

# biznet

A Greater Bloomington Chamber of Commerce Publication

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Photo courtesy IU Auditorium/Evan De Stefano

## Spotlight: Indiana University Auditorium

By Kasey Husk

**N**ot everyone in Bloomington can make the trip to New York to see a Broadway show, but at the Indiana University Auditorium, Broadway can come to them — five times a year.

For more than 75 years, the Indiana University Auditorium has brought to its stage high-quality, varied programming accessible to people throughout the region. Today, it plays a pivotal role in not only entertaining attendees, but in forging connections among theatre-goers and educating future arts lovers along the way.

“Once we opened, we began hosting world-class performances and artists from around the country and world, and we still do that today,” said Maria Talbert, managing director of the Indiana University Auditorium. “We value our tradition of being able to bring to the community — not just the university community, not just the Bloomington community, but the southern Indiana community —

**SPOTLIGHT**

continued on page 14



**Coming in February:**  
**First Impressions and Curb Appeal**

### MARK YOUR CALENDAR

#### JANUARY

- 12 Legislative Preview, Bloomington Country Club
- 18 Business After Hours, Old National Bank

#### FEBRUARY

- 1 Morning Buzz, College Mall
- 21 2018 Educator of the Year Awards, Monroe Convention Center

## Stylish Weddings

Technology, personalization and the “wedding weekend” are growing trends in local nuptials

See story on page 7

# ADVOCACY Update

The Chamber represents business interests to local, state and federal representatives, serving as an advocate on behalf of all businesses for the issues critical to the future of our community. If you need assistance with a business advocacy issue, please contact your Advocacy Team at The Chamber.

## Chamber Hosts Local Leaders Forum

Last month, The Chamber hosted the annual Local Leaders Forum at Fountain Square Ballroom. The event featured Mayor Hamilton, Commissioner Amanda Barge, Monroe County Council President Ryan Cobine and Bloomington City Council President Susan Sandberg. Each elected official discussed what their units have been working on the past year and what to look for in the coming year. The audience asked a variety



Courtesy photo

of questions focused on affordable housing, the opioid crisis, and downtown development.

## 1 Percent Food and Beverage Tax Passes Monroe County Council

On Dec. 13, the Monroe County Council passed a 1 percent tax on prepared food and beverages sold in the county to help fund the expansion of the Monroe Convention Center. Merchants are required to collect the 1 percent tax one month after the tax is enacted. The collections

will be submitted to the Indiana Treasurer of State and then paid back to the county by the state. The Chamber spoke in favor of the tax to help expand the convention center. Currently, some 27 communities in Indiana have a food and beverage tax.

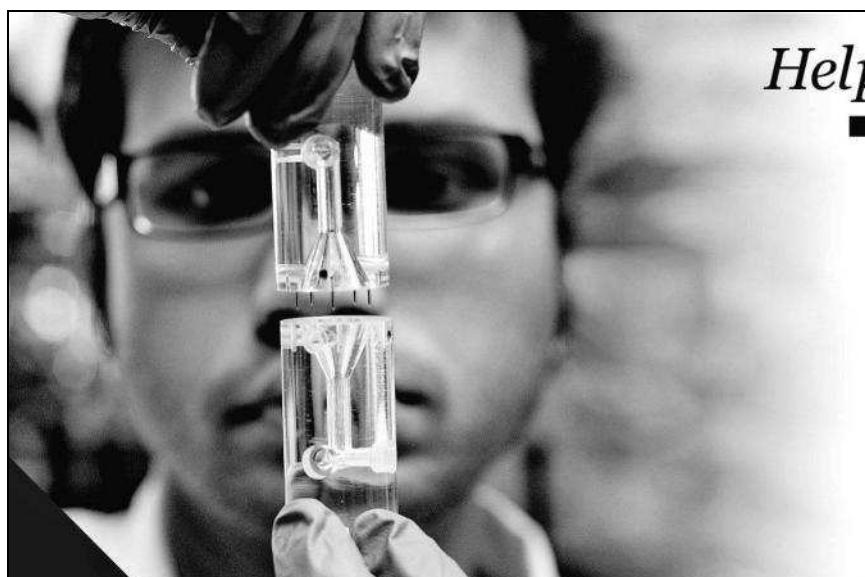
## City Council Approves Changes to Title 20

The Bloomington City Council approved an amendment to the UDO that reduced the height and density permitted in the downtown overlays. The

amendment passed 9-0. The Chamber opposed the amendment and also took issue with the city administration trying to quickly and quietly pass significant changes to the UDO. The city argued the changes are temporary until the UDO is updated in the next year. The amendment was amended during the plan commission meeting to sunset after one year.

## City Seeks Board and Commission Applicants

The city of Bloomington is currently accepting applications to fill vacancies on boards and commissions. Information for each board and commission can be found on the city's website at [bloomington.in.gov/boards](http://bloomington.in.gov/boards). The Office of the Mayor and Office of the City Clerk urge potential applicants to attend a meeting for the specific board or commission prior to applying. The city currently has 45 boards and commissions. 



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*Have questions about Chamber advocacy?*

Contact Anne Bono  
812-336-6381  
[abono@ChamberBloomington.org](mailto:abono@ChamberBloomington.org)



Anne Bono. Courtesy photo.

## New Year, New Face, Familiar Mission

**H**appy New Year! I hope everyone had a wonderful and safe holiday and your 2018 is off to a great start. This issue of BizNet celebrates weddings in our community, and despite our recent cold weather, brides-to-be are excitedly planning for their big day.

The Chamber is excited to introduce our new president and CEO, Phil D'Amico. He will officially begin his duties on Feb. 1. The board of directors and staff are excited for the community to meet Phil and get to know him better in the coming months. Our press release is on page F6 — we'll have more on Phil next month for you!

The year ended with the Chamber lending its voice to two very important advocacy issues. The first was the food and beverage tax. The Chamber supported the 1 percent tax on prepared food and beverages sold in the entire county at the Monroe County Council meeting last month. Some 27 communities in the state have taken advantage of this tool to help enhance quality of place and I am happy Monroe County is now part of that list. The convention center expansion will create new jobs, strengthen and grow our local economy, and increase the vibrancy of downtown. There is still much work to be done on the expansion and The Chamber remains committed to vetting any final proposed project, financial projections and project partners to ensure that the tax is used in a fiscally responsible and impactful way.

The second advocacy issue was proposed changes to Title 20 of the Unified Development Ordinance. The city proposed decreasing the maximum by-right height and density permitted in the downtown overlays. The Chamber

opposed the amendment and criticized the city for the lack of transparency, and what appeared to be a deliberate effort to pass a significant change to the UDO without opportunity for debate and discussion. The Chamber discovered this through a legal notice in The Herald-Times. The Chamber Advocacy Council quickly convened a group that included other stakeholders and the city administration to discuss the impact this would have on downtown development. The amendment eventually passed the Bloomington City Council 9-0. Significant legislation like this requires adequate time for community input and discussions. Although this is not the outcome we wanted, The Chamber will continue to advocate for transparency and integrity of the process.

As we start a new year and welcome a new leader, I want to take a moment to thank each of you for your continued support of The Chamber during this time of transition. I took on the interim president and CEO role in July when Jeb Conrad resigned, and it's been the most rewarding and experience of my professional career. I am so grateful to our board of directors, ambassadors, and volunteers for their support and guidance. I also want to thank the search committee for helping ensure we found the best possible leader for our organization. Lastly, I want to thank The Chamber staff. This team has gone above and beyond the past several months and it has been an honor to work with them. Our goal during the transition was not just to maintain, but to move this organization forward and I'm happy to say we have done just that.

Cheers to a happy, healthy and prosperous 2018!



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### STAFF, PARTNERS & BOARD MEMBERS

The Chamber invites its members to contact these individuals with comments or questions regarding Chamber activities.

#### CHAMBER OF COMMERCE

Anne Bono, *Interim President & CEO, Director of Advocacy & Public Policy*  
Serena Duke, *Member Services Coordinator*  
Taylore Fox, *Advocacy Associate*  
Jim Inman, *Director of Marketing and Communications*  
Carol Kelly, *Events Coordinator*  
Trevor Owens, *Franklin Initiative Program Associate*  
Jim Shelton, *Government Relations-County*  
Tammy Walker, *Director of Member Services*  
Pam Willis, *Director of Finance and Operations*

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biznet@heraldt.com

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Cindy Kinnarney, *First Financial Bank, Secretary/Treasurer*  
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Sue West, *One World Enterprises*  
Kirk White, *Indiana University*  
Jim Whitlatch, *Bunger & Robertson*

### CONTACT BIZNET

If you are a Chamber member who would like to announce promotions, expansions, community events, or other news in the "Chamber Briefs" section, please contact Carol Kelly at the Chamber: 812-336-6381 or ckelly@ChamberBloomington.org.

To advertise in *BizNet*, please contact Laurie Ragle at 812-331-4291 or lragle@heraldt.com. Be sure to ask about discount rate packages for Chamber members!

For subscription information or customer service, please contact Jim Inman at 812-336-6381 or info@ChamberBloomington.org.

Please send press releases to info@ChamberBloomington.org.

Thank you for your interest in *BizNet!*

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# Young Professionals Make a Difference

By Jim Inman, director of marketing and communications

**H**appy New Year! Joining The Chamber's hYPE — helping Young Professionals excel — program is a great New Year's resolution to make. hYPE meets monthly at a different location, and is open to anyone ages 21-40 (and we welcome those “young at heart” to participate, too). hYPE allows local young professionals to meet, network and learn about Bloomington and all the unique parts of our community. The hYPE steering committee works to make hYPE events fun, interactive and beneficial to everyone who attends.

2017 wrapped up with a holiday party at The Root Cellar of FARMBloomington. Attendees were encouraged to wear an Ugly Christmas Sweater, and we had four winners of the night. We appreciated

seeing several first-time attendees come to the holiday party as well, and the positive feedback received from the experience.

On Wednesday, Jan. 10, hYPers participated in a “How to Run for Office” discussion. No politics, just process — and we'll share more about the event in the February issue of BizNet.

Keep your eyes open for our February Trivia Night! This is a fun, interactive social event for our hYPE participants. If you have a coworker, spouse or friend who has a head full of random knowledge, bring him or her along. Then in March hYPE will host a discussion on Budgeting 101 — a timely topic that always brings questions and great conversation from the crowd. We'll have all the details for these upcoming events on our social media (hYPEBloomington and #hYPEBtown) as well as our e-communications.

Speaking of which ... are you receiving



Courtesy photo.

our emails and following us on social media? Contact The Chamber at 812-336-6381 or info@chamberbloomington.

org to be added to hYPE communications. And you can find hYPE on Facebook and Twitter as well!



## MEMBER RENEWALS

- Art Van Furniture
- B & L Sheet Metal & Roofing, Inc.
- Bicycle Garage, Inc.
- Bloomington Board of REALTORS
- Cardinal Stage Company
- Cassidy Electrical Contractors Inc.
- Civil & Environmental Consultants
- Comprehensive Financial Consultants
- Crane Division
- Distinctive Home Furnishings
- Doering Consulting
- First Financial Bank
- Furniture Exchange
- Hoosier Athletic Club
- Hyatt Place Bloomington
- Indiana Voice & Data Inc.
- Ken Nunn Law Office
- Malcolm Webb Wealth Management
- Mid-America Radio of Bloomington
- Minton Body Shop
- Monroe County Airport
- Monroe County Apartment Association
- Motel 6
- Nature's Way Interior & Exterior Landscape
- Office Pride Commercial Cleaning Services
- Oliver Winery
- Olson & Company, PC
- Olympus Properties
- Orion Real Estate & Property Management
- Piccoli Dolci Inc.
- pictura gallery
- Pure Barre
- RE/MAX Realty Professionals
- Rogers Group Investments, Inc.
- Royal Mazda
- David Sabbagh
- Senoj Salon
- Judith A. Sharp
- SIHO Insurance Services
- Simanton Mechanical
- Southern Indiana Pediatric Dentistry
- Stampfli Associates, CPAs
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## NEW MEMBERS

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Contact: Ben Romlein  
812-641-5553

**Modern Masterpiece LLC**  
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Bloomington, IN 47408  
Contact: Johnny Whybrew  
812-272-6202

**Richcraft Wood Products**  
4655 W. Richland  
Plaza Drive  
Bloomington, IN 47404  
Contact: Jay Richardson  
812-320-7884

**Shelter Insurance – Jenny Burton**  
223 S. Pete Ellis Drive,  
Suite 17  
Bloomington, IN 47408  
Contact: Jenny Burton  
812-606-5300



Congratulations to Danny Boy Draft Works IU on their ribbon cutting. They celebrated the grand opening of their new brewery downtown. Visit them at 208 S. Dunn St. or online at DannyBoyBeerWorks.com.

## New Hires & Promotions

### Werner Joins Strategic HR Solutions

Strategic HR Solutions, LLC, has announced that Lindsey Werner has joined the firm to further develop their growing portfolio of local and state accounts. Werner comes with a wealth of human resources knowledge and experience, having spent the last two years as the benefits administrator for Huse, Inc.

## Awards & Designations

### Knowlton Receives Realtor Emeritus Status

After 40 years of membership in the National Association of Realtors, Berkshire Hathaway HomeServices would like to give a big “congratulations” to Scott Knowlton for receiving Realtor Emeritus status. Knowlton will be recognized at the general membership meeting for the BBOR on Dec. 7.

### Prince Earns International Society of Arboriculture Qualification

The Bloomington Parks and Recreation Department announced that urban forestry staff member Kevin Prince recently received Tree Risk Assessment Qualification, or TRAQ, from the International Society of Arboriculture (ISA). The TRAQ program promotes safety of people and property by providing a standard and systematic process for assessing tree risk.

### Bloomington Parks and Recreation Department Recognizes Outstanding Partners

The Board of Park Commissioners presented awards of recognition to the Bloomington Rotary Club and CFC, Inc. The Bloomington Rotary Club received the November BRAVO award for exceptional volunteer service, while CFC, Inc. received the Parks Partner award for their collaboration with the Bloomington Parks and Recreation Department.

## Opportunities & Events

### Join Us for a Free Lunch

You are invited to attend our free Big Brothers Big Sisters of South Central Indiana Bowl for Kids' Sake 2018 on Jan. 18 at 12 p.m. at Sherwood Oaks Christian Church, 2700 E. Rogers Road. Please RSVP by Jan. 12 to Danell Witmer at [dwitmer@bigsindiana.org](mailto:dwitmer@bigsindiana.org) or call 812-929-2748.



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Friends and clients are asking for assistance and guidance in regards to sponsoring professional wine tastings. Many do not know where to start or how to get organized. **Jeffery Schauss Wine Consultant** will produce and direct your wine tastings for special occasions,



holidays or office parties. Wine tasting is not the same as drinking it. Wine tasting is about education. If several wines are desired to be tasted it is very important to understand: proper glassware, how to look at wine, the purpose of swirling wine, that 80% of the taste is actually in your nose, how to properly sip the wine, how to experience the aftertaste (the finish), and the significance of tasting notes and definitions. Contact Jeffery Schauss Wine Consultant at [jdschauss@hotmail.com](mailto:jdschauss@hotmail.com) to ask about fees for wine tasting services.

### City Commission on the Status of Women Seeks Nominations for Awards

The City of Bloomington Commission on the Status of Women is seeking nominees for the 2018 Woman of the Year, Emerging Leader and the Toby Strout Lifetime Contribution awards. The deadline for nominations is Jan. 19, 2018. Nomination forms at [bloomington.in.gov/csw](http://bloomington.in.gov/csw). Send completed nominations to [owenss@bloomington.in.gov](mailto:owenss@bloomington.in.gov).

CHAMBER BRIEFS  
continued on page 13

# evolve

## BLOOMINGTON

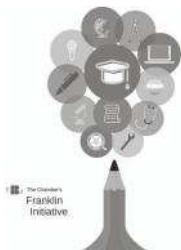
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# The Franklin Initiative Update

## Celebrating Education in Our Community

By Jim Inman, director of marketing and communications

The Chamber's Franklin Initiative hosted another Reality Store® on Wednesday, Dec. 6 at Batchelor Middle School on Bloomington's south side. The middle school students engaged a number of Chamber volunteers to learn about living and working as an adult — housing, car payments, utilities, technology and clothing are just some of the areas the students visited to work with their budgets. It's always fun to see the students work with their financial options to determine what they can afford and how to prepare for the future. Thank you to all the staff at Batchelor Middle School for their help with the day!



Our next Reality Store® will be held on Wednesday, April 11 at Jackson Creek Middle School. If you are interested in learning more about connecting with local students and helping with the Reality Store®, please contact The Chamber at 812-336-6381.

Did you know that we are always looking for people to share their professional experiences with local students? With our Speaker's Bureau, Mock Interviews and Job Shadowing opportunities through The Franklin Initiative, there are many ways you can make a positive impact on local youth. Visit The Chamber's website or call us — we would love to share your talents and experience!

By the time you are reading this issue of BizNet, nominations will have closed



Courtesy photo.

for our 2018 Educator of the Year Awards. Our selection committee will review the nominations submitted and then we will be contacting the winners about the event. The community is invited to join us on Wednesday, Feb. 21 at the Monroe Convention Center as we celebrate a variety

of local educators. The Educator of the Year Awards will feature the Stinesville Quarry Choir for entertainment, and dinner will be served during the celebration. Tickets, tables and sponsorship opportunities are available on The Chamber's website — ChamberBloomington.org.



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## D'Amico Named President & CEO of Greater Bloomington Chamber of Commerce

Phil D'Amico has been named president and CEO of The Greater Bloomington Chamber of Commerce. D'Amico formally accepted the offer extended by the organization's board of directors.

D'Amico will assume his new duties on Thursday, Feb. 1, replacing Jeb Conrad who left the position in July 2017. The announcement was made today by Chamber board chair and search committee member, Tony Stonger.

D'Amico comes to the position from Richmond, Indiana, where he served as president and CEO of the Wayne County Area Chamber of Commerce. Prior to working in Richmond, D'Amico was the chief marketing officer and business development manager for Majority Builders Inc. in South Bend, Indiana. D'Amico also has experience in

broadcasting, hosting a weekly television program in South Bend for over ten years.

"I am extremely honored and humbled to lead this Chamber. I look forward to working with a talented

staff and it will be a privilege to be part of the Bloomington community. Thank you to the search committee and Anne Bono for this opportunity and for their confidence," said D'Amico.

"We are excited to welcome Phil to the Bloomington community, and to lead The Chamber. With his background in Chamber leadership, business and communication, we believe he will provide a new vision for The Chamber moving forward," said Stonger. "We are confident that he can build on the continued success of The Chamber while enhancing our business community."

The national executive search for

The Chamber's new president and CEO began in the summer of 2017 after Conrad resigned from the position. Anne Bono has served as the interim president and CEO as well as director of advocacy and public policy during the transition. Bono will step down as interim president and CEO when D'Amico begins on February 1, and continue solely in her director role.

"On behalf of The Chamber's board of directors, I would like to thank Anne for her leadership during this time of transition. I also thank the members of the search committee who were committed to finding an exceptional leader for The Chamber," added Stonger.



Phil D'Amico. Courtesy photo.





# Stylish Weddings:

*Technology, personalization and the “wedding weekend” are growing trends in local nuptials*

By Kasey Husk

With “engagement season” well under way, brides and grooms will soon have their hands full as they seek to plan that ideal event that matches their personalities and — in today’s world of social media — their vision of Pinterest perfection.

For many of them, Bloomington or the surrounding area will be just the place to make these dreams come to life.

With a wide variety of options available for venues, activities available for guests to enjoy between celebrations, and often budget-friendly price tags, many couples — especially those with connections to Indiana University — are choosing Bloomington, Bedford or French Lick as their destination of choice. These cities’ vendors and venues alike, meanwhile, are adapting to meet the needs of couples for whom individuality is becoming a top priority.

“The great thing about Bloomington is you can have a country club wedding, a Lake Monroe wedding, a wedding at the beautiful chapel at IU,” said Haley Norwood, community ambassador and event planner for Kroger, which provides wedding-related services such as floral arrangements and wedding cakes. “There’s so much to choose from.”

## A wedding weekend

More options mean more opportunities to make a wedding reflect who couples are, Norwood said. It also means plenty of activities to entertain guests during what is frequently becoming a wedding weekend, rather than just a wedding day.

“Here in Bloomington there is so much diversity and culture that there is always something going on, and I do believe there’s something for everyone,” said Norwood.

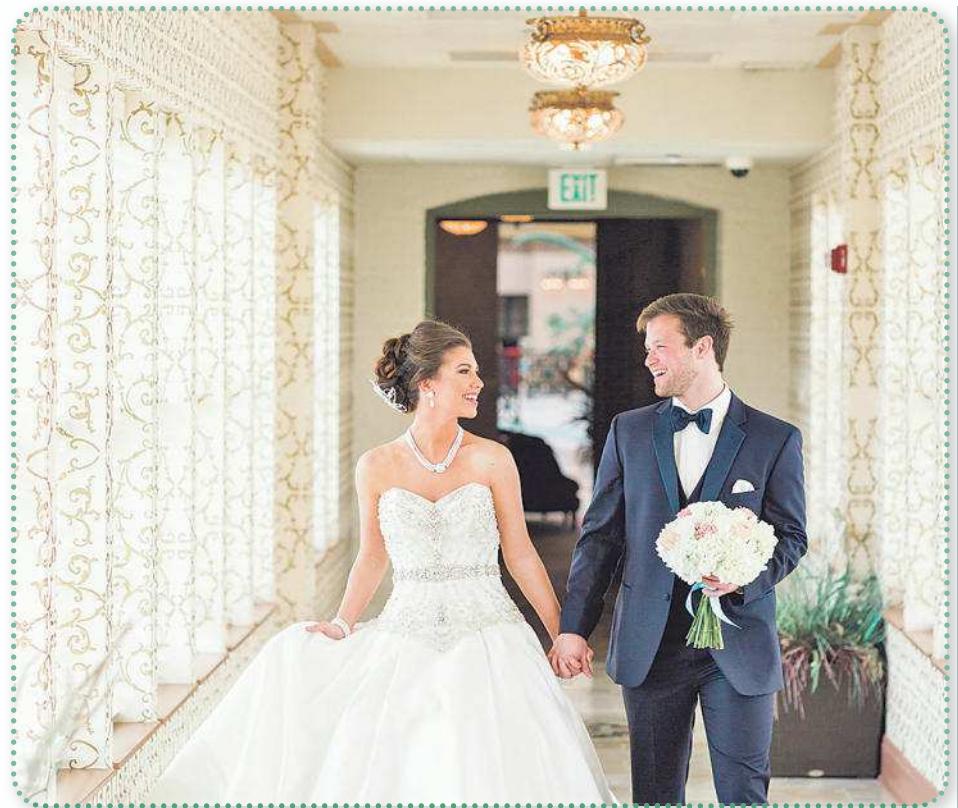
Increasingly couples are having their wedding parties and some family members arrive as early as Thursday night for a Saturday wedding, which



Haley Norwood. Photo by Jeremy Hogan.



STYLISH WEDDINGS  
continued on page 8



French Lick Resort. Photo courtesy of Shillawna Ruffner Photography (as featured in ENGAGED River Valley Magazine)

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**Above, top:** Monroe County Convention Center. Courtesy photo; **above, middle:** French Lick Resort. Photo courtesy Ian McSpadden; **right:** French Lick Resort. Photo courtesy of Shillawna Ruffner Photography (as featured in ENGAGED River Valley Magazine)



## STYLISH WEDDINGS

Continued from page 7

means they are often looking for an activity for the group on Friday before the usual wedding rehearsal and rehearsal dinner, local industry leaders say. What they choose to do depends entirely on the personality of the couple; going to the local comedy club is one option for Bloomington weddings, but others might choose visits to a spa or select



Ryan Cooper. Courtesy photo.

outdoor activities like boating on Lake Monroe, they say. “Some just spend it at the pool, some want to go horseback riding, some go go-carting at the local go-cart track,” said Ryan Cooper, meeting and event planning manager at French Lick Resort, a popular wedding destination in south-central Indiana. Others, he said,

participate in an “Amazing Race”-style scavenger hunt on the property, a fun group activity.

A typical wedding weekend, then, often includes recreational activities Friday during the day, a rehearsal that evening and then a Saturday morning filled with wedding set-up and, most often for the women involved, primping. Several Bloomington salons have wedding suites where they can do hair and makeup for an entire bridal party, said Lisa LaMarca, event coordinator at the Monroe County Convention Center.

Meanwhile, for those holding their wedding at Stone Crest Golf Course in Bedford, golfing is a usual pre-wedding ritual for the groom and his friends and father, said general manager and superintendent Chad Conklin.

Post-wedding brunches the next day are not uncommon, especially for those who want to see family and friends from out of town before they leave, LaMarca said.

If the breadth of the activities for a wedding sounds almost like what one would expect at a destination wedding, there’s a reason.

“We are finding that most of our weddings that we host are kind of destination weddings,” said Sycamore Farm Bloomington owner Michael Korus, estimating that only 10 percent of those renting his facility live in Bloomington. “Frequently we are having couples that maybe went to IU and now that they are getting engaged and want to return to Bloomington.”

### Prioritizing individualization

When it comes down to it, most couples are looking to create a wedding that fits their personality and their budget, local industry leaders say. That often means altering or updating traditional elements of a wedding for a more modern approach.

While a wedding in a church followed by a reception elsewhere used to be common, local venues across the board say most of their clients are interested in holding both wedding ceremony and wedding reception at the same place, with an emphasis on



holding ceremonies outside.

“What happens here in Bloomington is that a lot of IU alumni are coming back and they want to be married here, but perhaps don’t have an affiliation with a local church here,” said Lisa LaMarca of this shift.

Likewise, couples in French Lick are often getting creative with the idea of the traditional “guest book,” looking to create something that can serve as a statement piece in the home later rather than a book that sits in a drawer somewhere, Cooper said. One such couple asked guests to sign small locks and snap them onto an Eiffel Tower statue, while several others have opted for a “polaroid guest book” in which guests were asked to snap a shot of themselves and leave the bride and groom a personal message with it.

Flowers are also becoming somewhat less of a priority for couples, said Jamie Sciscoe Fox of Mary M’s Walnut House Flowers in Bloomington.

Fox’s family has run the shop for decades, and growing up she saw her grandmother and parents being asked to do things like make the arrangements for a large number of attendants, family members, ushers and even the officiant, as well as creating and setting up the floral decorations at the church and wedding reception. These days, however, brides are tending to take a more DIY approach. “Now a lot of the time, brides will buy bulk flowers off of us and will either

STYLISH WEDDINGS  
continued on page 10



**Above, top:** Stone Crest Golf Course. Courtesy photo; **above, middle:** Sycamore Farm Bloomington. Photo by Jeremy Hogan; **left:** Mary M’s Walnut House Flowers. Photo by Jeremy Hogan.



Lisa LaMarca. Courtesy photo.

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## PLANNING FOR THE BIG DAY:

Choice of venue and support staff are key decisions

By Kasey Husk

When the time comes to plan a wedding, few decisions — save who someone is marrying — have more of an impact than the decision of where to have the wedding and who to work with.

Choosing the right venue, and with it the right professional staff, can go a long way toward making the entire event run smoothly. Couples need to consider issues like price point, requirements for catering, set-up/take-down services and seating capacity for a venue, but also their gut feeling.

“I would advise any bride and groom looking at venues, if you don’t connect with the event planner or with the venue, keep looking,” said Kroger

community ambassador Haley Norwood. “It has to be the right fit. When you don’t have that, you start off on the wrong foot.”

Michael Korus, owner of wedding venue Sycamore Farm Bloomington, urged couples to consider picking the venue before picking a date. Selecting a date first locks a couple into choosing only what venues are available on that specific date, which can narrow the options considerably, he said. At his own venue, for instance, every Saturday wedding date in 2018 is already booked. Couples can also consider booking a Friday or Sunday wedding instead,

which tends to be more cost-effective and have more availability.

For those planning to hold outdoor weddings, as do many of the couples at his own venue, Korus also urged couples to ensure that the venue has a “Plan B” available in case Mother Nature interferes with the original plan.

Couples who don’t have individual wedding coordinators should lean on their venue for advice when making decisions about the big day, Korus and Lisa LaMarca, event coordinator at the Monroe County Convention Center, agree. After all, when it comes to planning weddings most people

For those planning to hold outdoor weddings, as do many of the couples at his own venue, Korus also urged couples to ensure that the venue has a “Plan B” available in case Mother Nature interferes with the original plan.



Michael Korus. Photo by Jeremy Hogan.

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## STYLISH WEDDINGS

Continued from page 9

do the whole wedding themselves, or at least just the reception flowers,” Fox said, noting that the company still often does wedding bouquets.

Couples’ personal values are also showing in the choices they make when it comes to food; the “eat local” movement that has flourished in places like Bloomington is sometimes reflected in wedding menus, LaMarca said. Couples often want wine from Oliver Winery, beer from a local brewery or liquor from Cardinal Spirits incorporated into their celebration. Others will choose old favorites for their wedding rehearsal dinners as well; one couple, LaMarca said, opted for Mother Bear’s pizza on their wedding eve.

“So many of our clients love Bloomington, and they want to share that love of the town with their family and their guests,” she said. “They want to share a piece of what brought them together.”

### Technology and weddings

There’s no denying the enormous impact that technology has on everyday living, and planning and personalizing a wedding is no different.

When it comes to planning a wedding, few websites are better known for inspiring ideas — and anxiety — than Pinterest. The website allows couples to gather ideas, save what appeals to them and generally get a feel of what they want their wedding style to be.

## STYLISH WEDDINGS

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French Lick Resort. Photo courtesy Ian McSpadden.

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## PLANNING

Continued from page 9

are novices, while the people running a specific venue have had the chance to see what works and what doesn’t over the years.

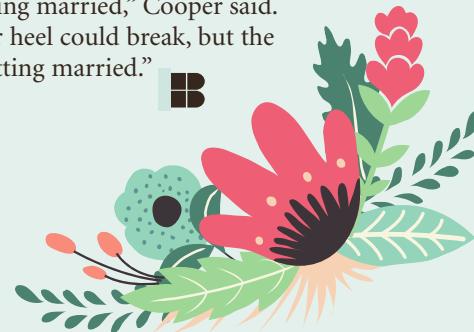
To make the wedding run smoothly, Norwood and LaMarca both suggested that couples designate one “point-person” on the day of the wedding. That person should be someone who can both answer questions about what to do if the bar runs out of wine and who can “reassure them that everything is going to be perfect, that everything is in place and that all she needs to do is show up,” Norwood said.

Wedding stress is common as the day approaches, but LaMarca recommends that couples try to approach the situation in a methodical way. “If you look too far ahead, it gets overwhelming,” she said. “Start with the little things in front of you, and start crossing them off your list.”

The most important thing, said French Lick Resort meeting and event planning coordinator Ryan Cooper, is to keep perspective.

“One thing I always tell my brides is that the most important part of the day is that you are getting married,” Cooper said. “Your cake could topple over, your heel could break, but the important thing is that you are getting married.”

lelele





## STYLISH WEDDINGS

Continued from page 10

"The wonderful thing about Pinterest is it has opened a whole new world to brides to be able to create their vision and dream wedding, and for planners to be able to see it and guide them appropriately," Norwood said.

Brides rarely come into Mary M's Walnut House Flowers these days without a board full of pinned ideas for what they want in their own wedding bouquets, Fox said.

"They are still putting their own twist on it, they aren't saying 'this is exactly what I want,'" Fox said. "They'll show me four or five different pictures of the same color and types of flowers but in different styles, and they leave it to us to come up with something in-between so it is their own unique style and not straight from a board."

Having that resource also makes communication much simpler for out-of-town couples who are planning a wedding, Fox said. Technology that allows them to share pictures of what they are looking for back and forth essentially makes in-person meetings unnecessary.

Of course, Pinterest can sometimes make individuals planning their wedding anxious because they feel as if "they have this whole new level to live up to," notes LaMarca, who emphasizes that she sees a lot of positive in the site as well.

"I like to talk them off the ledge," said LaMarca. "Weddings aren't a competition, weddings are personal. Focus on what makes it precious to you."

In some cases, couples are using technology to essentially put a new spin on old traditions.

"Back in the day, people would put the little disposable cameras on the tables and say, 'take pictures!' and you'd get the



Jamie Sciscoe Fox.  
Photo by Jeremy Hogan.



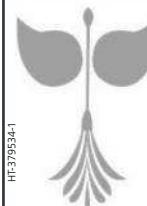
STYLISH WEDDINGS  
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**Above, top:** Mary M's Walnut House Flowers. Photo by Jeremy Hogan; **above, middle:** Monroe County Convention Center. Courtesy photo; **right:** French Lick Resort. Photo courtesy of Shillawna Ruffner Photography (as featured in ENGAGED River Valley Magazine)



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## STYLISH WEDDINGS

Continued from page 11

full effect of everybody's perspective," LaMarca said. "Today we have hashtags. Everybody sends their photos to your hashtag and you have this amazing plethora of fun perspectives from your guests."

Likewise, at Stone Crest many couples are opting to eschew the handmade photo boards popular in the past, opting instead for a more modern approach.

"We have flat screen TVs that couples will want to come in and put slideshows on," Conklin said. "Pictures of the brides and groom growing up with their families — some that you laugh at, some that you cry at and some that just lift your spirits altogether. I think it's a great way to incorporate technology, and it definitely saves space."



Chad Conklin. Photo by Alex McIntyre.

Documenting the big day, too, is changing for many couples. While digital photography has long since become the norm for professional photographers, technology offers new ways of getting different perspectives. Of course, cool new "toys" don't necessarily come without at least some disadvantages.

"I had one (couple) that used a drone to film the ceremony," remembers Cooper of a wedding at the French Lick Resort. "They filmed the ceremony, but then they crashed it into a tree. It didn't make it to the reception."

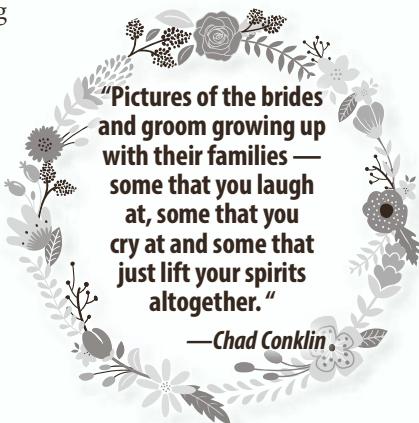
Perhaps more importantly, however, is that some technologies are being used to bridge the gap between families who are far apart, LaMarca said. She remembers one bride this year who was devastated when her beloved grandmother took a fall that left her bedridden shortly before the wedding. She and the bride were able to come up with several options to ensure that her grandmother could watch the nuptials live from her bed, something that meant the world to all involved.

"Our most precious thing we have is time, and (to miss) those things that we put together and pour ourselves into at that moment of time — well, we don't have to," LaMarca said. "We can stream it. We can use social media to go live. We can skype."

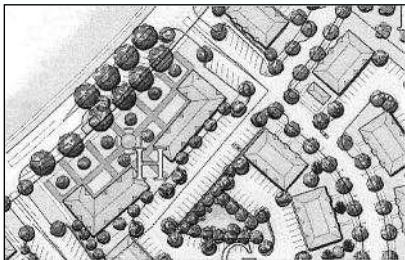
"I think we'll probably see that grow as, of course, technology is ever expanding and increasing and I think that will get pulled into more weddings," she adds.



Stone Crest Golf Course. Courtesy photo.



  
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## Morning Buzz Makes For Great Networking

Chamber members are invited to participate in The Chamber's first Morning Buzz of 2018. Morning Buzz, designed as a speed-networking event, will be held at College Mall Bloomington in the food court on Thursday, Feb. 1 from 7:45 to 9:30 a.m.

After a light breakfast, the Morning Buzz attendees are directed to assigned seating at one of many different tables. Each Chamber member brings business cards to exchange and gives a two-minute



presentation about their business and their 2018 business goals. After two minutes a buzzer sounds, and the next person at the table shares about his or her business. Once the four Chamber members all share about their businesses, attendees rotate tables and met with other

attendees. Through seven rounds of rotations, Chamber members have the opportunity to meet several new businesses and find potential ways to work together.

If you are interested in participating, visit The Chamber's website — [www.ChamberBloomington.org](http://www.ChamberBloomington.org) — for details. Seating is limited to the first 50 guests. Morning Buzz will be a quarterly event hosted by The Chamber.



## CHAMBER BRIEFS

Continued from page 5

### Plan to Attend a Business Export Training Event

A Business Export Training event will take place on Thursday, Jan. 25 from 8:30 a.m. to 4:45 p.m. at Factory 12 Event Loft, 1235 Jackson St., Columbus, IN. This one-day training will inform attendees on: export development procedures, managing payment risks/currency risk mitigation, etc. For more information, visit [bit.ly/2BKLOG1](http://bit.ly/2BKLOG1).

### HAND Announces Schedule for 2018 Home Buyers Club Classes

The Bloomington Department of Housing and Neighborhood Development (HAND) will host four Home Buyers Club classes in 2018. The popular two-part class helps potential first-time home buyers understand and overcome the obstacles involved in realizing the goal of homeownership. For more information, visit [bloomington.in.gov/housing/home-buyers-club](http://bloomington.in.gov/housing/home-buyers-club) or contact Dan Niederman at 812-349-3512 or [niedermd@bloomington.in.gov](mailto:niedermd@bloomington.in.gov).

### Join us for the 8th Annual 100 Men Who Cook

The eighth annual 100 Men Who Cook will take place on Feb. 24 at the Monroe Convention Center. Doors will open at 6 p.m. All proceeds benefit Big Brothers Big Sisters of South Central Indiana. For more information, contact Tracey Coryea at [tracey.coryea@oldnational.com](mailto:tracey.coryea@oldnational.com) or Danell Witmer at [dwitmer@bigsindiana.org](mailto:dwitmer@bigsindiana.org).

## Other

### Travel Leaders Forms Women-Only Travel Club

Travel Leaders is forming a women-only soft adventure travel club. The club will not have a membership fee and there is no obligation to participate in all of the trips. It's anticipated that both a domestic and international trip will be offered annually. For more information, call Debbie Isom at 812-339-7800.

### Ivy Tech Cook Center for Entrepreneurship Partners with Bloomington SCORE

Ivy Tech Community College-Bloomington's Gayle & Bill Cook Center for Entrepreneurship and Bloomington SCORE have entered into a partnership agreement for Cook Center to provide space to SCORE for mentoring small business clients. For more information, visit [ivytech.edu/entrepreneurship](http://ivytech.edu/entrepreneurship).



**Richcraft Wood Products** is a locally owned and operated cabinetry and furniture shop based out of Bloomington, Indiana. Richcraft creates each project with the skill and craftsmanship you would expect with American hand-crafted wood products. On its third generation of family ownership, Richcraft is led by Jay Richardson and his team of highly skilled craftsmen. His dedication and commitment to his craft is evident with each and every piece that leaves the production shop. For more information call 812-320-7884 or visit [RichcraftWoodProducts.com](http://RichcraftWoodProducts.com).



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### Holiday World Planning \$3.5 Million in Upgrades

Holiday World announced \$3.5 million in upgrades for the 2018 season. The improvements include an elephant-themed water park for kids, a themed maze for Halloween Weekends, stunt shows and more. Holiday World & Splashin' Safari opens for the 2018 season in May. For more information, visit [HolidayWorld.com](http://HolidayWorld.com).

### Newsletter Available From South Central Indiana Housing Opportunities

South Central Indiana Housing Opportunities (SCIHO) is an independent nonprofit housing developer based in Bloomington, Indiana. SCIHO is launching a new e-newsletter, "The Home Front," and we'd love to send it to you. For more information, visit [bit.ly/2CpxNeE](http://bit.ly/2CpxNeE).

### West Side Tractor Founders Say "Thanks" with \$1 Million Check to Employees

West Side Tractor Sales surprised employees with an early holiday gift. Founders Richard and Mary Benck signed over \$1 million to employees as a thank you for their hard work in contributing to the success of the company. West Side is a third generation family business celebrating its 55th anniversary this year.

### Mayor Flips Ceremonial Switch as City Hall Begins Realizing Solar Power Benefits

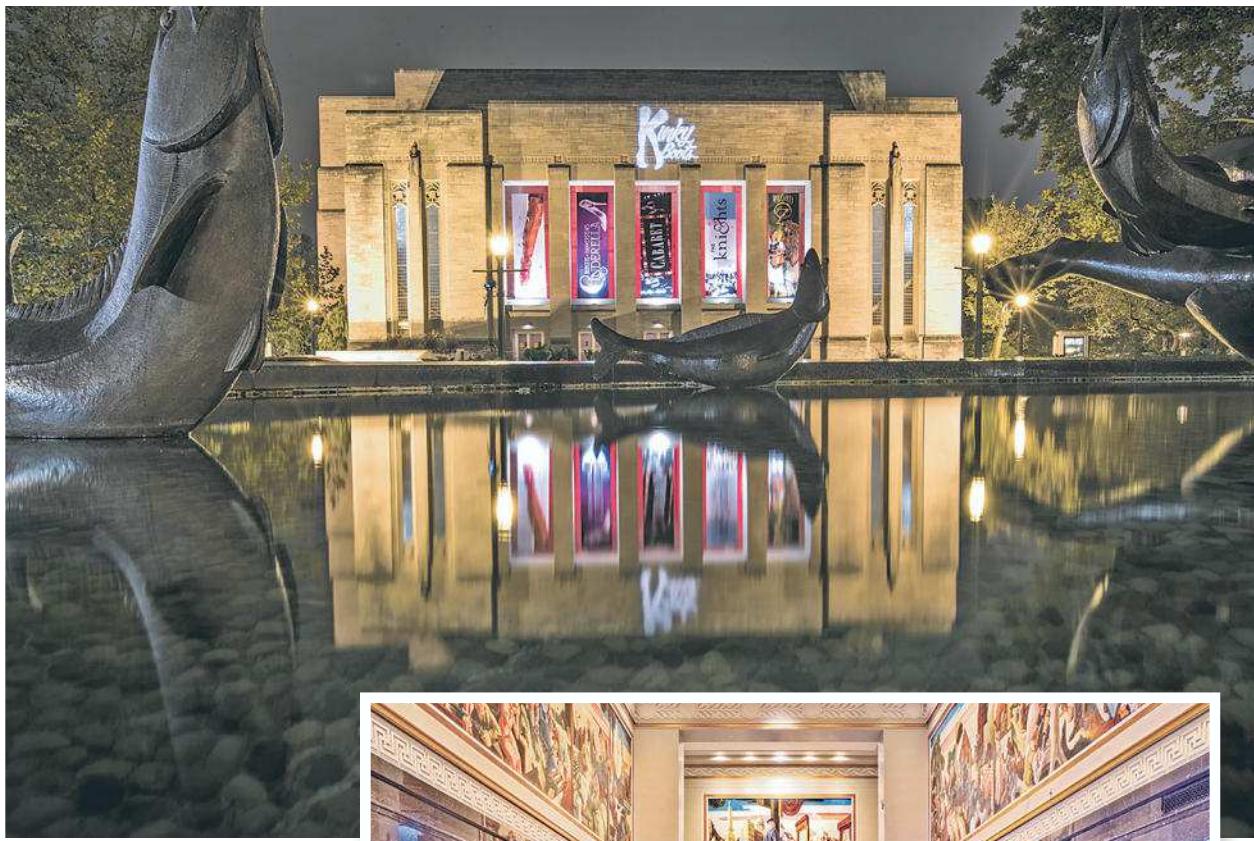
The mayor has flipped the ceremonial switch to officially begin realizing the benefits of solar power for City Hall. In late July, the mayor announced plans to install photovoltaic installations citywide, capable of producing five megawatts of solar power.

### Monroe Hospital Helps Boys and Girls Have a Great Christmas

Monroe Hospital participated in the Salvation Army Angel Tree drive. 46 boys and girls had a great Christmas thanks to the kindness and generosity of Monroe Hospital staff.



Congratulations to Bell Trace Family-first Senior Living on their ribbon cutting. They celebrated the grand opening of their brand new fitness center. Visit them at 800 N. Bell Trace Circle or call 812-332-2355 for more information.



Photos courtesy IU Auditorium/  
Evan De Stefano

## SPOTLIGHT

Continued from page 1

events and artists that they might otherwise have to go to other markets to see.”

The facility — which is funded largely through ticket sales, facility rentals, donations, and sponsorships with about 6 percent of its budget coming from IU — also rents space for various public and private events, among them weddings, graduations and fundraisers.

Construction on the IU Auditorium, which would be built out of locally-sourced Indiana limestone, began in 1938 as a Federal Works Agency project. It was at the time a somewhat unusual step for then-IU President Herman B Wells to take, given that the United States had for nearly a decade been weathering the worst economic depression in its history.

“When most other universities at the time were cutting back on their funding for arts programs, President Wells was more visionary,” said Talbert. “He decided that the way to help grow this campus would be to invest in the arts.”

The auditorium, which today seats 3,200 people, opened its doors in March 1941.

Today, the auditorium typically brings about 15 performances to its stage each season, some of which are single-run shows while others can run for several days, Talbert said. Usually this number includes five Broadway shows, then auditorium staff try to select at least one performance from



Maria Talbert. Courtesy photo

## SPOTLIGHT

continued on page 15



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## SPOTLIGHT

Continued from page 14

several other genres, including dance, comedy, world music and arts, and spoken word. Speakers have included comedian David Sedaris and chef Anthony Bourdain, as well as less traditional offerings like a live showing of *The Price Is Right*.

Booking, Talbert said, is an art. Auditorium leadership needs to have a finger on the pulse of the arts community and of the Bloomington community at large to know what will resonate with the audience. Staff members not only talk with patrons about what they'd like to see, they also do a formal research study on the subject each year.

Another part of the story, she notes, is knowing not only what patrons know they want to see, but what they *don't know* they want to see but will enjoy. In November, the auditorium presented *The Knights*, an innovative New York chamber orchestra that few people would have known to request.

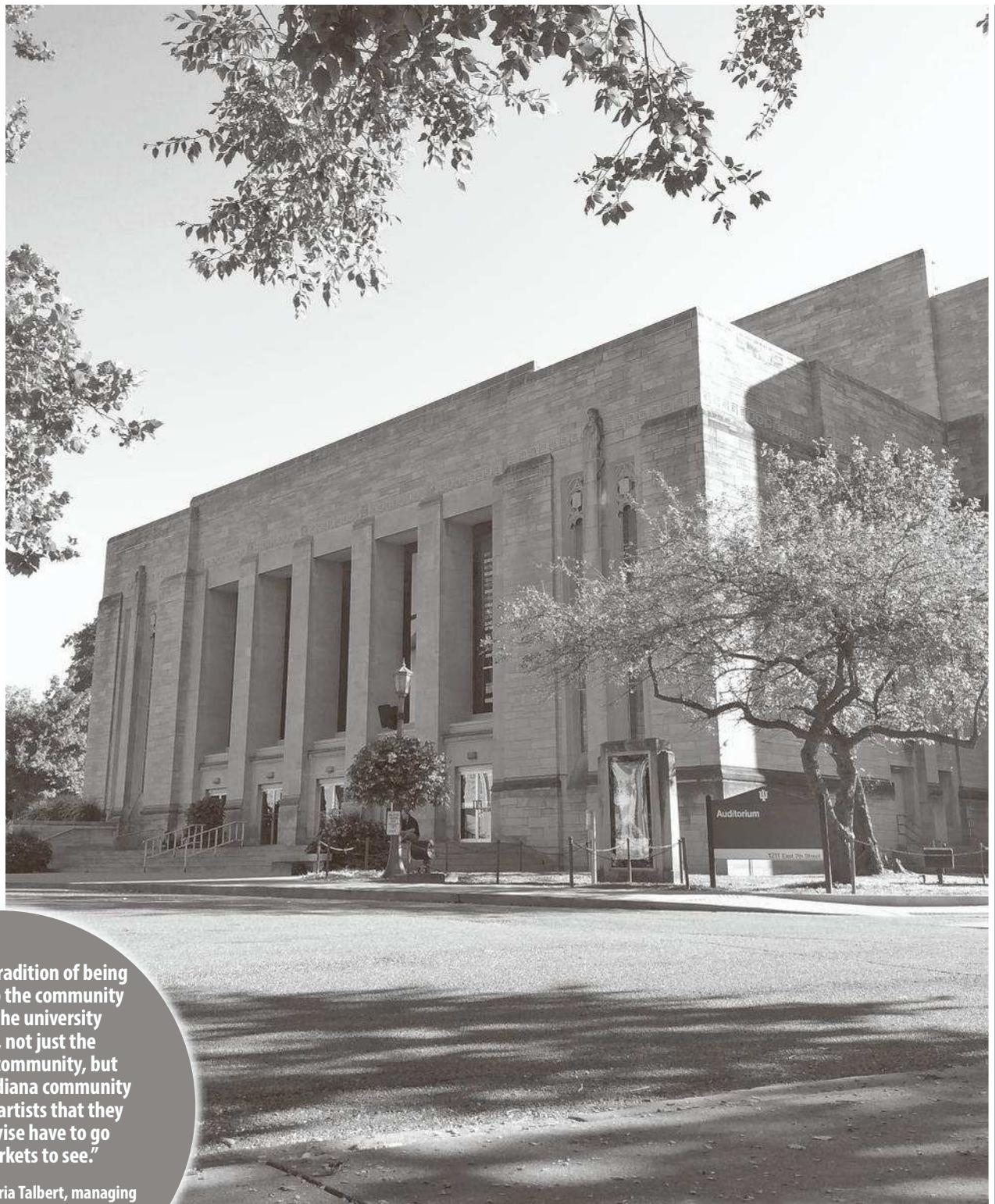
"Everyone was completely mesmerized by the evening and left so grateful for having had that experience of something they would not have been able to pick out themselves," she said of the performance.

The auditorium also seeks to offer learning opportunities with many of the shows it presents, Talbert said. "Almost every time an artist or touring show comes, we create a series of programs that connect the (IU) students and K-12 students, as well as the community," with the artists coming through, she said.

These can include things like master classes from a touring Broadway cast, pre-show talks given by a local expert on subject matter being addressed in a performance, interactions with behind-the-stage people for those studying wardrobe or stage design, and more. Participation in these programs, as well as the number offered, have grown dramatically; in recent years numbers have jumped from about 600 people participating in about 20 programs, to 3,000 participating in 75 programs, Talbert said.

"We are continuing to grow those programs that are hopefully going to just grow and develop the arts patrons of tomorrow, as well as enrich the experience of a number of students on campus through the types of interdisciplinary programs we are trying to create," she said.

In the past, the IU Auditorium's strategic plan was entitled "Our Community's Gathering Place." While that plan has since been replaced, the idea of the auditorium as a "gathering place" is one that continues to resonate strongly with Talbert. Many people have experienced some of the most important moments of their lives at the auditorium, she said, whether it is a school graduation or their wedding day. Others have enjoyed the sometimes transformative magic of a great



**"We value our tradition of being able to bring to the community — not just the university community, not just the Bloomington community, but the southern Indiana community — events and artists that they might otherwise have to go to other markets to see."**

—Maria Talbert, managing director of the Indiana University Auditorium

show and the connections that come from sharing it with others.

And that, she said, is what she hopes will continue for at least another 75 years.

"There is nothing like being in a room with hundreds of other people experiencing the exact same thing as you, live," she said, noting that a study has shown the heart rates of people watching theatre tend to sync up as they watch

together. "In this day and age where we are on the one hand becoming more and more isolated through the devices we have at our disposal, on the other we have these venues — not just the auditorium, the athletics and music and drama (schools) — these places where people can experience something live together and be able to connect with others in a way that is completely unique from any other type of experience. That's the impact."



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