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MORGAN COUNTY

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Sidney Stallsworth



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History makes a comeback

My home office houses roughly 500 books – my boys recently counted for fun – and most of those books are about history. I love to read history, especially anything connected to our country’s founding, the subsequent American Revolution, or about our presidents, either autobiographical or biography. In recent years, history made a comeback, albeit in a negative light, as the country grappled with increasing tensions around race, and our country’s handling of this issue, both past and present. Our past became a target – deservedly so – but perhaps misguided in that we placed our focus on monuments and memorials instead of preventing the past from repeating itself; misguided or not, the importance of history came to the forefront in our national discussions.

I know I am not alone in my love of history, or recognizing its importance, as Morgan County is home to many history buffs. And thanks to many of those fine residents, history has made a comeback in Morgan County, in multifaceted and positive ways. A significant event and a significant accomplishment stand-out to support that claim: the formal opening of the Morgan County History Center and Museum in 2021 and the beginning of the celebration of the county’s bicentennial – its 200th birthday - just this February.

The Morgan County History Center and Museum is the culmination of tireless dedication and hard work by several of Morgan County’s stalwart citizens. The list of folks behind the museum is really a “Who’s Who” of our community – and our history. Working from the historic Blackstone House, perhaps better known more recently as the Disciple House, on Main Street in Martinsville, the museum seeks to preserve and display Morgan County’s history. As stated by the museum, “Morgan County has a rich history. Sports legends, the Indiana flag, sanitariums, railroads, furniture factories, certain famous criminals, and fisheries, to name a few historical interests. There are many important artifacts and documents related to the county’s history that need preserved and archived.” Morgan County does indeed have a rich history, and the dedicated, all volunteer, non-profit team from the Morgan County History Center and Museum are here



RYAN GOODWIN

to help us preserve and learn. The museum is open Mondays and Saturdays from 10am-2pm, and Thursday 4pm-7pm. It is absolutely worth the visit.

Fast forward to February 15, 2022, and you have a significant date in Morgan County history that was just celebrated: the bicentennial birthday of the county, and its county seat, Martinsville. In a classy event in the Morgan County Courthouse, members of the county kicked off a year-long celebration of this important historical milestone, with a familiar message: honor and cherish our past but keep moving to a prosperous future. February’s event was just the beginning, watch for other events around the county later this year, as county leaders seek to celebrate our rich past.

Edmund Burke was an English statesman in the era of the American Revolution. He greatly opposed Britain’s taxation tactics on the American colonies and was a staunchly sympathetic voice for America during the Revolution. He had this to say about history, packing a great deal into one sentence: “In history, a great volume is unrolled for our instruction, drawing the materials of future wisdom from the past errors and infirmities of mankind.” History is there for our instruction and learning, a source of wisdom for our future. History matters and it encourages me greatly to see history generate so much interest here in Morgan County. We have a bright future in Morgan County and I am glad history will serve as an important and deserving cornerstone in building that future.

Ryan Goodwin is a former Morgan County Commissioner and current board member of the Indianapolis Airport Authority. He holds an MBA from Purdue University and writes on business and government.

“In history, a great volume is unrolled for our instruction, drawing the materials of future wisdom from the past errors and infirmities of mankind.”

– Edmund Burke

Does the Spirit move you?

Ahh, spring. This is the month of green! Green shamrocks. Green grass. Maybe some green in your pocket, too. There's always a special kind of spirit in the air in spring and it brings out the best in entrepreneurs.

Perhaps that is not quite accurate. It is not just spring that brings out the best in entrepreneurs. Successful entrepreneurs carry a spirit with them. As Sidney Stallsworth, the business owner in our cover story says, "Entrepreneurs see possibilities in everyone, everywhere." It IS like they see with a different kind of eyes.

Clay Chafin at Bradford Woods sees possibility in the physically or medically challenged children and adults who come to the private park. He and his team work tirelessly to provide the environment and equipment to foster growth beyond perceived limited potential. Seemingly small victories are huge milestones in some lives.

The most successful entrepreneurs and leaders carry a spirit inside them that never experiences failure, only lessons. Never folds in a crisis but meets problems as challenges like a puzzle to figure out and solve.

Evidence of that is in the businesses that creatively adjust their sails and their businesses to ride out uncertain times. New products and services are developed. Businesses work together to increase traffic and keep dollars in the local economy. Entrepreneurs don't let anything stop them. Nothing brings their spirit down.

Or at least it does not keep them down. Everyone has moments of doubt and fear. But those are more speed bumps than concrete barriers. Entrepreneurs push through because that is what their spirit demands.

It is more than "never give up." It is more than "looking on the bright side." It is a deep



JIM HESS
From the Publisher

belief that says, "I can do this." The question of when that goal will be reached is insignificant because the spirit says, "we will keep solving problems and adjusting our sails until we reach it." With that wind behind them, entrepreneurs dream big dreams and envision great things and, notably, have faith that it will all work out.

Spirit is contagious and generous. It is evident in the community. When a business owner has a rough patch or a problem, advice is freely shared, and encouragement is forthcoming. We see it every day and take it for granted. However, not every community is so blessed.

What is that spirit and where does it come from? Spirit is a set of characteristics that determine our attitude and approach to life. Simplicistically, it is the glass half full or half empty. Does that mean anyone can adopt the entrepreneurial spirit? Some find it easier than others, but hope springs eternal, just like our spirit lifts us up when we feel like lying down would be smarter or easier.

Share your spirit with colleagues and peers. Spread it around. Together, when we all dream big dreams and see great things for the future, we can make it a reality.

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Outdoors for all

BRADFORD WOODS INDIANA UNIVERSITY OUTDOOR EDUCATION CENTER

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By Elaine Whitesides

Morgan County Business Leader

It occurs more frequently than people think. And it happened to Clay Goble Chafin. He was on track to study business at Indiana University when he realized spending most of his waking hours in an office was not for him. Advice from his father helped guide his decision. He told Chafin to, “choose something that will impact the lives in the community in which you live.” He opted for a Bachelor of Science degree in recreation. Not the party kind, but the parks and recreation kind that promotes health and wellbeing.

Chafin spent a lot of time outdoors growing up in Ellettsville. He spent summers on his aunt’s dairy farm tending the pigs, milking cows, and tromping through the woods. With his degree in hand, Chafin began his career in an entry level position with the city of Greenwood in the Parks and Recreation Department. He was tasked with developing and running programs and events for kids and adults.

Ever since, he and his wife Amy and their children, Cole, Cameron, and Ella have stayed in or around Morgan County while he pursued his profession. The path brought him to Bradford Woods Indiana University Outdoor Education Center as executive director.

BRADFORD WOODS

Bradford Woods is a private park of 2,500 acres primarily covered with trees and surrounding a 110-acre lake in northwest Martinsville. In 1937, John, the last of the Bradford family, deeded the property to Indiana University with the stipulation that it be used as a safe place for the benefit of children.

Ever since, the property has been used to provide recreational, educational, and leadership programs to youth and adults locally, nationally, and internationally.

KEY RELATIONSHIPS

As part of Indiana University, Bradford Woods furthers the university mission through experiential environmental education



Clay Goble Chafin

as well as community involvement with businesses and residents. Over the years, many important relationships have developed.

RILEY CHILDREN’S HOSPITAL AND RILEY FOUNDATION

Camp Riley started in 1955 at Bradford Woods. Now, many camps are offered for children and teens with physical and medical conditions. With extensive medical and therapeutic support, financial support for campers in need, and small camper-to-staff ratios, more than 15,000 children have made Camp Riley and Bradford Woods a summertime destination.

“Camp is unique,” Chafin said. “Campers have experiences here they might not otherwise have. Things like water skiing, scuba diving, zip-lining, equine therapeutics, and more.” Adaptive equipment facilitates these experiences.

Bradford Woods is a universally designed environment. “There is a difference between accessible and universal,” Chafin said. “Universal means everyone has access to all seating options and facilities; even the fishing and boat docks.” In other words, campers can go everywhere at Camp Riley.

“The children are completely comfortable,” Chafin added, “and they have a great time.” It is not all just for fun, time spent at Camp Riley empowers children to develop and stretch beyond perceived limitations.

Parents complete a questionnaire to identify the needs of each camper. Staff customizes a program, which includes therapists, counselors, and 24/7 medical care. They work closely with Indiana University, Indiana University Health, and Riley’s Children’s Hospital in sourcing medical staff. Another partner, Riley Children’s Foundation, ensures campers are never turned away

because of cost.

AMERICAN CAMP ASSOCIATION

Bradford Woods is the location of the American Camp Association and they have had a strong relationship for more than 50 years. Meeting the Association’s standards for camps in America has led to many other connections. “We partner with other large groups for camps,” Chafin said. Little Red Door, Handicapable, Champ Camp, and others hold camps at Bradford Woods. “We are open to work with all types of camp or event experiences. We can facilitate programs, or they can. We can also do a hybrid, whatever meets their goals.”

SCHOOLS

For more than six decades schools have brought students to Bradford Woods. “Our environmental education programs align with state standards,” Chafin said. “Fifth graders come for a 3-day/2night camp as an extension of classroom learning.” The programs offered vary from aquatics, forest vegetation, geology, outdoor living skills, trees, wetlands, flowers, wings in the woods, and more. He adds, with a chuckle, “I remember coming to Bradford Woods as a fifth-grader a long, long time ago.”

An Adventure Education program for high school groups or corporate retreats focuses on teambuilding, communication, and leadership. Like the questionnaires completed for Camp Riley campers, school and corporate groups complete a survey to identify their focus. “Then we can customize the program and possibly include adventure courses,” Chafin said. “It is not one-size-fits-all. It is more a la carte. There is always an element that tries to achieve the group objectives.”

ADULT, FAMILY, AND VETERANS GROUPS

“We do a lot of therapeutic outdoor programs,” Chafin said. “Adults, kids, or families that are dealing with communication, trust, or other issues participate in programs throughout the year. “We work with the departments of children’s services, school systems, and Veterans groups like Wounded Warriors. Again, it is not one-size-fits-all. Programs are customized to the group.”

OPERATIONS

Bradford Woods has 55 buildings, including the original Bradford Homestead which is on the National Historical Register and the second Bradford family home, Manor House. There are a variety of sleeping options, a health center, an interpretive center, a barn, a craft activities center, meeting facilities, four dining halls, kitchens, and more to accommodate groups from 10 to 300.

Maintaining the property is an on-going challenge. According to Chafin, the wooded environment takes a toll quicker. Because the facility and amenities are completely accessible, the replacement cost is significantly higher. “We have to build it or maintain it,” Chafin said, “because the kids need it.” When corporate groups or organizations ask about service project opportunities, Chafin does not hesitate. “There is always something on the to-do list that doesn’t make it to the top. We appreciate the help.”

Chafin and the staff welcome the public to Bradford Woods for their next family picnic, baby shower, or wedding. Businesses and groups are encouraged to hold meetings, training, events, and retreats for staff and clients. All fees collected fund park maintenance and operations.

With remote working arrangements now the norm, everyone craves the opportunity to reconnect with their teams in person. Bradford Woods provides the perfect environment to bring everyone together safely outdoors surrounded by nature. It is the place ready to provide “outdoors for all.”

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Business email systems – Making the switch

You've decided to make the leap into a more official email system for your business. You're pumped to print new business cards with a @mycompany.com email address instead of that unprofessional-looking @yahoo.com email address you've had on it for years. You're excited for a fresh start, to sweep the spam you've been receiving out of the way, and to give your growing staff better tools to communicate and collaborate. The decision has been made... we're doing this.

Now what?

Moving from a generic email address to one of your own can be a daunting task, and rightfully so. Making sure your important emails don't get lost is a must, as is a review of the alternate email addresses you may have set up over the years that need to get moved, also. And what about those recurring calendar appointments – will they come along for the ride as well?

There are several things to consider when moving from one email system to another, and today I'd like to highlight a few of these – some of these are simply suggestions, while others are "gotcha's" we've learned from seeing it done the wrong way too many times.

Don't go at it alone. We'll start with this one. If you have a team of more than 5, or are



CHET CROMER
Technology

simply a very busy or non-technical person, don't do this yourself. Get help from a IT business, a tech-savvy friend who's done it before, or someone else you trust and has the time to get it right. You don't want to mess this up.

Think about all the dominoes you'll knock over. An email system migration touches more than just the mail servers you plug into your computer. You'll need to list and migrate your aliases (such as chet@ and chet-cromer@) and your distribution groups (such as info@ and sales@). If you don't, incoming emails to these mailboxes will get rejected, costing you productivity, sales, and a good reputation. Keep in mind that an email system move may also include data such as your calendar, contact list, and reminders as well, and plan accordingly.

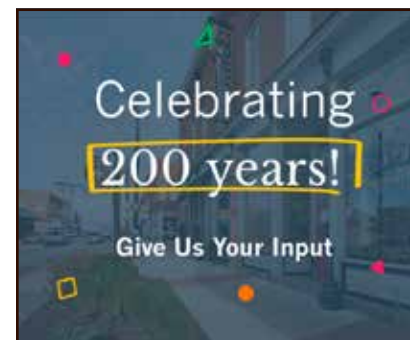
Plan for the unexpected. This isn't going to go perfectly... or at least it probably won't. It's likely you may need to check your old mailbox and new one for a day or two to ensure all emails get read, and there's a good chance your staff may get a little frustrated. Be prepared, get them prepared, and be ready to give some grace.

Touch all your devices. If you'd like me, your email and calendar are connected to your computer, your phone, and maybe even your refrigerator! Get as many of these devices migrated as soon as you can to ensure all your email winds up in one place.

This is a short and high-level list of things you should consider when moving from one

email system to another. Keep in mind that while this is a process, incoming email can only go to 3 places: your old system, your new system, or the "undeliverable" box that never gets anywhere. Our goals are to get your email where it needs to be, reduce the bumps along the road for your team and those you communicate with, and get you moved to a better system that facilitates growth, promotes collaboration, and makes communication more effective.

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



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ON THE MAGIC

What is the secret to Sidney & Girlfriends' success?

By Elaine Whitesides
Morgan County Business Leader

When asked about the last two or three years, many people will talk about the pandemic. But when you talk with Sidney Stallsworth, she will tell you about all the exciting changes that have happened in her business and life.

Stallsworth started a career doing nails in 1994. She went through working in a shop and then a period of working from a licensed shop in her home and then into a brick-and-mortar location in Mooresville. She stayed on the move, relocating as her business grew.

In 2018 she began thinking about expanding into a second location. But she had a problem. "I was working 60 hours a week doing nails," Stallsworth said. "How do you find time to become an owner/manager and start something new?" The idea of expanding was just a seed kept in the back of her mind; not gone, but not actively being nurtured.

Pushed into Seeing the Vision

Then the Artesian Group, Doug Molin and Craig Fenneman, called. And called. And called. They wanted to explain their vision and what they were doing in Martinsville. Reluctantly, she and her husband, Joe agreed to meet with them. "I was on the fence," Stallsworth said. "Do I, or don't I? I was pretty much set on, 'No.'" However, as I listened to them talk about their vision for what downtown Martinsville could be, my own visions started happening."

She began to see how she could contribute. Martinsville clients had been asking her to come closer to them in Martinsville. She knew her business could offer other residents good, expanded, services. "I began looking at the growth in jobs that we could bring to the city."

As they walked out of the meeting, Joe said, "You're not going to do this, right?" She said he was correct, and the pair left on vacation. Some vacation it turned out to be. They brainstormed and made a list of pros and cons. By the time they returned home to Mooresville, she had 10 reasons why she should do it. She kept thinking to herself, "If I can do this... If we can get it together ..."

THE GUT KNOWS

"Then I knew in my gut it was now or never," Stallsworth said. "When there are too many doors that close, you have to listen. But when the doors are opening, you have to walk through them. Even if you're scared." Everything was



coming together: the financing, a prime location. Even potential employees were calling saying they wanted in if she opened a new shop.

The Artesian Group agreed to buildout a two-unit space with her blueprints. Her daughter, Kelsey, was in law school, with two small children. She was looking for additional income. The flexibility Stallsworth could offer made taking on payroll and some of the administrative duties a perfect solution – for Kelsey and for a new shop. Her other daughter, Rhyse, had already joined her in the Mooresville shop and was excited for the new opportunity. Joe told her he would do whatever she needed him to do whether she moved or stayed.

Then the last door opened into a new house in Martinsville. In October 2018, The Stallsworth signed the paperwork for both a new day spa and a new home. "Everything fell right into place," she said.

THE PATH TO GRAND OPENING

The almost 4,000 SF space on Washington was completely gutted floor to ceiling and Stallsworth remembers asking

herself, "What have I done?" But the entrepreneurial spirit so deeply inside Stallsworth that makes her believe in herself kicked up its heels. "I don't know how to stop and give in to failure," Stallsworth said. "I can't give up on myself. So, I keep going and twist failures into success."

That's not to say there was not any stress, or tears. There was plenty of both. She said business owners know that a plan is never set on paper and it's not black and white. "(Plans) change right in front of your eyes," Stallsworth said. "It was ever changing, and we just had to try to figure out the next plan."

Originally her plan was to open before the holiday season in 2018 and then go right into the busy spring break season. "You think you're going to open before the busiest seasons in a shop," she said, "and we missed both. We opened in March 2019. I was just hoping we could pay the bills coming in the first 30 days."

The spa opened with six people and lots of room to fill. She was calculating the price per foot and what the business needed. "It was scary," she said. "I was blown away by the service dollars that walked in the door. We had enough to pay

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everyone, the bills, restock products, and had a little bit left over. I was happy with that.

"I don't get invested and use my time to lose. I am always going to get to that finish line," Stallsworth said. "The spa was always going to be viable; it was just how old I would be when I got to the end of the contract."

An Explosion of Professionals and Services

Since opening, almost 30 professionals brought their skills and joined the team. The spa offers services ranging from nails, facials and skin care, hair, massage, microblading, permanent make-up, brow, and lash treatments, and more.

Stallsworth's originally wanted the salon on one side of the space, and a school on the other. She had already developed a mentorship and internship program at the Mooresville salon. Now she was expanding it to bring students from day one all the way through to providing services on their own. "Everybody has a place," Stallsworth said. "You might start at the front desk, then work with the professionals learning and perfecting skills before you are on the books to work with clients on your own."

"Being an entrepreneur," Stallsworth said, "I see possibility in everyone everywhere. If I can help people see what I see, maybe then they will catch some of the entrepreneurial spirit. Maybe even take a chance on their own salon."

Seeking Success with an Open Heart

When talking about success, Stallsworth says success is not measured by money. "Success is little things that happen throughout the day; a client that loved her nails, a client who came in like Eeyore and you turned that frown upside down, or even getting out of work on time. It's not one thing. It's a bunch of things that accumulate through to the end of the day."

Stallsworth says that seeing great possibility, getting good results, and grabbing opportunity come from one thing: having an open mind and heart. "My motto is that I want to see the good, the bad, and the ugly. I want to see it all," she said. "You have to be open to corrective criticism and listen with your heart. People don't tell you things to upset you or point out failures, they tell you things to help you."

And, she says, listening means listening to everyone: family, co-workers, employees, clients, other businesspeople.

"When someone tells you something, it is time to step back and put yourself in their shoes and ask how it would feel in their shoes," she said. "That's where changes come into play. It all starts somewhere. With an open heart and open mind, you see their perspective and then can invent answers to the problems."

SIDNEY STALLSWORTH, OWNER

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THE EVOLUTION OF EVERYTHING

Recently, Stallsworth said, a long-time client asked her if she ever saw herself moving from a tiny corner in a shop to owning two shops. "Everything evolves," she said. "It was never a straight shot and I daydream about what I could do if I had more time." Visions of the future grow and change — they evolve.

For instance, Stallsworth says she always wanted to have a school. That vision has evolved into something different because of another opportunity. She is soon starting a non-brand specific course. Adding that certification to all the certifications she has already, she sees it as a first step to her goal of service training classes for professionals.

Being an entrepreneur and business owner, according to Stallsworth, is hard and heartache and some nights are sleepless. She said, "I have no regrets because even if you jump in with your eyes shut, you have to know you're going to swim. I learn from mistakes and take a turn to be a better service provider, friend, boss, whatever. We grow from every experience that is laid in front of us."

THE CREATIVITY OF ENTREPRENEURS

Although Stallsworth has been working at a feverish pace the last couple of years, she has respect for the challenges brought on small businesses during uncertain times. In 2020 she closed her shops for almost three months. In fact, she said, "We had to celebrate our one-year anniversary in quarantine. It had to look different, so we did it on social media."

But the thing that has impressed her are the business owners that made it through 2020. "They altered their formats and business structure to stay viable. Restaurants offered take-out and one even put in a drive thru," Stallworth said. "Business owners everywhere got creative. They stuck it out, did what they could imagine, and made it through."

She is also impressed with the way her team has come together. "We really are a team," Stallsworth said. "We work together, step in and help each other out, and make sure clients get served." She says that is what teams do: build each other up. "Not just one (person) wins, we all win and succeed."

There is a coming together of business owners in the area that are doing the same thing. Supporting each other's businesses as customers and creating events that benefit everyone.

IT'S LIFE

You hear it often: When you love what you do, it's not work. "It's a great thing we get to do and celebrate what we are designed to do," Stallsworth said. "Making money and paying the bills is a plus when you get to do what you love."

While Stallsworth works with both her daughters she says work and home are kept separate. She will state that she is speaking to them as mom or as boss to keep the lines from blurring. It is important because it cannot be work all the time. She says it is the fun in the off time that re-energizes her, so she can work the long hours she keeps.

In addition to the support of her daughters, Stallsworth says a supportive partner, like her husband, Joe, is important and makes it work. One year she decided they needed to write down a goal. He was putting her off until she finally cornered him. He told her, "My goal is to help you succeed with your goals because your goals are so big." She said that entrepreneurs have lots of visions and need helpers to make it happen. "Those helpers don't know where you're going either, but they are on the magic carpet with you and believe you can do it." So, you do. It is the spirit of every entrepreneur.

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Seven skills to implement this year

Even though the year is new your team may be experiencing the hang-over of the pandemic and all the surrounding strife that it has caused. This hang-over might show up as burnout, confusion, frustration and a sense of being lost.

The good news, as things begin to return to a modicum of normality it's time to focus on what we can do to make ourselves even better. According to the Gallup organization these seven skills should be the core of your implementation focus this year and beyond. Gallup has been researching the worlds top performers for at least three decades. In this extensive research they discovered these skills that are required for success in any role, any profession, in any industry from front line worker to the corner office.

There are probably sophisticated ways to assess these seven skills but you can use you common sense and apply a rule of thumb to evaluate yourself and thus become more successful in your role. We'll look at these seven from the viewpoint of being a successful manger.

Build Relationships – focus on creating partnerships, build trust, share ideas to accomplish the work. A leader touches a heart, makes a connection before they ask for a hand. Gallup says it this way, “Consider new and creative partnerships across your organization that could lead to extraordinary success.” There are three questions that Chris Hogan, formerly of



JACK KLEMEYER
Business Coach

the Dave Ramsey Company taught me. Ask your folks:

- “How are you doing?”
- “What are you working on?”
- “Where do you need my help?”

Develop People – help others become more effective through strengths, expectations and coaching. Yes that includes accountability. There is an old African Proverb that says, “If you want to go fast go alone but if you want to go far, go together.” Look for was to include development in to essential task so that at the end of the year you and your team are even better.

Lead Change – embrace change and set your goals that align with a stated vision of your company or business. Although change comes to everyone these days, it's important to remember, change will happen, growth is optional. Leading change is an opportunity to deepen relationships.

It gives you the opportunity to ask important questions like: How are you feeling about your job?, What do you need to be successful?, What kind of support would be helpful?

Inspire Others – encourage others through positivity, vision, confidence, challenges and especially recognition. Give timely, specific and relevant feedback to your folks. Because of the stress and strain of the last couple of years it is even more important to recognize others and make them feel important. This perspective “...can help you communicate that every individual is seen and valued -- and in turn, create a work environment where employees recognize one another's efforts too.”

Use Critical Thinking – gather and evaluate information to help you make smart decisions. Being in a leadership position allows you to be “in the know” of all the happenings and plans in a company. It's important to bring your team's questions and concerns up to the leadership team. Your people need their opinions heard. Ask tough questions of your leader so you're ready with the answers when your team asks you those tough questions.

Communicate Clearly – share information regularly and concisely. As John Maxwell says, “Be a river not a reservoir.” Gallup has discovered through their research that...” frequent manager-employee conversations are key

to employee engagement.” Communicating, really communicating is an art and needs practice. Focus on getting really good at communicating clearly, concisely and sincerely.

Implement Accountability – hold yourself and your team accountable and responsible for performance objectives. This one is especially true if you're a solo-entrepreneur. Managing ourselves is our biggest management and leadership challenge. If you happen not to be in a leadership role, managing and leading yourself well is a sure way to stand out from the crowd. Create that team accountability by installing a sense of ownership in each person. As author and former Navy SEAL John “Jocko” Willink said “Own everything” The fastest way to generate personal ownership in someone is to give them work they love to do and naturally do well. When there's work to be done, ask, “Who's gifted in this? Who would jump at this opportunity?”

These seven will give you a focus point for the rest of this year and the end result can only be you and your team, your company becoming even more successful.

Grow Your Business™ Coaching founder Jack Klemeyer is recognized as a preeminent resource for business professionals. Jack can be reached at Jack@GYBCoaching.com or at 317-755-6963. Learn more at GYBCoaching.com.

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Outdoors for all: Getting back into nature

Just south of Mooresville and north of Martinsville off State Road 67 sits a 2,500-acre outdoor classroom filled with wilderness, wonderment, and a whole lot of trees. Bradford Woods is Indiana University's Outdoor Center and our mission is to improve the quality of life for people of all backgrounds and abilities by using our unique outdoor setting to provide education, therapy, and recreation. In the late 1930's John Bradford, the last of the family, donates his property to Indiana University for "charitable, educational, or recreational purposes." Today we continue that legacy by providing life-changing experiences to youth across Indiana. We see many local fifth grade classrooms for our programs, offering experiential learning and hands-on experience out in the nature's classrooms, the woods.

There had been a decline in enthusiasm for the outdoors well before the pandemic with social media hits like SnapChat and Tiktok on top of sites like Facebook and Instagram. The pandemic then forced folks inside but in doing so, created an aversion to screen time. Rather than having that separation of space for work and home, it all became one. But if you just stepped outside to look at the trees, smell the fresh air, or feel the sun on your skin, it created a totally different space. You could leave the space used for living, working, and going to school and into a whole new world: nature. This gave your eyes a rest from the screens, it allowed children to run around rampant in the woods or a park and release all of that youthful energy.

Through the pandemic we've seen a dramatic shift in the perception of being outdoors and in nature. We couldn't go out for dinner with friends or make a quick trip to the mall to do unnecessary shopping and as much content as there is to stream; we eventually ran out of shows to watch. But something that we could do, was go outside. It didn't have to be far; it could be in our own backyards or neighborhoods. If we felt like it, we could visit our local



**CLAY
CHAFIN**

city park or state park. This was something that we could do safely, either by ourselves or with our families.

We were given the chance to get back out into nature and reconnect with our natural world. With the importance of having a connected house during the pandemic and everyone being attached to screens throughout the day for work, school, or to talk with friends or family; it was an overload of blue light and blurry eyes. What the outdoors could provide was a sense of comfort and respite from the technological world we called home.

Something happens when you step outside and breathe in the fresh air, getting ready for a hike or game of catch. It helps families create strong bonds and memories, allowing uninterrupted family time, and on occasion teaching opportunities about how the natural world around us works. As we return to a more 'typical' life post-pandemic, our hope is that families will still want to create those moments outside.

Clay Chafin is the Director of Bradford Woods, Indiana University. He has over 15 years of experience including Director of Parks and Recreation for the Town of Plainfield. Prior to that he worked for an athletic equipment manufacturer, Porter Athletic Equipment, an athletic equipment supplier, BSN Sports, and the City of Greenwood. He previously served on Board of Directors for Indiana University Executive Development Program.



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What's NEXT?

We have been through some very odd and unpredictable times lately. Many businesses that were vibrant when we entered this, no longer exist. Those that survived, are finding that the world isn't the same. Consumer confidence and buying habits are completely different than before. Many are asking themselves "What's next? Is there more to fear?". Any time we are faced with the unknown, it is wise to remember and act upon what we DO know. Here are some things to remember when making buying decisions during times such as these.



Jod Woods

1. Local businesses are the backbone of our communities, and NEED your support to survive.
2. Do your research to determine if what appears to be a local company actually is a "local company"

3. If a company can thrive in a small community, they can be trusted.
4. Utilize the strength of a business to make it easy for you to make a purchase. Things such as seasonal incentives from suppliers, financing options, and customer loyalty programs can help save large amounts of money and allow you to make a wise decision.
5. Ask if there are times during the year that provide better pricing or availability to make a purchase.

All of these suggestions can help you make a wise purchasing decision that will provide many years of benefits, and prevent buyers remorse or worse.

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- Is your management team in need of training for leadership or growth?
- Do you need a keynote speaker

If you are not successfully running your business or organization – but rather being run "BY" it, we need to have a conversation.

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Franciscan Health achieves Center of Excellence status for cardio-oncology care

Franciscan Health joins an elite group of institutions by earning a center of excellence designation in what is a new and quickly developing area of heart and cancer care. The International Cardio-Oncology Society has named Franciscan Health as a Gold Center of Excellence for its cardio-oncology program.

According to the society, 19 programs across the globe have earned its center of excellence status. Of those, 15, including Franciscan Health, have received the gold status, its top recognition.

“This Gold Center of Excellence status is a testament to the hard work of our outstanding cardiology, oncology, and Franciscan administrative teams,” said cardiologist and medical director Vijay U. Rao, MD, PhD. “This is an exciting area of study, and I am blessed to work with such talented colleagues.”

Since 2016, cardiologists and oncologists at Franciscan Health have worked together to monitor and treat cancer patients whose therapies, including chemotherapy, medications and radiation, may inadvertently impact their heart function.

“These two diseases, cardiovascular disease and cancer, coexist in many patients, and the field developed because we realized that many of the medications used to treat cancer patients can be toxic to the heart,” said Dr. Rao.

The Franciscan program staff includes a nurse navigator in addition to the specialists. Periodic blood pressure readings and echocardiograms



help to track heart function and alert physicians to any changes that may happen during between these monitoring visits. Depending on their cancer treatment, patients may undergo heart function testing several times.

Breast cancer patients are particularly vulnerable to heart damage if they receive one of two standard chemotherapy drugs, Doxorubicin and Herceptin, as they have been shown to often affect heart function. Radiation, especially in women being treated for left-sided breast cancer, can also have a toxic effect on the heart.

This is where cardio-oncology steps in. By providing ongoing heart monitoring, specialists can address problems before they are irreversible. This may mean prescribing medications to further protect the heart, changing cancer medications, or pausing treatment until heart function returns to normal.

“We don’t want patients to have to stop their life-saving cancer treatments; we focus on how to continue treatments safely,” said Dr. Rao.

More than 1,000 patients have been monitored and treated through the Franciscan Health cardio-oncology program. In 2020, it received the Association of Community Cancer Centers 2020 Innovator Award.

For more information about our heart and cancer services, visit FranciscanHealth.org

Who has seen the new Disney film *Encanto*?

Released in 2021 and streaming on Disney plus and in movie theaters, it tells this realistic, yet enchanting story of a multigenerational Columbian family, The Madrigals. Helmed by the matriarch, grandmother (Abuela), each family member has special gifts given from “a miracle” to help the family serve people in their rural community, “the Encanto”.

Bruno has a gift for seeing the future, Antonio is gifted with being able to communicate with animals, Luisa is super strong, Dolores possesses superhuman hearing, Pepa can conjure any type of weather and Julieta heals people through her foods. I could keep sharing the family member’s gifts, but you know what I noticed? They each have a gift and they each matter. Even Mirabel, who was the only family member not to have a special gift still believed in herself and was persistent enough to save the family’s magic.

We have our own magic right here in Morgan County. Unfortunately, none of us are superhuman. And we don’t have a Luisa to pick up our livestock onto her shoulders to get them back inside the fence. But we serve each other just the same. Our neighborhoods are our “Encanto”; our small rural community. We have people we can rely on and someone’s recipe we have asked for and share within our own circles of family and friends.

And the days when we feel like we are losing our magic? Thankfully we have our community that encircles us and makes us feel like we have a strong foundation to remind us of our purpose and our own magic.

As businesses, we offer so much to our Encantos. We offer products, services,



BRITTANI BENTLEY

attentive care to our patrons and customers; many of which have been loyal to our businesses for years. Collectively, we offer economic stability and a sense of strength through met needs. Many of our Morgan County businesses are also philanthropically minded by giving back to our churches, schools, and non-profit organizations. So while we don’t wear capes like many superheroes, we do each have our own gifts and I’m thankful and proud of how we use these in our neighborhoods and communities.

Cheers to 2022, and all the love and efforts we share together. May this year be a year we are gentle with our neighbors and continue to pour love into our communities. CFMC is always here for your philanthropic efforts, and we look forward to 2022’s journey.

Brittani Bentley, with more than a decade of corporate accounting experience, is the President of Community Foundation of Morgan County and has spent the last 7 years dedicated to serving the community of Morgan County in the non-profit space. She is passionate about philanthropy and community building.

Thankfully we have our community that encircles us and makes us feel like we have a strong foundation to remind us of our purpose and our own magic.

A new year with a new horizon

2022 is underway and so are changes that have been in the planning stages for some time. It’s amazing what an interstate construction project can do for city or a county. Be on the lookout for some of these events that undoubtedly will alter the Morgan County economic horizon:



- Martinsville’s renaissance will continue with additional public and private sector improvements downtown and with new housing starts and commercial redevelopment on the city’s east
- Monrovia will continue to set the population growth pace for the county as additional housing developments and new commercial and industrial projects loom on the horizon.
- Westpoint Business Park in Morgan County will develop a major industrial spec building that will most likely be sold/occupied prior to substantial completion of construction.

- Mooresville will be busy with several potential rezoning and development projects while in the process of updating its comprehensive plans for land use, etc.
- Waverly will be getting prepared for significant development of its I-69/SR 144 interchange.
- The I-69/Henderson Ford Road interchange will receive considerable attention from developers.
- Mooresville RDC’s industrial spec building will be sold, and a major play will be made on its remaining acreage in Mooresville Business Park.
- I-69 will bring new relationships to Morgan County in life sciences relative to Indy and Bloomington.
- Morgan County employers will continue to feel the strain of record employment stymied by lagging employment participation rates as labor costs continue to find their balance.

What changes will you see on your economic horizon in 2022?

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