

Where Hendricks County Business Comes First

# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

September 2017 | Issue 0145  
[www.businessleader.bz](http://www.businessleader.bz)



Edmonson Farms' roots run six centuries deep.

Page 10



An age when brands hold less sway - how to react

Page 16

## PAINTING THE TOWNS

*Flora Brothers Painting continues to flourish — Page 8*



**Need a mortgage loan? Refi?  
Construction or lot loan?**

Go to: [www.statebankoflizon.com/mortgage-loans.htm](http://www.statebankoflizon.com/mortgage-loans.htm)  
for calculators, today's rates, or to apply online.

Or call Gretchen or Gina now!

[www.StateBankofLizton.com](http://www.StateBankofLizton.com) | 866-348-4674

**We Do That! |**



**Gretchen Patterson**  
Brownsburg Mortgage  
Lending Manager  
**317-858-6112**  
NMLS #543429



**Gina Jeskey**  
Plainfield Mortgage Lender  
**317-858-6139**  
NMLS #444767



**STATE BANK  
OF LIZTON**





# WIN FIELD LEVEL COLTS TICKETS!

Register today at [www.raystrash.com](http://www.raystrash.com) for your chance to be a part of the Trash for Cash promotion at an Indianapolis Colts game in Lucas Oil Stadium. The lucky winner will receive four field level tickets, a Colts Jersey, and a chance to win **\$1,000** in cash!



VISIT OUR WEBSITE TO FIND OUT MORE

**RAYSTRASH.COM**

**317-539-2024**

# I AM THE CO-OP



**IN OUR COMMUNITY, POWER IS MORE THAN  
JUST ELECTRICITY.**

Visit [HendricksPower.com](http://HendricksPower.com) to discover the power of your co-op.

**HENDRICKS POWER**  
Cooperative

A Touchstone Energy® Cooperative 



## Our View

## Seize the sun

The total solar eclipse has come and gone, but another looms on the horizon and Hendricks County will be in the path of totality. You may want to save this date: April 8, 2024.

For the romantics, what better way to feel connected to the universe than to drive to central Indiana and bath in the splendor of the Moon's shadow?

For the opportunists, what is the best way to take advantage of a natural wonder that we can literally set our watches by?

Some of you may be saying, "the eclipse is just one day, it can't be that significant. Well, let's look at the facts.

Although Hendricks County is not the only U.S. location that will be in the path of totality, for folks driving from parts of Wisconsin, Illinois, Missouri, Kentucky and the entire northern plains states, the Indianapolis area provides the nearest

You may want to  
save this date:  
April 8, 2024

prime-viewing real estate.

Tourists need food, lodgings, gas, solar eclipse glasses (or perhaps an optometrist), and if the last eclipse is any indicator, then there will be weddings, vendors, viewing parties, advertisements for viewing parties, drinks and so on. Money will be spent. The real question is where?

Attracting tourists to Hendricks County can offer small business owners more than a single day of good sales. For example, products sold will be remembered by tourists long after the event is over, and in some cases cherished as a memento in some far off state.

Memorable viewing parties may turn into regional networking opportunities. "Looking for a nice hotel? I know the place. A nice restaurant? I know the place. Looking to expand? I know the place. Let me show you we do business in Hendricks County."

We aren't trying to pitch readers on a solar eclipse festival. The point is to realize the far reaching consequences that can arise from a single moment, a single interaction, a single day. Success comes only to those prepared enough to take it. So ask yourself, are you prepared for tomorrow?

## Quote of the Month

"The way to become rich is to put all your eggs in one basket and then watch that basket"

~ Andrew Carnegie

## Cartoon



## Humor

## Deep dive into the 'box' no one thinks within

By Gus Pearcy

"Thinking outside the box" has become so clichéd in the job-hunting world that using it exposes your lack of thinking outside of anything. Let's really explore the phrase "thinking outside the box."

First, let's examine the box. What's the box made of? Is it steel? Is it a wet paper bag? My thoughts focus on a cardboard box. It is solid enough to ship stuff in, but not impossible to open. What color is the box? It must be drab because no one likes the box. Who bothers to paint the box? Everyone ignores it so they can contemplate from any other vantage point. What if the box had feelings? If you were the box, would you like to be ignored? At one time, you were hot stuff. Everyone thought inside of you. Now, you represent the metrics of where not to think.

Let's unpack the box. What do you think we'll find? Tired, old corporate thinking? A ham sandwich? Perhaps, an idea that worked well in the 1950s but no is longer is effective? Is what's inside the box ever appropriate? What if it contained a treasure map or winning lottery numbers? My box is filled with packing peanuts

and bubble wrap. I don't want anything to get damaged in shipping.

It seems as though the contents of the box would be constantly changing. What was

*"Outside the box is infinity. That's too much thinking."*

inside the box of 1989 is different than the 2017 version. We must replace the contents every three to five years with new, old stuffy thinking.

Where is the box? Is the box a figment of the imagination? Is it a metaphorical box on a metaphorical shelf in a metaphorical storage room? What else is in the room? Magazines filled with get-rich-quick schemes, Blackberry phones, or maybe Nixon-Agnew campaign buttons? Shouldn't we be thinking outside the storage room?

When we say we think outside the box, what does that really mean? Are we unconventionally creative? If you say you think outside the box, doesn't that mean you're not creative enough to come up with a better phrase? On a completely philosophical plane, isn't thinking outside the box, just a new box? Ponder that for a minute. I'll wait.

Are you reading this column in a box?

Outside the box is infinity. That's too much thinking. You won't ever accomplish anything because you are thinking about infinity. Nothing will get done. Boxes represent the edges of thought. Apparently, undesirable thought.

For me, take the box, put it in a larger box. The space between the inner and outer box is where I do my thinking.

Next month, we examine the "the envelope."



Gus Pearcy is a contributing columnist to the Hendricks County Business Leader. He may be reached at (317) 403-6485 or pearcy.gus@sbcglobal.net. Gus blogs frequently at [guspearcycommunications.wordpress.com](http://guspearcycommunications.wordpress.com).

**BUSINESS LEADER**  
HENDRICKS COUNTY

[www.businessleader.bz](http://www.businessleader.bz)

Copyright 2017©  
Times-Leader Publications, LLC  
All rights reserved.

Times-Leader Publications, LLC  
6319 E. U.S. Hwy 36, Ste 3C, Mailbox #16  
Avon, IN 46123 • Phone: (317) 451-4088  
Email: [info@businessleader.bz](mailto:info@businessleader.bz)

Founder & Publisher **Richard K. "Rick" Myers**  
Director of Operations **Sharon Hostetler**  
Editor **Chris Cornwall**  
Contributing Writer **Gus Pearcy**  
Design/Production **Leigh Schrier**



## The Hendricks County Business Leader

is published by Times-Leader publications, LLC. Content published alongside this icon is sponsored by one of our valued advertisers. Sponsored content is produced or commissioned by advertisers working in tandem with Times-Leader's sales representatives. Sponsored content may not reflect the views of The Hendricks County Business Leader publisher, editorial staff or graphic design team. The Hendricks County Business Leader is devoted to clearly differentiating between sponsored content and editorial content. Potential advertisers interested in sponsored content should call (317) 300-8782 or email [sponsored@businessleader.bz](mailto:sponsored@businessleader.bz).



# Local Decisions. People You Know.

**We know that you are in this for the long haul** with a dedication few can understand. We would love to talk with you to see how we can assist you in finding more solutions to help you get ahead in today's changing agricultural environment.

- Operating Lines of Credit • Leasing – Facilities and Equipment • Equipment Loans
- Farmer Mac Loans • FSA/USDA Guaranteed Loans • Livestock and Building Loans • Real Estate Loans

**We Do That!**



**STATE BANK**  
OF LIZTON

*Our financial goals: yours.*



**Rick Isenhower**  
Vice President,  
Ag/Commercial Banker

2436 N. Lebanon St.  
Lebanon, IN 46052  
Direct: 317-858-6114  
Cell: 317-446-3647  
[risenhower@statebankoflizton.com](mailto:risenhower@statebankoflizton.com)



**Jon Stevens**  
Vice President,  
Ag/Commercial Banker

1801 Indianapolis Avenue  
Lebanon, IN 46052  
Direct: 317-858-6118  
Cell: 317-709-9056  
[jstevens@statebankoflizton.com](mailto:jstevens@statebankoflizton.com)

Avon/Prestwick | Brownsburg | Dover | Jamestown  
Lebanon | Lizton | Plainfield | Pittsboro | Zionsville/Anson

866.348.4674 | [www.StateBankofLizton.com](http://www.StateBankofLizton.com)





# A CAMPUS OF CARE



Our campus can provide the right care and service for each stage of life. With our carefree independent and assisted living, short-term physical therapy, post-hospital care, and long-term care, we have a unique plan to meet every family's needs.

## QUALITY CONTINUUM-OF-CARE SERVICES

*Call today to ask about  
monthly promotion  
and to schedule a tour!*

  
**WESTSIDE  
GARDEN PLAZA**  
A SENIOR LIVING COMMUNITY  
**317.271.1020**  
INDEPENDENT LIVING

  
**Westside  
Village  
Health Center**

**317.209.2800**

**SKILLED NURSING & SHORT-TERM THERAPY**

8616 West Tenth Street • Indianapolis, IN 46234

  
**THE BRIDGE  
AT GARDEN PLAZA**  
AN ASSISTED LIVING COMMUNITY  
**317.271.1020**  
ASSISTED LIVING

91935

## Beth Harlin's Story

After her niece lost her life to cancer, Beth Harlin honored her memory by starting the "Miracles for Melanoma Fund" at the Community Foundation to spread melanoma awareness.

Partnering with HCCF, Beth connects her passion with action by making grants every year to provide cancer education and sun-protective supplies to our community. Call HCCF today to support the causes YOU care about!



**317.268.6240**  
[www.hendrickscountycf.org](http://www.hendrickscountycf.org)

Hendricks County  
Community Foundation



## Hendricks County 4-H Fair looking for directors

The annual meeting to elect directors to the fair board will be held Monday, Sept. 25. It will start at 7:00 p.m. at the Conference Center located at the 4-H Fairgrounds in Danville. The fair association is looking for directors from Brown Township, Liberty Township, Lincoln Township, Marion Township, First Fair District, Eel River Township, Clay Township and Franklin Township.

To be nominated, residents must be 18 or over and send in a letter with their reasons for wanting the position by Friday, Sept. 8 to the Hendricks County Cooperative Extension Service. Mail letters to: 1900 East Main Street P.O. Box 7, Danville, or email it to [spatterson@4hcomplex.org](mailto:spatterson@4hcomplex.org). For more information, call (317) 718-6156.

## From The Publisher

## In labor there's always a 'pathway to success'

I was recently in a meeting where I learned from someone who is an administrator at one of the local school systems that parents are concerned about allowing their children to work in the logistics business.

As many of us now know, the logistics industry is ripe with jobs in Plainfield and elsewhere in Hendricks County. UPS' recent announcement about plans to operate out of Plainfield will produce well over 500 jobs.

The administrator went on to say that those parents were concerned that the warehouse logistics jobs had no direct "pathway to success." My initial reaction was, "whatever happened to the days that parents were just happy their kid was working?"

Of course as a small business person I cringed listening to this. Because if there's one thing I've learned over the past several years, there's always a pathway to success. A case in point is an individual whom I met at the Plainfield Chamber of Commerce luncheon a few weeks ago.

He was there on behalf of UPS, working as a regional human resources supervisor. A young man, he told me he had worked his way up to where he is today. As I talked with him I could tell he really enjoyed working for UPS. He was, no doubt, proud of himself. Hey, mom and dad, tell him there is no pathway to success in logistics.

Another individual I was with - who heard the same story - told me that hopefully what the school administrator was talking about was isolated cases. Yes, we can only hope.

I know that with anything you do depending upon your determination there is always a pathway to success. Another friend of mine, and successful businessman, told me that just the other day that his job at FedEx, while a student at IU Bloomington, prepared him for many later business successes. He said the organizational skills the job taught him alone have been invaluable to his career.

Hopefully parents will realize they can't mollycoddle their kids forever. They must let them experience the work force and make decisions on their own, whether the outcome brings failure or success.



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



• HOME DECOR •  
• GIFTS •  
• IMPORTED ITALIAN FOODS •  
• CHILDREN'S APPAREL AND TOYS •  
• JEWELRY •

**SCAN HERE TO SHOP  
OUR MOBILE WEBSITE**



**19 E. MAIN STREET, CARMEL, IN**  
(ACROSS FROM PNC BANK)  
**317.564.8694 • R4SHOPPES.COM**

## Biz Law

# “I signed what?” Business contract considerations

By Jennifer Andres

Depending on the type of business you own, there may be a multitude of written agreements you may need to sign. These may include a lease or purchase agreement for real estate, a purchase order or agreement for goods or services, guarantees, letters of intent, etc. So understanding the basics of contract formation is key.

A contract is formed when two parties enter into a mutual agreement for some type of payment. Most often these agreements are in writing. The best advice for any business owner (and unfortunately sometimes overlooked) is that you must read and understand the entire contract you are signing. While it may be tempting to gloss over certain sections, the agreement you sign will be enforced as written in its totality. Most contracts also have language prohibiting the parties from using other evidence outside of the written contract to prove the parties' intentions. So if something is incorrect or you don't understand the implications of certain sections in the contract, don't sign until it is right.

I recently had a client come to me wanting to terminate a contract with a vendor, only

***“So if something is incorrect or you don't understand the implications of certain sections in the contract, don't sign until it is right.”***

to find out that the contract could only be terminated within a certain amount of time before the expiration date. While other mechanisms may exist to help get around their contractual obligations, from a practical standpoint they are bound for a set period of time by an agreement that isn't working for them any longer.

Typically, contracts are written such that the pricing, deliverables and other expectations governing the arrangement are set forth in the beginning, with more “boilerplate” or standard provisions towards the end. But the entire contract is key, so make sure you understand everything - from pricing, term, termination and other business items, to warranty, indemnity, amendments and how disputes will be handled.

Keep in mind that most contracts are negotiable. For the ones that aren't, it is even more important to make sure you know what you are signing before putting pen to paper.



Jennifer Andres is an attorney with The Andres Group, LLC and can be reached at [jennifer.andres@theandresgroup.com](mailto:jennifer.andres@theandresgroup.com). The information provided in this article is for general discussion. Please contact an attorney or certified public accountant for specific legal or tax advice.

## 8 Hours Free



**CFS wants to give you 8 hours FREE on your next temporary order!** We have experienced accounting and finance professionals available to meet your specific need.

Client satisfaction is the most important part of our business, and we work hard to ensure that each placement we do is the absolute best. We'll help find the right solutions to meet your staffing needs.

Temporary Accountants, Bookkeepers and Financial Professionals

**www.cfstaffing.com**  
**Call Michele at 317-550-1534**

Offer valid on your next temporary order of 40+ hours. Limit one per customer.

**“Mention this ad when you call CFS to receive 8 hours free!”**

Temporary/Project Staffing | Direct-Hire | Executive Search

Follow us for the latest in job search, news, and more!



\*Offer valid on new temporary orders of 40+ hours in a week.

## We CAN Handle the Truth!

At Bassett Services, Inc., we take our work seriously. So seriously that we are the only locally-owned heating and cooling firm that will communicate with you after any work is performed to ensure that you are 100% satisfied. That's why we've been the go-to heating and cooling firm in Hendricks County for 39 years. Check us out at [BassettServices.com](http://BassettServices.com) to see what over 5500 real-time reviews of people like you are saying about us.

**Call us today for your heating and cooling needs.**

**Bassett**  
 SERVICES, INC



**317-204-2179**

**BassettServices.com**



# PAINTING THE TOWNS

## Flora Brothers Painting continues to flourish

By Mark Ambrogio

To say Flora Brothers Painting has exceeded its owners' own expectations is an understatement.

"We had planned to be painting ourselves for at least five years and then look at hiring someone, but we hired someone within the first six months," Aaron Flora said. "Just because word of mouth has spread very, very fast. We did a couple of jobs and those people were good cheerleaders for us."

**"We believe in the saying that we work smarter not harder."**

~Aaron Flora

Aaron and Justin Flora opened in March 2011 and by July 4, the business had really taken off, Aaron said. The company's office was originally in Justin's two-car garage at his Avon home. The company moved into an office at 1834 S. Co. Rd. 1050 E., listed as Indianapolis, near Plainfield, in 2014.

"Our uncle has a painting company in Lafayette and that's where we learned the trade," Aaron said. "It was always a summer job for us in high school and going to Purdue. We worked around our class schedule. We worked Christmas breaks and spring breaks for him. Our dad would always say when we were in high school we could do it on our own."

The Lafayette painting company, Thayer's Painting, is co-owned by Jason Thayer, their father Brian Flora's brother-in-law. Founder Gary Thayer's three sons Jason, Jon and Josh are in the business.

"We didn't want to be in competition with our uncle, so it wouldn't work to do it back home," Justin said.

Justin said their uncle and his family members at Thayer's Painting were very supportive.

"They thought it was awesome we were going to come here and start our own

business," Justin said. "We love Hendricks County. But we service all of Indianapolis, but the northwest and southwest are our bread and butter."

While they love being based in Hendricks County, the technology allows the company flexibility.

"Honestly, we could run the business from a beach in Florida if we wanted to," Aaron said. "We believe in the saying that we work smarter not harder."

The brothers graduated from Faith Christian High School in Lafayette with Justin graduating in 2004 and Aaron in 2006. Both graduated from Purdue in agriculture business.

"Our dad still farms in Carroll County," Justin said.

Aaron, 29, sold fertilizer chemical seed to farmers for a year before starting the painting company. Aaron said when they started the company he knew his future wife, Kelsey, an Avon High School graduate, would want to return to the Hendricks County area. Kelsey works for Erie Insurance as a materials damage adjuster.

Justin worked for ADM, a grain handling facility in Brookston, after graduating from Purdue. He then left ADM and was working for his uncle's painting company full-time.

"So we decided to start the painting company so we would come down (to Hendricks County) and hand out flyers ourselves," Justin said, "We finally got to the point where we are getting enough work that we have to be down here."

Justin and his wife, Kristin, live in Avon with their three children, Gunner, 4, Lexi, who will be two in October, and two-month-old Branson. Kristin works for Hughes Insurance in Lebanon.

Aaron and Kelsey live in Plainfield with their daughter, Kinley, who will turn one in October.

### New venture

The Floras started a new roofing, siding, gutters and windows business called All Brothers Exteriors with two other business partners, Jericho Warren and Dairy! Johns.

### Aaron's list...

Five favorite musicians that have had an impact on Aaron Flora:

■ Garth Brooks

■ George Strait

■ Jon Pardi

■ George Jones

■ Jason Aldean

### Justin's list...

Five reading sources that have had an impact on Justin Flora:

■ *The Bible*

■ *Endless Referrals*  
by Bob Burg

■ *The Power of Full Engagement*  
by James E. Loehr and Tony Schwartz

■ *Delivering Happiness*  
by Tony Hsieh

■ *Good to Great: Why Some Companies Make the Leap and ... Others Don't*  
by James C. Collins

### How The

### Flora Brothers did it:

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

"You make a lot of mistakes and they will be failures in business but learn from them, grow from them and become a better person because of them."

#### Best business decision I ever made:

"To go into business with my brother."

#### Worst advice you ever received?

"People told us to expand into different trades right away such as plumbing and flooring."

#### In five years I want to...

"Continue to successfully growing both our businesses."

#### My secret to success is...

"Be persistent and learn from your mistakes."  
As told by Justin Flora

Aaron said they are slowly building that business to ensure quality control.

"We're making sure we provide the same customer service that we do with the painting business," Aaron said.

The brothers mesh well with different strengths and weaknesses. Aaron does the bulk of the estimates and numbers work. Justin handles the networking, advertising and marketing.

"It's a very good partnership," Justin said. "When something is not right, I'm very calm and Aaron will hand it off to me. Aaron does very well with the sales part. I think I'm good with sales, too."

Cover photo from left Aaron and Justin Flora  
Photo by Rick Myers



From left, Aaron and Justin Flora  
Photo by Chris Cornwall





## Powerful solutions for powerful businesses.



Businesses depend on Duke Energy for our reliable service, competitive rates, and technical support to help manage their energy use.

Our award-winning site selection services are also available to help our business customers gain a competitive edge – and have a positive impact on our communities.

### Open 4 Biz

## Metro Diner

*New diner fills seats with comfort eats*



Caption: Bern Rehberg, joint venture partner of Metro Diner in Plainfield.  
Photo submitted

Crispy fried chicken snuggled up to waffles topped with a ball of strawberry butter? Yes please!

This comfort food marriage and fan favorite is just one reason the new Metro Diner location in Plainfield is bustling in its first week of business.

"It's been packed. It's just a great mix of people. We have families with babies. We have business people. We have people walk in or bike here from the nearby trails," explains Metro Diner Joint Venture Partner Bern Rehberg. The longtime Westfield resident, who has more than two decades of restaurant biz experience with Bonefish Grills, fell in love with the diner brand several years ago and saw the Hendricks County location as the perfect spot.

"Right there on Dan Jones Road and so close to the airport, there's just a lot of growth here."

Rehberg, along with manager and Brownsburg native Tracy Case, are working non-stop to make sure new customers get their meatloaf and mash... and more.

"I think people really love the variety of the menu. We serve a full menu every day.

We also have a to-go menu that has been popular," he explains.

The Metro Diner started in Florida. The Jacksonville staple was revamped in 2000 by master chef Mark Davoli and his family, touting a menu of hearty comfort classics with culinary sass. The restaurant then gained national buzz in 2007 when Food Network star Guy Fieri featured the Stop on Diners, Drives-Ins and Dives. Since then, diners have continued to pop up everywhere.

The Indianapolis area already has four locations, including stops along 86th Street and in Greenwood. Hendricks County now joins the list.

"Such a great start and such warm welcome," said Rehberg of opening week."

### Describe your business in one sentence?

Traditional diner food with flare and an emphasis on 100 percent guest satisfaction.

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

Probably the most important thing for every diner is continuing to build our team with great hires.

### What would you tell someone wanting to own their own business?

Love what you do and it will never seem like work.

### What does the future of your business look like?

Very bright.

### Will you start making chicken and waffles at home?

Ha. No, not skilled enough and don't have a fryer.

Compiled by Lindsay Doty

#### Metro Diner

302 Dan Jones Road  
Plainfield  
(317) 214-8715

metrodiner.com/locations/indiana/plainfield  
Hours: 7a.m. – 8 p.m.

### TECH Savvy

## Keep your photos safe using a cloud

**I am looking for an alternative way to back up my photos and my daughter recommended I use cloud storage. What does that mean?**

Cloud storage is a broad term that covers the ability to store your data in a manner that allows you to access it from a web browser interface from any internet connection. In other words, "cloud" isn't one specific company.

Most clouds are subscription-based that vary from free to hundreds of dollars a month depending on what features you need, how much storage you want, and how many devices you want connected. In my experience, the most common ones I see people use are between free to about \$10 per month. It's a very competitive field and features and prices change often.

One drive is often overlooked is Amazon Cloud Drive, which includes unlimited photo storage for Prime members. This is one of the most underutilized features of their membership in fact. You can either choose to upload the photos, and in essence, use it as a locker or choose to sync folders. You can also choose to sync the photos from your mobile devices such as smart phones and tablets.

A couple of caveats: First, garbage in, garbage out. If you have your smart phone set to sync all your photos with your back up solution, just remember to clean it out sometimes. You aren't likely going to want to go through scores of text screenshots and pics of something you saw at the store that you might want to go back to get someday as your trying to glean the best childhood pictures of your graduate for her senior board. Your backups are only as useful as they are accessible. Be sure that the people in your life that you want to have access to those family photo back ups are able to get them. You can do this by letting them know they exist in the first place and then also leaving your credentials with your other important documents such as a will.



Regina Miller owns Geek in Pink. Contact her with tech questions at [regina@geekinpink.com](mailto:regina@geekinpink.com) or (317) 882-1606

## Biz History from the Hendricks County Historical Museum



Mike Edmondson with combine behind. Photo submitted Photo submitted

# Edmondson Farms' roots run six centuries deep

By Deanna Hindsley

I first learned of Edmondson Farms when I was in the Leadership Hendricks County class of 2002. Our June session focused on agriculture and we were treated to a tour of the farm where John R. Edmondson spoke about his life.

John R. Edmondson is now deceased, and the stories herein are told by two of his sons, Ben and Mike Edmondson and Mike's wife Maralee. I was privileged to be loaned a copy of the Edmondson Family History, which begins in England in 1370. Yes, you read correctly, Robertus and Johannes Edmondson were the



Maralee Edmondson  
Photo submitted

first farmers listed over 600 years ago!

I couldn't list all the ancestors, but suffice it to say that there were many Roberts, Johns, Benjamins, Francis', and Samuels in all those generations, and farming runs throughout the lines. The early family were Quakers and lived in North Carolina and Tennessee, but came to Indiana to get away from slavery.

John R. Edmondson was born in 1914 on the very property where Mike and Maralee now live. In their house, I could see history. When I asked about it, Mike pointed to the deck outside the back door. It was made from beams

from previous barns; one even came from Maralee's parents' farm in Wayne County. The three agreed that the original house was built during a time when nothing was thrown away.

We talked as we sat in the farmhouse overlooking a beautiful soybean field.

"A farmer is drawn to land, we have an attraction to gaining land. Land is our factory. It is where we produce. Many farmers own land and rent land to farm," Mike explained. "Farms were smaller when Grandpa was farming. A family could make their living on a 40-acre farm. Each farm would have livestock - cattle, pigs, chickens, dairy cattle - and grain was raised to feed the livestock, which of course produced milk, eggs, meat to feed their families and to sell. Livestock was the largest part of farming."

Like so many other occupations, farmers specialize now; the Edmondsons primarily raise crops.

Ben told of visiting his grandfather's farm when he was five. He remembers a 2-row corn planter pulled by two horses. The work was shared, and when one horse would lag behind, the other would make up for it by continuing to pull ahead. Then he remembers a CC Case tractor in the same field pulling a disk - the first tractor his Grandfather had with rubber tires.

Today they plant with 24-row planters and use 12-row harvesters. The planters and harvesters are GPS guided, making them very efficient. They are accurate down to fractions of an inch, even planting directly between last year's rows. Their plan is to alternate crops in a field - beans one year and corn the next, although Mike states other farm operations do it differently.

Not surprisingly, they were all involved in 4-H. Their Dad, John R. even wrote a paper on the

advantages he learned in 4-H, an inspiration to any 4-H'er.

Since John Benjamin, who was born in 1886, all the men in the family have graduated from Purdue in Agriculture. And most have married women who

became very involved in the farm business.

Farming is certainly a family business, as all members work. One might assume that each generation trained and expected their sons to be farmers, and indeed, the boys always worked on the farm growing up. However, when they went away to college, dad told them



The original house which stood on the property where Mike and Maralee now live, and where John R. Edmondson was born. Photo submitted

to work at something else for five years. Then if they wanted to come back, that was fine.

And each of the sons down the generations did just that. One worked for the US Department of Agriculture, another worked in farm management, another for Elanco Products Co., another for the Ralston Purina Co, and yet another for Dekalb Genetics. They all came back.

And as I sat at their table looking out at the green countryside, I know it takes a lot of work, but I understand why it is their love.

**"A farmer is drawn to land,  
we have an attraction to  
gaining land."**

— Mike Edmondson



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



2017



# ST. MALACHY COUNTRY FAIR & HOG ROAST

ELEPHANT EARS  
GRILLED CORN  
RIBEYE STEAKS  
INSIDE DINNERS

September 15 • 4-11pm  
September 16 • 3-11pm

MIDWAY • GAMES • FOOD  
COLTS IN MOTION • INSIDE BINGO  
LIVE ENTERTAINMENT • BEER GARDEN  
REVERSE RAFFLE • CASINO

SPECIAL THANKS TO

*Boss Hog sponsors*

**bill estes**  
FORD



**Hendricks**  
Regional Health



[www.stmalachy.org](http://www.stmalachy.org)



FREE ADMISSION  
& PARKING

**St. Malachy Church**  
9833 E County Rd 750 N  
Brownsburg, IN



IN Gaming #144212



# TAKING INTEGRATED PARTNERSHIPS *To The Next Level*

Avon Community School Corporation (ACSC) is home to 10,000 students and staff. Eight years ago, ACSC administrators approached Hendricks Regional Health with the same challenges many organizations face: increasing healthcare costs and concern over the health of their employees.

Together, we've developed a collaborative partnership that benefits the well-being of the ACSC students and staff, while bettering the school system's bottom line and the Avon community as a whole. Our athletic trainers and physicians are on the sidelines at their games; our nurses educate and care for students in their schools; and our onsite clinic and tiered network health plan give affordable, easier access to care for their employees and dependents.

Hendricks Regional Health understands that every business is different. That's why we offer customized wellness solutions to each organization we serve. Healthier employees. Healthier business. Learn more at **[HENDRICKSATWORK.COM](https://www.hendricksatwork.com)** or call **(317) 745-3836**.





*Pictured from left to right:  
Dr. Scott Wyndham, Director of Finance & Operations  
Dr. Margaret Hoernemann, Superintendent of Avon Community School Corporation*



**Hendricks**  
Regional Health

**AT WORK**

## Biz Leadership

## Meta-Leadership

By Karl Zimmer

In the previous articles, I revealed and explored a new paradigm of leadership that I've referred to as, "conscious leadership." The formula for this new paradigm of leadership is represented by the acronym RULE®, which stands for Respect, Understand, Love, and Enjoy. In the last article, I explained the fourth element of the formula, Enjoy. Now it is time to begin putting it all together.

RULE® is the foundation for this new paradigm of leadership, and by practicing all the elements of the formula, the result is greater than the sum of the parts. In other words, as good as each element might be by itself, the result is far greater when they are practiced together, as a whole. It would be like the difference between a mathematical representation of  $1+2+3+4=10$  in relation to  $1 \times 2 \times 3 \times 4=24$ . Put an even more dramatic way, let's say that each element has a value of 10, then we would see the representation as  $10+10+10+10=40$  versus  $10 \times 10 \times 10 \times 10=10,000$ .

The above may seem like a rather silly way of illustrating the point, but it still illustrates the point, that when you use the elements of RULE® as intended and designed, the result is dramatic. The result is leadership that compels others to follow, not because they have to, not because their titles or the organizational hierarchy dictates it, but because they want to be their best and to give their best to those leaders who practice conscious leadership, demonstrated by RULE®.

In the beginning of this series, I wrote that a true, conscious leader is one who is not only able to get those who follow to join in the leader's vision, but to do so willingly

and enthusiastically, creatively, unselfishly, collegially, timely, and continually, all for a greater good. Does that now make more sense, based on what you've learned about RULE®?

When a leader shows Respect for all

***"The result is leadership that compels others to follow, not because they have to..."***

throughout the organization, strives to Understand the desires and needs and goals of all, treats all others with Love as if part of their own family, and creates an environment within which everyone can Enjoy their work, the result is an amazing place to work, an organization that thrives, that contributes to the greater good, and an organization that is made up of a group of people who just might love coming to work on a Monday morning.

In the articles to follow, we will further explore how all elements of RULE® inspire and motivate the highest performance and satisfaction at work. This column is dedicated to sharing experiences, research, and ideas about great leaders. Practicing the formula represented by RULE® can propel you to living a more joyful life as well as leading your organization to greater success.



About: Karl is a father, speaker, author, and successful CEO. We encourage questions & comments. Karl can be reached via Zimmer Success Group in Plainfield (<http://Z-Success.com>). RULE® is a Registered Mark of Karl R. Zimmer III

## The Personal Touch

## P.S. I love you

By Scott Flood

Most people think of the postscript as a place to tuck mushy messages at the end of a note to a loved one. In reality, postscripts are a powerful tool for marketers.

I include a postscript (a sentence or two preceded by "P.S.") in nearly every marketing letter or email message I write for my clients. Interestingly, nine out of ten new clients will request the postscript's removal. "This information belongs in the body of the letter," others suggest. "Nobody's going to read that," others insist.

***"Decades of direct marketing research proves that isn't really what happens."***

But they're all wrong. A thoughtfully written postscript adds powerful impact to a letter and can dramatically improve its success rate. Why? Because of how people actually read letters.

You see, a common misconception is that people read letters in a linear fashion. Decades of direct marketing research proves that isn't really what happens. People first glance at the salutation to see who the letter is intended for.

The second place people look is the bottom of the letter, to see who it's from. If there is a postscript, that's where their eyes travel

next. Most will read the entire postscript before deciding whether the letter is worth their time. If the message in the postscript is engaging, compelling, or intriguing, they're more likely to go back and read the entire letter.

***P.S. I Love You!***

In other words, the postscript provides the first impression of what you're trying to sell, promote, or communicate, as well as the last impression the reader will have of your message. That's why it's generally a good idea to include one, and why you should approach it thoughtfully instead of treating it like a throwaway line.

Still not convinced? If you regularly send some kind of sales letters, perform what's known as a "split test." Divide your mailing list in half. Send one group the letter with the postscript, and the other group the letter without it. Then compare the results.

P.S. They're definitely worth the effort!



Scott Flood creates effective copy for companies and other organizations. You'll find more articles at [sfwriting.com](http://sfwriting.com). ©2017 Scott Flood All rights reserved.

## Money Matters

## Today's headlines conjure up memories of dot-com bubble

By Jeff Binkley

I recently saw a headline from a financial website that sent a chill down my spine. It read, 'Every company is a tech company now' ([cnbc.com](http://cnbc.com) 8/10/2017). Many of you were still in short pants back in 1999 as we headed pell-mell toward the bursting of the dot.com bubble. Me? I was wetting my long pants as I watched billions of dollars in "value" disappear from the market as the bubble burst. Anyone remember pets.com? No? What about mp3.com?

Side note: I was at Schwab working on the mp3.com IPO at the time. I spoke with a super famous artist that participated in that IPO. The funny thing was, I didn't recognize this person until after a colleague saw her name on my screen and told me who she was after I hung up the phone (she's one of

those artists known just by their first name and I was addressing her as Ms. Last Name). I'm not gonna tell you who she was other than stating she was a "girl" that enjoyed "material" things....

But I digress.

That recent [cnbc.com](http://cnbc.com) headline chilled me because it was strikingly similar to those I had read 17-years-ago coming daily from the financial press. (Yes, still on printed pages, not via websites. Actually, there were only like a dozen websites back then so all we had was printed financial press and CNBC on cable. But we did have flush toilets and running water... most days.)

The internet was changing the world and any publicly traded internet company basically had the ability to conjure profits

***"Everybody thought they had better get on board the dot-com gravy train-and millions of people did."***

and cash out of thin air. Everybody thought they had better get on board the dot-com gravy train-and millions of people did. But just like what happens when there's only so many chairs and the mp3 ends, a lot of those millions fell flat on their butts.

So when I see headlines like, 'Every company is a tech company now' and 'U.S. Credit-Card Debt Surpasses Record

Set at Brink of Crisis' ([Bloomberg.com](http://Bloomberg.com) 8/7/2017) or quotes from supposed wise investment strategists like Bruce McCain, chief investment strategist at Key Private Bank who recently said in a CNBC interview (8/7/2017) "It's really hard to see anything that could send the market for a stumble."

Yeah, I get nervous.



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 Briefs

### New grant program aims to attract visitors

Visit Hendricks County is awarding \$10,000 this year to support local events through the Tourism Enhancement and Development (TED) Fund. The idea is to give the events a boost to bring more visitors and dollars to the area. So far, thirteen events, ranging from the Avon Band Invitational to the Hendricks County Hoppy Halloween have received \$500 non-matching grants. Program

leaders are looking for the next group. Events must attract visitors from at least 50 miles away, take place in Hendricks County and the event host must also be a Hendricks County organization or resident. The cycle ends October 11 with funds awarded within 30 days. For more information or to apply head to [www.VisitHendricksCounty.com/EventsGrant](http://www.VisitHendricksCounty.com/EventsGrant).

### Purdue seminar to focus on customer loyalty

Purdue University's Center for Food and Agricultural Business will host a two part seminar to help sales professionals learn to gain customer trust, develop long-term business relationships and earn client loyalty. It targets those who sell to farmers or business to business. Turning Trust to Loyalty kicks off Oct. 4 with a 60-minute webinar. A

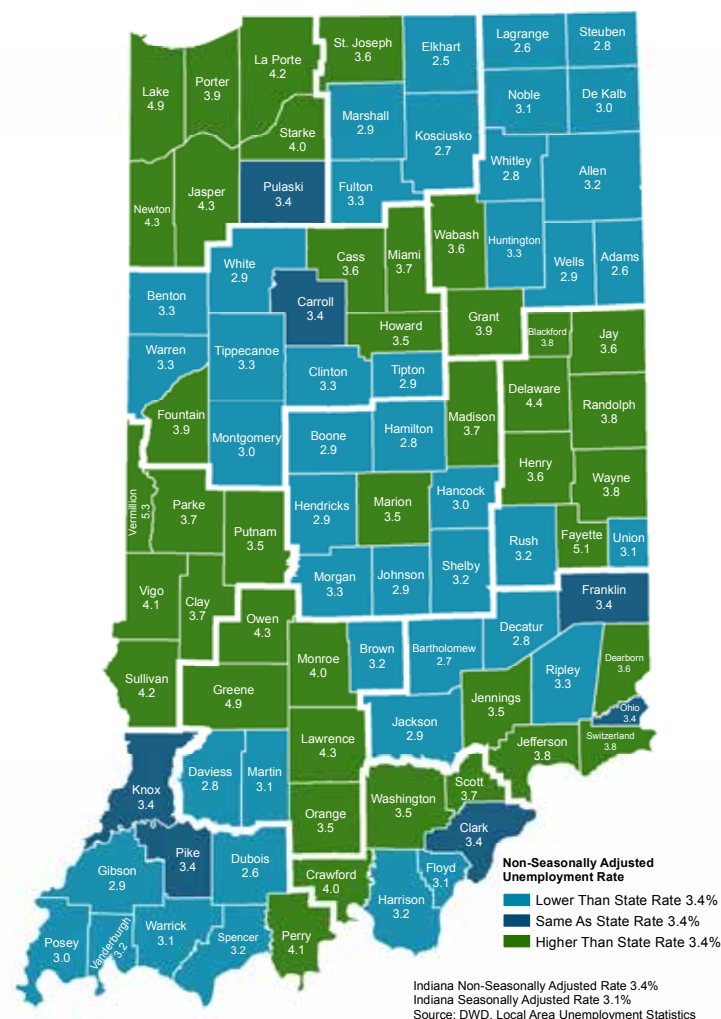
two-day on-campus workshop follows, Jan. 23-24. The seminar brings together experts in the areas of trust research, sales, agricultural economics and farm business. Register by Oct. 4 to get bulk rate. Those who can't attend the on-campus seminar can register for just the webinar for \$195 per person.



### Ribbon Cutting

The Brownsburg Chamber of Commerce ribbon cutting for Books & Brews, 1551 N Green St., Suite I, on Friday, Aug. 18, 2017. (L to R) Brandon Albaugh, Shawn Powell, Mike Arnould, Jason Wuerfel, Mike Hansen, and Molly Grooms.

### County Unemployment Rates July 2017 - Non Seasonally Adjusted



## Monthly statistics from Indiana Department of Workforce Development

▼ **3,115,300**  
Total Non-Farm Jobs (SA)  
Indiana saw a monthly decrease of 2,800 jobs

▲ **2,688,300**  
Private Sector Jobs (SA)  
Indiana saw a monthly increase of 2,000 jobs

▲ **528,000**  
Manufacturing Jobs (SA)  
Indiana saw a monthly increase of 1,000 jobs

▲ **3.1**  
Unemployment Rate (SA)  
Indiana saw a monthly increase of 0.1 points

▼ **-0.1 %**  
Employment (SA) Monthly Change  
Indiana saw a monthly decrease

**65.2 %**  
Labor Force Participation Rate  
Indiana saw a monthly data unchanged

▼ **2,541**  
Unemployment Insurance Initial Claims  
Indiana saw a weekly decrease of -67 claimants

▲ **\$9,175**  
Exports (millions of dollars)  
Indiana saw a quarterly decrease of \$375 million dollars

▼ **1,551**  
Residential Building Permits  
Indiana saw a monthly decrease of -804 permits

▲ **3,074**  
Business Establishments (annual change)  
Indiana saw a quarterly increase

▲ **1.9 %**  
Business Establishments (annual percent change)  
Indiana saw a quarterly increase

▼ **81,506**  
Job Postings (SA)  
Indiana saw a monthly decrease of -1,130 postings



INDIANA  
**WORKFORCE**  
DEVELOPMENT

## Biz Research

## An age when brands hold less sway – and how to react

By Sasha Fainberg

In an age when brands hold increasingly less sway, what are the tactics that make branding stick?

“We know that doctors and pharmacists are much more likely to buy unbranded over-the-counter medicines, and chefs are much more likely to buy unbranded pantry staples. People ‘shop smart’ in areas where they have expertise. This raises the question: If you give people objective product information, will they switch?”

Jean-Pierre Dubé, a Senior Professor of Marketing at the Booth College of Business at the University of Chicago, reflects on

consumer brand loyalty. Dube’s team conducted a taste test to explore consumer brand loyalty. Before the test, 44 percent of participants expected themselves to

prefer the store brand. After tasting, 72 percent preferred the store brand, and 84 percent indicated likelihood to purchase it at their next shopping trip. Clearly, brand preference faces a threat when consumers evaluate on a

more level playing field. Still, the store brand preference decreased over time and private label purchases increased by 16 percentage points a week after the test. But the effect

decayed quickly over time, falling to only 2 percentage points six months later.

As marketers, the lesson we see here is that sustained brand promotion has a place—as a steady reminder of name and value proposition over time. Though a generic brand in a commodified marketplace can draw preference, there is an opportunity to retrieve that lost purchase by being available during the “decay period” where customers return to a branding-susceptible mindset.

In another study, Dube and UCLA researchers found that people are less loyal to big brands overall, especially since the Great Recession. “What this means for consumer goods companies: at very least, they can’t simply wait for recessions to blow over and bet that rising incomes will bring market share. From other work, we know that branding works and can establish early-mover advantages for a company.”

Our firm’s recent research project aimed at Millennial purchase preferences shines light on another factor: there is a rising skepticism of major brands’ promises and messaging. However, these younger decision makers are also more loyal to brands that speak to them, chiefly by personalized

experiences and delivering on their core promises.

The true staying power of a brand lies in both awareness (customers’ top-of-mind recall of your brand) but also in the objective product merits. Over time, these bond together to build a stronger backbone of a brand—not only the name but delivering on the core value proposition. This two-pronged approach can give a name brand staying power. As always, a firm must go forward by keeping a finger on the pulse of how our brand is perceived in the world (what isn’t measured – isn’t managed). Brand audits provide this, with annual tracking to measure the ups and downs of your brand equity in the marketplace—and foresee any trends, threats and opportunities to act upon them intelligently.



Sasha Fainberg  
Analyst, SMARI Research  
The analytic team at SMARI uncovers emerging trends and brand truths through qualitative and quantitative research methods.

Set your business on  
a course for success with

**SBA  
financing!**



**When is an SBA loan a good choice for me?**

Loan programs with the Small Business Administration may bring greater optionality than conventional financing and can offer great potential for starting or expanding your business.

**How can an SBA loan help my business?**

Financing options are available for purchasing, constructing, or expanding your business, as well as debt refinancing, equipment acquisitions, leasehold improvements, and working capital.

**Wade Phelps, Manager of SBA Lending at Home Bank, has over 30 years of experience in loans with the Small Business Administration.**

**Call Wade today!**

SINCE 1890  
**HomeBank**<sup>SB</sup>

There's no place like Home.

**765.558.3822**

**wphelps@homebanksb.com**

**www.homebanksb.com**





# Overwhelmingly focused on 'collectables and everyday things'

By Chris Cornwall

Take US 40 to western edge of Hendricks County and you'll find Martin Smith busy hauling boxes with anything from clothes to DVDs to jewelry around Belleville Heavenly Treasures.

Overfilled racks of clothing line the highway outside the store like a ripe orchard heavy with fruit.

"I've been overwhelmed for over two months," Smith said. "Everything is just in my way. When Gordman's was going out of business in Avon, they made me pick up these racks two weeks early. I wasn't ready."

He opened the business back in February 2013 as an alternative to his old furniture store. Smith said that dealing with furniture was getting too labor intensive.

"I got tired of carrying a lot of heavy stuff," he said. "I wanted to do something new. I started out just selling all my own stuff. Now it feels like I am in same boat as before."

The quarters weren't as cramped a short time ago, however, and things seemed to be running smoothly.

"About two years ago I had all the rooms open, one good employee and some good looking showpieces," he said.

During these first few years, Smith would only buy, sell and consign merchandise. But then he began to study other nearby secondhand stores that were very profitable. One of these stores was Goodwill, which doesn't buy its own merchandise.

"I added a donations accepted sign. And believe it or not I'm closer than Goodwill, so people just started dropping stuff off here. I also worked with Goodwill just to see how they operated. And they have five or six full time employees. I am running this all by myself."

As the sole owner/operator, the increased volume of items and customers has taken its toll on Smith. He says it has been increasingly difficult to stay organized.

"I need a couple months off," he said. "I want to do so much with this place. I want to paint, and drop this ceiling so I can keep some heat in there during the winter. And then I want to reopen."

Smith is also interested in woodworking, and hopes to turn one of the large storage rooms attached to the store into a woodshop. He's also looking forward to the Rockville Covered Bridge Festival.

"That's when I do pretty well."

## Belleville Heavenly Treasures

1827 E. US Highway 40  
Clayton

(317)-539-7355

Smalltreasures2010@yahoo.com

Bellevilleheavenlytreasures.com



Martin Smith inspects a piece of jewelry before putting it back on the display rack. Photo by Chris Cornwall



Smith makes gesture to Sandra (Lady D) with a necklace. Smith said she often comes by to help him out around the store.



Collectables and everyday things fill the shelves at Belleville Heavenly Treasures.



## Peer To Peer

## Big things come in big packages

By Howard Hubler

A year ago I was driving down the interstate minding my own proverbial business, "but what to my wondering eyes did appear, what is that great big box on the interstate doing around here?" It was bigger than a house trailer and there was a state police car way out in front. I didn't know what to make of it. To be truthful, I thought it was a Vice President Mike Pence motorcade. Had it been Trump, I would've heard about it on the news.

Eventually, there were two more police cars, each straddling I-74 like pace-cars at the 500 parade lap. Eventually, all lanes were bumper-to-bumper with traffic moving at 45-miles-per-hour. I thought thank goodness this doesn't happen very often and thank even more goodness that I'm not in one of the thousands of vehicles behind it. Being a creature of logical thinking, I said surely this must be some aerospace or national defense delivery to be as invasive as this was.

Nowadays, I might pass two or three of these mega-motorcades transporting everything from 300-foot long wind propellers to great big boxes full of I don't know what. Sometimes, the police allow you to slowly pass by the motorcade, at other times the shipment is so big that traffic just crawls along behind. Yes, eventually I got stuck behind one of these, not once but two or three times. I could see me going to an early morning meeting I called myself, only to arrive late to a room full of angry people and explain, "It wasn't my fault, it was the fault of a 300-foot long propeller."

When did this all start? Whose permission did they seek to ruin everyone's day as we try to get to work on time? Who pays for this and is it a token fee or are they paying the real cost of people and wear and tear on state owned vehicles and the like? Can your business tie up the interstate for hours on end during rush hour traffic? Mine cannot.

Maybe I have nothing to do with aerospace or national defense or the greening of America; I'm just a local car dealer.

One time years ago, a friend of mine shipped a very large boat down the interstate. He needed to secure a special wide load sign and as I recall, good only to haul this vehicle after dark. Why aren't these people hauling this stuff after dark where the invasiveness into other people's lives is not nearly so severe?

I am not a "go write your congressman" kind of a guy. When you have a Republican state, generally speaking, logic dictates the activity. I know most of this activity is occurring on interstates, with a Republican

Congress, and I would think logic would dictate there as well. For my two cents, these people need to be moving their equipment after dark.

**Eventually, there were two more police cars, each straddling I-74 like pace-cars at the 500 parade lap.**



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



**Progressive Euchre Tournament**  
**2nd Friday Each Month at 7 p.m.**  
 Park Square Manor  
 6990 E County Road 100 N, Avon  
*Donations accepted — refreshments provided*  
 Proceeds benefit Kiwanis Club of Avon  
 For more information, contact  
[ljenks@5ssl.com](mailto:ljenks@5ssl.com) or call (317) 272-7300.

## FREEZE YOUR FAT



FDA cleared non-invasive fat reduction for abdomen, flanks, thighs, arms and double chin.

Up to **20% OFF**  
 \*must mention this ad

The CoolSculpting fat-freezing procedure is the FDA-cleared, non-surgical fat-reduction treatment that uses controlled cooling to eliminate stubborn fat that resists all efforts through diet and exercise. The results are proven, noticeable, and lasting—so you'll look great from every angle.



**Stanley Harper, MD**  
 Board Certified Plastic Surgeon

**SHARPER**  
 PLASTIC AND RECONSTRUCTIVE SURGERY

10090 East US Highway 36  
 Suite D  
 Avon, IN 46123

**(317) 399-4567 • [sharpersurgery.com](http://sharpersurgery.com)**



## Looks at Local Leaders

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

### Powering leadership



Misty McCammack works with members of the LHC Class of 2017 to develop a company proposal during Economic Development Day.



Marvin Blade, Duke Energy Vice President for Indiana Community Relations, presents his group's proposal at the LHC 2016 Economic Development Day.

Electricity has such a familiar presence in our lives that we don't often think about its impact on our communities. We flip a switch, and the room becomes brighter or the computer boots up. We don't pay much attention to what it takes to have that reliable source of power or what its presence does for the communities we call home, but the companies that supply it are always seeking ways to improve our way of life.

Plainfield is the Regional Headquarters for Duke Energy's Indiana company, which serves 69 counties in

the Hoosier State. Many of the employees in that office are focused on strengthening our state's communities, and Duke has sent several of them through Leadership Hendricks County.

Misty McCammack, Senior Economic Development Manager, is an LHC graduate and serves on the organization's board of directors. "LHC's objectives of investing in leaders and strengthening communities align with Duke Energy's goals and objectives," she explains. "As we invest in our employees and provide tangible ways they can give back to the community, it helps create vibrant communities and better leaders for the work we do every day."

Marvin Blade, Duke's Vice President Indiana Community Relations and Government & Community Relations Manager Steve Bahr are also graduates of the program and active in supporting their employer's commitment to Hendricks County and Indiana. "Our passion for giving back is part of our legacy and who we are as a company. While we give back in each of the counties we serve in Indiana, this is especially important in the home of our Regional Headquarters," McCammack notes.

There are also personal benefits to working with LHC, she adds. "It has helped me understand the county's diversity – from its industries to the county's assets and services. In my role at Duke Energy, I work with multiple Indiana counties, so LHC has given me a home-based knowledge that I have continued to grow and apply across my work territory." Her service on the LHC board has sharpened her workplace skills. "It challenges me to be creative

**"Our passion for giving back is part of our legacy and who we are as a company."**

*~ Misty McCammack, Duke Energy*

and more vocal with my ideas, which has strengthened my leadership skills both personally and professionally."

Companies like Duke Energy benefit from their employees' involvement, too. "It helps us identify and develop high-potential employees by strengthening leadership skills," McCammack says. "Developing as a leader is about generating support and creating solutions and opportunities that aren't always obvious."



Misty McCammack (center) with LHC 2013 class members Jill Lees (left) and Adam Love (right).

Leadership Hendricks County is a not-for-profit organization whose mission is to seek, prepare, involve and sustain leaders from diverse backgrounds to address community and countywide changes. Since 1993, Leadership Hendricks County has given citizens the background and inside information they need to take on effective leadership roles in the Hendricks County community. To learn more about Leadership Hendricks County or leadership training for your organization, email Kerry Tuttle at [KTuttle@LeadershipHendricksCounty.org](mailto:KTuttle@LeadershipHendricksCounty.org) or visit our website at [www.LeadershipHendricksCounty.org](http://www.LeadershipHendricksCounty.org).

## Oasis Diner owner honored with Hoosier Hospitality Award



Lt. Gov. Suzanne Crouch presents Don Rector, Doug Huff's business partner and father-in-law, with the award.  
Submitted Photo

A Hendricks County resident who became one of the driving forces behind the preservation, restoration and re-opening of the Oasis Diner received statewide recognition for his service to Indiana tourism last week.

Doug Huff, owner of the Oasis Diner in Plainfield, was one of 19 recipients of the 2017 Lieutenant Governor's Hoosier Hospitality Awards during an afternoon ceremony on Aug. 18 at the Indiana State Fairgrounds.

Lt. Gov. Suzanne Crouch presented Don Rector, Huff's business partner and father-in-law, with the award. Huff could not attend the ceremony due to business obligations.

After a long history in Hendricks County that dated back to its arrival in 1954, the Oasis Diner closed in 2008 and appeared to be on the fast track to becoming a memory as it was listed by Indiana Landmarks as one of its ten most endangered Indiana buildings.

Huff, who has a construction background, became interested in partnering with the town

of Plainfield to renovate and re-open the diner in the town center. Despite not having a background in the restaurant business, he began re-searching restaurant operations, and after three years of work that included spearheading the diner's move and renovation, he became the general manager and co-owner of a landmark that has become a visitor destination for the town and Hendricks County since it reopened in 2014.

Through Huff's leadership the Oasis Diner has become a member of the Indiana Foodways Alliance, Rural Routes to Main Street Cultural Trail and the Indiana National Road Association.

Nominations for Hoosier Hospitality Awards are submitted by community members and destination patrons. Nominations are reviewed and winners are selected by the Indiana Office of Tourism Development.

## New HRH Brownsburg hospital looks to fill 100 positions

Hendricks Regional Health is now hiring for more than 100 positions including RN's, PRN's and support staff for its new location in Brownsburg, Hendricks Regional Health Brownsburg Hospital. The new Hospital is planned to open in December and will include 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. The 100,000 square-foot re-

tail healthcare center under construction is on the northwest corner of Interstate 74 and Ronald Reagan Parkway near exit 68. 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. Those interested in applying can find job descriptions and apply online at [www.hendricks.org/?id=112&sid=1](http://www.hendricks.org/?id=112&sid=1).

# Save the Date!

Join us for the 2017 Hendricks County Business Leader's  
**Women's Business Leader Luncheon**

**September 12th**  
**11:30am-1pm**

**Our September Speaker:**  
**Allison Melangton**  
**Talk: Insights to Success**



**Cost: \$15<sup>00</sup>**

*Presented by*



**Hendricks**  
Regional Health



**KEMPER**  
CPA GROUP, LLC

Certified Public Accountants and Consultants

*A portion of the  
proceeds to benefit  
Leadership  
Hendricks County.*



*Lunch sponsor*

**Prestwick Country Club**

**5197 Fairway Drive • Avon, IN**

**BUSINESS  
LEADER**

**LEADERSHIP**  
HENDRICKS COUNTY, INC.

**For additional information, contact Cathy Myers**  
**[cathy@icontimes.com](mailto:cathy@icontimes.com) or call/text 317.918.0334.**



# *You're Cordially Invited to Attend The 13th Annual Red Tie Gala*



*Saturday, September 9, 2017*

*The Palms Banquet and Conference Center*

*2353 East Perry Road*

*Plainsfield, Indiana 46168*

6:00 pm Doors Open to All Guests

7:00 pm Dinner

\$50 per person / \$400 for reserved table

Full payment required at time of booking

Purchase tickets online at [www.qtego.net/qmlink/hoth.2017](http://www.qtego.net/qmlink/hoth.2017)

or by phone at 317-268-6240 before they sell out!

- Diamond & Champagne Pull
- Craft Beer Tasting
- Games with Fabulous Prizes
- Dinner and Cash Bar
- Entertainment

**Your support will make a difference in the lives of the  
Hendricks County women and children who need it the most.**

## *Our Passion*

**Habit of the Heart (HOTH) is a fund of the Hendricks County Community Foundation that grants assistance to Hendricks County children, women, and families with emergency needs.**

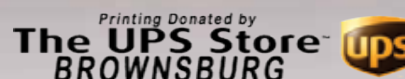
Where Local Good Grows  
**Hendricks County  
Community Foundation**



**West Hospital**



*Presenting Sponsor*



**Hendricks  
Regional Health**



Since 1958  
**Nelson Jewelers**



*Greg Zusan, Rene Behrend, Blake Uhler*



*Greg Zusan, Jason Yocum, Blake Uhler*



*Greg Zusan, Erica & Dave Kempf Broughton, Blake Uhler*

## Behrend, Yocum and Kempf honored at the August Cover Party



*Steve Dahr, Jared Wade, Alex Hershey*

The Hendricks County Business Leader held its quarterly Cover Party, sponsored by State Bank of Lizton, August 10 at TKO Graphix, 2751 Stafford Rd., Plainfield. Honored was June cover, Rene Behrend, Executive Director for the Brownsburg Education Foundation; July cover, Tyler Yocum, owner of Boing Lures; and August cover, Erica and Dave Broughton, owners of Nomad Yarns. The next Cover Party is scheduled for Nov. 16, 4:30 - 6:30 p.m. at the new Hendricks Regional Health Brownsburg Medical Center, located at northwest corner of Interstate 74 and Ronald Reagan Parkway near exit 68. To RSVP, contact Cathy Myers at [coverparty@businessleader.bz](mailto:coverparty@businessleader.bz) or call (317) 918-0334.

**Photos by Dave Gansert**



*Mechelle Polter, Michele Urban, Lisa Bowles*



*Becky Maners, William Rhodehamel*



*Mary Chastain, Angel Wells*



*Reena Niper, Jeff Binkley*



**13- Danville Chamber of Commerce (members' meeting):** Wednesday, September 13 at 11:15 a.m. at HC 4-H Fairgrounds, 1900 E Main St. Danville. For more information, call (317) 745-0670.

**19- Plainfield Chamber of Commerce (member's meeting):** Tuesday, September 19 at 11:30 a.m. at Holiday Inn at Indianapolis Airport. For more information, call (317) 839-3800.

**20- Brownsburg Chamber of Commerce (members' meeting):** Wednesday, September 20 at 11 a.m. at the Brownsburg Fire Territory, 470 E. Northfield Dr. Brownsburg. For more information call (317) 852-7885.

**26- Avon Chamber of Commerce (members' meeting):** Tuesday, September 26 at 11:30 a.m. at Avon American Legion, 4812 E Main St, Old US 36 Avon. For more information, call (317) 272-4333.

#### Avon Chamber New Members

**Hylant**  
100 S. College  
Bloomington, IN 47404  
812-339-1986

**Wellness Champions**  
10090 E US Hwy 36  
Avon, IN 46123  
317-272-4100

**Dallas Commercial Cleaning, LLC**  
6319 E US Hwy 36  
Avon, IN 46123  
317-292-1086

**Diversified Business Systems**  
8200 Haverstick Rd  
Indianapolis, IN 46240  
317-254-8668

**Bailey Cirbo Group**  
10188 E US Hwy 36  
Avon, IN 46123  
317-750-4050

**Hendricks County 4-H Fair**  
900 E Main St.  
Danville, Indiana 46122  
317-718-6156

#### Brownsburg Chamber New Members

**The Tie Dye Lab**  
8100 East US Hwy 36 Ste L  
Avon, IN 46123  
317-483-7903

**Tom S. Trapping Service LLC**  
2496 N Washington St.  
Danville, IN 46122  
317-287-9027

**Books & Brew**  
1551 North Green Street  
Brownsburg, IN 46112  
317-456-4216

**Hendricks County 4-H Fair**  
900 E Main St.  
Danville, Indiana 46122  
317-718-6156

#### Danville Chamber New Members

**Old National Bank**  
9720 E US Hwy 36  
Avon, IN 46123  
317-273-6143

#### Plainfield Chamber New Members

**Metro Diner**  
302 N Dan Jones Rd.  
Plainfield, IN 46168  
317-214-8715

**Canyon Club at Metropolis**  
2720 Canyon Club Dr.  
Plainfield, IN 46168  
317-839-4771

**Butch & Sons Cartage, Inc.**  
689 Tower Rd., Ste. E  
Plainfield, IN 46168  
317-838-7989

**Wellness Champions Partnered with Spinal Care Physical Medicine**  
114 N. Avon Ave.  
Avon, IN 46123  
317-272-4100

**Kinetrex Energy**  
129 E. Market Street Suite 100  
Indianapolis, IN 46204  
317-886-8179

#### Newly Incorporated Businesses for July 25 – Aug. 24, 2017

**Cucciolo Clothing**  
7/25/2017  
Alex Vescovi

**Handyman Remodel and Construction**  
7/26/2017  
Thad Smith

**Weddle Excavation**  
7/28/2017  
Phillip Weddle

**Rosner Seamless Flooring**  
7/31/2017  
Tim Rosner  
Danielle Rosner  
Angela Rosner Wiggins  
Jami Rosner

**Frenchie and Friends Pet Portraits**  
8/1/2017  
Rebecca Otte

**K T Nail 3**  
8/1/2017  
Quan Vo

**R K Resources**  
8/2/2017  
Richard A. Kapp

**Heritage Lake Boats**  
8/4/2017  
Craig Hinshaw

**Blush Boutique by Nadean Inc.**  
8/7/2017  
Nadean Himsel

**R K Studios**  
8/7/2017  
Kelli Knuckles  
Rochelle Musson

**All Service Priority Solutions**  
8/9/2017  
Jesse Ferrell

**Hyde Home Remodeling**  
8/9/2017  
Johnathan Hyde

**Tiffany Hogstrum Agency**  
8/9/2017  
Tiffany Hogstrum

**ITEK Phone Repair**  
8/11/2017  
Anthony Kilgore

**Danville Eats LLC.**  
8/15/2017  
Alex Cunningham

**Whalen Painting**  
8/22/2017  
James Brian Whalen

**Jims Delivery**  
8/23/2017  
James Hathaway  
Janet Hathaway

**Sears Hometown Store**  
8/24/2017  
Skyler Stefan Stevenson



## MEMBER OF THE MONTH Michaelis Corporation



From left: Steve Bahr, Chamber Board Director; Rick Shaw, Chamber Board Director; Lori Hiatt, Chamber Board Director; Robin Brandgard, Chamber Board Director; Bart Fisher, Michaelis; Ryan Seabee, Michaelis; Steve Blacketer, Chamber Board Director; Joanna Sproull, Chamber Board Director; John Anderson, Chamber Board Director; Emily Biehn, Chamber Board Director; Brad DuBois, Chamber President/CEO.

For over three decades, Michaelis Corporation has helped families and businesses with construction, renovation and restoration from fire, smoke, storm, and water

damage restoration, insurance restoration, mold remediation, basement and crawlspace waterproofing, foundation repair, roof repair and replacement.

Michaelis Corporation  
2601 E. 56th Street  
Indianapolis, IN  
(317) 251-1935

# SERVICE GUIDE

## PRINTING

**rogers**  
marketing and printing

We're extremely GOOD & We're very REASONABLE!

- ⇒ Booklets
- ⇒ Business Cards
- ⇒ Carbonless Forms
- ⇒ Computer Forms
- ⇒ Directories
- ⇒ Envelopes
- ⇒ Flyers
- ⇒ Labels
- ⇒ Letterhead
- ⇒ Mailing
- ⇒ Newsletters
- ⇒ Post Cards
- ⇒ Printing
- ⇒ Rubber Stamps
- ⇒ Typesetting

*Celebrating 37th Year!* 7588 E. County Rd. 100 S, Avon, IN 46123  
Phone (317) 838-7203 • jeff@rogersmp.com

## CAR REPAIR

Let us help you with:

- ◆ Filing a Claim
- ◆ Rental Arrangements
- ◆ Free Estimates

Located behind Lowe's at  
Dan Jones Rd. & Rockville Rd.  
Hours: Mon-Fri, 7:30am - 5:30pm

292 S. County Rd. 800 E. • Avon, IN 46123

Call Today! (317) 272-6820



**DIAMOND**  
COLLISION INC.

## HYPNOSIS

**ZIMMER**  
SUCCESS GROUP  
succeed enjoy hypnosis

**KARL R. ZIMMER III**  
Certified Hypnotist • Licensed by the State of Indiana

2680 East Main Street, Suite 210 • Plainfield, IN 46168  
(317) 837-6060 local • (866) 650-7070 toll-free • (866) 994-7070 fax  
karl@z-success.com • www.z-success.com

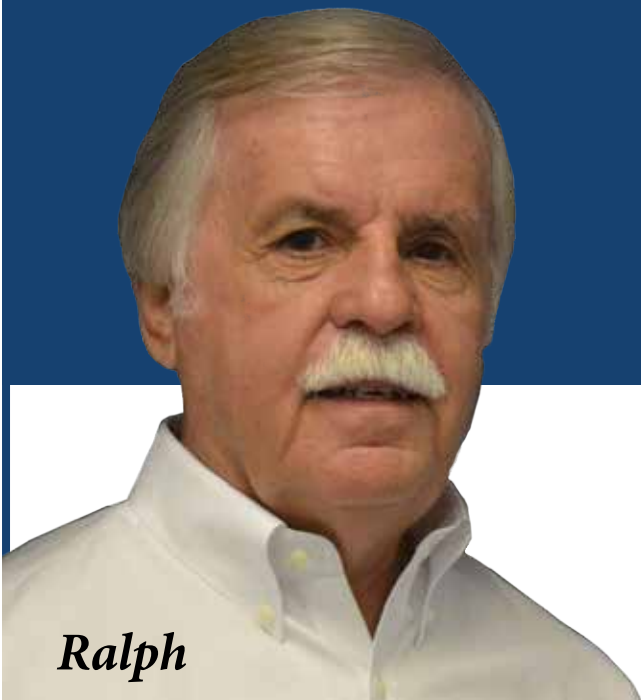


# MANTOOTH

## INSURANCE AGENCY

***"SUCCESS" IT'S WORTH PROTECTING!***

*With Mantooth Insurance Agency handling your  
commercial insurance program, you can take comfort  
knowing your business  
is protected.*



*Ralph*



*Wade*



Erie  
Insurance®

**7378 Business Center Dr., Suite 100 • Avon, Indiana 46123**  
**(317) 272-1010 • [www.mantoothinsurance.com](http://www.mantoothinsurance.com)**