find themselves in situations in which people they need to impress will be studying their behavior. Some will have interviews with college officials for prized scholarships or admission to prestigious programs. Others will interview for jobs over lunch. And then there's that particularly intimidating event -- the first fancy dinner or wedding reception with their girlfriend's or boyfriend's parents. I'm sure you'd welcome a second chance at that one.

Since 1998, YLHC has brought sophomores from all six county high schools and local parochial schools together with homeschooled students to learn more about their county and the importance of leadership.

Proper etiquette is important for leaders young and those slightly more mature, but not because they're likely to encounter finger bowls or canapés. Etiquette provides basic standards for behavior in workplace and social settings. The lessons they're learning about handshakes and thank-you notes are especially important for a generation that has grown up on texting and Happy Meals. Being able to operate within those standards will give the students a powerful edge as they move into college and their careers. They may not appreciate the value of that knowledge today, but the first time their boss invites them to a white-tablecloth restaurant, they'll know how to behave.

Want to know more about Leadership Hendricks County does for the community and can do for you or your company? Visit our website at [leadershiphendrickscounty.org](http://leadershiphendrickscounty.org) or call Susan Rozzi at 718-6076.



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"We've added some well-known lenders to our team at State Bank. They want you to have the kind of relationship that makes a difference for your business. And we're giving them the tools to do that." — Mike Baker

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## FROM THE PUBLISHER

### Speer's shining moment

By Rick Myers

Most of us are now familiar with CBS' "One Shining Moment" which is played after the final game of the Men's NCAA basketball championship.

Kevin Speer, president and CEO of Hendricks Regional Health, who has led the hospital since 2012 finally had his a few weeks ago during the groundbreaking of the \$48M Emergency Department and Comprehensive Outpatient Center.

The 100,000 square-foot retail healthcare center will be built on the northwest corner of Interstate 74 and Ronald Reagan Parkway near exit 68. It will house an emergency department and immediate care center; lab and radiology services; a comprehensive women's center; physical rehabilitation; physician offices; a retail pharmacy; a specialty clinic and additional retail space.

*"It's the right place, the right community, the right time and the right model." ~ Kevin Speer*

When it's all finished – it is expected to open fourth quarter of 2017 - HRH officials say it will create 110 jobs.

"I could not be more excited about this project," he told me after the ground breaking. "As we look at the way health care will be delivered in the future we believe it's through a retail delivery model. To be able to start from scratch with a blank sheet of paper and design and build a retail delivery facility that will allow people to interact with us more conveniently, easier as we move forward ..."

As his first major construction project since taking the helm as CEO and president of HRH, Speer said he is very proud of the project.

"It's the right place, the right community, the right time and the right model," Speer concluded.

My bet is there will be more shining moments for Speer as HRH's chief executive.



Rick Myers is founder and publisher of the Hendricks County Business Leader. Email: [rick@businessleader.bz](mailto:rick@businessleader.bz)

## Our View

## For the benefit of others

Later this month, the third annual Mayberry in the Midwest Festival will draw thousands to Danville. It's hard to believe that the festival almost never happened because one of the driving forces was afraid it would be self-serving.

Christine and Brad Born started the Mayberry Cafe 25 years ago. Quickly, it became a destination restaurant on the weekends. The popularity made a Mayberry-type festival seem like a no-brainer. But Christine was afraid that it would look self-serving.

Even though she was confident that the festival would be a success, it made her uncomfortable to lead the charge. Thankfully, others, particularly the Downtown Danville Partnership of businesses took the reins and began to plan the festival.

The partnership is made up of businesses around the Historic Courthouse Square, Town representatives and the Chamber of Commerce. Together, they sit, face-to-face, in-person and discuss ideas. Good ideas are rare. They are rarely made in solitude. Good ideas get tested by questions or criticisms. Good ideas are made better through conversation.

Steve Jobs knew this. He designed his Pixar headquarters with plenty of community spaces. Places where people can talk about their ideas. Heck, it doesn't have to be about work. Sometimes a creative idea is the result of some random piece of information that makes it click.

It may appear to be self-serving, but there is no other festival like it in the Midwest. Many people are coming to Danville because of the Mayberry Cafe.

The Mayberry in the Midwest Festival is a huge success. In just two years, it has become the busiest weekend for all Danville-area restaurants and other businesses. Now that's a good idea.

## Quote of the Month



“There is nothing quite so useless as doing with great efficiency something that should not be done at all.”

~ Peter Drucker,  
management consultant



## Cartoon



Humor

## How to become chummy with your future self

By Gus Pearcy

A recent article in the Harvard Business Review highlighted this concept of the future self. Author Peter Bregman argued that we have become too busy putting out fires or accomplishing the immediate tasks that we have ignored our future selves. That's where the real work lies. His analogy is running on a treadmill versus running towards a destination. One gets you where you want to be, while the other is just "running in place."

Consider who you want to be. Then consider the cost (usually time) of how you become that. When your future self is introduced as "accomplished," do you think they mean "wiped out his inbox and completed his to-do-list every day for 30 years?"

So get acquainted with your future self. Take him out for a drink and ask some hard questions. Invite her to be your companion throughout the days. The more we think about our future selves, the more we become rational in the present.

*“So get acquainted with your future self. Take him out for a drink and ask some hard questions. Invite her to be your companion throughout the days.”*

Daniel Bartels of the University of Chicago Booth School of Business, through a series of experiments, realized that we are essentially optimists. We believe that things will get better for us over time. We can delay our gratification if we think about the

greater gratification available to our future selves. Here's a half-full glass analogy: Given a choice, would you rather get a \$120 gift card today, or wait a year to get a \$240 gift card? That choice determines your relationship with your future self.

One tactic for dealing with rash anger is to imagine how you will feel about a situation a year out. Will you still harbor the anger and resentment? Maybe. But I bet you will control your response better, even if you are still angered by the incident.

Enjoy your future self and make plans to make them better. The results could surprise you.



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](mailto:pearcy.gus@sbcglobal.net). Gus blogs frequently at [guspearcycommunications.wordpress.com](http://guspearcycommunications.wordpress.com).

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## Yes, we want your letters:

Readers of the Hendricks County Business Leader are encouraged to send letters to the editor as often as they wish. The stipulations are that the letter is timely, focused (not more than 200 words) and verifiable. Please make sure to provide your complete name and daytime and evening telephone contact numbers. All letters are subject to editing for brevity, clarity and grammar. Please direct correspondence to [info@businessleader.bz](mailto:info@businessleader.bz).

## Mike's List

### Five books that influenced me:

- *Atlas Shrugged* by Ayn Rand
- *Fountainhead* by Ayn Rand
- *Leading Change* by John Kotter
- *Old Man and the Sea* by Ernest Hemingway
- *1984* by George Orwell

## How Mike did it?

### What's the best advice you ever received?

In business, you need to evaluate it, understand it, organize it, and grow it.

### Best business decision you ever made:

To quit my job and lead the foundation of a start-up community bank in my hometown.

### Worst advice you ever received:

"That Chevrolet Citation is a great little car!"

**In five years, I want...** I want our bank to be known as a community bank of the highest quality. One that is dedicated to providing financial solutions to our clients through committed, friendly, engaged bankers who are trusted advisors.

*"We're relationship oriented. We want to be a trusted advisor to people who value what we do. How you develop that relationship and how we become that trusted advisor is what we're trying to do."*  
~ Mike Baker

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# RISING to the TOP

## Mike Baker turns up the heat on community banking

### By Gus Pearcy

Mike Baker's philosophy with the State Bank of Lizton is simple.

"What we're trying to do is provide enough scale so we can outnational the locals and outlocal the nationals," Baker said.

In the highly competitive banking industry, that means offer the services of the big banks while maintaining, even strengthening, the local advantage the bank has maintained since it started in 1910.

Despite 11 branches sprinkled throughout Hendricks and Boone counties, Baker understands that most people want to bank from their homes on mobile devices. State Bank of Lizton has introduced online banking and is working on the ability to make deposits online as well.

Baker's challenge is to convince the community that State Bank of Lizton is a full service institution that not only helps the agricultural community (its heritage), but is also large enough to offer all the services of a large, multi-state institution.

Baker says the industry philosophy is \$500 million in assets to thrive into the future.

The State Bank of Lizton currently has \$380 million in assets.

Leveraging the agricultural heritage while offering modern banking services is the new message proffered by the bank.

"People don't really understand the breadth of what we do, how well we do it," Baker said.

"That's a little bit of why we came up with this little advertising campaign 'We do that!'"

Baker is a big-picture guy. He speaks the language of the 1,000 foot view. His four years as CEO and president of SBL have been a whirlwind of hiring and executing this vision. His leadership has been focused on training, overhauling the online and technical aspects, and a beefed-up mortgage division that is cautiously entering the secondary market.

Trends in banking show that most people don't set foot in a bank unless they need more than a check cashed. Baker sees it as an opportunity.

"We're relationship oriented," he said. "We want to be a trusted advisor to people who value what we do. How you develop that relationship and how we become that trusted advisor is what we're trying to do."

One of his first charges by the bank's board was to build a new headquarters. For the last seven months, State Bank of Lizton has



Mike Baker. Photo by Rick Myers

been remodeling the former Strong Building into a place where the entire bank administration and services can be housed.

"I think the bank has always been understated in portraying the size and strength it really is," Baker said. "This building ... gives the community a better perspective on the relative size of the institution."

The new headquarters opens this month. Built by as many local contractors as possible, the building radiates earth tones and natural materials. Baker gives enthusiastic tours of the new building like a new dad shows off photos of the first born. The Anderson, Ind., native has worked his whole life in community banking even starting his own community bank in 1995.

Anderson Community Bank was bought out by First Merchant Bank. Baker stayed with the bank until this opportunity became available.

"I wanted an opportunity to make a bigger difference," he said.

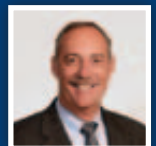


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Greg Zusan  
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Overall rendering provided by Hendricks Regional Health. Submitted Image

## HRH breaks ground for \$48 M Emergency Department and Comprehensive Outpatient Center in Brownsburg

Hendricks Regional Health and local government officials held a groundbreaking ceremony April 11 to celebrate the construction of a new emergency department and outpatient center on the east side of Brownsburg.

The 100,000 square-foot retail healthcare center will be built on the northwest corner of Interstate 74 and Ronald Reagan Parkway near exit 68. To address the growing medical needs of northern Hendricks County and beyond, it will house an Emergency Department and immediate care center; lab and radiology services; a comprehensive women's center; physical rehabilitation; physician offices; a retail pharmacy; a specialty clinic and additional retail space.

"We are very excited to announce our further growth with the Town of Brownsburg," said Hendricks Regional Health President & CEO Kevin Speer. "The timing is right to more fully enhance our services in this area and invest in a significant project that will benefit the community. We value the support that we have received from Town officials and look forward to bringing this project to fruition."

The facility will cost an estimated \$48 million to construct and is planned to create more than 110 jobs once completed. It is expected to open in the fourth quarter of 2017 and will coincide with the extension of Ronald Reagan Parkway from US 136 to County Road 300 North.

"We have been working on identifying



From left, Dr. Barry Freeman, chief of staff, medical executive committee, Hendricks Regional Health, chats with Kevin Speer, president and CEO of HRH. Photo by Rick Myers

a location and a way to bring an enhanced variety of services closer to the north side of Brownsburg," said Hendricks Regional Health Vice President & Chief Strategy Officer Gary Everling. "Our focus at the new center will be on ease of access with more emphasis on the continuum of care for families, in particular for women, as well as providing care for emergent services."

While the new center will service the northern portions of Brownsburg, the existing Hendricks Regional Health medical office building, located at 1411 South Green Street in Brownsburg, will remain open to serve the south side of Brownsburg and northwest side of Avon. That facility features a variety of physician offices and laboratory services. In addition, as part of this enhancement of services, Hendricks Regional Health will be opening an Immediate Care location on Northfield Drive on May 2.

## BIZ RESEARCH

### Consumers want concierges

By Jim Ittenbach

Consumers are interacting with brands in more ways than ever before, with the explosive use of mobile devices, apps, customer portals, and personalized communication channels. For marketing, the ability to manage and support a customer's purchase decision journey is certainly daunting. To do so, one must unlearn historically successful tactics and become a subservient enabler.

According to an IBM study, only one in five consumers feels the average retailer understands them as an individual or provides them with relevant selling information. The essential truth in marketing is that, if you do not engage, connect and emotionally energize a consumer during the purchase process, you're not capturing their loyalty, you are just facilitating transactions.

The result of most marketing today is a mismatch between the marketer's approach to selling and a consumer's approach to buying. Many marketers continue to focus on promoting features, benefits and "what's unique" about an offering. Yet, consumers want a personalized and engaging experience that is emotionally fulfilling and personally rewarding.

As such, marketers must unlearn how to push products and begin acting like a personalized concierge. Just image what your promotional messaging and value proposition would look and feel like if you fully understood the targeted audience's core thoughts, feelings and desired outcomes. Focusing on customers' experiences, emotions and desires will allow you to better emulate a brand that understands its audience. Want an example? Think Coke. Just pay attention to one of its recent advertisements and you will understand what comes out of developing a Customer Journey Map as well as the benefits of empowering your customers to achieve an awesome experience (by using your product or service).

Taking the time to get answers to these types of questions will put you into the buyer's experience, allowing an ability to harbor high levels of empathy while developing your next go-to-market campaign. Live long and prosper!



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

## BIZ WEB

### Effectively limiting screen time

By Andrew Angle

As a digital marketer, I'm enthusiastic about things digital but know that screens can go overboard, especially with kids.

Without deliberate intervention (nagging), I bet my own offspring could spend 80 hours per week mesmerized by screens. That's bad. Several years ago I sought the advice of my aunt and uncle, people I consider to be outstanding parents, based upon how respectful, intelligent, and self-disciplined my cousins were.

Intrigued by my phone call soliciting parenting advice, my aunt explained that their kids lived their lives "unplugged" from electronic entertainment. They own a TV, a computer, game console, mobile phones, and a stereo, but getting to turn any of them on was strictly limited to being a privilege that had to be earned by trading in the "Digibucks" coupons she printed for them. The Digibucks were a leisure-time currency cut in increments of 30 minutes they physically traded for their choice of time with the TV, video games, or the computer. Coupons for bigger things were available for bigger efforts.

One hour spent cleaning the house earned one hour of screen time. Two hours spent

studying math problems beyond the school assigned homework earned two hours computer gaming. Reading books converted at 50 percent, so an hour of reading bought 30 minutes of TV. For a movie theater pass, the kids did something more substantial, like spending equal time as a nursing home volunteer or decorating at church. Instead of starting a Saturday vegging to cartoons, they started their weekend eagerly searching for things to clean, practicing piano, or mowing lawns for elderly neighbors, never having to be told to "turn it off" hours later. The rules were known, monitored, and respectfully enforced.

Over time the kids survived and thrived with the system. All graduated as valedictorians. Today they each possess fulfilling careers, close friendships, embrace work and community service, and reflect positive outlooks.



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

## OPEN 4 BIZ

Presented by Cathy Sturm of REMAX & Ryan Wohlert of Meridian Mortgage Solutions

## Revving up engines in Brownsburg

“Your one-stop automotive shop specializing in everything customization,” that is how owner Scott Hill describes his newly opened business in Brownsburg. Hill, wanting a more visible location and connection with the growing racing scene in Brownsburg, moved his detailing business from Danville and re-opened Indy Pro Trucks & Custom Auto in Brownsburg on Feb. 25.

“I wanted to combine my passion with a career and give customers a quality product at an affordable price and to make a person’s vehicle their very own. A vehicle can be an expression of who you are,” explained Hill. If you need headlights or a complete rebuild, no job is too big or too small according to Hill. The business is also co-owned by Hill’s wife, Jessica, an army veteran. “We are a veteran owned company and we do our best to employ veterans,” Hill added.

### Describe your business in one sentence:

To help a person to express their personality through their vehicle.

### What has been your biggest lesson so far?

Location!

### What would be the one thing that could help your business?

I am a firm believer in word of mouth and social media. I treat everyone like family and ask they send their friends and family in to see us.



Scott Hill.

Photo by Sherry Moodie

### What would you tell someone starting his/her own business?

It’s not always greener on the other side. Be ready for long hours and 110% dedication.

### What do you think about your business’s future?

The sky’s the limit, my friends!

Scott and Jessica Hill, owners  
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 & Custom Auto**  
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Compiled by Sherry Moodie

## BIZ HISTORY

## Parent and child

By Dan Miller

A parent and child can take the same event and adopt two totally different approaches. So it was with Abraham Lincoln, the child, and Thomas Lincoln, the parent.

The event in question was a tough run of hard luck.

Prior to 1816, Thomas Lincoln was a successful landowner and leader in northern Kentucky. He owned and worked several hundred acres and possessed quite a few livestock. Thomas won the respect of most of his neighbors and associates. They placed him on local juries as a man of his word and trusted him to serve as a volunteer enforcing local laws.

By nearly any measure, Thomas Lincoln was a successful person.

But in 1815-1816, Lincoln fell on hard times. He became embroiled in boundary disputes. He lost. His wife died. He slipped into near-bankruptcy. Struggling to reverse his fortunes, Lincoln moved his family across the Ohio River to southern Indiana. He remarried and blended his family with that of his new wife.

But Thomas never quite seemed the same again. He attempted to make various business

deals, none of which amounted to much. He responded to each setback with slightly more bitterness. He directed a growing hostility toward the son who never quite measured up to Dad’s needs or expectations. That son was Abraham.

Abraham would encounter his own share of failures. He failed in many of his romantic relationships. He failed in several attempts to win local and state political office. He failed to maintain a viable store.

The son Abraham, however, didn’t emulate father Thomas in how he dealt with bad times. Perhaps most importantly, Abraham never adopted the slowly unfolding pessimism and negativism of Thomas. The child wasn’t the parent.

Is there a trait of yours that you hope your child doesn’t embrace? And how will that help your son or daughter become a better leader than you?



Dan Miller is founder and president of Historical Solutions LLC - Ideas and Inspiration Through History. Dan uses history to help people strengthen their leadership. His website is [historicalsolutions.com](http://historicalsolutions.com).

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Join us for the Hendricks County Business Leader's May Cover Party, sponsored by State Bank of Lizton. Enjoy wine and hors d'oeuvres and mix with colleagues and your peers from throughout Hendricks County during this fun and casual after-hours business affair as we honor: March cover, **John Mollaun**, Hope Healthcare Services; April cover, **Cleda Janke**, Ginger n' Spice; and May cover, **Mike Baker**, State Bank of Lizton.

**Thurs., May 12th**

4:30-6:30 p.m.



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## MONEY MATTERS

## Good day for investors

By Jeff Binkley

On April 6, the Department of Labor issued new regulations establishing a "fiduciary rule" legally requiring financial advisers and brokers handling individual retirement and 401(k) accounts to act in the best interests of their clients. This new fiduciary rule only applies to retirement accounts. If you have just a regular old brokerage account, your advisor still isn't legally required to put your interests ahead of theirs or their firms. Previously, brokers and advisors could sell you anything that they determined was "suitable." Now, they have to act in a fiduciary capacity, placing your interests ahead of all others.

This new DOL rule has been a long time coming. Unfortunately, even before the ink had a chance to dry, powerful forces fearing the potential impact to their bottom lines had already lobbied and won "carve outs" to the rule, i.e. the best interest contract exemption (BICE) and prohibited transaction exemption (PTE). These "carve outs" still allow brokers to sell whatever they can convince their clients to buy. They just require that a higher level of disclosure and transparency be provided to clients by that broker showing them more clearly

the high cost of these types of investments.

The spin from players in the industry began almost immediately after the announcement. The players spinning hardest were the commission-dependent traditional firms that fear profit losses due to this additional transparency requirement. They spun the rule as being "bad for investors" and would limit choices or availability of brokers to work with small investors.

Respectfully, my education, training and 23 years of experience as an investment advisor representative cause me to vehemently disagree with the "bad for investors" spin. I can't understand how finally making it a legal requirement to put client interests first or making it a requirement to disclose to clients when they are taking a backseat to the firm is a bad thing.



Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group. He can be reached at [Jeff@thebinkleygroup.com](mailto:Jeff@thebinkleygroup.com) or (317) 697-1618.

## BIZ BRIEF

## Launch of Revolutionary West Side Networking Group

Co-founders Tony Reffeitt of Integrity Real Estate and Lacey Verbik of Imagine Virtual Assistant Services launched Best of the West in March 2016. The two developed a networking group exclusive to companies that serve the greater Hendricks County area as well as Indy's west side. Best of the West aims to connect individuals seeking goods and services to the best local providers of those goods and services. If you're interested in learning more about Best of the West, check out its website at [BestOfTheWest-Indy.com](http://BestOfTheWest-Indy.com).

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NEW Department of Labor **RULES** for Advisors servicing IRAs and 401k clients. Advisors must now put **CLIENT** interests **FIRST!** WHAT DO YOU MEAN? They did not have to before?

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Wade

Ralph



# GETTING FIT HAS ITS REWARDS.

*And Gwyn has the medal to prove it.*

As a probation officer for Hendricks County Government, Gwyn spends most of her day sitting at a desk. Which isn't the best routine for a healthy lifestyle. When her employer partnered with Hendricks Regional Health At Work for its healthcare services, Gwyn was able to participate in *Great Shape*, a six-month wellness program with personal coaching, nutrition consultation and more. She not only lost 40 pounds, she conquered her first Warrior Dash with her husband and two sons.

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*Pictured: Gwyn, Probation Officer and Healthier Employee, Hendricks County Government*



# Stars shine on a great night for dancing

They could've danced all night!

The stars shined at the Hendricks County Historical Museum's Dancing with the Stars, Hendricks County version. The fun and frivolity captured the imaginations of more than 300 attendees. Here are just some of the highlights. **Photos by Nicole Davis and Gus Percy**



Jeff Binkley and Rhett Stuard.



Deanna Hindsley, president of the Hendricks County Historical Museum.



From left) Judge Dan Zielinski, Jack Clark, Patty Zielinski and Faith Toole.



Jay Puckett, the Emcee.



Marsha Drzakowski and The-Resa Lipsey.



Rick Myers and Anna Fernandez.



**Above:** Nancy Johnson and Alex Skudrovskis.  
**Left:** Ifen Donovan and Mark Adang win "Dip for the Night" award.



From left, Shirley Hottman and Kelly and Steve Henshilwood.

# GOLF GUIDE 2016



SPECIAL SECTION  
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LEADER**  
Hendricks County

Pages 13-15

## GOLF TIPS

### Get into the scoring zone

By Derek Carlson, Deer Creek Pro Shop



How do I get better? This is a question I hear almost every day behind the golf shop counter. My answer is to practice shots in the scoring zone. I often get a puzzled look on the golfers face, but it's true. The scoring zone is simply the areas on the course that golfers must execute shots to effectively lower their score.

Think about your normal round of golf. How many times do you find yourself 50 yards away from the green? How did you get there? An errant tee shot that makes you play safe out of the trees or a second shot into a par five? Sure, golf is a fun and challenging game, but half of the shots golfers take occur within 50 yards of the hole. Half of the round of golf is played in the scoring zone. Think about that when you think about how much time you spend practicing or just warming up before your round. Hopefully that helps see the importance of the scoring zone shots and what just a few well executed shots can do to lower your score.

Repeatable contact with the ball is the most important factor is developing a better scoring zone game. From a greenside bunker to a low pitch and run, the golfer must have

repeatable contact with the ball. This creates instant and constant feedback on how fast and how hard to move the club to get the ball closer to the hole every time. I have some keys to a better scoring zone play and repeatable contact with the ball:

**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 quiet lower body lets the arms and shoulders move the club easily towards the target.

**Control the clubface:** Controlling the clubface is easier to do from 50 yards and closer to the green. If you control the clubface, it is the quickest and easiest way to lower your score. If you want to hit a high shot, keep the face pointed towards the sky; hit it low, keep the face towards the target.

So next time you find yourself in the scoring zone, remember these simple but effective practice tips and fundamentals and play the shot with confidence. Before your next round of golf at Deer Creek, remember to practice the shots that can lower your score. If you have any questions about these ideas, contact Derek Carlson at the Deer Creek pro shop (317) 539-2013.

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## WHAT'S NEW?

## Two areas to focus on

By Jeff Schroeder, PGA Professional  
Prestwick Country Club

As the golf season approaches and with a somewhat mild winter so far, golfers all around are asking "what's new and what should I do to make my golf for 2106 better?"

There are two areas that we can concentrate on and they are the physical aspect of golf and the other being equipment. The physical aspect can be achieved in a couple different ways. First we can start by either going to a gym for a little stretching and weights or we can do some basic stretching exercises in the home. A lot of those exercises can be found by simply searching the internet for golf stretching exercises or you can enlist a physical trainer at your local gym. Another way to stay golf ready during the winter months is do some indoor practicing. Here at practice we have a indoor hitting area with a simulator that will give you the distance and other data after your shot. The simulator also has 4 preloaded courses that you can actually play a round of golf on complete with putting. The simulator is available to the public and golf lessons can

be scheduled with one of Prestwick's PGA professional. You can call Prestwick Country Club at 317-745-6448 for scheduling a lesson or simulator time.

Now let's talk about equipment. Each January down in Orlando there is the largest golf show. The PGA Merchandise Show comprises upwards of 1.5 million square feet of every imaginable golf product known. There is the latest clubs, golf balls, training aids, GPS devices and golf apparel. As a PGA professional we are able to see all the latest products and even test some that are not even on the market yet. It takes at least 2 days or more just to walk the aisles and see everything. Every major manufacturer in golf is there and some we have not even heard of. Most of the emphasis now in golf equipment is being put on getting fitted for your clubs. This means finding the right shaft, length and lie for your clubs to help you perform better. If you are not in the market for new clubs there are 2 suggestions to follow to start the year, one check your grips to make sure they are worn and if so replace before you start the season and the other is get a lesson from a PGA Professional before it is to late!

## WHERE TO PLAY

## HC has a wealth of great golf courses

By Brad Dubois, Plainfield Chamber

I don't have to tell those of you who were born and raised in Indiana how quickly the weather can change. It seems as though we go from snow to warmth and sunshine in a matter of minutes. A few days ago I heard the sandhill cranes overhead and I've always been told that is a sure sign of warmer temperatures and spring. With that being said, I'm sure many fellow Hendricks County golfers are anxious to get out and chase the little white ball.

We are fortunate to have some very good and well maintained golf courses here in Hendricks County. Go for a drive on any 40+ degree day and you will find someone "teeing it up" at one of our area golf courses. 25 years ago you would have found only one 18-hole golf course in the county, that being Prestwick GC, and it was private. The other 7 were all nine-hole tracks. Jump to 2016 and we find Hendricks County with six 18 hole courses that vary in length and difficulty. We still have a pretty good share of 9-hole courses also, three to be exact, all with their own personality and flavor. Most have been in the community for decades and have seen many generations of families learning the game on their fairways and greens.

In the far northern part of the county we have Tomahawk Hills, one of the 9-hole courses that has been around since 1973. It provides tree lined fairways and some pesky water hazards. The town of Pittsboro boasts 2 courses. Quail Creek is an 18-hole course that has recently changed ownership and provides a good challenge to all levels of golfers. 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 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 IHSAA Boy's and Girl's State Tournaments, State Opens and various other IGA/PGA events. It is Hendricks County's only private golf course with its dues structured below many of central Indiana's other

country clubs, making it a very good value. The course is more of the "old school" design with water, trees and sand that are placed in precarious places. Ben Weaver, Head Pro/GM/Owner and his staff can help any answering questions about membership and more at (317) 745-6448.

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 Land-fill. 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 9 in the mid-nineties. Undulating greens are trademarks 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.

Friendswood Golf Course is in the far south-eastern portion of Hendricks County. Its clubhouse is an old school that was built in 1909 and still has photos of the last students that attended. The 9-hole golf course is beginner friendly with very reasonable fees and a nice peaceful layout. It's great for a quick afternoon golf experience and communing with nature.

Deer Creek in Clayton is one of the best maintained golf courses in the county. The greens are fast and true. Home to DePauw University's Men's and Ladies' Golf Teams the course has come to be a local gem. There is a value greens fee every day of the work week and it is just a few miles from I70 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 an absolutely beautiful place to play and enjoy the scenery.

Whether you are a low handicapper or just starting out, there is a course in Hendricks County for every skill level. So get out there and chase the little white ball and enjoy the outdoors. Just remember that it's only a game, don't take it too seriously and you just might have some fun.

## Hendricks County Golf Clubs and Courses

**Deer Creek Golf Club**

18 holes over 6,510 yards with a par of 71 (Public)  
7143 S State Road 39  
Clayton, IN 46118  
(317) 539-2013

**Friendswood Golf Club**

9 Holes over  
2700 yards Par 36  
7730 S. Co. Rd. 1050 E.  
Camby, IN 46113  
(317) 856-5372

**Oaktree Golf Course**

18 holes over 6,376 yards with a par of 72 (Public)  
4710 E US Highway 40  
Plainfield, IN 46168  
(317) 839-6205

**Pittsboro Golf Club**

9 holes over 3,111 yards with a par of 35 (Public)  
2227 E US Highway 136  
Pittsboro, IN 46167  
(317) 892-3335

**Prestwick Country Club**

18 holes over 6,885 yards with a par of 72 (Private Non-Equity)  
5197 Fairway Dr, Avon, IN 46123 • (317) 745-6448

**Quail Creek Golf Course**

18 holes over 6,329 yards with a par of 72 (Public)  
7591 Quail Creek Trce.  
Pittsboro, IN 46167-9034  
(317) 892-2582

**Tomahawk Hills Golf Club**

9 Holes over 3100 yards Par 36  
10291 N. SR 75  
Jamestown, IN 46147  
(765) 676-6022

**Twin Bridges Golf Club**

18 holes over 7,058 yards with a par of 72 (Public)  
1001 Cartersburg Rd  
Danville, IN 46122  
(317) 745-9098

**West Chase Golf Club**

18 holes over 6,700 yards with a par of 71 (Public)  
4 Hollaway Blvd  
Brownsburg, IN 46112  
(317) 892-7888

**White Lick Golf Course**

9 holes over 2,622 yards with a par of 34 (Public)  
4 White Lick Ln.  
Brownsburg, IN 46112  
(317) 852-2931



## 2016 HC Golf Outings of Note

April 23: Avon Golf Day | Prestwick Country Club, Avon | Contact: avongov.org or (317) 745-6448.

May 21: Family Promise of Hendricks County 4th Annual Golf Invitational | Deer Creek Golf Club, Clayton | Contact: golf@familypromisehendrickscounty.org or (317) 296-3742.

June 2: Hendricks Regional Health Foundation | Country Club of Indianapolis | Contact: supporthendricks.org or (317) 745-7376.

June 10: Brownsburg Education Foundation | West Chase Golf Club, Brownsburg | Contact: brownsburgeducationfoundation.org or (317) 852-1056.

June 10: Danville Education Foundation | Twin Bridges Golf Club, Danville | Contact: www.warriordef.org.

June 16: Danville Chamber of Commerce Golf Outing | Twin Bridges Golf Club, Danville | Contact: danvillechamber.org or (317) 745-0670.

June 14: Hendricks County Community Foundation's 22nd Annual Golf Outing | Prestwick Country Club, Avon | Contact: hendrickscountycf.org or (317) 268-6240.

June 23: Plainfield Chamber of Commerce Golf Outing | Deer Creek Golf Club, Clayton | Contact: plainfield-in.com or (317) 839-3800.

June 29: 2nd Annual Fairway to Haven Golf Outing, benefiting Sheltering Wings | West Chase Golf Club, Brownsburg | Contact: shelteringwings.org or (317) 745-1497.

July 14: Leadership Hendricks County Annual Golf Outing | Quail Creek Golf Club, Pittsboro | Contact: Leadershiphendrickscounty.org or (317) 718-6178.

July 20: Rotary Club of Avon 27th Annual Golf Open | West Chase Golf Club, Brownsburg | Contact: (317) 852-3540.

July 29: 10th Annual Hendricks County Professional Firefighters Golf Outing, benefiting Hoosier Burn Camp and Susie's Place | Twin Bridges Golf Club, Danville | Contact: Krinehart@brownsburgfire.org.

Aug. 17: Wings of Golf | Deer Creek Golf Club, Clayton | Contact: wingsofgolf.com or (317) 718-8750.

Aug. 24: Avon Chamber of Commerce Golf Outing | Prestwick Country Club, Avon | Contact: avonchamber.org or (317) 272-4333.

Sept. 21: Brownsburg Chamber of Commerce Golf Outing | West Chase Golf Club, Brownsburg | Contact: brownsburg.com or (317) 852-7885.

Oct. 3: 18th Annual Hendricks Regional Health YMCA Golf Outing | Country Club of Indianapolis | Contact: spaul@indymca.org or (317) 204-1903.

Send your 2017 Golf Outing information to [info@businessleader.bz](mailto:info@businessleader.bz) for publication in next year's guide.



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## THE PERSONAL TOUCH

## Bullet points... starting points

By Scott Flood

When creating a website, a brochure, or an ad, many people believe that the best approach is to be as simple and straightforward as possible. And, for many of those people, being simple and straightforward means using brief bullet points instead of sentences and paragraphs.

Bullet points are certainly more economical in terms of time and space, but they actually provide a false economy. You see, choosing bullet points over sentences and paragraphs presupposes that your audience is made up of rational creatures — and that just isn't the case.

Bullet points speak to the rational shell by conveying facts, but they don't sound like people talking, and another human's voice is one of the most powerful emotional triggers.

Consider that your marketing and communications materials stand in for you when you're not able to deliver messages in person. To do that effectively, they have to sound like you and/or your company. They have to speak with your voice. But when you rely solely on bullet points, your company's voice becomes little more than a robot spewing out a list of

facts. They lack the warmth and the passion that enters your voice when you talk about your company and what it does.

It's okay to use bullet points as a tool within your overriding message, or as a support to summarize what's elsewhere on the page, but if you rely on them as your sole form of communication you're shortchanging your audience.

Not convinced yet? Then take a moment to compare the column you just read with the following:

- Bullet points are popular
- Users focus on facts
- Users presume that people are rational
- Decisions begin with emotion
- Bullet points lack emotion
- Bullet points don't sound like you
- Don't use them alone

Not quite as compelling or instructive, is it?



Scott Flood can be contacted via email at [sfflood@sfwriting.com](mailto:sfflood@sfwriting.com) or by calling (317) 839-1739, or visit his blog at: [sfwriting.com/blog/](http://sfwriting.com/blog/).

## PEER TO PEER

## Bad connection in customer service

By Howard Hubler

Businesspeople work hard for good reputations. If you read my articles with any degree of regularity, you may know where I am going: the world of cell phone companies.

I had a faulty cell phone (it wouldn't take a charge). After a few previous visits, I again went to the phone store. I wanted a solution. At auto dealerships, we reconcile problems like this on a daily basis without as much as a glitch. I told an employee that I would like a new phone and that I did not want to drive across country to do it. I wanted to be serviced where I bought my phone; however, to them it appeared to be a novel concept.

Eventually, I demanded to see the manager. After the better part of an hour, I got what I would consider a fair shake; however, I went through the better part of the year in ownership dropping into the phone company from time to time only to leave after I had been offended and insulted. I did congratulate the lady on one thing however. My auto industry job used to have the worst custom-

er satisfaction record of any out there. After the cell phone and cable industries decided to join the electronic revolution and never talk to a customer, they made owning car dealerships seem like a trip to Dairy Queen.

Business owners are really processes managers: whoever can process the client in the best fashion wins the deal. I indicated to the store manager that I would only be half mad if I thought my problem was solved for me and others, but I knew that it was not. If you are never motivated to train your staff to keep them on their toes, go to the cell phone store. They will give you a great taste of motivation to properly train your staff.



Howard Hubler can be reached at [howard@hubler.com](mailto:howard@hubler.com).

## MEMBER OF THE MONTH



From left: Scott Elliott, Heather Delaney, David Taylor, Mike Lhotka, Kelly Lhotka, Shannon Burnett, Damon Medari, Mike Thompson, Sarah Adams, and April Milner

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## COACH'S CORNER

3 simple behaviors  
to boost your biz

By Jack Klemeyer

Yes, there really are three simple behaviors you can begin to employ today to boost your business. The best part is that they do not cost you anything and are immediately implementable:

1. Include your team in your business
2. Hold your team accountable
3. Give feedback to your team

Now, you have to admit they are simple. But you have probably already recognized that they are not that easy. Many times the boss enjoys holding the team accountable but without the other two behaviors, the accountability does little good.

Part of holding your team accountable for results is also providing a clear expectation of what you're after, the resources and room to achieve the goals. Trying to make a silk purse out of a sow's ear does not work for you and it won't work for them either. And micro-managing their every move stymies their own creativity and diminishes trust. Besides, you hired them for a reason — let them show you what they can do. It might just exceed your expectations with achievement you never

even considered. That's the power of multiple heads working together and holding everyone accountable for their part.

Giving people feedback makes a huge assumption that you have informed them of what you expect. By first giving clear and specific expectations followed up with specific and relevant feedback you will be rewarded by performance. Giving the right kind of feedback to your team will develop your employees.

- Include your team in your business for dynamic engagement.
- Hold your team accountable to get buy-in.
- Give your team feedback to develop them.

Go ahead and employ these three. You'll be glad you did!



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



BIZ MANAGEMENT

# Should staff like the boss?

By Carolyn Goerner

We've long known that being liked, and feeling affection from the liked person in return, is powerful stuff. We also know that liking isn't automatic, and that it simply isn't natural to like everyone equally. Despite their desire to remain unbiased and fair, the widely accepted theory of Leader-Member Exchange indicates that most leaders have "in groups" and "out groups" among their subordinates, and that the feelings are usually mutual.

To further explore this phenomenon, two researchers set out to determine if there are particular kinds of behaviors that people who perceive themselves to be in the leaders "in-group" are more likely to perform. They started with the understanding that people who have strong feelings of liking, respect, and loyalty towards the leader also identify with that leader, and so are more likely to mimic that leader's behaviors when interacting with other subordinates.

People who felt part of the in-group were more likely to mimic leader's behaviors when those behaviors were person-based (focused on making people feel more comfortable in the workplace or encouraging employees to

do their best). Interestingly, however, they found no difference between the groups when it came to task-oriented behaviors, or those things that allowed work to be completed in a timely and reliable manner. This involves giving information or instruction to co-workers, and coordinating work flow amongst organizational members and departments using current protocols.

For day-to-day work to be done, relationships between the supervisor and his/her subordinates may not be all that important. Even for a boss no one really likes, the basic work of the organization can be accomplished. But for companies who care about things like culture and employee engagement, personal relationships with supervisors matter. Companies would do well, then, to ensure that the people promoted to management positions are likeable.



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

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

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*Patty Prosser*

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

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

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

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

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

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

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

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

## PLANNER OF NOTE

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

**17** - Plainfield Chamber of Commerce (member's meeting): Tuesday, May 17 at 11:30 a.m.; Plainfield Rec and Aquatic Center, 651 Vestal Rd., Plainfield. For more information, call (317) 839-3800

**18** - Brownsburg Chamber of Commerce (member's meeting): Wednesday, May 18 at 11 a.m.; Brownsburg Fire Territory, 470 E. Northfield Dr., Brownsburg. For more information call (317) 852-7885

**24** - Avon Chamber of Commerce (member's meeting): Tuesday, May 24 at 11:30 a.m.; Prestwick Country Club, 5197 Fairway Dr., Avon. For more information, call (317) 272-4333

### Avon Chamber New Members

**RaceMaker Productions LLC**  
5250 E US Highway 36  
Avon, IN 46123  
(317)625-2223

### Brownsburg Chamber New Members

**Fabric Care Center/Modern Cleaners**  
728 East Main St.  
Brownsburg, IN 46112  
(317) 852-4277

### Danville Chamber New Member

**Flora Brothers Painting**  
1834 S. Co. Rd. 1050 E.  
Indianapolis, IN 46231  
(317) 447-5227

**Hendricks County Humane Society**  
3033 E. Main St.  
Danville, IN 46122  
(317) 745-3338

**Aflac**  
2206 Fortune Circle E. Dr.  
Indianapolis, In 46241  
(317) 615-0986

### Plainfield Chamber New Member

**Hendricks County Humane Society**  
3033 E. Main St.  
Danville, Indiana 46122  
(317) 745-3338

**Carpenter Realtors/John Dinninger**  
3602 Clarks Creek Rd.  
Plainfield, IN 46168  
(317) 727-5536

**Orange Leaf Frozen Yogurt**  
2499 Perry Crossing Way, Ste. 114  
Plainfield, IN 46168  
(317) 742-5310

### County and Municipal Meetings

**Hendricks County**  
*Unless otherwise noted, all meetings held at Government Center 355 S. Washington St. Danville, IN 46122 (317) 745-9221*

**Council**  
(Second Thursday every month)  
May 12, 2 p.m.

**Plan Commission**  
(Second Tuesday every month)  
May 10, 6:30 p.m.

**Board of Zoning Appeals** (Third Monday every month)  
May 16, 7:30 p.m.

**Commissioners**  
(Second and fourth Tuesday every month)  
May 10, 9 a.m.  
May 24, 9 a.m.

**Town of Avon**  
*Unless otherwise noted, all meetings held at Avon Town Hall 6570 E. U.S. Hwy. 36 Avon, In 46123 (317) 272-0948*

**Town Council**  
(Second and fourth Thursday every month)  
May 12, 7 - 9 p.m.  
May 26, 7 - 9 p.m.

**Advisory Plan Commission**  
(Fourth Monday every month)  
May 23, 7 p.m.

**Board of Zoning Appeals**  
(Third Thursday every month)  
May 19, 7 p.m. in the Court Room

**Town of Brownsburg**  
*Brownsburg Town Hall Eaton Hall 61 N. Green St. Brownsburg, IN 46112 (317) 852-1120*

**Town Council**  
(Second and fourth Thursday every month)  
May 12, 7 - 9 p.m.  
May 26, 7 - 9 p.m.

**Plan Commission**  
(Fourth Monday every month) May 23, 7 p.m.  
Brownsburg Town Hall

**Board of Zoning Appeals**  
(Second Monday every month) May 9, 7 p.m.  
Brownsburg Town Hall

**Town of Danville**  
*Unless otherwise noted, all meetings held at Danville Town Hall 49 N. Wayne St. Danville, IN 46122 (317) 745-4180 Note: Call 317-745-3001 to confirm meetings have not been cancelled.*

**Council**  
(First and third Monday every month)  
May 2, 7 p.m.  
May 16, 7 p.m.

**Plan Commission**  
(Second Monday every month) May 9, 7 p.m.\*\*

**Board of Zoning Appeals**  
(Meets as needed on the Third Tuesday of the month)  
May 17, 7 p.m.

**Town of Plainfield**  
*Unless otherwise noted, all meetings held at Plainfield Municipal Building 206 W. Main St. Plainfield, IN 46168 (317) 839-2561*

**Town Council**  
(Second and fourth Monday every month)  
May 9, 7 p.m.  
May 23, 7 p.m.

**Plan commission**  
(First Monday every month)  
May 2, 7 p.m.

**Board of Zoning Appeals**  
(Third Monday every month) May 16, 7 p.m.

**Sales Leads**  
**Newly incorporated business through April 25, 2016**

**Bellas Best Pet Supply**  
Wanda M Jarvis  
5846 Kiah Ct.  
Plainfield, IN 46168

**Best of the West**  
Phillip Anthony Reffeitt  
124 E Northfield Dr, STE F #211  
Brownsburg, IN 46112

**Best Western Plus Airport Inn & Suites**  
Bipin U Patel  
c/o FedEx  
9128 Florence Ave  
Downey, CA 90240

**Buchanan Landscape**  
James Cody Buchanan  
507 Raintree Dr.  
Danville, IN 46122

**Campus Paints**  
Shane Way  
586 Sun Ridge Blvd  
Avon, IN 46123

**Classical Conversations of Avon**  
Erin Swanson  
420 Blake St  
Danville, IN 46122

**FRP Education Group**  
Andrew Blakley  
65 Phillips Place  
Zionsville, IN 46077

**Fun Foundation Preschool & Child Care**  
Joseph B Haltom  
Laura Haltom  
1011 Hess Street  
Plainfield, IN 46168

**Krome Industrial, LLC**  
Taryn Brundridge  
Russell Brundridge  
1770 East Fork Dr.  
Brownsburg, IN 46112

**Loris Cleaning Service**  
Lori Hedrick  
6 Westview Dr.  
Roachdale, IN 46172

**Massage By Trace**  
Tracy Thompson-Greer  
2353 Liatris Dr.  
Plainfield, IN 46168

**Stiffers Innovative Performance Technologies**  
Brian Figg  
660 Andico Rd, STE A  
Plainfield, IN 46168

**Taylor Sportswear and Gear**  
Brent Taylor  
Terri Taylor  
117 S Washington St  
Danville, IN 46122

**Transcription Specialists**  
William J Evans  
1065 Pinewood Dr.  
Plainfield, IN 46168

**Wildfire Learning**  
Daniel F Worley  
8596 Captain Drive  
Avon, IN 46123

**Your Right Hand Bookkeeping**  
Cameron J Johnson  
5718 Spring Hollow Ct  
Avon, IN 46123

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Affiliate Professor of Clinical Orthopedic Surgery,  
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