

*Where Hendricks County Business Comes First*

# BUSINESS LEADER<sup>®</sup>

HENDRICKS COUNTY

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## MARY & MARTHA

*Design Dream Team*

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## BUSINESS LEADERS

## What Got You Here Is a Good Beginning ...

As many of you know, I have a passion for helping good leaders become great leaders. Most good leaders succeed despite their various flaws. What got them to be a good leader is often because of their personality and natural strengths. Yet, excellent behavioral competency, not technical skill, is what most often separates great leaders from good leaders. According to bestselling author and coach, Marshall Goldsmith\*, there are 20 habits which can hinder a good leader from being a great leader.

**1. Winning too much:** The need to win at all costs and in all situations—when it matters, when it doesn't, and when it's totally beside the point.

**2. Adding too much value:** The overwhelming desire to add our two cents to every discussion, regardless of whether they need your input or not.

**3. Passing judgement:** The need to rate others and impose our standards on them.

**4. Making destructive comments:** The needless sarcasms and cutting remarks that we think make us sound sharp and witty.

**5. Starting with “no”, “but”, or “however”:** The overuse of these negative qualifiers which secretly say to everyone, “I'm right. You're wrong. I don't want to listen to what you want, need, or desire.”

**6. Telling the world how smart we are:** The need to show people we're smarter than they think we are.

**7. Speaking when angry:** Using emotional volatility as a management tool.

**8. Negativity or “let me explain why that won't work”:** Beginning with negative thoughts or the need to share our negative thoughts even when we weren't asked.

**9. Withholding information:** The refusal to share information in order to maintain an advantage over others.

**10. Failing to give proper recognition:** The inability to praise and reward those around you.

**11. Claiming credit we don't deserve:** The most annoying way to overestimate our contribution to any success.

**12. Making excuses:** The need to reposition our annoying behavior as a permanent fixture so people excuse us for it.

**13. Clinging to the past:** The need to deflect blame from ourselves and onto events and people from our past; a subset of blaming everyone else.

**14. Playing favorites:** Failing to see that we are treating someone unfairly.

**15. Refusing to express regret:** The inability to take responsibility for our actions, admit we're wrong, or realize how our actions affect others.

**16. Not listening:** The most passive-aggressive form of disrespect for colleagues.

**17. Failing to express gratitude:** The most basic form of bad manners and refusing to acknowledge when someone is doing something that serves or benefits us.

**18. Punishing the messenger:** The misguided need to attack the innocent who are usually only trying to help us.

**19. Passing the buck:** The need to blame everyone but ourselves.

**20. An excessive need to be “me”:** Exalting our strengths and faults as virtues simply because of who we are.

If you can see yourself in one (or more) of these habits, it's an opportunity to grow! It's not a sign of weakness, it's a sign of healthy self-awareness and self-actualization. Consider asking yourself, “If I changed the habit, how could it positively impact my leadership in my work or my family?” The next step is to determine if you are willing to change it.

If you don't think you have any of these habits, consider asking those around you if they see any of the habits in you. This is a simple reality test to ensure you don't have a blind spot regarding how people experience your leadership. You won't change what you don't know is a problem.

Great leaders are always learning,  
Susan

\*Source: “What Got You Here Won't Get You There” by Marshall Goldsmith



*Susan Rozzi is the president of Rozzi and Associates, a leadership and organizational development company helping good leaders become great! Our programs start with the premise that great leadership skills are a product of time, practice and focused development. Our leadership development, emotional intelligence insight and career management programs can be customized to meet your desired outcomes and needs. Contact Susan at susan@rozziandassociates.com.*

## BUSINESS BRIEFS

## Five Grants Awarded For 2024 Solar Eclipse Experience in Hendricks County

Five Hendricks County organizations were recently awarded more than \$10,000 in grant money through the one-time Visit Hendricks County's Total Solar Eclipse Grant Program.

On April 8, 2024, Hendricks County will experience its first total solar eclipse since 1869 with the path of totality passing through our county for more than three minutes. Locals and visitors will be searching for things to do and places to experience this astronomical phenomenon. In part, through these matching grants, Hendricks County will have plenty of opportunities to celebrate this historic event.

The program awarded grant recipients up to \$2,500 in 1:1 matching funds per activity or event. Eight applications were received. All proposals were reviewed by a grant selection committee who recommended funding these five submissions:

- **Beasley's Orchard** – To help fund a Total Solar Eclipse Viewing Party ticketed event and include food vendors, live music, educational components about the eclipse, games, family entertainment activities, and an open space for families to view the total solar eclipse, \$2,500.

- **Brownsburg Public Library** – To help with a series of educational and entertaining programs in the months leading up to the eclipse and culminating with one main event on the day of the solar eclipse, \$2,500.

- **Hendricks Live!** – To help with expenses for an Experience the Hendricks Eclipse LIVE! ticketed event that will include a total solar eclipse family-friendly viewing party that will take place in the arts center event space and the adjoining outdoor terrace, \$2,500.

- **Ms. B's Teas** – To assist in funding their TotaliTEA Solar Eclipse Viewing Tea Party. The ticketed event will allow attendees to view the solar eclipse while dining on eclipse-themed tea party foods, \$700.

- **The Shops at Perry Crossing** – To purchase a long-term asset for use during the week-long public celebration including a viewing day during the solar eclipse, \$2,500.

“It was so encouraging to see these creative events and ideas come to light to celebrate the eclipse in our county,” said Jaime Bohler Smith, Visit Hendricks County's Executive Director/CEO. “I'm excited to have these added to the signature event planned at Indianapolis Raceway Park, and we are glad that our investment will be used to create opportunities for residents and visitors of Hendricks County.”

More details for the county's signature eclipse event, Race to the Eclipse, hosted by Lucas Oil Indianapolis Raceway Park and supported by the Town of Brownsburg and Visit Hendricks County can be found by visiting our website at [www.VisitHendricksCounty.com/Eclipse](http://www.VisitHendricksCounty.com/Eclipse). As April 8 nears, that page will be updated with all the local activities and information surrounding the eclipse.

The Hendricks County Convention and Visitors Bureau, Inc., d/b/a Visit Hendricks County attracts visitors to the county by promoting and developing tourism, which stimulates economic growth and enhances quality of life. For more information, visit our website at [VisitHendricksCounty.com](http://VisitHendricksCounty.com) or call (317) 718-8750.

## Hendricks County Legislative Breakfast

County leaders, citizens, and business leaders gathered on Monday, Jan. 29 at 7 a.m. for the first in a series of legislative breakfasts sponsored by Hendricks Power, North Salem State Bank, and Indiana Farm Bureau. Moderator Brett Clark introduced the panelists including Senator John Crane, Rep. Greg Steurerwald, Senator Brian Buchanan, Rep. Jeff Thompson, Senator Craig Haggard, and Senator Mike Young. These elected officials were able to provide us updates from their chamber, what bills they are personally authoring and advocating for, as well as the reduced number of bills that are being heard because this is a short session (2024 is not a budget year so the session is short). One major theme heard throughout the breakfast was the importance of ensuring Indiana children can read by the end of third grade. Twenty percent of students in Indiana are currently not up to reading proficiency and Senate Bill 1 is working to address that.

Constitutionally, the session must end before March 14, but there are two more opportunities to attend a breakfast to receive updates from your lawmakers. Breakfasts will also be held on Feb. 26 and March 25 at the Hendricks County 4-H Fairgrounds. RSVP to [janna.bolen@infarmbureau.com](mailto:janna.bolen@infarmbureau.com).

John Crane said, “I always appreciate how many citizens show up to our community breakfasts,” Senator John Crane said. “To be able to have open communication between citizens and their elected leaders is essential to the democratic process.”



**BUSINESS LEADER**  
HENDRICKS COUNTY

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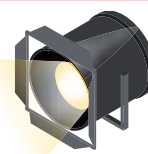
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Cover Photo: Owners Dawn Johnson and daughter Sarah Chastain (Submitted Photo)



## LOCAL BUSINESS SPOTLIGHT

## Lauren Burt, Luxe Hair Salon



By Julie Brackemyre

## CHECK OUT THE BUSINESS CHECK OUT THE OWNER



### 1. How many years has Luxe Hair Salon been in business, and what inspired you to start/purchase/work with this business?

Luxe Hair Salon has been in business since May of 2015. Working for myself has always appealed to me.

### 2. Are you the original owner?

I am! I had a business partner until 2020. When COVID hit, she bailed. I was more than happy to take over all by myself.

### 3. Describe your typical work day.

Take clients. I work behind the chair full time and also do all the administrative duties.

### 4. What inspires your work, and what sets you apart from everyone else?

I sincerely enjoy making clients feel better about themselves. I've always loved everything hair related. I like educating them on take home products as well.

### 5. If you could go back to the beginning knowing what you know now, what would you have done differently?

I probably would have focused more on having a work/life balance. I used to always put the business first, but you have to take care of yourself along the way. Work/life balance is huge.

### 6. What's your best advice for someone who wants to start their own business?

You have to give it 100 percent every single day. If you're up for a rewarding challenge, then it is totally worth it.

**Name:** Lauren Burt  
**Occupation:** Cosmetology/Salon Owner

### 1. How long have you worked with Luxe Hair Salon? Tell me a little about your background and how you developed your skill set.

Almost nine years! In February of 2024 I will have been a licensed cosmetologist for 20 years. I went to Cosmetology School on the Southside of Indianapolis. Since then, I have done a plentiful amount of continuing education classes both in person and online. In this business, everything is a learning experience!

### 2. What has been your biggest success to date, and what has been your biggest challenge?

The relationships I've built with long-time clients. The biggest challenge is how much EVERYTHING has changed post-COVID. Raising prices of products and the overall cost of doing business. Our clients' needs, wants, and budgets have also changed. We have to navigate accordingly.

### 3. What inspires you to hit the ground running each morning?

I'm not just doing this for myself; my staff and clients depend on me also.

### 4. Tell me some of your hobbies, outside of working for Luxe Hair Salon.

Traveling and animals. I love traveling so much I take all of my employees on a team building trip to the Caribbean every year!

### 5. What's an interesting fact about your business that most people don't know?

We have four stylists with over 50 combined years of experience doing hair.



## BUSINESS BRIEF

## Hendricks County Business Leaders Win Big at MIBOR Ball

The MIBOR REALTOR Association held their annual ball on Saturday, Jan. 27 at the Indiana Roof Ballroom. MIBOR REALTOR® Association (MIBOR) is the professional association representing central Indiana's REALTORS®. The ball benefits the REALTOR Foundation. The 2024 MIBOR president is also inaugurated at this event and industry awards are presented. Three Hendricks County business leaders came away with awards this year including:

- Kristin Dixon, Affiliate of the Year
- Angie Turley, F.C. "Bud" Tucker Community Service Award
- Beth Ford, Distinguished Service Award

"It is a true honor to be nominated for such an amazing award, then to win was completely mind blowing! Thankful for my amazing family and team who work so hard and sacrifice so much for me to be able to do so much in the community!"

- Angie Turley, Branch Sales Manager for Team Turley with Fairway Mortgage

"I am completely humbled and honored to receive this award. It's a true privilege to work alongside incredible realtors, lenders, and other real estate partners. I cherish the friendships I've made, and the wonderful things we've been able to do in our community over the years. It's truly an honor."

- Beth Ford, Sales & Marketing Executive, Abstract & Title





## COVER STORY

## MARY &amp; MARTHA

By Kate Anderson

In the heart of Brownsburg on Green Street, amongst new real estate developments, restaurants, and other shopping, resides Mary & Martha Home. What used to be a somewhat hidden gem has quickly become a bright, shiny jewel and destination shopping hot-spot in Hendricks County. Though Mary & Martha opened their doors here in our community in 2022, the store has seen other locations in its time. For the first 20 plus years of its life, Mary & Martha existed as the premier home décor and gift destination in St. John, Indiana. Owner Dawn Johnson, a native of northwest Indiana or “The Region” as it is affectionately called, built her business from the ground up and raised her four kids while doing so. While it might seem as though the store is curiously named, Dawn aptly titled it after Mary and Martha, the two sisters in the bible who knew Jesus. The store’s name reminded her to keep her priorities in line whilst running a business and raising a family. While she doesn’t have kids to raise anymore, it still serves a daily reminder for her to this day.

Since the inception of Mary & Martha, Dawn has sought to bring her love of interior design and décor to both her clients and her customers. Over the years, she has decorated countless commercial and private spaces and has traveled all over the country sourcing new, fun, and exciting décor for her clients and for the retail side of her business. She has a passion for helping others define their style and uplift their space by finding that extra special piece to make their house a home.

In 2022, Dawn made the decision to relocate her business to Brownsburg to be closer to her children who have all made their homes in central Indiana. Her daughter, Sarah Chastain, lives here in Hendricks County with her husband and two children, so the move south felt like she was “coming home” in a way. Sarah grew up at the original Mary & Martha Home and over the years has taken after her mom, developing a keen eye for design, and decorating. Dawn brought Sarah on as her partner in the business and her eventual successor. Though Sarah’s focus is on the administrative side of the business, she takes an interest in client and customer relations.



Owners Dawn Johnson and daughter Sarah Chastain (Submitted photo)



Mary &amp; Martha storefront (Submitted photo)



Custom Floral Arrangement from Mary &amp; Martha's (Submitted photo)

Now in their second year in Brownsburg, Mary & Martha is becoming a household name. Mary & Martha Home isn’t your typical design and décor store. The pair’s dedication to their clients, customers, and their store shines brightly. No surface is untouched by style and elegance. Upon entering their bright and cheery establishment, your senses are enlivened by cheerful colors, scents, and sounds of the season or upcoming season. Right now, it feels like spring at Mary and Martha. As you take a stroll around the store, notice the smartly designed and sophisticated vignettes featuring bright florals mixed with neutrals, creating a soothing, yet uplifting vibe. The gorgeous “real touch” floral stems are a favorite among their patrons, and clients have been known to bring in their own vessels to fill for the season with the help of Dawn and Sarah. Their service-minded attitude lends itself to their full-service way of doing business. It is this attitude that is setting them apart from their competitors.

One other way that they are setting themselves apart is carrying the London-based line, Jellycat. This line of adorable, well-made plushies is a massive hit with every person, young and old, and comes in all sizes, characters, and animals, from bunnies to daisies to elephants. This is a limited-retailer item and trust me when I say, you will find yourself wanting one to take home. They are THE destination for this sought after item. Like all other items at Mary & Martha, they have been thoughtfully merchandised.

Recently Dawn and Sarah noticed a desire for in-home design consulting and have brought this back into the fold of the business. When the business relocated to Hendricks County, this feature was not in their scope of services until now. Their mission is to help their customers create a home that they love and are proud of. Dawn’s passion for design remains as strong as ever, and the team feels invigorated to help serve their customers on an even deeper level. The message of Mary & Martha remains clear and concise. Both Dawn and Sarah are keeping their priorities in line, by providing services to their community and their clients and inspiring beauty every day.



**BUSINESS  
LEADER**

COVER PARTY

**Tuesday, February 20**

**4:30pm - 6:00pm**  
**The Prestwick**  
 5197 Fairway Drive, Avon



RSVP to Becca at [rebecca@myiconmedia.com](mailto:rebecca@myiconmedia.com)

## CYBERSECURITY

### Understanding and Countering Phishing Scams in Small Businesses

By Matt Dillon

When considering cyberattacks, phishing remains a persistent danger to small businesses. Phishing attacks cleverly disguised as legitimate emails can deceive even the most vigilant individuals, leading to data breaches and financial losses. This February, let's learn how to combat these types of cyberattacks.

The first step in combating phishing scams is having the ability to recognize them. Phishing scams often arrive via email but can also come through text messages, social media, or phone calls. They typically mimic reputable sources—like banks, service providers, or even internal communications—to trick recipients into revealing sensitive information. Remember the 'SLAM method': sender, links, attachments, message.

- **Sender:** Hover over the 'from' email – is the address correct? Check for any spelling errors or an incorrect email domain.
- **Links:** Hover over any links before clicking on them. This will show you the web address, which may be different than the text you are hovering over. Is the address correct?
- **Attachments:** Are there any strange or unfamiliar attachments?
- **Message:** Check for common grammatical or spelling errors.

Education is your first line of defense. Regular training sessions for your staff can significantly reduce the risk of falling prey to phishing. Training should be

ongoing and cover how to identify phishing attempts and how to respond once a phishing attempt is received.

In addition to training for all staff, enhance your email systems with advanced security measures. Use email filtering technologies to detect and block phishing emails. Employing domain-based message authentication, reporting, and conformance (DMARC) protocols can also help verify the sender's authenticity. If you are not sure how to utilize DMARC, reach out to your IT professional.

Encourage a culture where employees feel comfortable questioning and reporting suspicious messages. A no-penalty policy for reporting potential threats can foster an environment of vigilance and proactive security. Because of the proliferation and skilled execution of today's phishing attacks, involving all staff is more important than ever before. Regardless of the size of your organization, make this month your email security awareness month by deploying advanced email filters, training your team, and ensuring DMARC is configured correctly. With these three tips, you are well on the way to a more secure enterprise.



*Matt Dillon is the Managing Director at Reciprocal Technologies.*



## TECH TALK

## First Who, Then What

By Chet Cromer

Have you read the book *Good to Great* by Jim Collins? If not, I'd recommend you grab a copy and give it a read (or a listen if you're like me). It's an excellent book on how businesses mature and get past the stage of "good" into the world of real growth, sustainable scalability, and true greatness. An excerpt from the book I really like is as follows:

"Look, I don't really know where we should take this bus. But I know this much: If we get the right people on the bus, the right people in the right seats, and the wrong people off the bus, then we'll figure out how to take it someplace great."

I sat down with our team of 13 earlier this month and did a little retrospection. In the past 24 months, we've brought nine new people on to our team and had three move on to other endeavors through retirement and new opportunities. Every time we add a member to our payroll and sit them at a desk, it's not just a changed team... it's a NEW team. As we look back with this mind, it explains some of the hecticness of the past couple of years, and especially the past 12 months.

We've added some great and highly skilled members to our team including help-desk techs, cyber-security pros, and both junior and experienced software developers. We've transitioned people from life-long careers into entirely new avenues of work based on their personality and behaviors, not just their professional resume. We even watched one of our long-loved team members retire (the first one we hired that "knew more about this than me"). Some of these changes forced us to consider some of the "what's next" questions we really needed to force ourselves to think through at this stage in our business journey.

Jim's book is one I need to revisit myself, but the concept of "First Who, Then What" rings true with all the changes we've seen through this. I imagine you have experienced this as well on your own business journey. If you get the wrong people "on the bus" or even in the wrong seats, the ride will be rough, bumpy, and full of detours and missed opportunities. As you get the right people on the bus (including those times when a "right" rider decides to step off), it's like a fog lifts, the road becomes clear again, and the journey can have a renewed excitement as it goes ahead.

Knowing the destination is not always a necessity when you're on a journey that matters. Sometimes the journey, and those you travel with, simply IS the destination. I'm thankful for my team members, my mentors, our clients, and all the others that we get to share our business journeys with.

Thank you as well for your part in my journey, even if we've never met.

*Chet Cromer is the president of C2IT Consulting, Inc., a Plainfield-based technology business that provides IT support, websites, mobile apps, and technology consulting to businesses across central Indiana. He can be reached at chetcromer@c2itconsulting.net or 317-721-2248.*

## BUSINESS BRIEF

### Men Needed for Local Elementary School Reading to Prevent Abuse

"MEN, you are needed. You have a unique role to play in the prevention of abuse. We are asking YOU to read a book to students at a local elementary school on Thursday, March 14, 2024. You can help the next generation establish itself upon a foundation of trust, honor, and mutual respect. Visit [www.ShelteringWings.org/MenRead](http://www.ShelteringWings.org/MenRead) to register and learn more!"



## LET US BOOK YOUR 2024 EVENT OR WEDDING!



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## ON THE WEB

## The Willow Center Launches Scholarship Program in Partnership with Town of Brownsburg to Support Substance Use Prevention and Treatment for Youth



The Willow Center, a certified outpatient substance use treatment and mental health counseling center, has launched a scholarship program in partnership with the Town of Brownsburg to support prevention and treatment for substance use among Brownsburg youth. The scholarship funds will be provided to The Willow Center from the Town of Brownsburg through state opioid settlement funds over the next 15 years.

Substance use is a growing problem in Hendricks County, claiming 46 lives in 2022. Substance use behaviors are also high among youth, with 221 Hendricks County students referred to probation in 2022 for substance use. According to the Indiana Youth Survey, 39.5 percent of Central Indiana high school students report monthly cannabis use, 53.5 percent alcohol use, and 5.5 percent prescription drug use. The impact of substance abuse also stretches into public safety, as the Hendricks County Prosecutor's Office reported over 800 drug-related offenses in 2022.

"Supporting youth addiction prevention and treatment is crucial to help young people overcome addiction and achieve their full potential," said Brownsburg Chief of Police Joe Grimes. "Early intervention is essential to prevent addiction from escalating and reduce the likelihood of future addiction and related issues. It also helps build healthier communities and a brighter future for society."

Through this partnership, The Willow Center will provide scholarships to qualified Brownsburg residents ages 13-17 who require substance use treatment. Approximately 7 percent, or 12,000 Hendricks County residents, do not have health insurance. The

scholarships will cover all or part of the expenses related to individualized substance use treatment. The program will also offer support to the families of these individuals during the treatment process.

"We understand the seriousness of addiction and its impact on individuals and families," said Brownsburg Town Council President Travis Tschaenn. "The scholarship program will help remove financial barriers to treatment, which can be a significant obstacle for many families. With the state settlement funding, we will continue building a safer and healthier community for younger generations."

The Willow Center has been providing addiction treatment services in the region for over 11 years and is a leading provider of evidence-based treatment programs. "Every person's journey towards recovery is unique, and we believe in providing personalized support tailored to their needs," said The Willow Center CEO Ashley English. "We aim to create a safe and nurturing environment where our clients can heal, grow, and rediscover their true potential."

For more information about The Willow Center Adolescent Treatment Scholarship, eligibility requirements, and the application process, visit [thewillowcenter.com/youth-scholarship](http://thewillowcenter.com/youth-scholarship).

For more information, contact:  
Shelby Abner  
Town of Brownsburg  
317-708-6119  
[sabner@brownsburg.org](mailto:sabner@brownsburg.org)

Chase Cotten  
The Willow Center  
[ccotten@thewillowcenter.com](mailto:ccotten@thewillowcenter.com)



## LET'S DO LUNCH

## First Watch

By Kate Anderson

In this edition, we take our taste buds to First Watch in Avon. With its comfortable booths, chairs, atmosphere, quiet music, and friendly service, it is a great place to sink into a great conversation with a client or coworker and take care of business. While their lunch menu is superb, whether for a delicious salad or sandwich and a specialty-crafted beverage from their famous juice bar, their omelets or eggs benedict with a mimosa is a great way to celebrate getting that big account or any other achievement. If you are dining solo, this is a great place to get some work done while enjoying your afternoon coffee. They offer free WIFI and though their service is fast, you are welcome to stay as long as you like. Who knows, you may see your coworker or neighbor at the next table! Go on, get the mimosa and celebrate every day! **\*First Watch is open 7 a.m. - 2:30 p.m./7 days a week**



### Planner of Note



**14** – Danville Chamber of Commerce: Wednesday, Feb. 14, 11:30 a.m. - 1 p.m. at Hendricks County 4-H Fairgrounds, Danville. For more information, call 317-745-0670.

**20** – Plainfield Chamber of Commerce: Tuesday, Feb. 20, 11:30 a.m. - 1 p.m. at Richard A. Carlucci Recreation and Aquatic Center, Plainfield. For more information, call 317-839-3800.

**21** – Brownsburg Chamber of Commerce: Wednesday, Feb. 21, 11 a.m. - 1 p.m. at West Chase Golf Course Pavilion, Brownsburg. For more information, call 317-852-7885.

**27** – Avon Chamber of Commerce: Tuesday, Feb. 27, 11 a.m. - 1 p.m. at Avon American Legion, Avon. For more information, call 317-272-4333.



## BUSINESS BRIEF

## Brownsburg Superintendent Announces Retirement



Dr. Jim Snapp, Superintendent of the Brownsburg Community School Corporation, announced his retirement, effective Monday, Jan. 15. For the past several months, the Brownsburg Community School Corporation Board has been working to address issues relating to administrative concerns in his role as superintendent.

The Board and Dr. Snapp met to discuss these concerns and Dr. Snapp made the decision to retire.

“The decision to retire at this time in my life has been an extremely difficult one – but I am confident this is the right time for me to step down,” Snapp said. “I thank the Board of Trustees for their support over the last 14 years. It has been the joy of my professional life to lead the school corporation that did so much for me as a student many years ago. I have had the distinct privilege of serving alongside the most incredible, dedicated people I have known – doing remarkable things for our students – which is more than I ever could have imagined when I started in this profession nearly 40 years ago. While I will miss the daily interactions with our incredible students and staff, I wish them the utmost continued success.”

- Under the leadership of Dr. Snapp and the Brownsburg School Board, the district has seen unprecedented success, including: Brownsburg became the highest achieving school corporation in the state of Indiana based on state standardized assessment, a status the school corporation has held for seven consecutive years
- Five Brownsburg schools have been named National Blue Ribbon Schools in the past eight years
- The Brownsburg High School Class of 2023 had a graduation rate of 99 percent
- Fine arts and athletic programs have been among the highest achieving in the state
- In 2022, the Brownsburg Community School Corporation was the fastest-growing school corporation in the state and has grown more than 600 students in the past two years
- Enrollment growth has been managed while decreasing the school tax rate for the last 12 years, an accomplishment no other school corporation in the state has accomplished

“As a Board, we remain fully committed to putting our students at the center of all decision making and continue the academic excellence that is the hallmark of Brownsburg Schools,” said the Brownsburg Community School Corporation Board. Assistant Superintendent of Curriculum and Instruction Dr. Kat Jessup and Assistant Superintendent for Operations Shane Hacker have been named acting superintendents.

## MONEY MATTERS

## Three Financial Resolutions You Should Make and Keep!

By Jeff Binkley

Valentine’s Day is around the corner and what will you give your SweetUms this year?

May I make a suggestion? How about some peace of mind?

My role as an investment counselor, clairvoyant, and coach often leads me to talk about some difficult things with the people I care about, my clients. And sometimes those conversations can be uncomfortable. That’s my job.... to have those difficult conversations.

We are all going to die. I’m not trying to be morbid. If you know me, I’m a pretty optimistic guy. Heck, in this job I have to be, especially in 2022. (Rough year in the market.) No, I’m not trying to bring anyone’s spirits down for the big day for loving couples. My intent is to give you a ‘gift’ idea to go along with the big box of chocolates and a dozen roses, or bottle of bourbon and rib dinner you’re going to give each other.

If you haven’t done it already, or it’s been years since you did, consider giving each other the peace of mind that comes with establishing or updating your wills.

You may think it’s a waste of time. But young or old, rich or poor, it’s not.

From Investopedia:

*Some people think that only the very wealthy or those with complicated assets need wills. However, there are many good reasons to have a will.*

- You can be clear about who gets your assets. You can decide who gets what and how much.

- You can keep your assets out of the hands of people you don’t want to have them (like an estranged relative).

- You can identify who should care for your children. Without a will, the courts

will decide.

- Your heirs will have a faster and easier time getting access to your assets.

- You can plan to save your estate money on taxes. You can also give gifts and charitable donations, which can help offset the estate tax.

You can write your will yourself. There are many templates available online that are free and easy to complete, print, sign, and file. And they are perfectly legal. An hour or two of gathering information then filling out the template is all it may take... if your situation is pretty simple.

Whose situation is pretty simple these days? That’s a rhetorical question. Maybe yours is. But please remember, the things that truly get us into trouble are the things we don’t know we don’t know. It’s okay if you have to read that again. The things we don’t know we don’t know, or the truly unexpected, are the things that cause us the most stress, trouble, and often the most money.

That’s where consulting with an estate attorney may pay rewards far in excess of their fees.

What a blessed, loving gift it would be to provide peace of mind to your Valentine for an event, hopefully far in the future, that will be a time of sadness, stress, and fear. A will can help make that time easier. Think about it.



Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group, an Independent Fee-Only Registered Investment Advisory Firm.

Mr. Binkley is adding a few new select clients from those who qualify. For further information or an appointment contact him at [Jeff@thebinkleygroup.com](mailto:Jeff@thebinkleygroup.com) or 317-697-1618.



## BUSINESS BRIEFS

## Hendricks County Community Foundation Announces 2024 Lilly Endowment Community Scholars

*Recipients: Tiba Altower, Plainfield High School | Aahan Bajpai, Brownsburg High School | Haydan Gabbard, Cascade High School*

Tiba Altower is the daughter of Alhadi Altower and Amna Omar. She is the student body president, co-editor-in-chief of the school newspaper, and co-president of the Muslim Student Association. Tiba enjoys literature and mathematics, and she plans to study computer science and journalism in college. She also hopes to give back to the community through volunteering and involvement, both during and after university.

Aahan Bajpai is the son of Piyush and Kashish Bajpai. He is the president of Brownsburg High School's National Honor Society and HOSA chapters, a scout, and part of the speech and debate team. Aahan hopes to attend Purdue University or the University of Notre Dame to study biology as a pre-medical student. He aspires to open his own clinic in the future, allowing him to give back to the community that shaped him.

Haydan Gabbard is the daughter of Jason and Isabella Gabbard, and is a class officer at Cascade High School. She just ended her final varsity golf season and will be starting her 15th year of recreational league softball. Additionally, she has a keen interest in both local and national politics and had the opportunity to represent Hendricks County at the ALA Hoosier Girl State Program this past summer. Haydan is looking forward to studying secondary education with a special interest in Spanish and Political Science at Butler University this fall.

Lilly Endowment Community Scholars are known for their community involvement, academic achievement, character, and leadership. Each Lilly Endowment Community Scholarship provides for full tuition, required fees, and a special allocation of up to \$900 per year for required books and required equipment for four years. The scholarship is for full-time undergraduate students leading to a baccalaureate degree at any eligible Indiana public or private nonprofit college or university. Lilly Endowment Community Scholars may also participate in the Lilly Scholars Network (LSN), which connects both

current scholars and alumni with resources and opportunities to be active leaders on their campuses and in their communities. Both the scholarship program and LSN are supported by grants from Lilly Endowment to Independent Colleges of Indiana (ICI) and Indiana Humanities.

Lilly Endowment created the Lilly Endowment Community Scholarship Program for the 1998-99 school year and has supported the program every year since with grants totaling in excess of \$505 million. More than 5,200 Indiana students have received the Lilly Endowment Community Scholarship since the program's inception.

For more information, call 317-268-6240 or visit [www.hendrickscountycf.org](http://www.hendrickscountycf.org).



Haydan Gabbard (submitted photo)



Aahan Bajpai (submitted photo)



Tiba Altower (submitted photo)

## The Parks Foundation of Hendricks County Announces 2024 Board Members

*PFOHC adds new leaders to the board of directors and names Adam Scott as Board President*

The Parks Foundation of Hendricks County (PFOHC) recently announced the 2024 board of directors and named Adam Scott as the new president of the board. In his role as the board president, Scott will provide strategic leadership, oversee board governance, and collaborate with key stakeholders to lead PFOHC in fulfilling its mission to grow financial resources to enhance the county's public parks and trails.

"The mission of the Parks Foundation has strong alignment for me personally and professionally," said Scott. "As Hendricks County continues to grow, our parks and trails serve as vital contributors to the vibrancy of our communities. It's an honor to assume the role as board president and to serve alongside our organization's strong leaders and dedicated volunteers."

Scott is the senior director of field engagement for the Indiana Hospital Association and previously worked for Hendricks Regional Health as its Director of Foundation and Community Relations. He has been an integral part of the PFOHC since 2018, initially joining as a board member. Over the years, he has demonstrated his commitment through active involvement in executive, development, and grants committees, and most recently served as the board secretary.

In addition to the appointment of Adam Scott as board president, PFOHC is thrilled to welcome new leaders to its 2024 board, Heather Thompson from Hendricks Power and Travis Tranbarger from PROS Consulting.



### 2024 Parks Foundation of Hendricks County Board of Directors:

Adam Scott, Board President, Indiana Hospital Association  
 Matt Browning, Immediate Past Board President, Indiana Hospital Association  
 Angie Haywood, Board Vice President, Indiana Department of Natural Resources  
 Kevin Miller, Board Treasurer, North Salem State Bank  
 Carrie Meyer, Board Secretary, Hendricks Regional Health  
 Jeff Banning, Banning Engineering  
 Brad Eisenhart, Waste Management of Indiana  
 Harold Tinsley, Edward Jones  
 Heather Thompson, Hendricks Power  
 Travis Tranbarger, PROS Consulting  
 Carol Wood, Danville Community School Corporation (retired)

**About the Parks Foundation of Hendricks County:** The mission of the Parks Foundation of Hendricks County is to cultivate financial resources to enhance the cultural, recreational, and natural resources of the county's public parks. Learn more at [www.pfohc.org](http://www.pfohc.org).

## BUSINESS BRIEFS

## Hendricks Live! In Plainfield Announces Another Round of Opening Events for Spring 2024

*Brand new venue announces The Music of Billy Joel and Elton John Starring Michael Cavanaugh plus another round of events*

Hendricks Live! is continuing to roll out plans and preview concerts and community events for the brand-new performing arts center that is set to start hosting performances this March.

Located in the heart of one of the fastest growing communities in the region, Hendricks Live! features a world-class proscenium theatre, a multipurpose event space, and a visual art showcase. It will be the premier art and entertainment venue in west central Indiana with year-round exhibits and performances for all ages and interests. The 600 capacity seated venue is located at 200 W. Main Street in historic downtown Plainfield. "Hendricks Live! will serve as a home for local and regional talent while presenting national touring shows in a world-class, state of the art venue," shared Chris Petrelli, Executive Director of Hendricks Live!. "We are eager to host artists of all disciplines and genres, ranging from pop, country, classical, and jazz music to theatre, dance, and comedy."

Hendricks Live! is grateful for the generous support of The Hagerman Group as the title sponsor for the Hendricks Live! Grand Opening, which includes upcoming open houses, preview concerts, and an opening night celebration in May.

Hendricks Live! announced events:

- **Community Open Houses – March 8, 9, 15, 16 at 11 a.m., 12 p.m., 1 p.m., and 2 p.m.** Hendricks Live! will be hosting a series of guided tours of its new state-of-the-art, world-class venue for arts and entertainment. Take advantage of the opportunity to see "behind the scenes" as the tours will include an opportunity to stand on the stage itself!
- **Pre-Season \$10 Teaser Concert Featuring My Yellow Rickshaw – March 9 at 8 p.m.** Known as Indy's "Self-Proclaimed #1 Pop, Rock, Bluegrass, R&B Cover Band!" - this rotating group of friends, neighbors, and musicians have been entertaining folks around Indianapolis with humor, variety, and seamless covers into every show since 2009.
- **\*Pre-Season \$10 Teaser Concert Featuring the Late Night Revelators – March 15 at 8 p.m.** Revisiting the R&B classics from the 60s, thru today and performing a mix of rock, pop and blues, the Late Night Revelators is a high energy R&B band that will have you dancing and singing along.
- **Pre-Season \$10 Teaser Concert Featuring Indianapolis Chamber Orchestra – March 17 at 3 p.m.** Founded in 1984 and celebrating their 40th Anniversary, the mission of the Indianapolis Chamber Orchestra is to advance and promote music composed for the small orchestra through professional concert performances and education programs.
- **Five for Fighting with String Quartet – April 5 at 8 p.m.** As part of the Spring 2024 season presented by Hendricks County Bank and Trust and supported by Hendricks Regional Health, Five for Fighting with String Quartet will open the brand-new Hendricks Live! Presents Series. The show will feature John Ondrasik — the songwriter and performer known as the platinum-selling, Grammy-nominated, Five For Fighting. To date, Five For Fighting, has released six studio LPs, including the platinum certified America Town and The Battle for Everything; and the top-10 charting Two Lights, along with an EP and live albums
- **\*The Music of Billy Joel and Elton John Starring Michael Cavanaugh – April 6 at 8 p.m.** As part of the Spring 2024 season presented by Hendricks County Bank and Trust and supported by Hendricks Regional Health, The Music of Billy Joel and Elton John Starring Michael Cavanaugh, is part of the brand-new Hendricks Live! Presents Series. Handpicked by Billy Joel to star in Movin' Out, Cavanaugh evokes a style rivaling the Piano Man.
- **\*Experience the Eclipse LIVE! – April 8 at 12 p.m.** Participate in a family-friendly viewing party that will take place in the arts center event space and adjoining outdoor terrace and enjoy artistic and educational activities about the historic total solar eclipse for children and adults of all ages. Socialize, learn, and witness the world's reaction to this extraordinary happening while viewing monitors around our venue will be live streaming. Entertainment, snacks, and

family-friendly drinks will be provided.

- **\*Hendricks Civic Theatre presents Harvey – April 12-14 and April 19-21.** Produced in conjunction with Dramatist Play Service, Mary Chase's Pulitzer Prize-winning play is the story of Elwood P. Dowd, a polite and friendly man with a very strange best friend - a six-foot, three-and-one-half-inch invisible rabbit named Harvey.
- **\*Hendricks Symphony Orchestra and Chorus presents Magic of Youth – April 26 and April 28.** Celebrating the extraordinarily mature creations of young composers, the concert will feature the works of Felix Mendelssohn, Franz Schubert, and Dmitri Shostakovich.

**\*newly announced**

Hendricks Live! will be consistently announcing shows and events over the next several weeks and months and moving forward.

**PRESALE TICKETS:** Presale tickets for donors went on sale Jan. 24 at 9 a.m., and are available at [hendrickslive.org](https://hendrickslive.org). For more information about presale access as a donor perk, please visit [www.hendrickslive.org/support](https://www.hendrickslive.org/support) or email [info@hendrickslive.org](mailto:info@hendrickslive.org).

**TICKETS:** Tickets went on sale Jan. 26 at 9 a.m., and they are available at [hendrickslive.org/events](https://hendrickslive.org/events). For questions about purchasing tickets, please email [info@hendrickslive.org](mailto:info@hendrickslive.org).

**Visit Hendricks Live! on social media:**

Facebook: <https://www.facebook.com/HendricksLiveInc>

Instagram: <https://www.instagram.com/hendricksliveinc/>

YouTube: <https://youtube.com/@hendricksliveinc/>

**About Hendricks Live!**

Located in the heart of one of the fastest growing communities in the region, Hendricks Live! is Hendricks County's new home for arts and entertainment. Featuring a 600-seat proscenium theatre and a 160-seat event space, Hendricks Live! will be the premier destination in west central Indiana for local, regional, and national art and entertainment. We will present year-round performances, events, and exhibits in a variety of creative styles and disciplines by local, regional, and national artists and organizations. Follow us on Facebook @HendricksLive, Instagram and YouTube @HendricksLive, or visit [HendricksLive.org](https://HendricksLive.org).





## HEALTH MATTERS

## Tips from Bax Wellness - Why Diets Don't Work

By Beth Bax, Certified Health Coach



Diets are like shoes that don't quite fit right. They're uncomfortable, restrictive, and not conducive to long-term wear. However, letting go of the diet mentality is extremely hard for many people. It's often ingrained in us or viewed as a distraction from other challenges, obstacles, and ongoing struggles in various aspects of our lives. Dieting means restricting food intake, usually in an attempt to lose weight or fat. But, as studies show, it's not as simple as the "calories in, calories out" equation that many people focus on.

Dieting and emotional eating have numerous things in common—and they can perpetuate each other, leading to unhelpful eating cycles. Emotional eating can feel out of control, so we might turn to diets as a way of feeling in control. This doesn't work, so we eat to cope with the frustration.

When it comes to eating, it's important to find what works for you: What nourishes your body and your emotions, and what satisfies you. Finding a middle ground means trying out different ways of eating in order to figure out what's helpful and sustainable for you. So here are some strategies for discovering your personal eating style:

**1. Do your own research.** Read books and articles, and look for common eating approaches that might work for you. Meet with an accountability partner such as a family member, friend, or health coach to continually check in and modify as needed.

**2. Keep it simple.** Choose one behavior-based goal at a time, and try to stick to it for two weeks. Whatever you think you can manage in terms of habit changes, take it one step back from that. For example, if your habit change is to eat more vegetables, a tiny habit to begin with might be to place a fist-size portion of veggies on your plate at dinner time. If you are not a veggie-eater, you might want to go even smaller than that and just buy one vegetable to try for the week.

**3. Focus on intention and attention.** Eat without distractions, and slow down when you eat.

**4. Crowd out.** Choose a 90/10 or 80/20 approach that leaves plenty of room for your favorite foods. This means 80 to 90 percent of healthy whole foods and 10 to 20 percent of something you really enjoy. This will keep you from feeling deprived.

**5. Balance the pendulum.** Eat a little of everything that is served. Pay attention to basic portions: approximately one fist of veggies, one palm of protein, one cupped hand of whole grains, and one thumb of healthy fats.

**6. Eat like an animal.** Honor your physical hunger, and trust your instincts. Stay warm and hydrated with regular, consistent meals. Animals enjoy eating for nourishment as well as the experience.

**7. Create room for pleasure.** Mindfully enjoy foods considered more indulgent, if you choose. Get creative about food choices. Life is too short to see food as the enemy! Incorporate these simple tips, and you will be well on your way to a healthier mindset that includes the joy of eating.

## GRAND OPENING

## Helee Adkins Launches Adkins Consulting to Empower Hoosiers with Informed Medicare Choices



Helee Adkins, a third-generation resident of Hendricks County, is proud to announce the launch of Adkins Consulting, a business aimed at assisting individuals in making well-informed decisions regarding their Medicare choices. Drawing inspiration from her grandparents, Joan and Paul Cornwell, Helee brings over 15 years of experience in working with

older adults and caregiving to her new venture.

Helee's journey into the world of Medicare advocacy began as she navigated the complexities of healthcare decisions for her own family members. Her realization of the lack of accessible qualified resources and the intricate nature of Medicare choices fueled her determination to make a difference in the lives of others facing similar challenges.

Having dedicated six and a half years of service at Hendricks County Senior Services, Helee Adkins made the decision to transition into entrepreneurship in the establishment of Adkins Consulting. Her primary goal is to empower individuals ready for Medicare by providing them with quality information, enabling them to make decisions tailored to their unique needs.

Helee's passion for building relationships, fostering loyalty, and caring for others beyond oneself was instilled in her during time spent with her grandparents. The impact of those formative years has driven her to create a business centered on these values. Adkins Consulting seeks to not only educate clients about the intricacies of Medicare but also to serve as a reliable resource for those navigating this crucial phase of their lives.

As of May 2023, over 1.3 million Indiana residents are enrolled in Medicare. Helee is particularly concerned about the significant number of individuals who make uninformed choices based solely on television commercials or well-intentioned but potentially misleading advice from friends and family.

Adkins Consulting aims to fill this information gap by offering personalized guidance to each client. Helee understands that Medicare decisions are not one-size-fits-all, and strives to provide a tailored approach for each individual. By leveraging her extensive experience and commitment to excellence, Helee is determined to make a positive impact on the lives of Hoosiers as they navigate the waters of Medicare enrollment. An intricate part of her business plan includes providing Medicare 101 educational presentations at local libraries and other businesses.

"I believe that everyone deserves access to clear, reliable information when it comes to Medicare decisions. My experience has shown me that a well-informed choice can make a significant difference in the quality of life for older adults. As the founder of Adkins Consulting, I am dedicated to providing the support and guidance needed for individuals to confidently make their Medicare journey," says Helee Adkins.

Helee invites the community to explore the services offered by her company, emphasizing the importance of being proactive in Medicare decision-making at no cost to those she assists. For more information, please visit [www.adkins-consulting.com](http://www.adkins-consulting.com) or email her at [helee@adkins-consulting.com](mailto:helee@adkins-consulting.com).





HENDRICKS POWER COMMITMENT TO COMMUNITY

## SCHOLARSHIPS

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### HOW TO APPLY FOR A SCHOLARSHIP:

Visit [www.hendrickspower.com](http://www.hendrickspower.com) to download an application and learn more. Submit your application by March 8, 2024.



[WWW.HENDRICKSPOWER.COM/SCHOLARSHIPS](http://WWW.HENDRICKSPOWER.COM/SCHOLARSHIPS)

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