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A Greater Bloomington Chamber of Commerce Publication

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Lisa Slone, Paul May, and Sarah May at ISU The May Agency. Photo by Jeremy Hogan.

Spotlight: ISU The May Agency

By Kasey Husk

Got a start-up business, Stradivarius violin or piece of priceless artwork that you need to protect? Bloomington independent insurance agency ISU The May Agency can get you covered.

A Bloomington family business for three generations, The May Agency prides itself on being able to provide insurance coverage for just about anything that needs protecting, all while delivering highly personalized service. The result of these efforts — as well as its willingness to embrace technology — is a company now approaching its seventh decade with a loyal customer base that have been with them for decades.

That personalized customer service and expertise makes all the difference in the world when disaster strikes, company president Paul May said. If at 2 a.m. one morning someone is standing on the sidewalk watching their home or business burn, they'll be left to dial an 800 number to find information about their coverage with many insurance companies, he said.



Coming in March:
Company Cars:
Selecting and
maintaining vehicles
for the business

MARK YOUR CALENDAR

FEBRUARY

- 21 2018 Educator of the Year Awards, Monroe Convention Center
- 22 Business After Hours, BASCI Home Show, The Warehouse

MARCH

- 21 hYPe Budgeting 101, The Legacy
- 22 New Member Connect, Holiday Inn

First Impressions Count

Carefully designed spaces lead to positive, profitable experiences

See story on page 7

SPOTLIGHT
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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.

2018 General Assembly

The Indiana General Assembly started its 2018 short session in January with more than 800 bills filed. There is not a single dominant issue this session. Lawmakers are focusing on a range of issues including Sunday alcohol sales, smoking age, opioid epidemic and township government reform. Below are a few bills following. To see the full list, visit ChamberBloomington.org.

HB 1005: Township Government Consolidation

This bill requires all townships with a population of less than 1,200 to merge with other townships. Proponents of the bill see this as an important effort to enhance efficiency and effectiveness in our smallest townships.

HB 1380: Tobacco Products Purchasing Age

HB 1380 raises the age from 18 years to 21 for prohibitions and crimes concerning the sale, purchase and possession of cigarettes and other tobacco products. Smokers cost Hoosier employers over \$6 billion

per year in additional health care costs, absenteeism and lost productivity.

SB 50: Workforce Development

This comprehensive workforce development bill provides an income tax credit to an individual who relocates to Indiana to accept employment with an Indiana employer in a high demand, unfilled job. It also provides employers with training tax credits and establishes an apprenticeship program as a graduation pathway requirement.

SB 225: Continuing Education Requirements

Establishes continuing education requirements for licensed health care practitioners who apply for a controlled substance registration. One of the 15 bills introduced this session to address the opioid crisis, this bill educates providers and could reduce the number of opioid prescriptions and potentially decrease the overall supply of controlled substances.

SB 261: Annexation Remonstrance Waivers

Voids an annexation remonstrance waiver executed on or before July 1, 2003 and voids waivers after that date unless the waiver was recorded in the county where the property is located before Jan. 1, 2019.

SB361: Water Infrastructure Task Force

Creates a Water Infrastructure Taskforce and requires the group to study drinking water systems and

wastewater management and develop a long-term plan for addressing drinking water and wastewater needs in Indiana.

Information on Monroe County Food and Beverage Tax

Effective Feb. 1, 2018, Monroe County establishments who furnish, prepare or serve any food and/or beverage products for consumption are required to implement a 1 percent food and beverage tax.

This tax is a result of Ordinance 2017-51, passed by the Monroe County Commissioners on Dec. 13, 2017.

How to register for the tax:

To (a) register your business, or (b) add the food and beverage tax, you must do so through your INBiz account at inbiz.in.gov. With help registering for INBiz, you may contact the INBiz Office at 317-234-9768.

How to pay this tax:

To remit your collected February 2018 food and beverage tax, you must register and/or pay through INTax at intax.in.gov.

When are the first taxes due:

Your February 2018 food and beverage taxes are due on April 2, 2018.

Who to contact with questions or concerns:

Indiana Department of Revenue's Business Assistance line at 317-233-4015, Monday through

Friday, 8 a.m. to 4:30 p.m. (EST) or email at BusinessTaxAssistance@dor.in.gov.

City Council Approves Comprehensive Master Plan

Last month the Bloomington City Council approved the Comprehensive Master Plan. The CMP is the city's long-range plan for land use and development. This document serves as a guide for the eventual update to the city's unified development ordinance. The UDO is the primary source of land use regulations and includes both zoning and subdivision control ordinances. Much like the CMP process, the city will engage various stakeholders and the public during the 12-18 month process to update the UDO.

Registration Open for 2018 Monroe County Citizen's Academy

Are you interested in how county government works? The Monroe County Citizens' Academy provides Monroe County residents with an in-depth look at the functions of county government and will educate residents on the "behind the scenes" activities of local government. Participants interact with department heads and elected officials to learn more about their roles throughout the county. Register online by visiting <https://tinyurl.com/y84hvqyw>

I-69 Section 5 Updates

- The right lane of westbound SR-46 will be restricted from 9 a.m. to 3 p.m. for light pole foundation installation.

- Between 7 p.m. and midnight, all traffic on the SR-45/Second Street bridge will be moved to the north side of the bridge to allow crews to work on the south side. The work area is between Liberty Drive to the west and South Basswood Drive to the east. The same number of travel lanes will be maintained in the south configuration.

- The right lane of southbound SR-37 from Tapp Road to Fullerton Pike will be closed from 8 a.m. to 5 p.m. to perform bridge work at Tapp Road West, including completion of the sound wall. This daily closure will continue for the next several weeks.

- The left lane of northbound SR-37 from the CSX overpass to SR-46 will be closed from 7 a.m. to 5 p.m. to accommodate median drainage work adjacent to the roadway barrier wall. This daily closure is anticipated to be in place for approximately four weeks.

- There will be daily left-lane closures of both northbound and southbound SR-37 from approximately Kinser Pike to Sample Road for median drainage work.

- The inside and outside

shoulders of southbound SR-37 between Bryant Creek and Burma Road will be closed through next week to install drainage protection and guardrails.

- Southbound traffic on SR-37 will be reduced to a single lane south of Burma Road for about 2,000 feet for 60-90 days to allow for the construction of the barrier wall and the Chambers Pike overpass. Temporary concrete barrier will be placed to protect workers. Constructing the bridge and barrier walls this winter will accelerate the project schedule and allow crews to pave access roads in the spring when asphalt plants reopen.

Motorists are urged to exercise caution when driving through these portions of the construction zone, and are reminded that the speed limit remains 45 miles per hour for the entire I-69 Section 5 corridor.



Have questions about Chamber advocacy?

Contact Anne Bono
812-336-6381
abono@ChamberBloomington.org

Making a Difference in the Place to Be



Phil D'Amico.
Courtesy photo.

Hello Bloomington! What a distinct honor and pleasure it is for me to join such a great and vibrant community. Since it was announced right after the New Year that I would have the privilege of being named the next president and CEO of The Greater Bloomington Chamber of Commerce, I have been asked many questions. Some have wanted to get my thoughts on my former community, Richmond and Wayne County; some have wanted to know what my ideas are for a bustling and robust chamber in today's economy; but most have asked me, "Why Bloomington?" What is it about Bloomington that makes this anyone's, and specifically your "dream job?"

When you take a step back and look, there are many reasons why cities like Bloomington — Manhattan, Kansas; Austin, Texas; Ann Arbor, Michigan; Fort Collins, Colorado; Stillwater, Oklahoma; and Gainesville, Florida — are considered some of the best cities to live, work and play in the country. Vibrancy, energy, booming downtowns, arts and culture are all given amenities that seem to follow college towns and their population growth. With the exception of Austin, Texas, these are all cities that offer a small town charm with big city amenities. Towns with a major university located in them have seen a minimum of 20% growth over the last five years. Bloomington is consistently listed by Forbes Magazine as one of the

**"Why Bloomington?"
What is it about
Bloomington that
makes this anyone's,
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top 50 small cities for entrepreneurship and new entrepreneurs to work and live. Forbes also lists Bloomington as the number three best place for business careers, and in the top 10 as one of the most livable cities in the United States. In the most-simple of terms, it is quite frankly just a cool place to live and work.

Last year while I was attending a quality-of-place conference, the speaker was asked a question: "Besides major cities like Chicago, Washington D.C., San Francisco, Boston, etc., where are people going to be living in the next 10 years?" The answer given was towns where there are major collegiate institutions of higher learning, doing significant research and development, who will then commercialize those technologies into new entrepreneurial startups. The speaker showed the top 25 universities in the United States in terms of dollars received and spent in research and development. Sixteen of those schools were either Big Ten or Pac 12 conference schools. Most of the schools in the Big Ten conference, of which Indiana University is a member, have \$600 million or higher spent for research and development. New technology-based businesses have entrepreneurs that need and want to be close to the intellectual capital that comes out of universities. In other words, businesses and business

CHAMBER VOICES
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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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STAFF, PARTNERS & BOARD MEMBERS

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

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~ John Bethell

Get Connected with hYPE

By Jim Inman, director
of marketing and communications

The Chamber's hYPE program — helping Young Professionals excel — started off 2018 with nearly 50 hYPers attending an event at Nick's English Hut on Wednesday, Jan. 10. The discussion was focused on running for office — the processes necessary to become an elected official. Republican Brad Wisler, who sits on the Bloomington City Council, and Monroe County Democratic Party Chairman Mark Fraley shared their experiences and knowledge with the crowd. They spoke about the formalities of becoming a candidate, how social media impacts the political process and connecting with the public. We

appreciate Nick's hosting us and the questions and positive feedback from everyone who attended.

Some fun and engaging events are on the hYPE schedule for the coming months. On Tuesday, Feb. 13, hYPE participants are invited to The Irish Lion for a Valentine's Day-themed Trivia Night. The fun begins at 5:30 p.m., and hYPE Steering Committee members will have a variety of questions for attendees to enjoy, well as some appetizers from The Irish Lion. Bring your significant other for this Valentine's Eve night!

hYPE attendees can learn Budgeting 101 at the March 21 event. The event will be held the week after spring break at The Legacy, hosted by Comprehensive Financial Consultants. The event will touch

on a variety of topics — the basics of budgeting, setting financial goals, tracking income and expenses and more. Registration will be open in mid-February — we hope to see several young professionals there.

Did you know our hYPE events are always free to attend? We invite young professionals from our community to join us and see what the "hype" is all about at one of our upcoming events. Our steering committee members will introduce you to attendees and help you get quickly acquainted.

Are you receiving 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. You can find hYPE on Facebook and Twitter as well.



Courtesy photo.

MEMBER RENEWALS

- American Cancer Society
- Southeast Indiana
- Best Beers, Inc.
- Clendening Johnson & Bohrer, P.C.
- Community Foundation of Bloomington & Monroe County
- ConsulTech
- Crazy Horse Bar & Grill
- Farm Credit Mid-America
- Mike Gentile
- Hilliard Lyons LLC
- Horn Properties
- Innovative Financial Solutions, Inc.
- IU-Alumni Association
- Kaytee Lorentzen Photography
- Kirby Risk Electrical Supply
- Mira Salon and Spa
- Monroe Place Assisted Living
- Nick's English Hut
- Cindy Oswald
- Resource MFG
- Smithville
- SPAAH!
- Steve's Roofing-Sheet Metal LLC
- Terry's Catering LLC
- United Way of Monroe County
- Wilson Tool & Engineering, Inc.
- Charlotte Zietlow

NEW MEMBERS

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101 W. Kirkwood Ave., Suite 127
Bloomington, IN 47404
Contact: Angela Huxford
812-333-4917

Evergreen Village at Bloomington
3607 S. Heirloom Drive
Bloomington, IN 47401
Contact: Shyla Huff
812-336-2718

Focused Driven Lifestyle Coaching
Bloomington, IN 47408
Contact: Lyman Montgomery
877-275-3039

Grazie Italiano
106 W. Sixth St.
Bloomington, IN 47404
Contact: Jim Blickensdorf
812-323-0303

Newton's Legacy Woodworking & Engraving LLC
Bloomington, IN 47404
Contact: Regina Newton
812-322-3360

Osteria Rago
419 E. Kirkwood Ave.
Bloomington, IN 47408
Contact: Susan Bright
812-822-0694

Sheldon School Pictures
311 S. Swain Ave.
Bloomington, IN 47401
Contact: Steve Sheldon
812-336-8661

New Hires & Promotions

Deckard Joins United Way Team

United Way of Monroe County welcomes Trent Deckard as resource development director. Deckard will lead donor relations and fundraising to support United Way's focus of helping people learn more, earn more and lead safer and healthier lives. He brings over ten years of experience in public services, fundraising, higher education and communications.

Ellis Elected to COTA Board of Directors

Jolene Ellis, MD, a pediatrician with Henry Ford Allegiance Pediatrics in Jackson, Michigan, has been elected to serve a three-year term on the Children's Organ Transplant Association board of directors. Ellis specializes in pediatrics and is affiliated with Henry Ford Allegiance Health.

Collins Elected to COTA Board of Directors

Marc A. Collins, a principal therapy consultant with Medtronic CoreValve in Indianapolis, has been elected to serve a three-year term on the Children's Organ Transplant Association board of directors. Collins received his Bachelor of Science in finance from Central Michigan University in Mt. Pleasant in 1999.

Seiders Elected to COTA Board of Directors

Suzanne Seiders, RN, BSN, a clinical trainer with Evolent Health, has been elected to serve a three-year term on the Children's Organ Transplant Association board of directors. In addition to her work as a medical professional, Seiders is also a COTA parent.

Awards & Designations

Griffin Receives 2018 Dr. Martin Luther King, Jr. Legacy Award

The Dr. Martin Luther King, Jr. Legacy Award was recently awarded to Nicole Griffin. The annual award is given to a person who has made significant contributions in the areas of race relations, justice and human rights.

Hoosier Energy CFO named a CFO of the Year

Donna Walker, executive vice president and chief financial officer at Hoosier Energy Rural Electric Cooperative, was recently named a 2017 CFO of the Year by the Indiana Business Journal. Walker leads Hoosier Energy's cross-functional team addressing the U.S. Environmental Protection Agency's Clean Power Plan.



Pure Barre is the largest, most established barre franchise in the nation, with more than 460 studios throughout the U.S. and Canada, and more studios opening each month. Pure Barre is a total body workout that uses the ballet barre to perform small, isometric movements, which burn fat, sculpt muscles and create long, lean physiques. Stop by 2894 E. Third St., Suite 104 or call 612-554-9843.



Bedrök Café is a local brunchenette and juicery located in Bloomington's Downtown Commercial District. Our focus on seasonal, local and regional ingredients, as well as our attention to healthy and high-quality products makes our restaurant an idiosyncratic gem. Stop by 409 S. Walnut St. or call 812-650-1110 and see what we're all about!



Focused Driven Lifestyle Coaching, LLC provides professional and personal lifestyle coaching services, designed to help you focus on work while staying active in your social life. From relationship coaching services to lifestyle coaching, you can count on our expertise for ensuring your personal and professional self-improvement. It is important to know, we are not a life counseling company. Call 877-275-3039 to learn more.



Evergreen Village is a 115-bed assisted living community for seniors with limited financial resources. Private studio and one-bedroom apartments allow residents to stay independent longer while maintaining their health, wellness and dignity. The team of courteous and caring staff is always ready to assist residents. At Evergreen Village at Bloomington you'll enjoy friendly neighbors to share common life experiences and an active community full of choices. Call 812-336-2718 for additional information.

Let It Shine Lighting, LLC Receives Award

Let It Shine Lighting, LLC was proud to accept Duke Energy's Top Rebate Writer of 2017 Award for the second year in a row. Let It Shine Lighting, LLC, is a commercial and industrial lighting company, located in Bloomington, Indiana.

Accounting Firm Promotes Staff

Blue & Co., an accounting and consulting firm with offices around the Midwest, recently promoted more than a dozen employees across its Bloomington, Columbus, Indianapolis and Seymour locations. Nancy Wagner of the Bloomington office was promoted to staff accountant. She specializes in business services.



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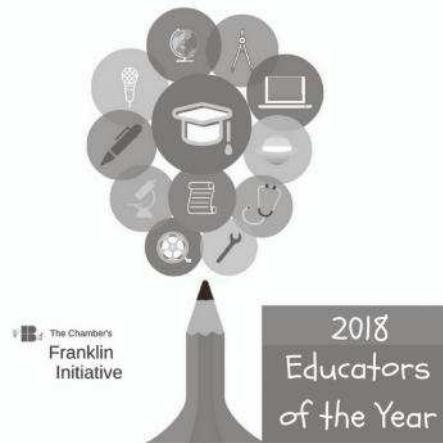
We'll handle it from here.™

The Franklin Initiative Update

Make A Difference: Connect with local students

By Jim Inman, director of marketing and communications

The Franklin Initiative is off to a busy start this spring! If you're looking to get involved in The Chamber and the Franklin Initiative, our Career Speakers Bureau is a great place to begin. The Career Speakers Bureau is a year-round program that brings local professionals into area high schools to participate in panels consisting of two to five speakers. These panels help to introduce students to a variety of career options that are available within a given field, as well as allow students to ask questions about the various professions being presented. Our volunteer speakers provide advice to students for their college plans and inform students how to prepare for success in their fields. Each panel is



focused around a specific career field, such as medical, STEM, arts, public safety, social work, culinary arts, management, and more.

Our other spring programs include

mock interviews and a day of job shadowing for the freshman students participating in the "Preparing for College and Careers" class at the Academy of Science and Entrepreneurship. Our mock interviews program provides students with an opportunity to practice their interviewing skills in a safe, supportive environment with an actual professional whom they have not previously met, and allows students to receive feedback and helpful advice for future interviews. It will be held on Thursday, April 12 at The Academy for Science and Entrepreneurship.

Our job shadowing program allows high school students the chance to explore careers by observing and interacting with people on the job, for a short period of time. We partner high school freshman with professionals from local

organizations who offer careers in which the students have an interest. The job shadows will be held on Friday, April 20.

Our last Reality Store® of 2018 will be held on Wednesday, April 11 at Jackson Creek Middle School. If you are interested in volunteering, please contact The Chamber at 812-336-6381 or email info@chamberbloomington.org for information.

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.



CHAMBER VOICES

Continued from page 3

owners like to be close to smart people. The university intellectual property, which pulls together education and the private sector, has led cities like Bloomington to significant population growth. The new 21st-century entrepreneur likes the fact that they can be around others who share similar business and education qualities, and yet they also require the quality-of-life factors that come along with living in a big city. Hence the new importance of brew pubs, live music, arts and culture, festivals, downtown living, and Saturday morning farmers markets. Read: all of those basic amenities that we see in growing cities like Bloomington.

By the way, universities have figured out this concept as well. They now have their own intellectual property departments and economic development offices, as well as their own workforce development initiatives. They have figured out that by helping to jump start new business startups and keep them close to the university, the businesses and their owners stay close to the university, becoming potential contributors to further enhance their

endowments. Helping to spin off new technologies and businesses can be a financial win for universities as they, too, in some cases take on equity positions in these new ventures. The latest stats are 85% of the total number of businesses in the U.S. now have less than 20 employees, and 99% have less than 500 employees. The new entrepreneur has changed, and I would venture to surmise that they are coming out of intellectual property stemming from collegiate research and development.

It is with incredible enthusiasm that I am privileged to join a community that will continue to be a "Place to Be," in the 21st century.

I say all of this to answer that early question I asked: "Why Bloomington?" It is my observation that cities like Bloomington are about to become the epicenters to our newest technologies and business growth. It is where entrepreneurs will come to develop the next latest-and-greatest technologies. There is no doubt that with these epicenters of growth comes energy and vibrancy and Bloomington is — and further, will be — the place to be. It is with incredible enthusiasm that I am privileged to join a community that will continue to be a "Place to Be," in the 21st century. I look forward to working alongside each of you to make sure The Greater Bloomington Chamber is poised to make a difference in the future of Bloomington.



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First Impressions Count

Carefully designed spaces lead to positive, profitable experiences

By Kasey Husk

As the old adage goes, you never get a second chance to make a first impression. And when it comes to business, the stakes are high. Whether someone is glancing at a business from the outside, sitting in a waiting room, following a post on Facebook or simply talking to a staff member, every interaction with a business is a chance for would-be clients to draw quick conclusions about an organization's professionalism, its products and its values. The successful business owner, local professionals say, must do everything he or she can to ensure a business is putting its best foot forward to future clients in all areas.

Attractive design, great curb appeal and a vibrant social media presence can draw people in, while a comfortable environment, amenities like Wi-Fi and great customer service will solidify a positive impression for the future.

"It doesn't really matter what type of product or service you are selling, you still need a welcoming entrance," said Carol Roop, owner of Hoosier Office Supply and a Bloomington division of Indoff, which supplies commercial interiors, business products and energy solutions. "First impressions count."

Drawing customers in

Having an attractive exterior and thoughtful interior design can go a long way toward encouraging people to check out your business, local experts say. Once they step inside, it can also help them form a positive impression before they even try a product.

"You don't want to eat in a place that doesn't look appealing, because that's the first thing you see," said Alison Smith, general manager at C3 Bar in Bloomington. "If the restaurant looks great and they are putting a good foot forward, you'd expect the same thing to carry through on the food and drinks they offer."

The owners of C3, which offers "craft cocktails" and farm-to-table cuisine, put a lot of emphasis on interior design in creating a stylish, contemporary, upscale-but-not-stuffy environment when opening C3, Smith said. The look of the restaurant helps set the mood for those who come to dine or have a cocktail.

"The colors and furniture really contribute to just having a fun, stylish interior that makes people happy to be here," she said. "Your interior and design and upkeep — that's the first impression, that's what they see before they even try any of your products."



Alison Smith. Courtesy photo.

"The colors and furniture really contribute to just having a fun, stylish interior that makes people happy to be here."



Left: C3 Bar. Courtesy photo.



Right: C3 Bar. Courtesy photo.

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FIRST IMPRESSIONS COUNT

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Particularly when it comes to restaurants, people are immediately looking to see whether a restaurant looks clean, said Heidi Musser, media representative for Azzip Pizza in Bloomington. Having a bright, clean restaurant with lots of natural light is attractive to people, she said. However, when it comes to food, other senses also play a role in forming a first impression.

“People notice the surroundings, and then they notice the smells,” Musser said. “Especially with food, you always want it to smell good and draw people in.”



Heidi Musser. Photo courtesy Chelsea Sanders, Blueline

“People notice the surroundings, and then they notice the smells. Especially with food, you always want it to smell good and draw people in.”

Like Musser, Roop believes that lighting is essential to creating a welcoming atmosphere in an office, business or restaurant. She recommends people capitalize on all the natural light they can, then invest in high-quality artificial lights that best mimic natural light. Color is also important, she said; light colors can make a small space look bigger, while incorporating the colors from your logo throughout can give a sense of continuity that can help build your brand.

Business owners can't neglect the outside of a building either, Roop said, because “it is a reflection of your business inside and out.” Quality signage and a well-kept exterior are important for setting the right tone.

“Landscaping is always good because you think if you go to a place where they aren't taking care of the building, if the outside doesn't look clean and neat and welcoming, you aren't even going to stop,” Roop said.

Design choices can add personality to a facility and tell the customer what your company values are. One good choice, Roop said, can be displaying artwork from local artists.

Architect Doug Bruce, president of Tabor/Bruce Architecture and Design, Inc., agreed.

“The design of the business is going to talk a lot about the thinking of the business,” Bruce said. For example an “ultramodern” building design would go very much in line with a forward-thinking business model.

FIRST IMPRESSIONS COUNT

continued on page 9

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Above: Community Ford Lincoln of Bloomington. Photo by Jeremy Hogan; below: C3 Bar. Courtesy photo.



Above: Azzip Pizza. Photo courtesy Chelsea Sanders, Blueline; left: The Rubicon building on Kirkwood, a distinctive design by Tabor/Bruce Architecture and Design, Inc. Courtesy photo; below: Bloomington Transit depot downtown. Photo by Jeremy Hogan.



FIRST IMPRESSIONS COUNT

FIRST IMPRESSIONS COUNT

Continued from page 8

The City of Bloomington itself has taken such steps to show its fun, quirky side even at something as seemingly mundane as a bus stop. The city's new Bloomington Transit Center, which opened in August 2014 after a decade of planning, incorporates the work of many local artists in its decorative but functional bike racks and benches, as well as in a large public art installation on one of its walls.

“This is a public place, and place-making is important,” said Lew May, general manager of the Bloomington Public Transportation Corporation, of the need for public art. “You want people to be attracted to a place like a public transit center.”

He adds, “we try to set ourselves apart and draw attention to public transit in the community,” he said.

Of course, facilities must be highly functional as well as being visually appealing, said Evan Martin, general manager at Community Ford Lincoln. Buildings, he said, should be “clean, modern and ease to use,” as consumers like to know where they are supposed to go and what they are supposed to do.

“Buildings to me have to be about how the customer flows through them, it has to make sense,” Martin said. “They have to understand ‘where am I to go to get the servicing that I need and how do I flow through it.’”

More and more, customers are also expecting that businesses like Martin's provide a certain level of amenities, he said. Among these expectations are free Wi-Fi, vending machines, coffee, televisions and a comfortable place to sit. Charging stations for devices have become more popular among many



Doug Bruce. Photo by Chris Howell.

“The design of the business is going to talk a lot about the thinking of the business.”

FIRST IMPRESSIONS COUNT

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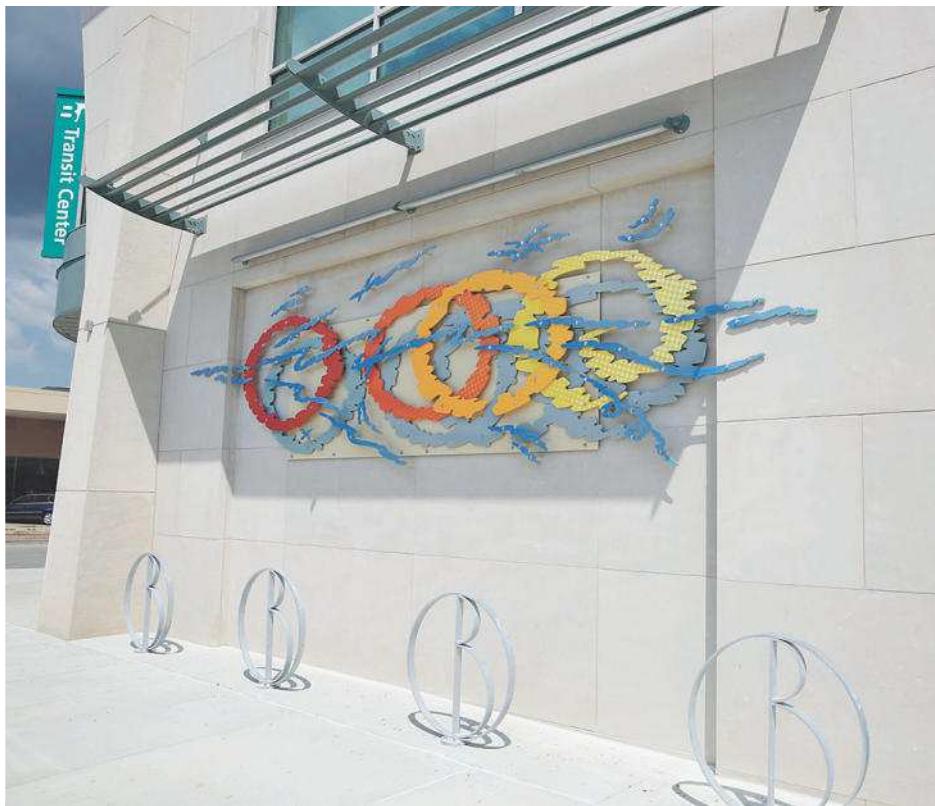
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Public art on the west wall of the Bloomington Transit depot downtown. Photo by Jeremy Hogan.

FIRST IMPRESSIONS COUNT

Continued from page 9

businesses lately, and Martin's customers can also pick up tablets sitting around for customers' use while they wait.

Because many of these amenities have become so expected, *not* having them can turn customers off, Martin said.

Offering unexpected amenities, however, can also serve to catch people's interest in a business and keep them coming back.

Adding amenities that might attract new ridership was a major facet of the plan to create a new transit center. The new facility, May said, is a "night and day" difference in terms of the variety of amenities available. Free public wireless internet is available, real-time bus information is available on monitors, kiosks and electronic signs, and many surveillance cameras — coupled with the presence of the city's 911 dispatch center directly above it — create a sense of security.

"Going into it, we wanted to provide a comfortable environment that would encourage people to use public transportation," May said. "There is no comparison to the old transit center at Fourth and Washington: it had no air-conditioning, no public restrooms, it was very Spartan in design and convenience."

Providing easy accessibility for customers with handicaps is also a good way to make a first impression, Bruce said — in fact, it is becoming ever more important with the aging of the Baby Boom generation. Building codes, Bruce said, are always the minimum standards for accessibility, and in some cases it makes sense to exceed the requirements in order to better meet the needs of the customer.

A former real estate agent, Bruce said that while having a good location is perhaps the most important ingredient for a successful business, details like great curb appeal and accessibility are vital for drawing people in.

"It is what sets you apart from your competition; it is what allows people to know you are there and open for business," he said. "In this age when people tend to shop more on the internet than at bricks-and-mortar (establishments), then what you do with that brick and mortar becomes more important."

Making a great digital impression

While having great curb appeal and décor is important, however, in today's digital age first impressions aren't always happening just when someone walks into a building.

Websites, social media accounts and advertising efforts often mean that before a customer has even stepped into a store, he has already engaged with a business or a brand. With that in mind, businesses need to be just as aware of how they look online as they are of how they look in real life.

"Research in our industry shows that people spend about 16 to 18 hours researching ... before they even set foot into a store," Martin said of car buying. "The old adage was that people went to four to five dealerships before buying. Now it's 1.5."



Lew May. Photo by Jeremy Hogan.

"Going into it, we wanted to provide a comfortable environment that would encourage people to use public transportation."

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FIRST IMPRESSIONS COUNT

Continued from page 10

As a result, it is vital that websites draw potential customers by being visually appealing and user-friendly, lest the customer move on to another site. “Our website has to be very good and almost transactional for our customers, a place where they can go to get as much information as they need,” Martin said.

Social media, meanwhile, can be a powerful way to both drive traffic to a business and build its brand. For Martin, that means sharing information useful to its customer base, such as advice on winterizing a car, which he believes helps build trust with the customer base. For others, that can mean light-hearted banter about sports with customers.

Crisp, professional images can help drive traffic to your establishment, Smith said. If someone sees a picture of a delicious menu item, they might well set their heart on visiting the restaurant soon.

“You have to be constantly updating your social media to keep yourself relevant,” Smith said, giving as an example updated menu items. “If you have old material posted on your social media, it is misleading to the consumer.”

But it is also important, Smith said, to connect with your followers. If someone comments on a photo, for example, it is a good idea to respond.

“If someone said, ‘that’s a great picture,’ you need to respond back so they know their opinion matters,” Smith said. “It makes your restaurant seem a little more personable.”

Likewise, Azzip Pizza is particularly active with social media, chief among them Facebook but also Twitter, Instagram and Snapchat, Musser said.

“Zack Mathis at company headquarters does a great job keeping on top of replying to people, sharing good tweets and engaging with our customers so that they really feel like Azzip isn’t just a pizza joint, it’s a community,” she said.

Social media is especially important because people spend so much time engaging with it via their smartphones, Musser said.

“People are much more apt to engage with a Facebook post than they are to answer a phone call,” Musser said. “It has become a way of life, it is how people learn about things, share information and stay connected. For us to be able to stay connected with our current customers, it is great because they have our information at their fingertips.”

On the occasions when social media is used to make a complaint, it can be equally useful in helping a business make things right. The most important thing to do, Musser said, is to do due diligence to find out the cause of the problem and make it right with the customer.

“First and foremost, address it. Don’t hide from it,” Musser said. “We aren’t perfect, we all have bad days. We have employees who have bad days. But you always want to address it and make it right.”



Photo by Jeremy Hogan.

“Our website has to be very good and almost transactional for our customers, a place where they can go to get as much information as they need.”

**—Evan Martin,
Community Ford Lincoln**



Above and left: New building and showroom at Community Ford Lincoln of Bloomington. Photos by Jeremy Hogan.

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FIRST IMPRESSIONS COUNT
continued on page 12

Engaging employee attitudes

Still, all the great décor, landscaping and tantalizing smells or hilarious tweets in the world won't necessarily mean a great first impression at a business without one more ingredient, locals say: The employees.



Carol Roop. Courtesy photo.

"If (employees) are happy, it is going to go throughout your organization. Your customers will see that you have a happy organization and they'll want to do business with you."

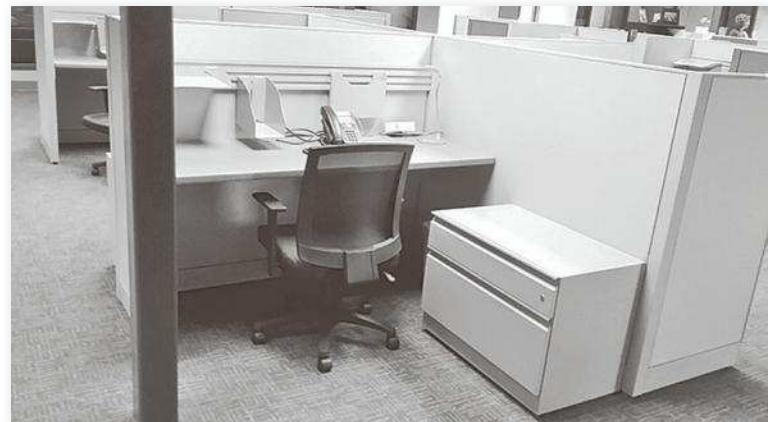
"If (employees) are happy, it is going to go throughout your organization," she said. "Your customers will see that you have a happy organization and they'll want to do business with you."



At Azzip, where Musser describes employees as friendly and outgoing, employees are trained to spot first-time visitors to the quick-service restaurant, people with the "deer in the headlights look," she jokes. Azzip customers customize their pizza order by selecting from six sauces, six meats, many other toppings and a variety of other options, all while the pizza is made right in front of them. It can be overwhelming at first glance, Musser said, but employees are trained to walk new customers through their options. Helping people feel comfortable ordering makes them confident about coming back.

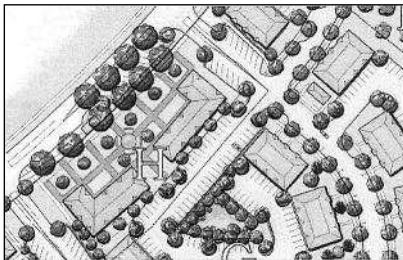
Having employees who are knowledgeable about the products they are selling also helps make a great impression, Smith said. She's noticed that particularly among young people, customers are interested in learning more about what they are eating and drinking and tend to ask questions.

However, the most important factor, according to both Musser and Roop, is having a happy workforce. Employees who feel like valued members of a team working toward a goal tend to be more engaged and more enthusiastic about what they are doing, Roop said. And customers can always tell.



Above and left: A welcoming entrance and office space designed by Carol Roop Office Supply, a Bloomington division of Indoff. Courtesy photos

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Congratulations to Osteria Rago on their ribbon cutting. They celebrated the grand opening of their authentic Italian restaurant and deli in the vibrant heart of downtown Bloomington. Visit them at 419 E. Kirkwood Ave. or call 812-822-0694.



Congratulations to Serenus Float and Wellness Center on their ribbon cutting. Discover true relaxation and wellbeing through the use of their float tanks and infrared saunas. Visit them at 410 S. Landmark Ave. or www.serenusfloat.com for more information.

CHAMBER BRIEFS

Continued from page 5

Bloomington Parks and Recreation Staff Member Earns National Certification

Leslie Brinson, community events manager for the Bloomington Parks and Recreation Department since August 2016, has earned Certified Park and Recreation Professional certification from the National Recreation and Park Association. CPRP certification is the national standard for all parks and recreation professionals.

Opportunities & Events

Monroe County CASA Lennie's Dine and Donate

Lennie's will be hosting a month of Dine and Donate events to raise money for Monroe County CASA. Dine at Lennie's any Tuesday after 4 p.m. in the month of February and bring a certificate. Certificates can be picked up at the CASA office or found on the Monroe County CASA Facebook page.

CJAM Offers Professional Development Opportunity

The Community Justice & Mediation Center is offering a 40-hour Conflict Resolution and Mediation training held over five weekend days on Feb. 10, 11, 17, 18 and 24 from 8:30 a.m. to 5 p.m. This training lays the groundwork for anyone interested in enhancing their conflict resolution/management skills. For more information, call 812-336-8677 or visit www.cjamcenter.org.

Financial and Estate Planning Lifelong Learning Course to be Held

A Financial and Estate Planning course, offered through IU Lifelong Learning, will take place on Feb. 17, 24 and March 3. Instructors are Lance D. Like, founder of Like Law Group LLC and Anthony L. Stonger, financial advisor for Edward Jones. For more information, register at lifelonglearning.indiana.edu or call 812-855-9335.

Nonprofit Board Certificate Seminar

The Bloomington Volunteer Network will offer a Nonprofit Board Certificate seminar from 1-5 p.m. on Feb. 22 at the city council chambers. Participants will better understand roles and responsibilities of board membership and how to assess which board is right for you. For more information, visit tinyurl.com/BoardCertificate or call Bet Savich at 812-349-3472.

Join us for the Eighth 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 pm. All proceeds benefit Big Brothers Big Sisters. For more information, contact Tracey Coryea at tracey.coryea@oldnational.com or Danell Witmer at dwitmer@bigsindiana.org.

Join Express Employment Professionals for a Lunch and Learn Event

Express Employment Professionals is holding a complimentary training program which will teach supervisors to help set up new employees for success and show commitment to career development. The program will take place on Thursday, March 8 from 11:30 a.m. to 1 p.m. For more information, call Tim Tucker at 812-333-6210.

Other

SCI REMC's Operation RoundUp Awards \$37,970 in Community Grants

South Central Indiana Rural Electric Membership Corporation's Operation RoundUp board of trustees awarded \$37,970 to nine non-profit organizations in Morgan, Monroe, and Owen counties, bringing the total to more than \$3.2 million given to the community since the program began in 1995.

SCI REMC to Sponsor Students at Touchstone Energy Camp

South Central Indiana Rural Electric Membership Corporation will sponsor two students at the annual Touchstone Energy Camp. The camp will be held June 6-9 at Camp Tecumseh in Brookston, Indiana. For more information, visit www.sciremc.com/energycamp. Applications are due Feb. 15, 2018.

University of Sewing at The Tailored Fit Offering Sewing Lessons

Learning to sew with knit fabric can be tricky. University of Sewing is offering a series of sewing lessons that will leave you confident to sew with knit fabrics with ease. For more information, visit www.thetailoredfit.com/shop.

SCI REMC to Sponsor Students for D.C. Trip

South Central Indiana Rural Electric Membership Corporation will sponsor two students on the annual Indiana Youth Tour to Washington, D.C. The 2018 Indiana Youth Tour is June 7-14. For more information, visit www.sciremc.com/youthtour. Applications are due Feb. 15, 2018.



Congratulations to Jack's Donuts of Bloomington on their ribbon cutting. They just opened up a new location in the fall. Visit them at 1155 S. College Mall Road or call 812-822-1643 for some delicious, fresh, hand-made donuts.



Congratulations to Nail World and Spa on their ribbon cutting. They had an open house to celebrate a remodel and added services after eleven years in business. Visit them at 2618 E. Third St. or call 812-333-2338.



Chamber members may send submissions for Chamber Briefs to Carol Kelly at the Chamber: ckelly@ChamberBloomington.org. Submissions should be 50 words or less, in straight paragraph form with no quotes or bullet lists. Please submit in Microsoft Word format within the first two weeks of the month for publication the following month.



price, of course ... but it has to have the coverage necessary to cover their exposures.”

In this, May is following a family tradition of customer service. His late father, Charles ‘Bus’ May, first launched The May Agency in Ellettsville in 1949 after returning from his service in World War II. Charles May, who also owned a prosperous homebuilding business, found that by the late 1960s he was too busy to manage both businesses on his own and needed to hire someone to help out. He called his son Paul and asked him, “would you like to take a shot?”

Paul May had never given any serious thought to selling insurance at the time. He was also busy with his studies at Indiana University. But, he said simply, “I didn’t see any reason not to try it.”

The gamble paid off when May discovered he had a talent for and interest in the insurance field.

“The satisfaction is when a customer keeps coming back, they become friends,

“We aren’t selling insurance, we are protecting people’s valuable stuff. We aren’t trying to be the cheapest.”

—Paul May

ISU The May Agency. Photo by Jeremy Hogan.

SPOTLIGHT

Continued from page 1

“In our business, we’ll be standing there next to you at 2 a.m. talking to you about how we’re going to find you a place to live while we’re rebuilding the building,” he said.

Many people make the

mistake of thinking of insurance as a commodity that one purchases in the same way they’d select a new cell phone, but in truth the industry is highly complicated and it can be hard for a lay person to understand what coverage they truly need, May said.

He sees his role for clients

as that of a trusted adviser and a resource; clients can “not worry about knowing all of it, they just know that we do and they trust us.”

“We aren’t selling insurance, we are protecting people’s valuable stuff,” May said. “We aren’t trying to be the cheapest.

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SPOTLIGHT

continued on page 15

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2018 Educators of the Year Awardees Announced

The recipients of the 17th Annual Educators of the Year awards have been announced by The Greater Bloomington Chamber of Commerce's Franklin Initiative.

Eight individuals and an educational program will be honored at the community celebration, which recognizes the top educators and educational programs in accredited schools across Monroe County. The awardees were nominated by their fellow educators, school administration, students and individuals within Monroe County. The awards dinner is scheduled for Wednesday, Feb. 21, 2018 from 6:30 to 8 p.m. at the Monroe Convention Center.

Since 2001 The Chamber's Franklin Initiative, along with the business community, has supported excellence in education with the Educators of the Year awards ceremony. In addition to seven educators who will receive an **Outstanding Educator Award**, Edgewood Junior High School principal **Donna Atkinson** will be honored with the **Lifetime Achievement Award** for her outstanding longtime commitment to education.

"We are honored to recognize Donna Atkinson for her years of educational service. Her focus has always been student drive, and she sets high expectations of her students and colleagues. Everyone at Edgewood Junior High School respects her practice of educational excellence," said Anne Bono, interim president and CEO

of The Greater Bloomington Chamber of Commerce.

Bloomington-based company Solution Tree will again donate \$500 to the school of each Outstanding Educator. In addition, Solution Tree will pay all expenses for each awardee to attend a Solution Tree Institute, or one of the company's two-day workshops anywhere in the country.

This year Western Governor's University will be offering \$1,000 scholarships or tuition vouchers to each of the Outstanding Educator honorees. These scholarships and vouchers may be used to by the educators for educational opportunities within WGU.

"Solution Tree and WGU are committed to education. By providing the opportunity for our Outstanding Educator recipients to advance their educational training, our awardees return that knowledge to both their classrooms and to our community," said Bono. Other sponsors who support the event include Smithville, Cook Group, Markey's Rental and Staging, Sheldon School Pictures, IU Credit Union, Ivy Tech Community College of Indiana-Bloomington, Bungler & Robertson, Nature's Way, LLP, First Financial Bank, JPMorgan Chase and The Herald-Times.

The **Leading Light Award** is given to an innovative program that enhances the education community and serves our county's young people. This year The Chamber is honoring the **STEM Program at Grandview Elementary School** with a Leading Light Award.

The following individuals will be honored with 2018 Outstanding Educator Awards:

Martha Chamberlain, Title 1 teacher, Fairview Elementary School

Laura Chappell, paraeducator, Childs Elementary School

Lori Chestnut, fourth grade teacher, Stinesville Elementary School

Kelly Faust, Title 1 teacher, Edgewood Primary School

Sheila McDermott-Sipe, language arts teacher, Bloomington High School South

Kathryn Sparks, third grade teacher, Grandview Elementary School

Doug Uhls, mathematics teacher, Edgewood High School

The community is invited to celebrate these amazing educators and programs on Wednesday, Jan. 21, 6:30-8 p.m. at the Monroe Convention Center. To register for the 17th Annual Educators of the Year Dinner and Awards, please contact The Greater Bloomington Chamber of Commerce at 812-336-6381, or email Carol Kelly, event coordinator, at ckelly@ChamberBloomington.org. Tickets are \$35 per person; children in grades K-12 are \$20 and there is no charge for Pre-K. Sponsored tables with eight seats may be purchased for \$500.



SPOTLIGHT

Continued from page 14

they call you when they want to talk about some decision they are making in their business because they value our consulting," he said. In the 1970s, the company opened its second branch in Bloomington. Later, the original Ellettsville operation was folded into the Bloomington branch, which has been located at 17th and Walnut since the late 1970s.

Today the organization provides all types of insurance, including the typical necessities like home, health, life, auto and commercial business insurance. Because of its partnership with nation-wide insurance organizations ISU Insurance Services and Acrisure, The May Agency has access to more than 300 insurance markets. This ensures that the company is always able to find coverage for even the most unusual or difficult-to-write policies, such as policies for hard-to-classify startup companies or specialty coverage for public schools and public utility companies, which generally have high-value assets and "very limited markets" for insurance, May said.

In almost five decades in the business, Paul has seen tremendous changes in the industry. For one, mergers and acquisitions have become so common that while there were 70,000 or so agencies in the country when he

entered the field, today there are only 20,000. New types of insurance coverages have also emerged to meet new markets; cyber insurance, for instance, which protects companies from losses due to cyber crime, was born about a decade ago.

The company has survived and thrived, however, due in large part to its timeless customer service and a willingness to embrace new technologies. May estimates that the company was paperless about 10 years before most of its competition, and when fax machines first came into use it even went as far as buying a fax machine for one of its companies so that they could communicate more easily.

"We embrace change and therefore are always evolving with the things that help us," May said. He adds that "every very new idea that comes along, if we can figure out a way we think it is going to help our customers, we are on it. Most agencies fight change like crazy ... (but) we are always looking to change."

The reward, he said, has been notable increases in efficiency. At one point the organization had 30 employees, but with the help of the internet and other technologies the office is now able to get three times as much done with a staff of only 14. This staff includes May's daughter, Sarah May, who has worked part-time for the company since 2002 as marketing/advertising

manager, as well as vice president and office manager Lisa Slone, who joined the staff in 2009.

Over the years, the company has placed a strong emphasis on local philanthropy as it has sought to do its part for the community, Sarah May said. The May Agency provides support to more than 40 organizations in the community that vary widely, everything from local schools, fire and police departments, food banks, animal shelters and more.

"We have a fairly large part of our budget that we set aside for different groups, mostly in the Bloomington community," she said, noting that the company tends to make long-term commitments that last for years. "We are proud to be part of the community, contributing to all the different parts of the community."

Going forward into the future, Paul May said the company will continue to strive to play an important role in helping its clients to meet their personal and professional goals and to protect their assets.

"Our goal is always the same: for our clients to feel like we are in that group of valued consultants, their accountants, their doctors, their lawyers," he said. "That is an ongoing goal, you never are finished."



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[^]APY or Annual Percentage Yield is available as of 2/2/18. Rates are subject to change at any time. A checking account is required to open a relationship certificate. Minimum balance is \$10,000.00. Dividends on all certificates are compounded daily and paid monthly. A penalty for early withdrawal will be imposed; the early withdrawal penalty is 180 days' dividends or all dividends earned, whichever is less. Fees and/or penalties may reduce earnings. A maturity notice will be sent shortly before the certificate matures. Automatic renewal does not apply to relationship certificates.

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