

WHERE MORGAN COUNTY BUSINESS COMES FIRST

BUSINESS LEADER

MORGAN COUNTY

June 2024



GROWING WITH THE SEASONS

Dustin Starnes takes Starnes Outdoor Solutions in Mooresville from a one-man crew to a national company



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What's your story?

Every business has a story. Every person enjoys hearing a good story. So, what's yours and how do you tell it?

We share stories about local businesses each month in this publication. So often, though, we approach a small business owner who may think they don't have a story worth sharing, that it may not be novel enough, or maybe that others wouldn't be interested. They might want to get the word out more about their business but don't know how to tell their story. Fortunately, we're here to help guide them. We enjoy helping to bring out the important and unique aspects about them and their industry. Business owners put tremendous effort into their work and that deserves recognition.

Storytelling can be a powerful tool for businesses. It goes beyond entertainment and helps a business build a brand, differentiates you from the competition, helps people remember the brand, and can influence their decision making. Scientifically, storytelling is proven to impact memory retention and recall.

In one of the enclosed stories, Elizabeth Meyer shares about the creation of Harris Glen, an event venue in the county. With a background in digital storytelling and teaching, she enjoys connecting with her community and clients, helping them bring out their personality and turn their special day, be it a wedding or fundraising celebration, into a story people will talk about for years down the road. She's also taught corporate classes on the art of storytelling and how businesses can tell their story compactly and compellingly.



JIM HESS
From the Publisher

As a business publication, we intend to offer business stories that other businesses can utilize for their benefit or from which they can learn and get inspiration. We want our Morgan County businesses to connect and work together to make each other stronger overall. We are a medium for businesses to share their stories.

Some of the things we look for as we share these stories on a month-to-month basis is: how can this be useful to our target audience, what makes this business interesting, what personal information can we bring out to help others connect to the story and ultimately, why should the reader care to read the piece? We look to share the important information about what a business does, while bringing out the personality of the business owner which not only makes the story more compelling but makes each piece more unique and authentic. It's the basis of all storytelling - what do you do, why should we care and is it interesting enough to keep us listening (or reading, in this case).

Think of a story you heard recently that resonated with you. What were the strengths of that story and how can you use those aspects to benefit your business?

BUSINESS LEADER[®]

MORGAN COUNTY

"Declaring the good works being done"

*For we are God's handiwork,
created in Christ Jesus
to do good works*

Ephesians 2:10

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In Conversation with Mayor Kenny Costin

Continuing in a focus on conversations – casual questions and answers – with current local government leaders, this month, I enjoyed a conversation with Martinsville Mayor Kenny Costin. Costin is at the beginning of a second term as the county’s only mayor, during a transformative time for both the county and the city.

RG: What drew you to public service, specifically the role of mayor?

KC: I believe in being involved with the community. I served on the Martinsville Planning Commission, was appointed by Governor Mitch Daniels to the Indiana Board of Funeral and Cemetery Service and served two terms on the Metropolitan School District of Martinsville board. I enjoyed being involved and felt that with my experience we could make advancements for the City of Martinsville.

RG: Our readers own businesses. You’re a small business owner and manage a busy city operation. What has this role taught you about time management?

KC: With our family business, I have been used to being on call 24/7 for the past 39 years. This has taught me to be flexible with my time, but I still need structure. There are so many meetings the mayor needs to attend so my executive assistant prepares a briefing book and has it on my desk each Friday morning for the following week with all my meetings along with any support materials needed for me to review. We are usually working on setting meetings two weeks or more in advance. Even so, my schedule is somewhat fluid, and we adjust as necessary to address the needs of the city.

RG: A major push in your administration, wisely, is growing the availability of affordable housing. What successes and challenges have you faced in this effort?

KC: Affordable housing is an issue many communities face. We will continue to experience growth with restaurants and similar businesses coming to Martinsville. Morton Avenue and Ohio Street will be areas that will be developed with restaurants and other support businesses, and we are going to need more residents to fill those employment opportunities. Also, our location between Indianapolis and Bloomington will make living here very attractive. So, we need to have a variety of housing, not only affordable but other housing opportunities as well. We have about 500 new homes that could be built in the next few years and have had developers inquire about properties for the future.



RG: Morgan County is a collection of wonderful communities. How has the City of Martinsville been able to partner with another government entity in Morgan County?

KC: It is important our entire county work together. We are at a vital time for Morgan County. We are the last of the donut counties to develop and we need to recognize that each community has something very special to offer to the other communities in our county. I commented a few years ago at the annual Morgan County Economic Development Commission meeting in Mooresville that all the local and county politicians need to check their egos and work together for the betterment of the entire county. One of the first things our administration did was change the meeting dates for the Martinsville Board of Works and Safety and the Martinsville Common Council. Historically those meetings were the first and third Monday of the month, the same time as county meetings. We changed our meetings to the second and fourth Monday of each month. This has allowed me to attend the county meetings and follow what is going on. Now, I do not make all their meetings, but I try to get to as many as possible. I started going to the Mooresville Town Council meetings, but with those being on Tuesday evenings, I have not been to one in a while - it seems Tuesday evenings are the nights my grandchildren often have activities, but I do need to attend more of the Mooresville meetings.

RG: Martinsville is beautifully positioned between Indianapolis and Bloomington. What are you most excited about for the city’s future?

KC: Many opportunities are before us. The housing mentioned earlier will create more students for our schools and more customers for our businesses. This will also help create more opportunities for different activities for the quality of life of our residents.

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.



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By Nicole Davis

Morgan County Business Leader

Raymond Modglin has spent more than 20 years building and growing REAL University, a school that provides initial and ongoing education to real estate professionals. More recently, he's dedicated much of his time to taking that business to the next level.

"We also run a podcast," Modglin said. "One of the things on the podcast we talk about is that a lot of small businesses start as a lifestyle business. While they're running the business, they have a good lifestyle. There is nothing wrong with a lifestyle business but when they get old enough to quit, what happens to the business? It usually ends up going away. I want people to use the school because it's REAL University, not because it's 'Raymond's school.' For the last three, four years I've been trying to convert REAL University from a small school to a true business that at some point I can walk away from, and it will still exist."

FROM A PH. D. IN NUCLEAR ENGINEERING TO REAL ESTATE SCHOOL

Modglin didn't start his career in real estate. He earned degrees at Texas A&M University and Purdue University in nuclear engineering. He was employed by a company called United Technologies where he worked in radiation health and safety for the eastern part of the U.S. In addition to his full-time career, he and his wife had purchased a couple of rental properties. Ultimately, United Technologies was sold to another Fortune 50 company, informing



Ray Modglin

employees that upper management would keep their jobs during the process.

"That lasted nine weeks," Modglin said. "They came in one Friday afternoon and the company fired all of us. The advantage was that they gave us a year's salary. I came home and told my wife, I'm never letting another person control my job again."

Since he already owned a couple of rental properties, he thought real estate sounded like a natural transition. With that severance pay, he went to school and earned his real estate license in 1999.

"I tell people in (the school), real estate is not rocket science and I know because I was one - a rocket scientist," Modglin said with a smile. "This is harder. This deals with the emotions. You understand in nuclear engineering, two plus two is always four. Here, someone

says they want a three bedroom two baths, you go 'here it is,' and they say no. Those soft skills were the hardest for me to learn."

PROVIDING REALTORS A HOME AT THE MODGLIN GROUP

He started The Modglin Group as a real estate brokerage. The Modglin Group now has five offices with forty-eight agents. Its newest office is located in Martinsville, a development Modglin said he gets credit for but in reality, the eight agents in that office came to him asking to work for him and he opened a new office close to their homes.

"Real estate agents get paid with a commission split," he said. "Every agent that works for me, if we listed your house for a three percent commission, the easy math is 50/50. I make 50 percent; the agent keeps 50 percent. Technology has made my portion much easier. I don't have a large overhead so what I did was go to

a very low split. I'll give the agent about 97 percent of the commission. I still provide the framework for which they have to work, the state license, and the insurance. Because of that, I've acquired a lot of experienced agents that have come to me simply for the freedom and ability to make more money." Modglin said he can also take a lower split because most of his revenue comes from the school.

He opened his school in 2003, originally called Southside Real Estate Academy. In 2008 the name changed to REAL University. Each state requires real estate agents to undergo a designated amount of continued education hours, which REAL University also provides. Indiana, for example, requires 90 hours.

Three thousand realtors now pass through the school each year. However, in 2009 during the real estate crash that year, the university only had nineteen students.

"I literally tried to go back into the corporate world, but the nuclear engineering field had progressed so far, and I'd been 10 years out of it," he said. "In 2010 I said I can't go back to the corporate world; this must work so I dumped all that energy from 2010 until now to make sure this works. I've persevered because I had to."

In 2020, Modglin also started a mortgage company for "vertical integration."

"The Modglin Group and Five Stones Mortgage operate to help the buyer in both of those areas," he said. "The school trains the agents, we put them in The Modglin Group, and they can use the mortgage broker as the sister company to help buyers buy houses."

GROWING A BRAND

The school went online in 2013. In 2020, Modglin began acquiring additional schools and currently operates in twenty states. The only brick-and-mortar base is located in Greenwood, Ind. The remainder of the school operates solely online. Since each state requires a different amount of education hours for agents, REAL University has developed custom programs geared toward each individual state.

"Going into the other states has been a huge benefit because obviously no one knows who I am in Kansas," he said. "That's what I want

to make the business become, something where they recognize the brand and not me. Now there are five or six people who work at the school. It's really not me anymore. I'm at the point now, I could leave for two months, and this place would still work. I can come back, and they would still have sold classes and given classes because I have converted it from 'Raymond's school' to REAL University."

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'Sell in May and go away.'

There's an old adage in my business: "Sell in May and go away."

Recently all three of the broadly followed market indices set new record highs. So does that mean it's time to start taking profits and moving some of your portfolio to cash?

I've been doing this for over thirty years now. "This" being educating and coaching investors on markets and stock picking and portfolio management. One thing I've learned in those thirty years is that with so much historical data available, you can find support for just about anything you want to believe. Kind of like what has happened since the invention of the internet and the vast amounts of data and information and diverse opinions now available to all via a touch of their fingertips. (Did you know that there remains a movement to convince us all that the world is flat? And they have plenty of information from the internet to prove it...)

You'll never convince me that having so much information and data available is a bad thing. But it must be used wisely. Ironically, having fingertip access to so much information means we have to be much more discriminating in how we consume and use it.

Yes, I said it. And I expect to shortly have a "Cancel Binkley Movement" show up in my email very soon.

"Binkley promotes discrimination!"

I do. I promote and encourage the discrimination of the data and opinion we are bombarded with every day. Being discriminatory is imperative in our information society. Now hear me out before you rip out my column and use it to light the charcoal of your next barbecue.

One of the definitions for discrimination is:

The ability or power to see or make fine distinctions; discernment.

(The American Heritage® Dictionary of the English Language, 5th Edition)

Being discriminatory in our society is thought to be a mark of ignorance and prejudice... when used against a person or race or gender or lifestyle choice. And it absolutely is. We should never, ever discriminate on race or gender or lifestyle choice. We are the land of



**JEFF
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freedom. Let freedoms reign.

But we **MUST** be discriminatory when it comes to accepting or rejecting the information we are bombarded with. We must retain, encourage, and strengthen our "ability and power to discern" what is factual from what is false. All while remaining open to consider opinions and data that differs from our understanding of the data or viewpoints differing from ours.

This column is about financial matters. One of my purposes in writing it these past 14 years has been to educate and encourage you Dear Reader, to continue to educate yourself on financial matters.

You must be discriminatory. For if you choose to only follow Conventional Wisdom, which so often turns out to be neither conventional nor wise, you, like so many others, may continue to fall into the trap that de Tocqueville warned America about almost two hundred years ago:

"In the United States, the majority undertakes to supply a multitude of ready-made opinions for the use of individuals, who are thus relieved from the necessity of forming opinions of their own."

Alexis de Tocqueville Democracy in America, Volume II (1840)

Form your own opinions. Be informed by others and open to hearing their opinions... But form your own. Your portfolio will benefit from it.

As for selling in May and going away...

What do YOU think?

Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group LLC located in Avon. His firm is an Independent Fee-Only Indiana Registered Investment Adviser that has adhered to the fiduciary rule since its founding in 2010.

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GROWING WITH

Dustin Starnes takes Starnes Outdoor Solutions in Mooresville from a one-man crew to a national company

By Nicole Davis

Morgan County Business Leader

Dustin Starnes has spent much of his life in service to the community, first with a longtime career in law enforcement and now through giving back to his staff, clients, and community with his business, Starnes Outdoor Solutions (SOS) Lawn Care & Snow Removal.

“My goal is to keep growing but still have the small-town feel in the office,” he said. “We make it a really good place to work for the employees and to be community minded. I feel like it’s important that as long as we’re successful we’ll be giving back to the community the best we can.”

PUTTING FAMILY FIRST

Starnes started mowing lawns in his neighborhood at 13 years old. By the time he was a senior in high school, he was responsible for mowing fifty-four lawns. Simultaneously, he served as a cadet with the Gregg Township Fire Department, a volunteer department, and became an EMT/firefighter when he turned 18. He graduated from Martinsville High School in 1997 and went on to earn his associate degree in Criminal Justice at Vincennes University, paying his way through college with his lawn mowing business.

After college, Starnes started a career as a police officer with the Indiana State Police while continuing to grow his lawn care business on the side. He decided to leave law enforcement in 2018 after a 20-year career to allow himself to spend more time with his family and focus on his growing business. Starnes and his wife Annette have five children: three sons and two daughters. They reside in Mooresville and enjoy spending time outdoors doing activities such as camping, and dirt bike racing when not occupied with work and school events.

“When I was about 38 years old, I saw an article that said all of the hours in overtime you’re working now, the only people in 20 years that will remember it is your children,” he said. “It kind of hit home. I was working 16 to 18 hours a day. I’d work night shift and day shift I would mow lawns, which I enjoyed, but I was realizing that I wasn’t spending enough time with my three boys, and they were getting older. I now have a good balance of work and family. Family is number one to me.”

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IT TAKES A TEAM

He started with one lawn mower he kept in a garage at home. Today, he has 16 trucks and 32 lawnmowers at his Mooresville office. Starnes hired his first employee in 2003. Today, SOS has thirty-five employees and seventy contractors. They rented office space until 2015 when they purchased what was a pole barn at 1257 Old State Road 67 and converted it to office space.

“I have an awesome team behind me,” he said. “About 2018 I realized that I can’t do it all myself and I need to get some professional people behind me. One of the successes of this business is having everyone from Melissa A Schiff, a CPA business in Martinsville, behind me. Also, an insurance agent that I can have on speed dial all the time, to an awesome staff that we have. As a small business, it’s hard to keep good employees and I’m fortunate to retain all the employees that I have, and they’ve been with us quite some time.”

Starnes credits the business’ high retention to their family-first mentality, things like being relaxed about the attendance policy, understanding that life happens, and employees should feel comfortable taking care of and being there for their families.

“Even though I’m the sole owner here, to me I’m just another employee and all of our employees here own this place,” Starnes said. “It’s really a family atmosphere here. I don’t look at them as employees but as coworkers. I’m really careful not to say it’s my company, I say it’s ours. The truth of the matter is I am successful because of my coworkers, not because of me.”

EXPANDING NATIONALLY

SOS offers commercial lawn mowing, landscaping, lawn treatments such as fertilization and weed control, snow removal, and ice management.

SOS has a state-certified lawn treatment team, treating lawns for crabgrass, and bugs like fleas and ticks. In-house, they have seven lawn mowing crews. These crews are responsible for 3,800 acres of grass and weed kill.

Starnes said he hadn’t originally planned to expand out of state, but the business was serving Meijer stores across Indiana when the company approached them stating a need for their



services at some of the Ohio locations. After checking with their insurance company to see if they could cross state lines, they got the go-ahead. Eventually, other companies they served expressed a need as well.

That led to the development of National Facility Maintenance Services (NFMS), Starnes’ second company which provides services to its out-of-state clients. He now has properties in twenty-six different states, with the out-of-state locations primarily serving large shopping centers such as Walmart and Lowe’s. SOS still has some clients out of state, as far as Florida, but NFMS serves all fifty states.

“Our goal is to keep SOS local and the other business takes care of out of state projects,” Starnes said.

More recently, Starnes and his team have focused on growing

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IN THE SEASONS



the snow removal side of the business. Snow days are a big rush around SOS, with a lot of work done behind the scenes in preparation and making sure things run smoothly during the weather event.

“Even though I’m not a policeman anymore, we’re still saving folks from injuries and even possibly lives from someone falling down and hitting their head,” Starnes said. “We serve a lot of American Senior Communities. There are ambulances and firetrucks in there daily, people coming to see their loved ones and residents depending on being able to get in and out of there for things like dialysis. Keeping that property safe during and after a snowstorm motivates me because it’s a safety thing.”

Weather is a challenge faced year-round. SOS usually serves approximately four hundred properties a day. If it rains for

three days, they’re 1,200 properties behind. Starnes said he’s always checking his weather app and consulting with the staff meteorologist.

LET IT SNOW: A YEAR-ROUND BUSINESS

Snow is a year-round business. Starnes said when they are hired for snow removal that also includes snow management, liability, and litigation.

“Let’s use Walmart for example,” Starnes said. “If a customer shows up at Walmart, goes outside, slips, and breaks their leg they may then sue Walmart. That gets tendered to us. We have a meteorologist on staff. We can document pavement temperatures, and ground temperatures, give a certified report from our

meteorologist on how much precipitation there was, how much salt we put down, and show that we did everything we could to prevent the fall. What Walmart is doing is taking the slip and fall risk and giving it to a snow contractor.”

That liability leads to one of the biggest challenges Starnes said they face - insurance and the simple cost of doing business.

“It is a challenge to get good, qualified people at times that are able to drive those pieces of equipment safely and work long hours. When people want their lawn mowed, sometimes we’re quoting them and they say that’s a lot, but our employees are insured, if we break a window we fix it, we have workman’s comp, and the employees are drug-free. They also are wearing uniforms when working.”

KEEPING TO HIS ROOTS

While there are times Starnes needs to travel out of state to take care of clients there, he said he prefers to stay local himself, working out of his Mooresville office and helping to manage things at his home base. He will typically get to the office at 5 a.m. to look at routes, who is going out that day and checking on messages from customers. In addition to its commercial clients, SOS serves 1,200 residential homes. They serve approximately 30% of their commercial clients and 100% of their residential clients from the Mooresville headquarters.

Starnes prioritizes sharing in the business’ success by paying it forward to his community. Through SOS, he sponsors some athletic teams and community events like Shop with a Cop. For the past two years, they’ve volunteered to landscape Bicentennial Park in Mooresville at no charge. They do weekly maintenance for the downtown Mooresville Park, mowing, mulching, bed care, fertilizer, and weed control. He’s also worked with League of Miracles for the last three years, donating some services and offering others at a deeply discounted rate.

“I’ve had a lot of people help me in this business. I’ve been blessed. There’s been ups and downs like any other small business, but I do like giving back.”

Ultimately, Starnes said he can continue to grow the company and create something he can pass down to his children or family. His oldest son previously worked with him while in school and now his middle son works after school hours.

Nearly 30 years since he established the business, and Starnes said his favorite days are still when he gets to go out and work with his crew.

“My favorite day, Thursday afternoons, I’ll be out,” he said. “This is an enjoyable career. You’re outside a lot, in the cold and rain sometimes, but it’s very therapeutic. Even going out with a mowing crew is fun for me. If I don’t get up and get in here, the company will still run without me, but I like being in here with them.”

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Why all the subscriptions in tech?

Amazon Prime. Netflix. Quickbooks Online. Subscriptions, subscriptions, subscriptions. It seems like almost every software package out there now has a subscription plan associated with it. Some of them make perfect sense - they provide us fresh new content or service every time we use them, and the month-by-month fees make that economical. Others seemingly don't... Why do I need a subscription for my budgeting software? My Microsoft Office product? Or, as I read in an article this week, my John Deere tractor's computer!?

As much as subscriptions services may seem like a trend we'd like to see disappear, they aren't going anywhere. As technology continues to move to the cloud, the software and tools we use on our computers are becoming increasingly decentralized. That Office product you use every day? It has features that allow you to edit your files from anywhere and collaborate with your



CHET CROMER
Technology

colleagues in real time, and that's all in the cloud. That budgeting software that's so conveniently available on your computer AND your mobile devices? You guessed it... cloud. And that John Deere tractor computer... well, I'm not sure about that one, and it looks like farmers and lawyers aren't, either.

The subscription business model has been a big win for

software companies. Once you have a customer hooked on a small fee, they're less likely to drop it down the road. It's easier to get them to upgrade since you're not asking them for a large expense every few years. And all those servers and staff that make cloud operations possible? They're no longer a capital expense that you have to figure out how to overhaul every few years - your budget for improvements is built right into your scalable monthly service fees.

Subscriptions are not going away. While we'd all like to buy a copy of Microsoft Office off the shelf and not have to pay for it again for 5 years, we'd be missing out on many of the features and conveniences that we've come to appreciate and count on, even if we don't realize it. Many subscription models do offer business plans that allow you to mix and match levels of service with a fluctuating team as well, so it's a good idea to think ahead as you engage with these new types of service fees.

Our advice? Look at your business, your team, and your environment. Find the packages that suit you well and that will propel you forward effectively. If it costs an extra 10-15% to move to a subscription model that allows you to use software on all your devices and on the road it may be worth it. Don't try to cheat the system, but don't let it abuse you, either. Take advantage of features to simplify and take your data with you wherever you want to go with it.

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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facebook.com/HarrisGlenVenue

By Nicole Davis

Morgan County Business Leader

Stepping into Harris Glen Event Venue is like stepping into a storybook.

Elizabeth and Rob Meyer have designed their 30-acre Mooresville property to look like a British-style village with country gardens. The venue is home to two buildings and plenty of quaint spots for brides and grooms to host their ceremony and take photographs, for community events and educational workshops.

A labor of love, it's taken five years to get all the proper permits to open, build up the landscape, and prepare for guests to celebrate their special day. Already, the Meyers have one fundraiser and nine weddings booked for 2024, starting mid-August.

CREATING CONNECTIONS TO LAST A LIFETIME

The original idea was to use the land for a permaculture farm. The event venue came along as a financial way to support the farm. The Meyers have hosted events on their property before, including New Year's gatherings and an annual "pirate party" that guests still talk about to this day.

Elizabeth said she wants brides and grooms to tell their story through their special day. She even adds an upgrade to her services where she will help plan the couple's special day with unique touches. After all, storytelling is something in which she specializes.

She has a degree in digital storytelling and



Tea Time Setting

has taught for IUPUI, Ball State University, and Crossroads Bible College on multi-platform communications. She's also been a member of the Storytelling Arts of Indiana for 15 years. She worked as a senior manager at Endeavor Communications doing marketing and communications before leaving the company four years ago.

"This was always my dream through many of those years," Elizabeth said. "We wanted to engage people here. Connection is hardwired into us. We want to be in embodied communication and connection. So, I'm creating an environment for people to do that. That is where success will be measured."

ADDING CHARACTER AND CHARM TO THE VENUE

The property includes the two building venues - the Enchanted Story Cottage and "The Village Venue." On the outside, The Enchanted Story Cottage resembles a tudor-style home and inside, is designed to resemble a traditional British pub. The Village Venue, a barn currently under construction, is designed to hold up to 180 guests.

There are spots for ceremonies throughout the property, including a British Courtyard. Elizabeth built an authentic dry stack stone wall (meaning no mortar was used to hold it together) herself. There is also the original foundation of a 1920s home which is crumbled but the chimney foundation still stands. Elizabeth said they hope to make it look like an old cathedral fell over. Behind that structure are woods containing the remnants of an old rock quarry. The Meyers have used limestone they've dug up in the property's landscaping.

"I love little quirky things that bring that fairytale vibe back, character and charm," Elizabeth said. "That's important to the atmosphere but there's something more important and that is making it novel and memorable."

The Meyers are building the venue in the most financially savvy way possible. Many of the decorations and building materials have been sourced from Facebook marketplace and other community sales. She recycles and repurposes everything she can. For example, the light fixtures in the barn are repurposed from a church in Ohio. They've done much of the work themselves, from digging trenches to laying tile and glazing windows. They only recently hired professionals to help get the barn

together in time for their first wedding event of the year.

"My target market is for girls who can't afford the high-end stuff," Elizabeth said. "I'm pleased that because we've been resourceful, I can offer a moderate budget bride a dreamy place. I don't like the high end price tags being the first things they get in their marriage. There's a lot of moderate budget brides that want something more and can't afford it."

COMMUNITY CLASSES AND WORKSHOPS

Elizabeth said they will host community events, classes, and workshops as well. They recently held a tea party in the cottage. They will soon have a class on foraging. This winter, they're working with a thespian group to host an interactive performance of The Christmas Carol, where the audience will have chances to participate.

For businesses, she has experience in corporate engagement and can teach creativity. For example, the Indiana Department of Environmental Management invited her out where she taught the "six stories you can tell in 10 minutes or less."

GETTING THEM ON THE "WOW" FACTOR

Elizabeth said she plans to work on the venue in stages. Level one: get up and running and out the door. That's where they are currently. Level two is make it better. Level three is "wow."

"It's coming together but it's at that cusp of we're just grinding it out to get it up and open," she said. "It took five years to get through government regulations. The support of the county and the county planning committee made all the difference to me because I kept remembering how they bought into the idea."

"There is a tendency right now to decompress and not have it be a stressful day, to be intimate with the people around you," she said. "I love that thought We're going to try and slow your day down, make the day stand still."

She hasn't promoted too many images of the property yet, hoping that a prospective bride and groom will show up without preconceived ideas and be surprised and inspired by what they see on that first impression.

"I don't believe in selling anybody on the place," Elizabeth said. "I believe they'll come, and they'll understand if it's a good fit or not. I'm trying to get those brides who always had a dream, and we can make the dream connect for them in an unusual way. I hope to be connected enough to the brides that it's not a transactional thing. They can come back, take photos with their families in the future, come to events we'll have. The idea of it being a longer, ongoing thing would be great."

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Community-focused cancer care

No one wants to hear the word cancer at a healthcare appointment unless the words “it’s not” are in front of it.

Maybe you found a lump or spot, or just felt like something was off with your body. Maybe you went in for annual bloodwork and the results showed a potentially concerning change.

Even if you thought it could be cancer, the moment the doctor confirms can make the world feel like it’s stopped. Then comes the talk about next steps.

The good news is that cancer treatment has come a long way from when it was an almost guaranteed death sentence, and the National Cancer Institute says there are 18.1 million cancer survivors in the United States.

While many individuals may think they’ll need to travel to a big city for their treatments, that’s not always the case. Indiana University Health Morgan Cancer Center in Martinsville combines small town comfort with leading-edge medicine and highly-skilled providers to offer excellent care close to home.

First opened in 2003, this team has spent more than two decades caring for their neighbors, friends and family.

When you walk into the treatment space, you’ll see patients passing the time reading, watching a show, and chatting with each other or their care team. And if the beep of an alert goes off, those same friendly faces are right there to assess the situation and provide the excellent care they’ve dedicated their career to giving.

This team knows that for many patients, the saved trip to Indianapolis or other large city can be a massive relief on those days when their fight has left them exhausted mentally and physically. But more than that, having the Cancer Center right there in Morgan County means their lives aren’t put on as much of a hold as they might be.

Traveling for treatments can really cut into “normal life,” such as time with friends and family. Even an hour drive ends up being two hours



**JASON
KING**

of traveling per day, and the car time can really add up for those who have daily treatments.

IU Health Morgan Cancer Center is here to ensure community members get the cancer treatment they need so they can get back to what they love as soon as possible, and so they can continue doing those things they love for years to come.

“I feel so fortunate to have been able to get treatment for my breast cancer at the Cancer Center at IU Health Morgan,” says IU Health Foundation Board member Shannon Kohl. “The staff is so top notch, and they really care about all their patients.”

And in the event a patient’s needs extend beyond local capabilities, this group is part of the largest healthcare network in Indiana and will work with their patients to ensure they get connected to the care team they need for their individual cancer fight.

The Morgan Cancer Center is just once piece of the excellent care package that is IU Health Morgan. With a 24/7 emergency department and services including labs, surgeries, cardiac rehab, primary care, pediatrics, orthopedics and more—this team is dedicated to taking care of the communities that they call home.

Learn more at iuhealth.org/morgan.

Jason King, DNP, RN, CENP is the Chief Operating Officer officer at Indiana University Health Morgan. In service to his profession and community, King participates actively in several nursing organizations and local and regional boards. King leads daily operations at IU Health Morgan and plays a key role in continuing its service as a successful outpatient facility.

Marks named CIO at Home Bank

Home Bank’s Board of Directors has named Christopher Marks as Senior Vice President and Chief Information Officer. The appointment was made at the bank’s annual meeting in April.

Marks joined Home Bank in 2021 after over 18 years of diverse industry experience. To his new role, he brings a background in information technology, disaster recovery/business continuity, lending, human resources, and retail banking. Marks, who most recently served as Home Bank’s Vice President and Director of

Information Technology, is a graduate of Indiana University-Bloomington and also holds designation as a Certified Banking Cybersecurity Manager from the SBS Institute.



Marks

As CIO, Marks will serve as a member of the bank’s executive team. “Chris brings outstanding experience, personal qualities, and professional skillsets to this new role,” stated Lisa Arnold, President and CEO. “We are thrilled to have Chris join us in senior leadership at Home Bank.”

Six reasons you really ought to tell them

Recognition, the act of acknowledging and appreciating employees' contributions, is not merely a gesture of goodwill; it is a strategic tool that can significantly enhance organizational performance, employee engagement, and overall workplace culture. Simply said, recognition plays a crucial role in fostering a positive and motivated workforce and here are six reasons why...

REASON 1: BOOSTS MORALE AND MOTIVATION

Recognition serves as a powerful motivator. The Gallup organization, through decades of research shows us that when employees feel that their efforts are noticed and valued, they are more likely to be engaged and committed to their work. This sense of appreciation can lead to increased job satisfaction and loyalty. According to a Gallup survey, employees who receive regular recognition are more productive, engaged, and more likely to stay with their organization. The simple act of acknowledging hard work and achievements can ignite a sense of purpose and drive, propelling employees to maintain or even exceed their performance levels.

REASON 2: ENHANCING EMPLOYEE ENGAGEMENT

Employee engagement is a critical determinant of organizational success. Engaged employees are emotionally invested in their work and are willing to go the extra mile to achieve company goals. Recognition plays a pivotal role in nurturing this engagement. When employees are recognized, it reinforces their sense of belonging and significance within the company. They feel that their contributions matter and that they are an integral part of the organization's success. This heightened sense of connection can lead to increased collaboration, innovation, and a proactive approach to problem-solving.



**JACK
KLEMEYER**

REASON 3: FOSTERING A POSITIVE WORKPLACE CULTURE

A culture of recognition cultivates a positive and inclusive workplace environment. When recognition is ingrained in the organizational culture, it creates a ripple effect that influences overall employee behavior and attitudes. Employees are more likely to support and appreciate one another, leading to a more cohesive and harmonious work environment. This positive culture not only enhances employee satisfaction but also attracts top talent, as prospective employees are drawn to companies that are known for valuing and appreciating their workforce.

REASON 4: IMPROVING RETENTION RATES

Employee turnover is a significant challenge for many organizations. High turnover rates can be costly, frustrating and disruptive, affecting morale and productivity. Recognition is a powerful tool for improving employee retention. When employees feel valued, they are more likely to develop a strong emotional attachment to their workplace, reducing the likelihood of them seeking opportunities elsewhere. A study by Deloitte found that organizations with effective recognition programs have 31% lower voluntary turnover rates. This demonstrates that investing in recognition is not only beneficial for employee satisfaction but also for the organization's bottom line.

REASON 5: ENCOURAGING CONTINUOUS IMPROVEMENT

Recognition can also drive continuous improvement and excellence. By acknowledging and rewarding high performance, organizations set a benchmark for all employees. This creates a healthy competitive environment where employees are motivated to improve their skills and performance to gain recognition. When specific achievements are recognized, it provides clear examples of desired behaviors and outcomes, guiding other employees towards similar accomplishments. This continuous cycle of recognition and improvement contributes to the overall growth and success of the organization.

REASON 6: BUILDING TRUST AND STRENGTHENING RELATIONSHIPS

Trust is a cornerstone of any successful organization. Recognition helps build trust between employees and management. When employees see that their leaders consistently recognize and appreciate their efforts, it builds credibility and

trust. This trust is essential for open communication and collaboration. Employees are more likely to share ideas, voice concerns, and contribute to decision-making processes when they trust that their input will be valued and recognized. Stronger relationships between employees and management lead to a more resilient and adaptable organization.

Recognition is far more than a simple pat on the back; it is a vital component of a thriving workplace. By boosting morale, enhancing engagement, fostering a positive culture, improving retention, encouraging continuous improvement, and building trust, recognition creates a foundation for sustained organizational success. Leaders and managers should prioritize recognition as a strategic initiative, integrating it into the core values and daily practices of their organization. When they do so, they not only uplift their employees but also drive the entire organization towards greater achievements and a brighter future.

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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IU Health Morgan recognizes 100th anniversary with senate concurrent resolution twenty-four

Indiana University Health Morgan team members, regional IU Health leaders, IU Health Foundation board members and Senator Rodric Bray with the Indiana State Senate came together on Tuesday, May 14, to recognize the 100th anniversary of the healthcare facility.

“Morgan County Memorial Hospital, the county’s first hospital, opened its doors on Main Street a little over 100 years ago,” said Jason King, DNP, RN, CENP, FAONL, IU Health Morgan Chief Operating Officer and Chief Nursing Officer. “A lot has changed over this time, including the facility’s location and name, but a dedication to the community has remained steadfast.”

“The deep history of this team symbolizes a promise IU Health has delivered on—to provide care to the Morgan community,” said IU Health South Central Region President Denzil Ross. “So today, while we celebrate all that Morgan has been and will continue to be, I commend our team members and leaders for making a difference by delivering quality care to patients and each other.”

Senator Bray, who grew up in Martinsville, spoke of how his own family has received care at IU Health Morgan through the years before he proceeded with a reading of the resolution:

A CONCURRENT RESOLUTION recognizing the 100th anniversary of Indiana University Health Morgan (“IU Health Morgan”).

WHEREAS,

In April 1924, Indiana University Health Morgan (IU



Health Morgan) was first established as Morgan County Memorial Hospital to serve the people of Morgan County by local factory manager J.W. Hussey in memory of his son, Jack;

WHEREAS,

Today, IU Health Morgan provides a multitude of programs and treatments to Morgan County and its surrounding communities, including cancer treatment, wellness and rehabilitation programs, emergency and primary care, as well as surgery, radiology, laboratory, and pharmacy services;

WHEREAS,

IU Health Morgan is committed to serving the community beyond rendering medical care, as shown by its partnerships with local nonprofit and community organizations, including Stability First, the YMCA of Morgan County, and the local veterans’ association, as well as by its annual day of service, where staff volunteer their time to aid neighborhood causes, such as cleaning parks or assisting at schools;

WHEREAS,

In 2018 and 2022, the American Nurses Credentialing Center recognized IU Health Morgan’s culture of sustained excellence by bestowing upon it the Pathway to Excellence designation; and

WHEREAS, IU Health Morgan celebrates 100 years of community service in 2024:

Therefore,

Be it resolved by the Senate of the General Assembly of the State of Indiana, the House of Representatives concurring:

SECTION 1. That the Indiana General Assembly recognizes and celebrates the 100th anniversary of Indiana University Health Morgan.

SECTION 2. The Secretary of the Senate is hereby directed to transmit a copy of this Resolution to Jason King, Vice-President, Chief Operating Officer, and Chief Nursing Officer for IU Health Morgan.

Adopted by voice vote this twenty-seventh day of February, 2024.

Sponsoring Representative: Peggy Mayfield

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Please let me know if there are any topics that you would enjoy being discussed. I can be reached at 317-831-5279 or JodWoods@EconomyHVAC.com.

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