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BUSINESS LEADER

HENDRICKS COUNTY

November 2022 | Issue 207
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A YEAR LATER

A community still mourns leader Rick Myers (1961-2021)

PAGE 4



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OPINION

Humor: What's a thingamabob?**By Gus Pearcy**

Words fascinate me. You might have figured me being a writer and all. Still, I'm delighted by word origins and word usage. It's not Marvel movie exciting, but I enjoy it.

The level of frivolity can get pretty trivial. For instance, in American English, a trapezoid is the name for a four-sided shape with two of the lines parallel. A trapezium is the name for a four-sided shape with no line parallel. However, in the U.K, these terms are switched. A trapezoid is a four-sided shape with no lines parallel. But they also call a flashlight a torch, so what are you going to do.

Recently, I came across the origin of the word many people use when they don't know the name of an object. Three hundred years ago, the term was thingamabob or thingumabob. Here it is in a sentence.

"I replaced the...uh... thingamabob, and she started right up."

This form was good for a couple hundred years, but by the 1970s, the most popular form was thingamajig. It may have related to the popularity of jigsaw puzzles, but it is pure speculation on my part. I once had a puzzle that once it was

all put together, it said "thingamajig."

All fine and well, but then the story takes a twist.

By 1993, a dark horse word—thingy—surged in popularity. I mean, everybody was using it. According to an independent survey of nearly 678 newspapers, thingy was used more than thingamajig by a ratio of 231:25.

There are no stats on words like thingy thing, thingy dingy or blingy thingy.

There are also no statistics on my preferred term: Doo-hickey. Again, a niche to be filled.

By 1993, a dark horse word—thingy—surged in popularity. I mean, everybody was using it. According to an independent survey of nearly 678 newspapers, thingy was used more than thingamajig by a ratio of 231:25.



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

Business Leaders: If You Are Weary**By Susan Rozzi**

Each morning I do a quick review of what needs to be done for the day. One day last week, as I was doing this routine, I realized I was physically and mentally tired! Just plain worn out. It doesn't really matter what got me there. It happens. And, I know I am not alone.

A recent survey from SHRM (Society for Human Resources Management) found:

- Nearly 1 in 4 employees report feeling down, depressed or hopeless often;
- 41 percent feel burnt out, drained, or exhausted from their work; and
- Over 1 in 3 employees reported having done nothing to cope with these feelings and only (7 percent) have reached out to a mental health professional.

I could tell you what led me there and you'd probably understand. But will it help me or you? Probably not.

Instead, I did what I tell all my clients. I am my own advocate, step back and ...

- **Schedule breaks into my days.** They don't have to be long, but they do need to be scheduled. Last week, I scheduled a few 15-minute breaks to stretch, and yesterday, I took a 20-minute nap ... well ... maybe a 60-minute nap.
- **Focus on the work I enjoy.** It doesn't mean I don't have to do the hard stuff or the less enjoyable stuff, but it doesn't need to be my only focus. I have been working on a hard project recently, so I double checked it was balanced with the work I love and what energizes me.

- **Find efficient rewards.** Meaning, when I got that hard project done, I allowed myself a reward. I took a 30-minute walk and talked with a friend. And, yes, it was during my workday!! When I got back to my desk, I was probably twice as productive as I would have been if I had not taken the walk.

- **Take a day (or two) off.** In my case, I did NOTHING this weekend. I mean NOTHING. No tying up loose ends from work, no housework, and NOTHING productive. It was GLORIOUS!

How do I feel today? Better and still improving. I didn't get to the point of being physically and mentally tired overnight. I won't get to the point of feeling physically and mentally rejuvenated overnight. Thankfully, because of a few small adjustments, I'm getting there. You can too! It's worth it.

when I got that hard project done, I allowed myself a reward. I took a 30-minute walk and talked with a friend. And, yes, it was during my workday!! When I got back to my desk, I was probably twice as productive as I would have been if I had not taken the walk.



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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HENDRICKS COUNTY

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COVER STORY

A YEAR LATER

A community still mourns leader Rick Myers (1961-2021)

Filling his shoes has been nearly impossible, but giving it a good go. Rick was truly an amazing man as this story by Gus illustrates.

The past year has been filled every day with a fog, yet I have felt the importance of carrying on the legacy of Rick Myers through our publications. I truly appreciate the community which Rick loved so much. I have found myself wrapped and love and support by so many and I am truly appreciative. This undertaking has been huge, bigger than I could've ever imagined. I have had my moments of stumbling. The Hendricks County community; clients, staff and readers have been beyond what anyone could ever hope for in love and support. Thank you, Hendricks County!

As each month has gone by the fog has lifted a little more. Before long, I know I will be functioning at full capacity with Rick by my side each and every day.

-Catherine Myers

By Gus Pearcy

Richard K. "Rick" Myers, 59, co-owner of Grow Local Media, died peacefully Oct. 14 at his Avon home surrounded by his family following a long illness. He was the publisher of the Hendricks County ICON, Hendricks County Business Leader, Center Grove ICON and The Southside Times and a dedicated public servant to many Central Indiana communities.

Myers was a visionary with an unbridled passion for newspapers. He believed content was king. He encouraged new ideas but generated many assignments through his conversations with people in the community. Myers could talk to anyone about anything. He gave voice to the community and drew them closer via a hyper-local publication mailed free to everyone.

He appreciated a great photo and clever layout. He instinctively knew what people wanted to read and delivered it each issue.

But his heart was his wife Catherine and family.

Born Oct. 22, 1961, in Indianapolis to the late Robert and Mary Ellen Myers, Rick grew up just outside of Haughville in Wayne Township. Fascinated with newspapers, when the family went on vacation, the first thing he would do in a new town is ask his dad for money to go buy a local newspaper.

"I learned early on that the newspaper was a mirror of the community," Myers said in a podcast recorded in April. Listen to the entire recording at <http://myhcon.com/podcast-episode-13>

Years later, staff remembers him bringing back stacks of newspapers from his trips for them to review.

One of his earliest jobs was as a newspaper carrier for the Indianapolis News and Indianapolis Star. He worked his way up to station captain, ensuring the shopping circulars and coupons were inserted in every Sunday paper.

As a senior at Crispus Attucks High School, he worked in the Indianapolis Star and News mailroom, moved up to copy boy before he was a sports clerk taking scores by phone on Friday nights and always said it was one of his



Rick and Catherine Myers (Photo by Lori Intlekofer)

favorite jobs.

Myers graduated from Vincennes University with a bachelor's degree in journalism with a photography emphasis from Ball State University. Later, he earned a master's degree in youth development from Kansas State University.

He worked as a sportswriter at then new The Greenwood Gazette where he met his longtime friend and business partner Brian Kelly. The experience taught him how to launch a newspaper.

"No one had a greater passion for our industry than Rick, and that's why he was so successful," Kelly said. "Nothing made him happier than serving the community, his customers and his readers. Above all else, he fiercely loved his family and was so proud of them."

Myers also served as the City of Carmel press secretary in the late Mayor Ted Johnson's administration as well as at Westfield Washington Schools where he launched a media relations and communications effort.

After Greenwood was sold to Central Newspapers, Myers eventually transferred to the former Hendricks County Flyer. In 2005 he and Kelly launched the Hendricks County Business Leader under the corporate publishing group Times-Leader Publications. The company also purchased The Southside Times, a publication that served southern Marion County and expanded to northern Johnson County under Myers.

Since then in an era when many newspapers were shut-

tering and shrinking, Myers created general news publications, the Hendricks County ICON and Center Grove ICON. His motto was always content is king, and he demonstrated with every issue in each community served.

Beyond the newsroom, Myers served his communities. He was a leader in the Kiwanis Club of Avon, Rotary Club of Greenwood and Knights of Columbus St. Malachy Council 12540. He was named Range Line Pioneer (Carmel) in 1995 and received the Avon Chamber of Commerce's Outstanding Professional Award in 2009. Leadership Hendricks County recently honored Myers with the Suzanne Whicker Distinguished Service Award.

In 2020, Myers was named in Editor & Publisher magazine's inaugural 15 Over 50: Honoring the Leaders Driving the News Industry Forward. They chose 15 U.S. publishers over the age of 50 who demonstrate a passion and optimism for the news industry who described important lessons learned while working in the industry and predictions for where journalism is heading.

He served as board president for Aspire (formerly the chamber of commerce for greater Greenwood) as well as the Hendricks College Network.

Myers loved rocking out to metal music, which he always thought came as a surprise to people. He loved sports and was an avid fan of open-wheel racing, going to as many races as he could, especially the Indianapolis 500 as well as Kansas State athletics and the Chicago White Sox.

BUSINESS BRIEFS

Mission Health & Wellness opens in Avon



Mission Health & Wellness owner/nurse practitioner Tara Kegeris celebrates the ribbon cutting ceremony on Oct. 22 with her family. (Submitted photo)

Mission Health & Wellness recently celebrated a ribbon cutting ceremony on Oct. 22 at 192 N. Avon Ave Ste. 300, Avon. Mission Health & Wellness is a faith based integrative healthcare practice specializing in bioidentical hormone therapy, weight loss, IV nutrition therapy, preventative care, acute care and other. Integrative medicine combines evidenced based conventional medi-

cine with alternative more natural medicine caring for the whole person - the mind, body and spirit, to achieve optimal health for each individual person. Integrative medicine is complementary medicine and not made to replace your primary care provider, but to compliment each other making and keeping our community healthy. For more information, visit missionhw.com.

The real estate market remains active

The September residential real estate market in Hendricks County remained active. According to E.C. Tucker Company, the average home sale price in Plainfield increased 35.3% to \$375,966; the average home sale price in Brownsburg increased 20% to \$326,279; the average home sale price in Avon increased 15.7% to \$355,846; and the average home sale price in Danville decreased 2.9%

to \$286,185, compared to this time last year. Compared to September 2021, Brownsburg homes sold 22.2%, or four days, faster. Homes in Danville spent the same amount of time on the market as last year, selling in seven days. Avon and Plainfield homes remained on the market longer than in September 2021, selling in 19 days and 32 days respectively.

Indiana Members Foundation golf outing raises over \$29,000

Indiana Members Foundation, the charitable arm of Indiana Members Credit Union (IMCU), hosted its Annual Golf Outing on June 29, 2022. 128 golfers attended. The sold out event which raised over \$29,000 to benefit the Indiana Members Foundation, who's mission is to support children in the Indianapolis

and surrounding communities through its scholarship and grant programs which include the Robert E Martin Collegiate Scholarship Program, Mike & Marti Ney "People Helping People" Grant Program, The Terry Renick Legacy Golf Scholarship and Joan Wolfe Legacy Grant for the Arts.



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MONEY MATTERS

Be the chipmunk

By Jeff Binkley

I have a bird feeder in my back yard. It hangs from a shepherd's crook style rod that's pushed into the ground. I keep it pretty well stocked with a good blend of bird seed. The blend I buy is hearty. It has many small seeds but also has sunflower kernals and even full grains of corn in it. Hearty.

I also have a family of chipmunks that live under my deck. I think there's a momma, a poppa, and a teenager. They greet me often at the sliding glass door off my kitchen. When I say greet, I mean they sometimes stop and peer in at me as they dash across the vast exposure that is my uncluttered deck.

My brain works funny sometimes, like it did this morning. As a student of the Market, as I have been for over 30 years now, my mind often sees things and relates them to the Market. And vice versa. Today I was watching the birds and the chipmunk as they partook in the feast that awaited them at my bird feeder. And I thought of their behavior and how it mimicked some behavior I've seen in investors.

The birds fly to the feeder and feed for sometimes but a moment. Then something frightens them, a breeze, a stirring of the leaves near them, a sound that only one of them hears, then they all fly away, only to return when they perceive things to be "safe" again. And they all do it together,

**Markets are like the bird feeder.
It is nourishment to those
who partake in it. It has
a hearty blend of many, many
tiny seeds, and larger sunflower
seeds all the way up to full
grain kernels of corn.
Delicious and nourishing**

never acting alone. One bird flies in, then they all follow. One flies away and all the rest panic and fly off.

The chipmunk is different. He is much more intentional. He waits, then darts from under the deck to the base of the rod, waits, then climbs part way up it, waits again mo-

tionless, then a little further, waits, then stops at the top of the crook, before finally ending at the feeder. And then he feasts. And he doesn't care what the birds are doing around him. They sometimes share the feeder at the same time but more often he feasts while they fly in and out.

Markets are like the bird feeder. It is nourishment to those who partake in it. It has a hearty blend of many, many tiny seeds, and larger sunflower seeds all the way up to full grain kernels of corn. Delicious and nourishing. Yet so many birds fly in, get spooked and fly away before they can truly enjoy the benefit of patiently waiting and feasting. Now the chipmunk, he's cautious but he's not afraid. He thoughtfully, slowly approaches the feeder and is purposeful on achieving what he wants. And he's patient. And unfearful. And he gets the feast.

Be the chipmunk.



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

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2022 Hendricks County Business Leader's
Women's Luncheon

Save the Date!

December 8

Luncheon times: 11:30 am - 1:00 pm

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The Pavilion Center
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Women in business networking lunch

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

Next womens luncheon, December 8, 11:30-1 at Washington Township Park Pavilion. Join us for Finding Center: Permission to break the rules.

Lindsey Frazier is an author, a poet, and an advocate. She has spent that last decade of her life advocating for those on the margins, from her work in a day center for the homeless, to becoming a certified Court Appointed Special Advocate (CASA), and a Victims’ of Violent Crime Assistant in the local prosecutors office. Her conviction to embrace others through an active love is what keeps her awake at night. Lindsey lives in Indianapolis, Indiana with her husband and their three children.



Lori Bauerle, Gail Perkins and Amber Crowley



Rene Behrend and Angela Falcone



Cassie Mecklenburg and Janet Krebs



Lindsey Frazier



Amanda Babinec, Christy Roberts and Anna Ball

2023 WOMEN'S LUNCHEONS

- March 9
- June 8
- September 14
- December 7

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BIZLEADER

Listening for the gold

By Karl Zimmer

Of all the attributes of an effective, even a great leader, perhaps his or her ability to listen is among the most important to the success of their organization. We all listen, but to whom do we listen best, and are we missing out on valuable information if we don't practice proactive listening regardless of who is doing the talking?

I have addressed this issue in earlier columns, and a recent conversation with a director level leader prompted me to revisit this topic. Listening is a skill that can be developed with practice, and I have demonstrated and taught groups proactive listening best practices. What we've found in our research and practice is that people change the intensity or focus of their "listening" depending on to whom they are listening. If the person doing the talking is considered a valuable member of the team, the manager may listen more actively (better). When a manager is listening to a person who they consider less important, they may just pretend to listen but won't take seriously or hear what the person shares.

If you are the team member and perceive that your manager/leader is not paying attention, how might that make you feel? Will you continue to share your thoughts and ideas? What is more likely is that you will share less, and your organization will suffer the consequence. Though the manager who didn't listen might well be to blame, you will be seen as uncooperative, and you will be blamed for not sharing and not being a "team player."

The leader is responsible for the organizational culture, and that includes how

willing people are to share information that could be helpful to the organization. When people perceive that leadership cares and will listen and implement appropriate, helpful suggestions, the people tend to share more. When people perceive that they are being ignored or discounted, they will clam up and merely go through the motions of, "doing their job." Is that what you want, or would you rather have an easy flow of valuable information that helps your organization be more successful? The answer is simple, and so is the solution.

Every member of your organization has valuable information, the "Gold," and all you must do is pay attention, proactively listen, and be transparent about implementing their suggestions. Once they see that you are paying attention and taking them seriously, they will continue to provide valuable information and suggestions, and your organization will benefit.

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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Leaning into Leadership

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

2022 LHC Team Capstone Projects: Big Ideas. Impactful Work.

Capstone projects are a key element of each Leadership Hendricks County class. Groups of participants identify a community need, then develop and implement strategies to create sustainable solutions. This is the third of five projects advanced by LHC's Class of 2022.



2022 LHC CAPSTONE PROJECT: PUBLIC ART AND BELONGING

The southwest corner of Hendricks County -- the townships served by Mill Creek Schools -- is at the threshold of significant change. Major commercial projects and residential growth are transforming the area's rural communities and attracting new residents who may not be familiar

with local history and traditions. Is there a way to build upon local pride and give newcomers a sense of belonging?

Public art has long been used to galvanize community spirit, and this Capstone group identified an opportunity to create a mural celebrating the area's timeless appeal. The group has raised funds and is working with the Hendricks County Arts Council (itself born

from a previous Capstone project) and a professional artist to create a mural in Clayton's downtown area with the help of elementary school students.

"As an expression of creative placemaking, the mural will beautify Clayton while demonstrating the heart of this welcoming community," explained the group's Phillip Barker.

LEADERSHIP HENDRICKS COUNTY 2022 CAPSTONE PROJECT TEAM



From left: **Kristen Addison**, Rural 1st, **Philip Barker**, Duke Energy, **Kevin Carr**, Avon Community School Corporation, **Chris Flegal**, United way of Central Indiana and **Chris Petrelli**, Plainfield Performing and Fine Arts Center.

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.

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THE PERSONAL TOUCH

Let's banish the boring bio

By Scott Flood

I'm often asked to write biographies of key executives for company websites, proposals, and similar uses. And all too often, I'm asked to rewrite them because one of those executives insists they must be drier than August in the desert.

Your team's bios can accomplish a long list of astounding feats. They can pave the way for sales calls and presentations, making your audience more receptive before you speak your first word. They're able to create meaningful connections with prospects that are important to you. And they can capture and display your organization's culture and personality, encouraging the interest of others who are similarly minded.

But bios can't do any of those things effectively if you choose to make them boring.

Far too many bios are straightforward, serious, and just plain dull. They read like resumes, ticking off responsibilities and experience like a grocery list, offering little insight into the person or the company.

What makes a bio compelling? The same thing that's behind what we call "small talk" — those hesitant, often awkward conversations when we meet some-

one and want to learn about who they are.

People read bios to gain insight into the personalities behind companies. If we have a meeting with the CEO, we'll look at their bio to get some sense of what they are like.

Non-boring bios even help with recruiting efforts. Prospective candidates look through your website to learn more about the organization and its management team. If all they encounter is resume-like bios, they'll assume nobody there has a sense of humor. But if they find friendly, lighthearted bios that reflect your working environment, they're more likely to think they'll fit in.

Ideally, bios should sound just like the people they're written about. Reading an interesting bio feels like I'm meeting that person and truly want to get to know them better. That's when even short bios can be especially powerful.



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at sfwriting.com. ©2019 Scott Flood All rights reserved.

Newly Incorporated Businesses

9/22/22 - 10/21/22

GRANTEE: DAMNLG

Description: Entertainment/music

GRANTOR: LaDarius Gorden

Date: 9/22/22

GRANTEE: BL2 Handymen

Description: Repair and remodeling

GRANTOR: Kenrick V Bell

GRANTOR: Owen R Linton

Date: 9/23/22

GRANTEE: Plain Speech

Description: Public speaking

GRANTOR: Philip Gulley

Date: 9/26/22

GRANTEE: Unusual Velocity

Description: Freelance writing

GRANTOR: Michael Paxton

Date: 10/03/22

GRANTEE: Committee to Elect Nancy Leavitt

Description: Campaign Account

GRANTOR: Nancy Leavitt

Date: 10/12/22

GRANTEE: Campbell Research & Consulting

Description: Research/education

GRANTOR: Andrew Campbell

Date: 10/14/22

GRANTEE: Rhythm and Hues Salon

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Date: 10/17/22

GRANTEE: Optimum Glass Tech

Description: Glass

GRANTOR: Donald Webb

Date: 10/20/22

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EMPLOYER HEALTH & WELLNESS

5 tips for building relationships for well-being at work

By Cindy Myers, PT, DHSc, CEASII, CFCE, TPS

Elisha Goldstein, a clinical psychologist who created A Class in Mindful Living, said: “We all need a backpack of tools equipping us for the long road of life: resilience, confidence, impulse control, insight into ourselves and others, compassion, love, patience, forgiveness.” Social connection is foundational to all of these because enduring happiness and well-being come from having a deep sense that we are loved and cared about. This is true for both our private and business lives.

While disconnection leads to depression, anxiety, obesity, decreased immune function and poor health, healthy relationships help us thrive. In the workplace, healthy social connections decrease burnout and improve job satisfaction. So how does one grow their social connections?

The first step is increasing our awareness of just how deep and wide our social connections are—and we need both. The depth of our relationships is an anchor in life’s difficult times, and the width lightens the load on each person who makes up our support network. The second step is to realize that connection takes intention and continuous effort. Healthy relationships are two-way interactions that rarely happen on their own. Check out Dr. John Gottman’s multitude of research-based relationship-building tips on his website, including getting to know another’s world through “love maps”¹ as well as an article for applying his tips at work². Other prosocial tips include:

- Give yourself time to be interrupted for compassion and connection!

- Practice a mindset of curiosity rather than jumping to initial negative conclusions when meeting others.
- Be careful about the content of the media you watch – media influences your mood and is contagious to coworkers.
- Practice mindfulness consistently which increases empathy toward others.
- Choose a Tend and Befriend stress reaction. This involves deliberately helping others during a difficult situation—learn more in the PsychCentral article³ below.

1. *Build Love Maps* (gottman.com)
2. *The Gottman Ratio for Happy Relationships at Work* | *Psychology Today*
3. *What Is the Tend and Befriend Response to Stress?* (psychcentral.com)

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Planner of Note



9- Danville Chamber of Commerce (members’ meeting): Wednesday, November 9, 11 a.m. at HC 4-H Fairgrounds, 1900 E. Main St. Danville. For more information, call (317) 745-0670

15- Plainfield Chamber of Commerce (annual members’ dinner) Tuesday, November 15, 5:30 PM - 7:30 at CRG Center, Plainfield. For more information, call (317) 839-3800

No Brownsburg Chamber of Commerce November meeting. more information call (317) 852-7885

22 - Avon Chamber of Commerce (members’ meeting): Tuesday, November 22 at 11 a.m. at Avon American Legion, 4812 E Main St, Avon. For more

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