

WHERE MORGAN COUNTY BUSINESS COMES FIRST

BUSINESS LEADER

MORGAN COUNTY

January 2025



CONVEYING WITH EXPERTISE

Mainline Conveyor Systems President Terry Smith moves the company forward with innovative practices and drawing upon employees' longtime experience



LEGACY
BUSINESS CONSULTANTS

Improving Leadership, Culture, and Employee Retention
LegacyBusinessConsultants.net

IN THIS ISSUE

An approach to motivation.....2

The strength zone progression: Moving from good to great to genius3

Getting on your level.....4

Has Cryptocurrency's time come?.....5

Conveying with expertise.....6

A home for a lifelong dream.....8

Tech tools to help you reach your goals.....9

When leaders don't or aren't leading.....10

How quickly 2024 has passed!11

Combat winter woes...12

How to make a good profit.....12

An approach to motivation

The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

Vince Lombardi

Do you love to win or hate to lose?

Terry Smith, owner of Mainline Conveyor Systems, who is featured on the cover of this edition's Morgan County Business Leader, shared this question with us in a recent meeting. For those who haven't been posed this question before, you may think that both are true for most people, yes? Everyone loves to win, and everyone hates to lose. It's more about determining your own motivation and leaning into that to be successful in whatever endeavor you're working toward. For Smith, he said he's a "love to win" type of person. "Losing is fine, but I love to win," he said. "I enjoy growth, I enjoy making a difference in people's lives and celebrating success."

This question is often used in sales to determine a person's approach to their work and ensure their methods are successful, or in job interviews to learn more about the mindset of a candidate. We all love to win, and we all hate to lose, but which incentive is stronger? Those who love to win are motivated by the satisfaction of achieving a goal while those who hate to lose are motivated by an aversion to the negative consequences and feelings associated with losing. Those who love to win often view stress as a challenge as opposed to a threat and recover from losses quickly and use them as learning opportunities. Those who hate to lose are often more competitive because losing is not an option. They may act more



JIM HESS
From the Publisher

cautiously due to a loss aversion, to avoid failure, and dwell on the setbacks.

We can take lessons from both stances and a healthy approach to success may lie somewhere in the middle. When you win, study why you won. You can utilize that strategy for future improvement. When you lose, study why you lost and learn from past mistakes. We must all learn to embrace failure and challenges presented to us as part of the process that eventually leads us to a win that we can celebrate. We must all build a resilience to failure and embrace the idea that calculated risks are essential for growth, both personally and in business. By embracing the positive attributes of both mindsets, we can find a balance between loving to win and learning from our losses.

Of course, there's no "right answer" to this question. It's more something to consider, a little self-reflection. What motivates you to succeed in 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

ESTABLISHED 2006
Vol. 19, No. 8

Phone: (317) 418-7925

E-mail: jim@morgancountybusinessleader.com

Publisher: Jim Hess

Copy Editor: Sherry Smith








Writer: Nicole Davis

Design/Production: Zach Ross

The Morgan County Business Leader is published monthly and direct-mailed to Morgan County businesses free of charge. Subscribe at morgancountybusinessleader.com

Do you know where to go when you need medical care?

Knowing where to go for care can save you time and money.

 <p>On-Demand Virtual Visits</p> <p>You are experiencing a medical condition in Indiana that is not life-threatening and does not need in-person treatment. (age 2+)</p> <p>Examples:</p> <ul style="list-style-type: none"> Abdominal pain or stomachaches Allergic reactions Common cold and flu-like symptoms Headaches Minor burns Minor cuts, scrapes and bites Sexually transmitted infections Sore throat Sprains or strains Upper respiratory infections Urinary tract infections 	 <p>Primary care physician and walk-ins</p> <p>You are experiencing a medical condition that is not life-threatening.</p> <p>Examples:</p> <ul style="list-style-type: none"> Abdominal pain or stomachaches Allergic reactions Chronic illnesses Common cold and flu-like symptoms Cuts, scrapes and bites Earaches Headaches Minor burns Sexually transmitted infections Sports physicals Sprains or strains Strep and sore throat Upper respiratory infections Urinary tract infections 	 <p>Ortho walk-in (Bloomington)</p> <p>You are experiencing a medical condition that is not life-threatening and needs urgent attention.</p> <p>Examples:</p> <ul style="list-style-type: none"> Broken bones or sports injuries Bone, joint or muscle injuries Dislocations, sprains or swollen joints Injuries within the last couple of days
 	 <p>Emergency room</p> <p>Your medical condition is life-threatening or could result in permanent disability.</p> <p>Examples:</p> <ul style="list-style-type: none"> Allergic reaction where it's hard to breathe Heart attack Heavy bleeding Loss of consciousness Poisoning or suspected poisoning Seizures Severe abdominal pain Severe burns Severe chest pain or sudden extreme difficulty breathing Severe head trauma Stroke, sudden paralysis or slurred speech Visibly broken bones 	 <p>Urgent care (Bloomington)</p> <p>You are experiencing a medical condition that is not life-threatening and needs urgent attention</p> <p>Examples:</p> <ul style="list-style-type: none"> Abdominal pain or stomachaches Allergic reactions Common cold and flu-like symptoms Cuts, scrapes and bites Earaches Fractures Headaches Minor burns Sexually transmitted infections Sports physicals Sprains or strains Strep and sore throat Upper respiratory infections Urinary tract infections

Scan the QR code with your cell phone camera to find the care location that's best for you. Or visit iuhealth.org/careforyou.

©2024 IUHealth 12/24

The strength zone progression: Moving from good to great to genius

One of the most helpful things you can do as a leader is understand your strengths and make every effort to operate within them. When you focus on your strengths, not only do you perform better, but you also feel more fulfilled and can lead others more effectively. To maximize the full potential of your strengths, it's essential to categorize them into three levels: Good, Great, and Genius.

GOOD: THE FOUNDATION OF YOUR STRENGTHS

At the "Good" level, you are operating within your natural abilities. These are the tasks and responsibilities that come relatively easily to you. You perform them well and can do so consistently, but they may not push you to your limits. Working at this level is comfortable, and you often see solid results. However, if you remain solely at the "Good" level, you might miss out on the deeper satisfaction and greater impact that come from pushing beyond the basics.

GREAT: STEPPING INTO YOUR POTENTIAL

Moving into the "Great" level means that you are beginning to stretch beyond your comfort zone. You are not only working in your areas of strength but also refining and enhancing them. At this stage, you begin to see the significant impact of your abilities on those around you. Others start to recognize you as a leader who excels in specific areas, and you feel a greater sense of achievement.

In this phase, you may take on challenges that require you to innovate or lead in new ways. Perhaps you begin mentoring others and sharing your expertise to elevate your team's performance. The "Great" level is about leveraging your strengths to create more value for yourself and your organization.

GENIUS: MASTERING YOUR STRENGTHS

The "Genius" level is where you achieve mastery. Here, you operate at the peak of your abilities, and your work feels effortless and impactful. You are not just good or great at what you do; you are a leader in your field that others look up to for inspiration and guidance. At this level, you're not just doing the work—you're defining how it should be done.

Reaching the "Genius" level requires intentional growth, consistent learning, and the willingness to push past the boundaries of what is familiar. It's about truly understanding your strengths and using them in ways that make a massive difference.

THE IMPORTANCE OF OPERATING IN YOUR STRENGTH ZONES

When you align your work with your strengths, particularly at the highest level of your abilities, you not only contribute more



**JOHN
BARRETT**

effectively but also find greater fulfillment in your role. Leaders who operate in their "Genius" zone are more passionate, driven, and capable of inspiring those around them.

Focusing on your strengths at the highest level doesn't just benefit you; it elevates your entire team. When you lead from a place of strength, you model what excellence looks like, setting a standard that encourages others to do the same.

HOW TO SPEND MORE TIME IN YOUR GENIUS ZONE

- 1. Identify Your Strengths:** Take the time to reflect on what you're naturally good at and what activities make you feel energized and fulfilled.
- 2. Delegate To Elevate:** Push down tasks that don't align with your strengths to others who may be better suited for them, allowing you to focus more on your "Genius" level activities.
- 3. Continuous Learning:** Invest in your development. Whether through specific training, coaching, or personal growth, continually seek to improve and deepen your expertise.
- 4. Seek Feedback:** Regularly ask for feedback from peers, mentors, and your team to understand how you're perceived and where you can push further into your strengths.
- 5. Focus On Impact:** Align your strengths with areas where you can make the most significant impact. The more your work aligns with your highest strengths, the more influence you will have.

It's vital for you to aim for your "Genius" zone, where your strengths are fully leveraged to create the most significant impact. By striving to operate at this highest level, you not only achieve more but also inspire others to do the same. Remember, growth must be intentional, and the journey from Good to Great to Genius is one worth taking for you and everyone around you.

John, a member of Legacy Business Consultants, has been helping leaders for over twenty years. As a certified coach, speaker, and trainer he has worked with Fortune 500 companies, entrepreneurs, non-profits, and individuals who have leveled up their success through his coaching. Invest into your leadership ability and you will be directly investing into the future you desire to experience. You can reach John at www.johnbarrettleadership.com

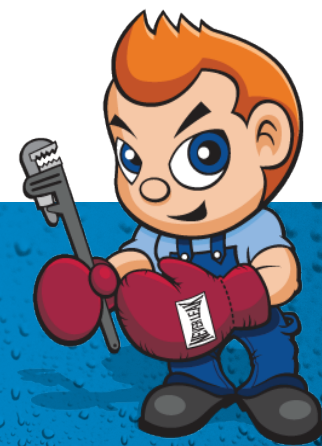
FITE^{LLC}
PLUMBING

FITEPLUMBING.COM
2908 EAST MAIN STREET
PLAINFIELD, IN 46168
LICENSE# CO19400024



At Fite Plumbing, we take pride in our work and strive to provide the best service for Central Indiana businesses and homes. A family-owned industry leader for 30+ years... we offer full and emergency-response services!

**CALL 317-271-5400
TO REQUEST AN APPOINTMENT**



**Serving Morgan County
and all of Central Indiana**

Getting on your level

ECOLIFT CONCRETE LEVELING

Owner: Steve Waddelow
Address: Martinsville, IN 46151
Email: steve@ecoliftllc.com
Phone: (317) 777-4973
Web: ecoliftllc.com

By Nicole Davis

Morgan County Business Leader

There's nothing more gratifying than a job well done. Steve Waddelow has grown his business, EcoLift Concrete Leveling, by offering quality concrete leveling services at a fair price. That dedication to the craft is paying off. Last year business was busier than ever so he's planning on how to manage that success for this next season.

"It's growing like crazy and I'm loving it," he said. "It's the satisfaction of seeing the smile on a customer's face. It's hard work, but there's the satisfaction of having a pleased customer and knowing they received something of value that is going to take care of their issues."

Waddelow spent 15 years in the waterproofing foundation industry doing installation and later sales, for both large and small companies. The most recent business he worked for didn't offer concrete leveling, instead subcontracting that work out. Through that, Waddelow saw that the demand was there and ultimately decided to go to work for himself, founding EcoLift Concrete Leveling at the beginning of 2023.

"I saw an opportunity and a rapidly growing industry," he said. "I could offer my client a personal touch, a confidence that it's getting done right with the same method, same technologies that the big companies were using, and I could do it at a lot lower cost."

GETTING IT RIGHT THE FIRST TIME

EcoLift offers concrete leveling for driveways, sidewalks, patios, pool decks, and even garage floors. As its name implies, EcoLift offers products that are more eco-friendly for this industry such as Polyurethane Foam Injection. Repairing concrete as opposed to replacing it is also the most sustainable practice.

EcoLift offers a five-year warranty on all its work.

"A successful businessman once made a comment that 'the best warranty is the warranty you never have to use,'" Waddelow said. "I don't want to have callbacks. That's why I try to do the job right the first time. I also want to be available so that if there



Steve Waddelow

Photo by Nicole Davis

are callbacks, I get to them immediately. In any business, everything isn't going to go perfectly all the time. When a customer does call me with an issue, I want them to be happy that they went with me."

Waddelow said he's a people person and believes that being personable when he shows up to quote a job has been a factor in his success.

"I'm not pushy," he said. "When I go in to do a quote, I'm not

like a salesman that's going to sit there and twist your arm until you sign a bunch of paperwork. I say 'here's what I can do for you. If you choose to use me, great, give me a call.' Then I leave. There's no pressure. Whatever reason they chose me for, whether it's because of the reviews they saw, a referral they got, or just because they liked me when I showed up at their house, I'm just happy that they chose me. In all my years of sales, I learned that when you push people into something then it's harder to please them with the outcome. If they choose me, then it's easier to have a happy customer."

LEVELING LOCALLY

EcoLift serves all of central Indiana or within an hour of Waddelow's Martinsville home base. Much of his work has been closer to the Northside of Indianapolis, but approximately 30% of his clientele came from Morgan County last year, up from the previous year.

"I'm really trying to break into this south of Indy area," he said. "A lot of your bigger companies don't target this area as much because it's more rural and they want to target the more urban, populated areas. I feel like this is a kind of a forgotten area. The bigger companies will come down here, granted they charge more because they have to drive further. But I'm local. I found over the years, it tends to be more true in your more rural communities, that people are more apt to contract a local company."

Even though business is booming for EcoLift, due to weather limitations, Waddelow can only work spring through late fall. He said he entered his second season, 2024, with two months already booked full so he looks forward to a promising start to 2025.

KEEPING UP WITH DEMAND

This past season, Waddelow said time became a challenge. The business was busy enough that while he was able to keep up, it would have been easier to have an employee to help. He had some people he contracted to help from time to time, but he's looking at adding another full-time person this year. It's important, though, that he hires the right person who will meet his own standards for quality of work.

If business continues this same path of growth, Waddelow said as he continues to hire more employees, he hopes to eventually spend more of his time meeting with customers and ensuring the quality is top notch on every job. For this season though, he plans to continue doing what he's been doing and offer the same level of service that's gotten him this far.

"BOOK YOUR NEXT MEETING WITH US"

BRICKHOUSE ON MAIN

Weddings and Events

- Full-Service Planning
- Decor Packages
- In House Catering
- Themed Events
- AV Available

128 N. Main Street
Martinsville, IN 46151

765.346.3222
Brickhouseonmain128@gmail.com

Hate the hassle? Head to Hobson!



655 West Southview Drive
Martinsville • 765-342-3385

#hatethehassle

Has Cryptocurrency's time come?

Yet another one of my friends asked me about bitcoin the other day. I gave my now well-practiced, standard answer that I know little about it but consider it a speculative investment, meaning if they buy some, they should be prepared to lose the entire investment.

As an individual bitcoin's value broke through \$100k recently, the financial media seemed unable to focus on little else. At least for a few days. With that added media attention, more investors have begun paying attention to it. I would caution them greatly. Bitcoin, in my opinion, is the 21st century's ultimate fiat currency. That could be a good thing, or it could be a disaster... kind of like the history of Dutch tulip bulb trading.

To attempt an understanding of bitcoin, one must first understand the concept of a fiat currency. A fiat currency is not based on the value of a sexy, little, Italian sports car. No, fiat money is typically a government-issued currency that is not backed by any physical commodity like a pile of gold or silver.

It's backed instead by the full faith and credit of the government that issues it. The British pound, Euro, Chinese yuan, and yes, the US dollar are all fiat currencies. Most modern paper currencies are.

Why would governments want to issue a currency that has no tangible value? It's all



about control. And

No, I don't mean mysterious drones flying over New Jersey with people panicking and thinking "Someone is out to get me!" control. It's about massaging, managing, and influencing national economies. Governments attempt this by controlling how much money is printed. Too little money, and economies may go into a recession or even depression; too much, and economies can experience hyperinflation.

So where does bitcoin and its crypto brethren fit in? They are all fiat currencies. They have no tangible assets underlying them to give them intrinsic value. The only value cryptocurrency has lies in the belief of people thinking it has value. When that belief is shaken, crypto, like other fiat currencies, can suffer significant declines in value.

So, what does modern-day cryptocurrency

have to do with the history of Dutch tulip bulb trading? A few years back, 1634 actually, the Dutch Republic was one of the world's leading economic and financial powers. (Remember the "Dutch East India Trading Company" from history class?) One significant Dutch trading commodity was tulip bulbs. Back in 1634, a meteoric rise in tulip bulb prices began. By 1637, single tulip bulbs were being sold for 10 times the annual income of a skilled workman. Imagine that. A single tulip bulb selling today for \$500,000 to \$750,000.00. Trading receipts show that a single bulb traded for 12 acres of land.

--- FYI just two years ago, in December of 2022, a single bitcoin was valued at \$17,232.00 +/- . As of press time, it now stands around \$101,250.00 +/- per bitcoin... but back to tulip bulbs. ---

In February 1637, the tulip bulb market's bottom fell out. Bulb prices collapsed dramatically, and trading bulbs eventually just stopped. Investors, speculators, businesses, and entire families were ruined.

Is that what lies ahead for bitcoin and other cryptocurrencies? I don't know.

What is bitcoin? Simple really. A bitcoin is a number. Yep, just a number. It is an electronic fiat currency. It has no physical existence. How valuable is it? It depends entirely on how much

value people think it has. Think about that. The more people who believe it has value, the more scarce, speculative, tradable, and valuable it can become.

How to best understand it? Try this: Take a dollar bill out of your purse or wallet. What are you actually looking at? A piece of paper--with a number on it. Bitcoin is an electronic piece of paper--with a number on it. And just like the history of paper currency in our country and many others, until enough people came to accept that pieces of paper with numbers on them had actual value and could be used for commerce between themselves, dollars were a very speculative thing. Now the US Dollar is the foundational currency of the world. And bitcoin? Until I can pull into my local McDonald's drive-thru and easily pay for my Iced McMocha with crypto, I'm gonna wait a while before considering it as something I want to include in my investment portfolio in lieu of cash. With that said, crypto's time may come. And sooner than we know it.

Jeff Binkley is the Founder and Managing Director of Binkley Wealth Management Group. An Independent Fee-Only Registered Investment Advisory Firm. Mr. Binkley is adding a few new select clients from those who qualify. For further information or an appointment contact him at Jeff@thebinkleygroup.com or (317)697-1618

MAXIMUM RELIABILITY,
EFFICIENCY AND COMFORT.

Economy
HEATING - AIR COND - PLUMBING

317-831-5279
ECONOMYHEATINGANDAIR.COM

ROMANS 12:10-11



TRANE[®]

It's Hard To Stop A Trane.[®]



CONVEYING WITH

*Mainline Conveyor Systems
President Terry Smith moves the
company forward with innovative
practices and drawing upon
employees' longtime experience*

By Nicole Davis

Morgan County Business Leader

The staff at Mainline Conveyor Systems have a level of experience that goes above and beyond the norm. Many of its employees have worked in the industry for multiple decades, experts in their field, even before Mainline was founded. Since purchasing the business three years ago, President Terry Smith has worked to utilize that experience and added additional modern technology with a goal of growing the business to the next level.

GROWING UP THE LINE

Mainline Conveyor Systems opened in 1991, founded by Roger Brown, and located off State Road 144 in Mooresville. The business originally sold parts for conveyor systems for corrugated box manufacturers. Over time, the business grew from a parts manufacturer to a system manufacturer, making full conveyor systems for the corrugated box industry and installing those systems. Today, Mainline does everything in-house, starting with raw steel and ending with a fully assembled product.

Smith purchased the business from Brown in 2022. He had worked for Brown when he was a young teenager, getting to see the beginning stages of making parts and how those parts came together. He came back during college and interned for a semester in the office. He maintained the relationship over the years even after leaving to spend the first part of his career with Hewlett-Packard and later Exact Target/Salesforce.

"I've always been entrepreneurial at heart," he said. "I've always wanted to have something that was mine. I had worked up until a point where I was successful in my own right in the technology space and looking for more. I was at a point where I could walk away and leave my previous team and boss in a good position at Salesforce. I felt like I could make an impact, bring in some of those lessons I learned in technology to bear here."

The company already had a strong foundation and Smith wanted to improve upon that.

"The great thing was it had been a successful business for a number of years with no financing, no debt, cash positive and well respected in the industry," he said. "But there was this opportunity with technology, with process, with people, to improve

MAINLINE CONVEYOR SYSTEMS

President: Terry Smith

Address: 3301 Hancel Circle, Mooresville, IN 46158

Phone: (317) 831-2795

Web: mainlineconveyor.com

up and grow upon what was already in place. Roger wanted to run a business, run it quietly and let word of mouth speak for itself. I am taking the opposite approach. I want to be a leader in the community. I want to be known in the community. I want to use marketing and technology and everything I learned in the high-tech world to grow that side of the business."

SOLID WORKFORCE, SOLID SERVICE

Mainline Conveyor Systems relocated to 3301 Hancel Circle, Mooresville in Flagstaff Business Park, going from a 16,000-square-foot building to 96,000 square feet. This allows for expansion and improved production capability. They lease 30,000 of that, leaving open the possibility for further expansion. Since the relocation, Smith said they've nearly doubled their own efficiency and ability to get products out in a shorter time span.

Smith said he also wants to create a positive work environment for his employees to thrive, to be a destination where people want to come to work.

"I think when you build that environment, people are willing to help each other and grow and celebrate success as a whole, not as an individual," he said.

He's not only increased wages but introduced programs to improve individual's lives. One such program is volunteer time off. Employees get two paid days, or 16 hours, each year to take off for volunteer efforts of their choice.

"It's a very family friendly environment," said Logan Allen, director of mechanical engineering who has worked for Mainline for eight years. It's why he chose to remain at Mainline after his college internship with the business. "We always try to hold family values first, so if your kids are sick or anything like that, they are always very accommodating."

Smith believes his staff and their long-term experience are what's ultimately led to the continued success of Mainline. The business currently has 56 employees, with 16 of those being installation technicians who travel the country to install the systems. The remainder of the staff is based in Mooresville.

"We have a very solid workforce, and I think that's what really separates us from our competitors right now," said Brandon Martin, vice president of operations who has worked for



Team at Mainline Conveyor

Mainline going on 10 years in April. "We have the experience and the stability in the production."

The experience also leads to greater consistency in product and service.

"One thing I hold myself to is, I don't miss commitments," Martin said. "I haven't missed a commitment to a customer in over five years as far as getting the equipment to the job site for our installs. Even through COVID, we made it on time. I think that's what's helped grow the business is that dependability on us being able to do deliver our commitment we make to the customers."

HISTORY WORTH CELEBRATING

Many of its employees have lifelong experience in the industry, coming from other corrugated conveyor companies or beginning their careers with Mainline. A handful of employees have worked there since the early days of the company's founding.

Thor Schmidt, vice president for electrical engineering, has worked at Mainline for 10 years with 40 years of experience in

Economy

HEATING - AIR COND - PLUMBING

WITH EXPERTISE



the industry. At the time he was hired, Mainline only handled the mechanical aspects of its conveyor belt systems and didn't do the engineering or electrical in house.

"The first thing I did was hire installation guys so what we could become a bigger company," he said. "We started with three or four and we're up to 16. We have seven or eight we can contract out so we can have up to 25 guys on the road. We went from being a company that did small systems to more of an installation and manufacturing company that installs larger systems, and we do our own electrical engineering inside."

Technology has changed the installation side of the business greatly as well. Customers can elect to place cameras around the machines for Mainline to have access. If there is an electrical problem with a system anywhere in the nation, that problem can be addressed quickly.

Dave Abbott, who works in the fabrication department, has the longest running tenure at this time, coming to work for Brown near the start of the company's inception. When he joined the company, he already had decades of experience. He's been in

this line of work since 1976. At that time, he said Brown only had a welder and a paint booth, slowly expanding from there.

"When we were smaller, not only did we have to make the product but then we'd go out and install it," he said. "I think I've been to every state but about eight states to put equipment in. We would install it then come back to the shop and once we got so much ready, we'd go out again."

Today, Abbott said he enjoys sticking with fabrication which is a lot less demanding than doing it all. He also enjoys sharing his knowledge with the younger workers coming in today.

That expertise has been used for more than training staff. When it came time to relocate, Abbott said he and a group of staff were asked to design the layout of the new shop.

"We were so confined in a small area before," he said. "We were running into each other. Terry said, 'you guys get together, here's a blueprint, you put in where you want your stuff, where it's going to be good for you.' He gave us the freedom to design it how we wanted it. We designed it so we can saw the material, drill it, machine it and it goes to the next department. Before we

didn't have that ability. It piled up and we had to move it two or three times. We made it flow. Because some of us had experience doing this before, we knew what was going to work and what would not. Coming over here has made a world of difference."

Doug Hall, assembly supervisor, is another longtime employee, joining Mainline in 2000. He's worked in the industry for more than 38 years. He said he's had people ask when he is going to retire but says he has no plans to do such a thing as he enjoys his work, his fellow employees, and his bosses.

"We're spoiled here," he said. "This building is five, six times bigger than the older building. It's made things a lot easier and safer. I like working with the people. Roger treated me well. Terry treats me well. I enjoy what I'm doing. You have to enjoy it, or you would not do it for 24 years."

TAKE A NEW APPROACH TO CONVEYOR SYSTEMS

With a technology background, Smith has looked to implement modern changes throughout the business, from cutting back on paper usage for things that can be done digitally to obtaining a grant to purchase a robotic welding system which has increased efficiency and consistency in the welding department.

As the head of engineering, Allen said in the last few years, he's seen changes such as faster technology, better programs to work with, and other things that have made his job easier and faster. Mainline most recently hired two additional engineers, for a total of four, and Allen said he looks forward to what the future holds in his department.

"I'm looking forward to the capabilities that we will have with that extra manpower," Allen said. "It opens it up to where we can handle the current capacity plus a little more. We can do more research and development, design new things we've never done before or that our industry has never seen before."

They've already developed a couple of new-to-market products, including a telescoping conveyor that retracts back like a draw bridge so people can walk through it safely, and then it retracts back.

"We've taken this approach of rethinking conveyor systems," Smith said. "If you look at the equipment we're making, a lot of it looks exactly the same as it did 30 years ago. Everything has been standardized in the industry over a long, long period of time. We're looking at what customers actually need and want, not just what we have always done right."

The demand for corrugated boxes is higher than ever, especially coming out of the COVID-19 pandemic, with individuals ordering more things online. Smith said now that Mainline has room to grow and increase its efficiency, he hopes to start taking more of that market share.

317-831-5279

www.EconomyHeatingAndAir.com

A home for a lifelong dream

THE POTTER'S CLAY

Owner: Pat Stanton
Address: 10030 N. Rooker Road
Mooresville, IN 46158
Phone: (317) 796-7815

By Nicole Davis

Morgan County Business Leader

Opening her own gift shop is a dream come true and decades in the making. Pat Stanton officially opened The Potter's Clay to the public in December but she's been making and selling her pieces for much longer.

"This is 50 years in the making," she said. "This is really special to me, something I've built it up over a long period of time."

Pat has felt enamored with pottery ever since she threw her first piece when she was a junior in high school where her class had a brief pottery unit. She graduated in 1973 and went on to Greenville College, where she met her husband, Dale Stanton. She left college in '75 and shortly after decided to go to school to become an x-ray technician instead but always continued her passion for working with clay. She purchased a pottery wheel and small kiln for home, slowly adding to her craft over time.

She and Dale married in 1976 and had two children. Life occasionally put her pottery making on hold but she always found her way back. She took classes at Purdue University and later Herron School of Art and Design while she worked. She's also taken classes and worked with other local pottery businesses and artists.

IT STARTED WITH A CRAFT FAIR

Many years ago, a local school had a craft fair, so Pat began making small jewelry pieces to sell there. She's continued to participate in craft fairs ever since, nowadays in the fall at Anderson Orchard and in winter at the Center Grove Craft Fair and Gingerbread Christmas in Plainfield.

More than 30 years ago, the Stanton's sons were attending a Christian school, in the same grade as the children of the owners of Anderson Orchard in Mooresville. Pat said she pitched the idea of having a craft fair between the trees in the orchard, with proceeds going toward the school. The owners at that time, Carolyn and Paul Anderson, liked the idea and after working out the logistics of parking and traffic, a craft fair began there that continues to this day. Pat was among the first vendors and though she has missed a couple, she continues to participate in this fair.

Most recently, Pat began making ornaments for small businesses to sell. She has apple-shaped ornaments with the Anderson Orchard logo for them, bee and honeycomb-themed ornaments for Hunter's Honey Farm in Martinsville and lavender



Photo by Nicole Davis

ornaments for a lavender farm in Pennsylvania.

"I hope to expand that list," she said. "They're just cute, fun, and collectible. I'd like to come up with designs every year."

Pat has taught pottery classes over the years and while she has no plans to teach again in the near future, there is one exception. Last year, she was put in touch with Lara DePoy, founder of The Jackson Center, a conductive education program for children and adults with motor challenges. DePoy asked Pat to teach a class for the center's 2024 summer camp. Planning for thirty-four participants during a two-day span, Pat knew she couldn't teach it by herself. She had recently joined a sorority, Tri Kappa Delta Iota, and asked for assistance. Ladies from the sorority not only volunteered their time but also helped with the cost. They assisted the participants in making dishes painted with stencils and dabbing on an underglaze.

"It was a huge success," Pat said. "So that is the latest kick-off with clay in my repertoire, and I hope that it will still continue."

THE OPPORTUNITY TO OPEN A STUDIO

When Pat and Dale built their current Mooresville home in 1994, Dale expressed a desire to have a barn. Pat requested to section off a piece of that barn for her to have a studio. They built the shop in '97 and Pat has had her studio there since.

The past six months or so, Pat said she and her family worked to transform an additional section of that barn into a gift shop, a space she could open to the public. She and Dale had remodeled their kitchen and repurposed the old cabinets for storage in the shop and transformed the old flooring into shelves. Some of the displays are new and over time, she's built a good collection of pieces to sell, everything from jewelry and ornaments to cookware and household decorations. She officially hosted her first open house in mid-December.

"This is finally the opportunity to do it," she said. "I've had a lot of help from my husband and my family. This is a dream that's been a long time in the making. The Lord is just blessing me all over the place. I want this to be a blessing to other people."

Her hours are by appointment only. She plans to have open house hours when she pulls new pieces from the kiln. She's looking to do more cookware, seasonal items and explore more spiritual-themed works in her art. She's exploring finding a balance between being open to the public but still having the time to produce the pieces for sale.

"It's been a new adventure," she said. "I think people know my pottery because I've been out there at the craft fairs, but people don't know I've been here all this time. For me, it's been a lot of answers to prayer and a lot of work. It's been a dream come true, and I want other people to experience it."

STARNES OUTDOOR SOLUTIONS

317-834-4767



starnesoutdoorsolutions.com

Our Best Service is Our Customer Service!



6078 E. SR 144 Mooresville
317-831-6142
jakesbs@msn.com

Tech tools to help you reach your goals

As we head into a new year, many of us are thinking about ways to stay on top of our goals, manage our time better, and keep our tasks organized. Luckily, you don't need to be a tech wizard to take advantage of the many apps and programs designed to help. Here are some simple and effective tools that can make a big difference in your daily life. It's also noteworthy to share that I have actually used each of the apps I'm going to recommend.

STAY ON TRACK WITH GOAL-SETTING APPS

Setting and achieving goals can feel overwhelming, but apps like DONE and ASANA turn the process into manageable steps. These apps help you stay motivated and see how small, consistent actions add up over time. Done allows you set recurring reminders for important tasks in your life, has a great home screen widget, and keeps you moving forward. Asana turns your big milestones and projects into manageable sprints so you can attack them with confidence.

MASTER TIME MANAGEMENT WITH DIGITAL PLANNERS

If you often feel like there aren't enough hours in the day, a time management app could be your best friend. Google Calendar, iCal, or Outlook are straightforward tools that are free and easy to use. You can schedule events, set reminders, and even share your calendar with family members to coordinate plans. For more advanced features, Calendly integrates with your calendar and allows folks to schedule meetings tailored to your schedule without all the back and forth. You can even add buffer time to ensure your meetings and appointments have enough time for travel.

TAME YOUR TO-DO LIST

For those who live by their lists, apps like Todoist and Microsoft To Do offer digital versions that are always at your fingertips. You can create tasks, assign deadlines, and even group related items into categories. The best part? These apps sync across your devices, so you'll never have to worry about losing a paper list again. For shopping lists, your Amazon Alexa keeps items on your list that you can access through your smartphone.



CHET CROMER
Technology

KEEP YOUR FILES AND NOTES HANDY

Ever lose an important document or forget where you saved an idea? Apps like Google Drive and OneNote make it simple to store and access files and notes from any device. Google Drive is especially handy for sharing documents with others. My favorite notes app is Evernote, which allows you to create notebooks for different areas of your life and work. Evernote excels at organizing notes and ideas, making it great for students, parents, and professionals alike. It also integrates with Rocketbook, which is an innovative notebook you can reuse and store the notes digitally.

Getting Started If you're hesitant to dive in, start small. Pick one app that addresses your biggest challenge—whether that's managing your time or keeping track of tasks—and give it a try. Most apps offer free versions, so there's no need to commit right away.

With a little help from technology, staying organized and achieving your goals can be easier than ever. And who knows? You might even enjoy the process.

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.

STARNES OUTDOOR SOLUTIONS

317-834-4767



starnesoutdoorsolutions.com



Melissa Greenwell, Agent

mgreenwe@amfam.com

(765) 342-7549

389 E Morgan St Ste 3

Martinsville

YOUR MARTINSVILLE INSURANCE EXPERTS

Call for a bundle quote today!



HOME | AUTO | LIFE | BUSINESS | FARM & RANCH

American Family Mutual Insurance Company S.I. & its Operating Companies, Life Insurance underwritten by American Family Life Insurance Company, 6000 American Parkway, Madison, WI 53783 ©2022 21178 – 8/22 – 21127208

When leaders don't or aren't leading

There is an old British television show, now found on YouTube, called Time Team where a group of eclectic archeologists go to historic sites, mostly in England, and dig to find what the area truly looked like back centuries ago. It's a fascinating show.

What does that have to do with leaders not leading? The short answer is, ultimately the same extinction that happened to the communities that Time Team investigates. Speaker and Author, John Maxwell says, "everything rises and falls on leadership" and that is the impact leadership has on an organization.

Here are just a few of the tell-tale clues that a leader isn't leading. Why they're not leading is an entirely different story and we'll discuss that another time. When a leader isn't or won't lead the people begin to drift. When there is no leader directing the team, running a department, leading an organization or heading a family then the following results are inevitable.

- **Production is reduced** – Good leaders are creative and find ways to help others in their charge to become productive. A good leader sees the different people differently and treats them appropriately. It takes a leader to figure out what's needed and to implement that solution.
- **Conflicts are extended** – One of a leader's most vital roles is to resolve conflict.



**JACK
KLEMEYER**

Leaders must always be ready to do what is necessary to do what it takes to help people resolve their conflicts.

- **Morale becomes low** – You could define morale as faith in the leader. When the leader doesn't show the people lose faith and morale plummets. Napoleon said "Leaders are dealers in hope."
- **Decisions are delayed** – Typically a good leader makes the decision in a timely way or at least they help, they encourage others to make a decision. Maxwell says, "Not all good decision makers are leaders but all good leaders are decision makers."
- **Agendas are multiplied** – When the leader isn't clear or present, then the people begin to pursue their own agendas. Teams need leadership to provide a unifying force.
- **Success becomes difficult** – Leadership comes into play even when you

don't want it to. An organization will not, cannot function the same without strong leaders in each and every department throughout the organization.

When you think about what a good leader is, you might come up with this list of attributes: A good listener, enthusiasm, passion, shows appreciation, a visionary, role model, trusting, integrity, organized, knowledgeable, credibility, persuasive, charisma, team building, clarity of purpose, problem solver, attitude of service, leads by example, patience, willing to act without complete knowledge, understands followers, consistent, empowers other people, and adapts to change.

These are the attributes that come up again and again when people are asked: "When you think of a leader, what are the characteristics of an ideal leader?"

Notice what the list contains. All of these characteristics relate to the human side of leadership. That's interesting because I often hear people minimize this side of leadership with terms like "soft" or "touchy feely." Actually, applying these characteristics requires more strength than not. You can't get production until you get relationship.

Notice what the list excludes. Absent from this list are characteristics such as stern, mean, serious, short tempered, vindictive,

tough, angry, harsh, punitive, controlling, violent, or ruthless. And that's interesting because many popular representations of leadership emphasize at least one of these "hard" characteristics. In fact, these characteristics are the refuge of those who lack the strength (or the skills) to apply the human side of leadership.

How about you? How would you rate yourself as a leader compared to the list of positive characteristics? If you were to survey the people who report to you, how would they describe your leadership? What is it like to sit across the desk from you? Would your people list characteristics from the "soft" list or from the "hard" list? In what ways could you become more effective by improving upon any of the "soft" characteristics? And how about the other leaders in your organization?

People want leaders who treat them with genuine compassion, courtesy, and respect.] And that's why John Maxwell says: "Everything rises and falls on leadership." You shouldn't become extinct, you should thrive and to do that you should up your leadership game.

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.

Set your business on
a course for success with

**SBA
financing!**



SINCE 1890
HomeBank^{SB}

There's no place like Home.

765.558.3822

wphelps@homebanksb.com

www.homebanksb.com



When is an SBA loan a good choice for me?

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

How can an SBA loan help my business?

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

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

Call Wade today!

How quickly 2024 has passed!

Here I am sharing my last opinion column of the year. Again, thank you Jim Hess for allowing me to share my thoughts and CFMC's triumphs and goals, needs and news with the community at large. Of late, we have been especially fortunate, and I am thrilled to share our good news.

Just before Thanksgiving, CFMC received the largest gift we have seen in a decade. This first-time donor made a substantial gift of stocks, asking to remain anonymous which did not surprise me given the character of the man. He is as wise as he is generous. Besides this incredible gift he is giving to his community, he is also showing us the important, and often forgotten, lesson of humility. Not lost on me was the unwavering support of his sons. Obviously, his character made a mark on the men they are today.

This single donation satisfies nearly a third of Lilly Endowment's requirement for Morgan County. To recap, Lilly Gift VIII triples every donation made to our unrestricted grant-making account. This is the account that supports our county's not-for-profits and school districts. If we raise \$450,000 in donations, Lilly Endowment gives Morgan County \$1 million dollars. And here is the *real* impact: we will give just over \$73,000 in grants in 2025. If we hit our donation goal of \$450,000 and receive the \$1 million from Lilly Gift VIII, we will likely be able to grant \$135,000 in 2026, almost doubling our impact from one year to the next.

I do not expect only a few people to get us to our donation goal; however, I do hope to inspire small and collaborative giving. Pulling together and combining our donations is exactly what our new 100 Women Who Care and Guys Who Give are designed to do.

Started in Vigo County, these giving circles are prevalent in many of our neighboring counties. Women and men commit to donating \$500 per year (given annually or quarterly) and gather 4 times per year to grant the proceeds to local not-for profits by vote. Because these donations go directly to not-for-profits, they are eligible for the Lilly Gift VIII triple match! Giving back to the community, collaborating with like-minded women and men, and 4 fun nights – it doesn't get better than that! Johnson County's 100 Women Who Care is 10 years strong and has granted just under a half million dollars to their local non-for profits. Please watch our website for details and contact me to join this transformative movement.

Besides the excitement of our latest donation, we are proud to announce Mark Jaynes' acceptance to CFMC's Board of Directors in 2025. Known as The Voice of the Indianapolis Motor Speedway, Mark is a proud Monrovi-an making his mark on students at Monrovia



KIM COLE

High School, his alma mater, through his Communications program. In just 7 years, he has grown the program from one class with 10 kids to 70 kids in 6 classes currently. His former students are now thriving at Ball State, IU, and Grace College. One went to film school and is now working professionally in Nashville, Tennessee, and one former student from his flagship class will be moving to Bristol, Connecticut in January to join ESPN. He is clearly making an impact on our local youth.

Mark's parents and grandparents moved from Indy's eastside to Monrovia in the late 1960s. He says the move "changed the course of my life, but I didn't know it at the time." The transition to a small school was significant and says there is little doubt growing up with his paternal grandparents next door enhanced the quality of his life. He found it odd that in a rural area there would be so many kids his age living in close proximity, but that was the case. They played sports, camped out, and truly experienced an ideal childhood.

In school, Mark was the class clown. Recruited to be the football manager, Mark said the coach was reluctant because of his reputation but agreed. He worked summer practices but prior to live-in camp, he told coach he was going on vacation with his parents and would miss camp. Coach told him not to come back because he needed the same level of commitment from everyone in his program. Mark was torn but talked his parents into letting him stay with his grandparents. A month later, he was called to the coach's office and offered the opportunity to begin working for WCBK covering sports. The commitment he showed his coach had changed the course of his life and so began his professional life in broadcast journalism.

Mark is interesting, inspiring, and committed to our community. We are so fortunate to have him join our Board of Directors. Welcome aboard, Mark Jaynes!

Kim Cole is a graduate of Martinsville High School and Indiana University. Spending most of her personal and professional life in Morgan County, she is the President of the Community Foundation of Morgan County with a passion for advancing the mission of the Foundation for the betterment of the County



Commemorate the magic of a lifetime with a unique and personalized funeral service.

Costin
Funeral Chapel, Inc.
Established 1923

East Washington Street • Martinsville, IN 46151
(765) 342-5775
www.CostinFuneralChapel.com



C2ITCONSULTING
INCORPORATED

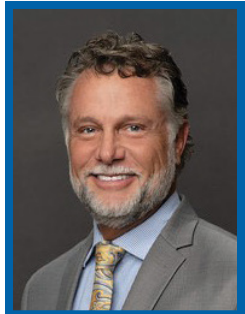
IT Support • Websites • Mobile Apps • Custom Software

**Prominent Morgan County Businesses
Choose C2IT As Their Technology Partner**

Call Us Today For a Free Discovery Session
(317) 721-2248 • c2itconsulting.net

COMBAT WINTER WOES: Discover the Health Benefits of Proper Humidity in Your Home

During the winter months, the air inside your home can become dry and uncomfortable. This can lead to a range of issues, including dry skin, respiratory problems, and even damage to your home's structure. However, by maintaining proper humidity levels, you can avoid these issues and enjoy a range of benefits. Here are some



Jod Woods

of the benefits of proper humidity in your home during the winter.

- **Improved Health** - Dry air can cause a range of health issues, including dry skin, sore throats, and respiratory problems. By maintaining proper humidity levels in your home, you can keep these issues at bay. Proper humidity can also help prevent the spread of viruses and bacteria, which thrive in dry air.
- **Better Sleep** - Dry air can cause snoring, congestion, and other sleep issues. By maintaining proper humidity levels, you can improve the quality of your sleep and wake up feeling more rested.
- **Protection for Your Home** - Dry air can cause damage to your home's structure, including cracking, warping, and splitting of wood. By maintaining proper humidity levels, you can protect your home from these issues and keep it looking great for years to come.
- **Energy Savings** - Proper humidity levels can help you save on your energy bills. Dry air feels cooler than humid air, so by maintaining proper humidity



levels, you can feel more comfortable at lower temperatures. This means you can turn down your thermostat and save on your heating bills.

- **Improved Mood** - Dry air can cause feelings of fatigue and irritability. By maintaining proper humidity levels, you can improve your mood and feel more energized and focused.

To maintain proper humidity levels in your home, consider investing in a humidifier. Humidifiers add moisture to the air and can help you achieve the ideal indoor humidity level of 30-50%. By investing in a humidifier and maintaining proper humidity levels, you can enjoy these benefits and create a comfortable and healthy home environment.

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.

Economy
HEATING • AIR COND • PLUMBING
317-831-5279

How to make a good profit

How does a business make good profit? When we read the book title "Good Profit" we asked ourselves, *is there such a thing as bad profit?* Then we read about concepts like:

- *Empowering people enables them to generate more value*
- *Empower people by giving them clarity on what you're trying to accomplish*
- *Hire for values first, then skill and knowledge*
- *Humility and integrity are important values*
- *Pay people for the value they create vs their job title or years of service*

These concepts resonated with us when we read Charles Koch's Good Profit: How Creating Value for Others Built One of the World's Most Successful Companies.

How to make good profit

The book contains fascinating foundational philosophies but it's difficult to quickly extrapolate a list of actionable items. Rather than summarize the book here, we pull concepts out and elaborate on them so that business leaders can implement them.

A LITTLE BACKGROUND

Koch is the CEO of Koch Industries, Inc, the 2nd largest private company in the US, valued at over \$100 billion. He guided his multinational firm to great success outpacing competitors, attributing that success to his "Market-Based Management" framework.

MBM is a scientific approach to management that applies the principles that allow free markets to prosper. It harnesses the power of markets inside a firm, hence the name Market-Based Management. Koch details these free market philosophies and their origins in economic, political, and sociological frameworks. He stresses that if you're going to be successful implementing MBM, you need to grasp and apply them holistically.

To summarize, to make good profit, you create an entrepreneurial culture inside your company by creating clear direction, empowering, measuring, and incentivizing the right behaviors.

We definitely recommend reading the book. Here's a book summary including the 5 dimensions of MBM and the 10 guiding principles/values. In the meantime, here are the basic concepts of the system you can put into practice to make good profit in your business.

FIVE WAYS A BUSINESS LEADER CAN MAKE GOOD PROFIT

Create a vision that is good not only for your company but for all. The difference between profit and good profit is that profit benefits your company; good profit also benefits your employees, the customer, because your offering products and services that consumers really want and need, and *society* as a whole. As always, it's important to be extremely clear about what you're trying to accomplish. Create your vision, values, and mission and communicate it often.

Give authority to pursue the vision. If



ROGER & SUSAN
ENGELAU

you give employees the opportunity to think and behave like entrepreneurs, they're more fulfilled. If their talents are used and they're part of doing something worthwhile, they'll generate more value. This matches research we did in 2016 called What Your Employees Look for in Their Work. At that time, we culled through the top thinking on the subject and summarized it into these things that all employees want:

1. Challenging, engaging, and meaningful work—to make a difference
2. Discretion and control over their work—input into when, where, and how the work is done.
3. Managers who respect them and appreciate their contributions

Hire for compatible values first, then skills. You can't train for values but you can for skills and knowledge. Generally, a job candidate has your values or not. An employee is more likely to be successful and stay at your company if her values match the company's. Especially important are values like integrity, honesty, and humbleness.

Pay for the value a team member creates.

Koch cites the difference between rewarding sales volume vs profitable sales. He also points out that it's OK for employees to make more than supervisors when you pay for value created.

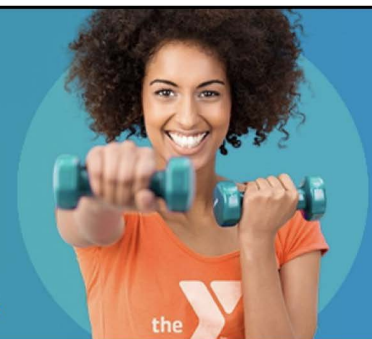
Train and incent managers to be coaches vs order-givers. MBM allows workers more access to the decision-making process which means supervisors can coach workers in decision-making and problem-solving vs making all the decisions and solving all the problems themselves. You're harnessing the dispersed knowledge of everyone instead of a handful of people at the top.

While we think Koch's MBM is a great approach, and in fact, have been using much of it in our coaching practice, it may not be for everyone. It puts a lot of responsibility on individuals which increases their accountability. There's more opportunity for action but with that, more opportunity for failure. However, we believe it's hard to make profit, let alone make good profit, if employees feel stuck in jobs where they have no real say in how the job is done.

Award-Winning Business Coach and Owner of Inspire Results Business Coaching, U.S. Military Academy at West Point graduate, Roger Engelau, his wife Susie, and their team of business coaches apply their business expertise to help business owners improve their business, income, and lifestyle. To schedule a no-strings discussion, call 317-908-5809, or email Roger@InspireResults.com.

CORPORATE MEMBERSHIP

INVEST IN YOUR
MOST VALUABLE ASSET.



Contact Hannah for more info at hannaheads@bbjymca.org to get started.

YMCA OF MORGAN COUNTY

2039 E. Morgan St. Martinsville 765-342-6688