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A Greater Bloomington Chamber of Commerce Publication

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In this issue:

Advocacy Update.....	2
Chamber Voices.....	3
hYPe News.....	4
Chamber Briefs.....	5
Chamber to Host Legislative Preview.....	6
The Franklin Initiative Update.....	6
The Business of Beauty.....	7
Make Plans for the Retail Summit!.....	12



“There’s really no one out there who can’t learn to dance. And it will be one of the best things you’ve ever done for yourself.”

—Barbara Leininger, owner, Bloomington’s Arthur Murray Dance Center

Left: Barbara Leininger received the Lloyd Olcott Community Service Award from The Chamber in 2016. Courtesy photo.

Spotlight: Arthur Murray Dance Center of Bloomington

By Kasey Husk

Think you can’t dance because you have “no rhythm” or even “two left feet”?

Dance instructor Barbara Leininger is prepared to bet you are wrong. “There’s really no one out there who can’t learn to dance,” said Leininger, owner of Bloomington’s Arthur Murray Dance Center franchise.

“Most people don’t allow themselves to learn a new skill set because they are afraid they are going to look funny or awkward or make fools of themselves,” she said. “That stops a lot of people. But we have wonderful instructors, a wonderful method of teaching people how to dance. We will make you feel comfortable and make it fun for you and make you realize everyone can learn to dance. And it will be one of the best things you’ve ever done for yourself.”

For almost a quarter of a century, Leininger has been doing just that at Arthur Murray, where students of all ages can learn about 20 different types of ballroom dance, “almost anything you can do as a couple,” she said. Next month, Leininger will mark her 25th anniversary in Bloomington, where she’s taught

SPOTLIGHT

continued on page 14



**Coming in February:
Spring Cleaning**

MARK YOUR CALENDAR

JANUARY

- 9 Opioid Lunch-and-Learn Series, The Pourhouse Café
- 18 Legislative Preview, Bloomington Country Club
- 21 hYPe, Buskirk Chumley Theater
- 24 Business After Hours, One World at Woolery Mill

The Business of Beauty:

Trends emphasize wholistic approaches to self-care



See 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.

Save the Date: 2019 Legislative Preview

Friday, Jan. 18, 2019

11:30 a.m. to 1 p.m.

Bloomington Country Club

This annual event gives our members the opportunity to hear from legislators, ask questions and learn more about the issues The Chamber will be focusing on during the session.

Parking Garage Bonds

Last month the City Council approved the issuance of a bond by the Redevelopment Commission to pay for the cost of constructing and financing a new parking garage in the Trades District. The new parking structure in the Trades District is necessary in order to attract investment to the area. The City Council did not support a second bond for the demolition and replacement of the Fourth Street garage. The City Council instead has asked city officials to repair the current garage. The Chamber supported both bonds.

Chamber Opposes Downtown Overlay Amendments

The Chamber maintained its position from last December and opposed a proposal to extend the sunset clause on amendments to the Downtown Overlays. Last December, the Administration proposed interim changes including:

- Reduce the maximum permitted height in all overlays.
- Reduce the maximum permitted density in all overlays except the Showers Technology Park Overlay.
- Change modulation requirements to better define the massing of long buildings.
- Change review consideration for the Plan Commission to add language about housing issues for projects that don't meet overlay standards.

The changes were set to expire at the end of December. The City Council passed an extension last month that will expire at the end of next December or when a new UDO is in place. The Chamber maintains that height and density are necessary to increase supply and address affordability. The Chamber wants to see housing of all shapes, sizes and price points downtown.

Parking Changes Tweaked

The City Council approved changing the hours for half-day, non-reserved monthly parking permits. When the prices were increased for parking permits, the half-day pass included only the hours

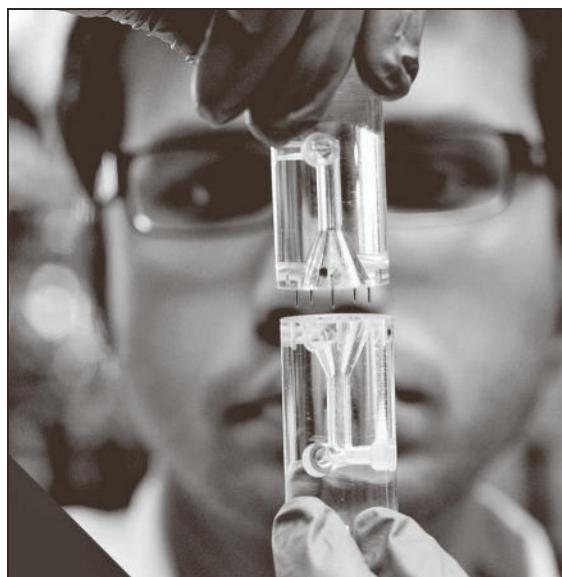
6 a.m. to 6 p.m. If employees that worked outside of those hours needed a pass, they would be forced to purchase a 24/7 pass instead which is significantly more expensive. The half-day pass will now cover any 12-hour period per day, recognizing many downtown businesses are open past 6 p.m. and therefore their employees also work later hours.

UDO Comment Period Ends

Earlier this month the comment period for Modules 1, 2, and 3 of the new UDO ended. The city and its consultants have released the three different modules over the past six months. The consultants are now reviewing all comments and will release a consolidated draft in the next month or so. The Chamber has a subcommittee that spent time reviewing each module and offering comment. If you would like to view the Chamber's comments, please visit ChamberBloomington.org.

I-69 Section 5 Update

Section 5 of I-69 increased to interstate speeds. The speed limit is 55 miles per hour in Bloomington proper between Rockport Road and Kinser Pike. The speed limit increases to 70 miles per hour between Kinser Pike and Indian Creek. The freeway ends just north of the Liberty Church interchange. There will continue to be intermittent lane restrictions through November for short distances while final work is being done.



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Have questions about Chamber advocacy?

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



Erin Predmore.
Courtesy photo.

New Beginnings

Dear Readers,
I hope you have enjoyed the holidays and found some time for joy and calm amongst the hustle and bustle. We have turned the page on a new year, and as all good planners do, have started thinking and planning for the next 12 months. Since January is the month of new beginnings and resolutions, we are going to take a minute to acknowledge two outstanding community members who have announced they are planning a “new beginning” soon.

Lynn Coyne, president and CEO of the Bloomington Economic Development Corporation, has announced he will retire by the summer. A long-time Bloomingtonian, Lynn might know everyone in town. He has been a wonderful supporter, counselor, and friend as I have gotten started at my new role, and he has given of his time graciously as I’ve needed a quick pep talk, historical overview of an important issue, or an introduction. Lynn cares a great deal for our community and uses his sense of humor and trusting relationships to help forward important issues for all of us. Most recently, Lynn has helped lead the community in the affordable housing discussion, which is both a necessary conversation and an overdue one. Thank you, Lynn, on behalf of the Chamber, for all your efforts over the years to strengthen the business community. I know we have a few more months with you, but I also know those months will go by faster than I want (and probably slower than you want.)

Here’s to your new beginning!

Bob Zaltsberg will retire in February as editor of The Herald-Times after 33 years as editor (and 42 years of service). Bob is one of the most influential people in our community, with a ready-made editorial platform and a staff of reporters ready to cover the news. The most interesting and under-appreciated quality Bob demonstrates is his complete awareness of the impact of his voice, as demonstrated by his pointed questions and calm demeanor. He carefully modulates his written tone, recommends common-sense ideas, and uses his platform to support worthy causes in our community. Bob has also

demonstrated he knows when to use his platform to point out hypocrisy, bad governance, or misplaced trust, which is a critical function of the free press. In this current press-bashing climate, I want to acknowledge how lucky we are as a community to have had Bob’s leadership at The Herald Times. Thank you,

Bob, on behalf of the community you have observed, reported on, and encouraged over the years. May your retirement be one in which you can express your own opinions publicly without violating your ethics. (And, by the way, thank you for having such a strong ethical compass — it has been noticed and appreciated by many.)

May all our 2019s be as successful and impactful as Lynn and Bob’s careers have been and may we all be able to look back on our 2018 with kindness, acceptance, and peace.

All my best,

Erin



The Greater Bloomington
Chamber of Commerce



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

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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 Chad Giddens at 812-331-4292 or cgiddens@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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A New Beginning for the Chamber's Young Professional Program

By Christopher Emge,
manager of talent and education

The new year will represent the start of a new chapter in the life of The Chamber's young professional (YP) program. 2019 will include the retirement of the hYPe (helping Young Professionals excel) namesake. While our YP group will continue to enhance the professional and social lives of our YPs, this will be done with a more varied approach. Programming will now touch on all aspects of life in Bloomington. Plus, we will feature a new emphasis on interaction with our veteran Chamber professionals. In the coming days, look for the new name and logo.

Our programming will begin with volunteer opportunities and a coming together to attend the Martin Luther King,

Jr. Birthday Celebration at the Buskirk-Chumley Theater on Monday, Jan. 21. The event will be presented by the city's MLK Birthday Celebration Commission. This is a wonderful opportunity to commemorate the life achievements of Dr. King and look forward to the challenges ahead. The group will meet at Nick's English Hut, prior to the main event, at 5 p.m.



For those having difficulty getting going when the going gets tough, on Feb. 1, our YP program will put on its first workshop luncheon. The workshop will be "Building Resilience" by Kelley School of Business professor and professional communications coach Tatiana Kolovou. Ms. Kolovou will help attendees strategize regarding techniques



Zac Huneck (left) and Clinton Baugh (center) were winners at last month's hYPe holiday party. hYPe committee member Danielle Smith (right) presents a local drink basket and a Cardinal Stage gift set to the two. Courtesy photo.

HYPE NEWS

continued on page 12

MEMBER RENEWALS

- Allen Funeral Home
- Azzip Pizza
- B&L Sheet Metal & Roofing, Inc.
- Berkshire Hathaway HomeServices Indiana Realty
- Bicycle Garage, Inc.

- Bloomington Board of REALTORS
- Bloomington Metropolitan Firefighters Local 586
- Bluetip Billiards
- Bucceto's Pizza & Pasta (East)
- Bucceto's Pizza & Pasta (West)
- Cardinal Stage Company
- Cassidy Electrical Contractors Inc.

- Comprehensive Financial Consultants
- Cutters Soccer Club
- Dermatology Center of Southern Indiana, P.C.
- Duke Energy Indiana
- El Ranchero
- Hannah Center
- Bill Holdeman
- Juannita's
- Kid Angles: The Early Education School
- LIFEDesigns, Inc.

- Malcolm Webb Wealth Management
- Minton Body Shop
- Modern Masterpiece LLC
- Monroe County Airport
- Monroe County Apartment Association
- Nature's Way Interior & Exterior Landscape
- NSWC—Crane Division
- Old National Bank (Downtown)
- Olympus Properties

- One World Enterprises, Inc.
- Orion Real Estate & Property Management
- Piccoli Dolci Inc. RE/MAX Realty Professionals
- Richcraft Wood Products
- Royal Mazda
- David Sabbagh
- Senoj Salon
- Judith A. Sharp
- SIHO Insurance Services

- Stampfli Associates, CPAs
- Trace Investigations, Inc.
- Travel Leaders
- Westbury Antique Market
- Whippoorwill Hill
- Whitehall Crossing D, LLC
- WorkOne Bloomington



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Contact: Sandy Hayes
812-337-8049

Bloomington Window Tint
4695 N. Ridgewood Drive
Bloomington, IN 47404
Contact: Andrew Felt
812-325-5050

Brian Bourkland Personal Training
Bloomington, IN 47401
Contact: Brian Bourkland
812-345-0804

Crimson Stables
2025 N. Russell Road
Bloomington, IN 47408
Contact: Aliza Cazzell
812-287-7326

Lighthouse Financial Services
651 X St.
Bedford, IN 47421
Contact: Brent Blackwell
812-277-1032

McKee Financial Resources, Inc.
205 N. College Ave., Suite 014
Bloomington, IN 47404
Contact: C. Brian McKee
812-477-8522

Nails by AN
800 S. College Ave., Suite B
Bloomington, IN 47403
Contact: Huy Nguyen
812-287-8959

Project Corporate
3802 E. Third St.
Bloomington, IN 47401
Contact: Aliza Cazzell
812-727-3555

Property Sure
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Bedford, IN 47421
Contact: Mike Snapp
812-277-9730

School Courier
3802 E. Third St.
Bloomington, IN 47401
Contact: Todd Rolen
812-558-0799

Security Pro 24/7
3802 E. Third St.
Bloomington, IN 47401
Contact: Aaron Waltz
812-332-2190

SociallyUP
116 E. Third St., Suite 100
Bloomington, IN 47401
Contact: Regina Helton
812-518-2671

Sweet Grass Restaurant
405 W. Patterson Drive
Bloomington, IN 47403
Contact: Tyler Ross
812-333-1043

VIVA MAS
2550 E. Third St.
Bloomington, IN 47401
Contact: Mey Cistobal
812-287-8783



CHAMBER BRIEFS

New Hires & Promotions

Bloom Pediatric

Therapy recently added two staff members — Shannon Bothwell is a speech-language pathologist and Kelli Usrey is the office manager. Visit Bloom Pediatric Therapy at 443 S. Landmark Ave.

Smithville, the telecommunications company in Ellettsville, has named Paul Quick as their new president. Quick began his role in mid-November, and he has a wide range of experience in the telecommunications industry. Visit Smithville.com for additional information.

Awards and Designations

Monroe Hospital is pleased to announce the Center for Breast Health received a perfect score on their annual Mammography Quality Standards Act (MQSA) inspection. There are four possible outcomes of an MQSA inspection, and Monroe Hospital achieved

the highest standard possible with a “no findings” rating. For more information, please visit MonroeHospital.com.

Opportunities & Events

Sterling Real Estate will host an open house and ribbon cutting on Friday, Feb. 1 from 4-7 p.m. The event will celebrate their expanded office at 509 E. Hillside Drive and introduce attendees to their new agents. Everyone is welcome.

The Greater Bloomington Chamber of Commerce will host their final Lunch-and-Learn event on opioid solutions on Wednesday, Feb. 13 at The Pourhouse Café. Attendees may register on The Chamber’s website — ChamberBloomington.org — for the \$10 lunch.

Other

The City of Bloomington Commission on the Status of Women is seeking nominees for the 2019 Woman of the Year, Emerging Leader and Toby

CHAMBER BRIEFS

continued on page 13



Kenney Orthopedics supports patients by restoring motion and empowering lives through advanced Prosthetic & Orthotic Care, education and innovative technology. We abide by the ABC Code of Professional Responsibility which governs the professional, ethical and moral integrity of our practitioners, employees and facilities. We thrive in cultivating lifetime relationships by providing a warm and caring environment for all our patients. Kenney Orthopedics also has offices in Seymour, Greenwood, Carmel and Columbus as well as seven locations in Kentucky and a location in Monroe, NC. Visit us at 474 S. Landmark Ave. or call 812-727-3651.



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Located in the Trades District, **The Mill** is 19,000 square feet of coworking and business incubator space in downtown Bloomington. Perfect for remote workers and startups, our 103-year-old building is full of exposed brick walls and original wood flooring. With multiple conference rooms and a high-end kitchenette, it also has a 3,000 square foot event space and 30-seat classroom. To learn more visit www.dimensionmill.org.



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Kathy Sandefur—Young Living has been around for 25 years. Young Living prioritizes caring for people and the earth. They make quality and purity of their products imperative, which is seen in their Seed to Seal standards and transparency. Owning their own farms and partnering with farms upholding their standards makes Young Living unique. All of Young Living’s essential oils are organic and used in cleaning products, personal care products, supplements, weight management, skin care and makeup. Visit www.oily.life/ksandefur/

The Franklin Initiative Update

The Importance of Volunteering, from the Volunteers

By Christopher Emge, manager of talent & education

The Chamber's Franklin Initiative (FI) remains committed to K-12 focused programming in career exploration, financial literacy, and other hard and soft skills. To start 2019, our goal is to expand FI's role to greater meet the needs of tomorrow's employers by getting students excited about career opportunities in our community that match their interests and aptitudes.

This endeavor cannot happen without a truly dedicated volunteer base and their employers who appreciate the value of the programming to our community. They are the backbone of FI, people we need, trust and value for their numerous contributions. These include those appearing as career speakers, staffing the vehicle booth at a Reality Store® or making the special effort to guide students at one our career fairs.

In appreciation for the dedication, we reached out to seven long-time volunteers of the Reality Store® for feedback. We wanted to understand how/why they become involved and what they enjoy most about volunteering for FI.

It was surprising to learn that the way volunteers became involved was not



Students at the November Reality Store® at Bachelor Middle School wait in line to meet with volunteers. Courtesy photo.

FRANKLIN INITIATIVE
continued on page 13

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Chamber to Host Legislative Preview

The Greater Bloomington Chamber of Commerce will kick off 2019 with the Legislative Preview lunch on Friday, Jan. 18. The event will be held at the Bloomington Country Club, located at 3000 S. Rogers St.

The Legislative Preview offers attendees the opportunity to hear from various legislators about what to expect from the upcoming session. The Chamber will also present their Legislative Agenda at the lunch as well.

The cost to attend is \$25

for Bloomington Chamber members and \$30 for non-members. Seating is limited for this event and early registration is recommended. Visit ChamberBloomington.org to reserve your seat(s), or call The Chamber at 812-336-6381.



The Business of Beauty:

Trends emphasize holistic approaches to self-care

By Kasey Husk

For Catlin Krodel, lead cosmetologist at Spaah, taking the time to do her makeup each morning isn't just about wanting to change her appearance.

It's all about attitude.

"Finding something that makes you feel confident about yourself is really important," Krodel said. For some people, that is clothes or nail art or hair styles. For her, it is makeup because "It is a fun way to express myself."

For most of human history, people have looked for different ways to look and feel their best, whether through cosmetics, clothes or — in the modern era — surgical procedures. But local experts say today customers in Monroe County are looking beyond mere aesthetics to take a more holistic and conscientious approach to their health and beauty regimes.

Rather than focusing on outward appearance, these days the focus is more about the overall importance of "self-care," locals said. In short, it's not necessarily about improving appearance, it's about improving how you feel.

"I think people are discovering self-care, they are figuring out they need to take care of themselves," said Laura Chaiken, owner of the Bloomington Salt Cave. "If you are on an airplane and the oxygen mask comes down, you need to breath some oxygen yourself before you can help anyone else."

Feel good, look good

In today's often-chaotic, fast-paced life, many individuals aren't getting the chance for the kind of "me time" that is so vital to overall wellness, said Joseph Gerbofsky, owner of Serenus Float & Wellness.

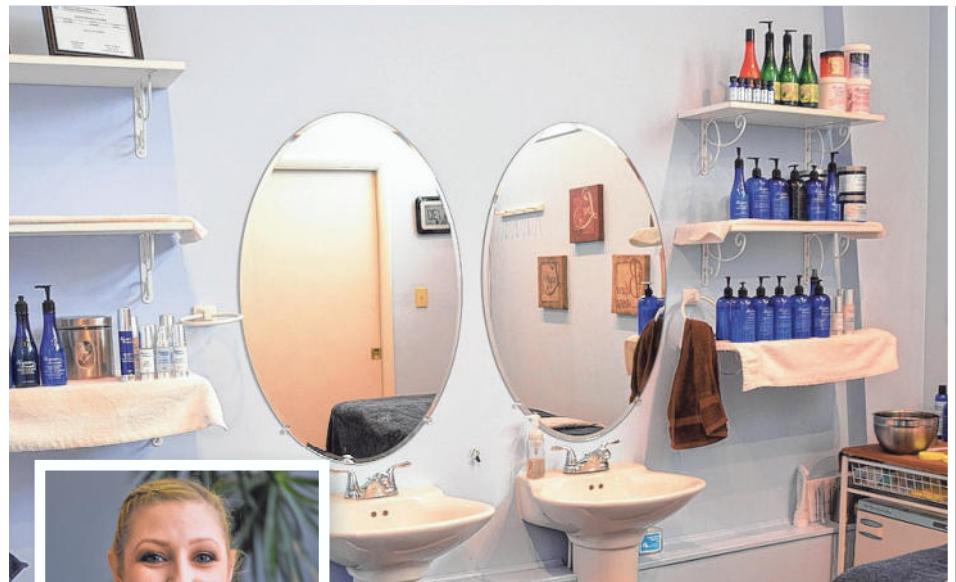
This very problem was the inspiration for the former mental health therapist to launch his own business, one where people like his clients have the chance to isolate themselves from the cares of the day and focus exclusively on introspection and relaxation.

At Serenus Float & Wellness, clients can immerse themselves in either an open pool or "float pods" filled with 160 gallons of 93.5-degree water and about 100 pounds of medical-grade Epsom salts. Because the salt makes the body buoyant and the water is nearly body temperature, "you feel like you a floating on air," Gerbofsky said.

One hour of floating has tremendous physical and mental health benefits, Gerbofsky said. It can help with muscle recovery for athletes, improve memory and help those with anxiety or coping with trauma process their thoughts. It even gives the body a magnesium supplement, which most people are deficient in, Gerbofsky said.

"When I come out I feel very refreshed, a deeper sense of focus and more clarity," he said. "It helps trigger a whole reboot for the mind."

Serenus also offers infrared saunas at its facility, where clients can experience the benefits of sauna — detoxifying the body, for one, and weight loss for another — without the high-humidity heat of a traditional sauna, he said.



Catlin Krodel. Photos by Chris Howell.

"Finding something that makes you feel confident about yourself is really important."

— Catlin Krodel, lead cosmetologist at Spaah

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BUSINESS OF BEAUTY

continued on page 8



A customer meditates before the start of a session at the Bloomington Salt Cave. Photo by Alex McIntyre.



Chris Martin and Laura Chaiken, owners of the Bloomington Salt Cave. Photo by Alex McIntyre.

“I think people are discovering self-care, they are figuring out they need to take care of themselves. If you are on an airplane and the oxygen mask comes down, you need to breath some oxygen yourself before you can help anyone else.”

— *Laura Chaiken, owner of the Bloomington Salt Cave*

BUSINESS OF BEAUTY

Continued from page 7

Among the most important aspects of the experience, whether clients are floating or taking a sauna, is that people are accepting that they need to set aside time to do something just for themselves, Gerbofsky said.

“Being able to provide people with self-care not only makes them feel good about themselves but makes them feel like they can tackle the world,” he said.

Chaiken, who founded the Bloomington Salt Cave in August 2017, couldn’t agree more.

After visiting a salt cave in North Carolina on a whim, Chaiken was inspired to start researching salt caves. Through her research, she found that halotherapy — breathing salt air — has been a well-known treatment for respiratory ailments since at least the 1800s, when a doctor opened a treatment center inside a salt mine for that purpose.

“I just had an incredible sense of well-being,” Chaiken said of her first experience with the North Carolina salt cave. “I felt secure and that everything was right with the world. I had an excellent night’s sleep. It just really connected me and grounded me.”

Chaiken’s facility uses a generator to blow crushed sodium chloride into the “cave” filled with three inches of pink Himalayan salt on the floor, salt bricks on the walls and backlit to create a relaxing atmosphere that looks like “you are walking into a pink Himalayan salt lamp.”

Visiting the salt cave can help “cleanse” the respiratory system and help ease the symptoms of those with allergies or asthma, she said. It is also deeply relaxing and many, like herself, leave with a sense of peace that stays with them for days.

While for many people visiting a salt cave is more about respiratory health, it also has a positive impact on the appearance of the skin. Many clients with psoriasis, eczema or acne have reported improvement after visiting the salt cave, Chaiken said.

“It is the first organ to show the impact of what’s going on inside,” she said. “The micron-sized particles definitely help the skin’s protective layer. It normalized the PH of your skin (which is) good for the regenerative process of the skin, it increases the skin’s rigidity, stimulating growth, and it helps with circulation.”

BUSINESS OF BEAUTY

continued on page 9

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A floatation therapy pod at Serenus Float & Wellness. Photo by Chris Howell

Particular about products

Hand in hand with a holistic approach to health and wellness comes an increased awareness of what goes into the products consumers are using.

After all, the skin is the body's largest organ, and what you put onto it doesn't just sit there passively.

Jessica Healey, owner of Pronounce Skincare & Herbal Boutique, has made a career on the realization that many consumer skincare products contain harmful chemicals. She first started researching skin products when her son, now 7, was born with serious allergies and eczema. She started blogging about her journey in creating her own organic skin care products, and soon enough developed a following of people eager to purchase such products from her.

Now, she sells a wide range of organic, handcrafted skin care products, as well as the raw ingredients for the products for customers who prefer to create their own products by following the recipes she keeps on her blog — a crucial part of her “DIY or buy” motto. Since launching the business six years ago, Healey has outgrown several workspaces and now has a storefront at 522 N. Morton St. in Bloomington, though the bulk of her sales remain online.

“Over the 10 years the industry has seen a huge shift in what people are looking for,” Healey said. “People are discovering what we are putting on our bodies. We are using ingredients that are banned in other countries.”

While early on some questioned whether the desire for certified organic products might be “just a fad,” Healey said interest in such products has been “growing and growing” as awareness about some of the troubling aspects of some commercial products increases.

“Knowledge is power,” she said. “Once you know those things about products, you can't unknow them.”

Likewise, customers at Spaah day spa — which specializes in massage therapy, facials, nails, waxing and other beautification treatments — are also increasingly looking more closely at the products they are using, Krodel said. Parabens, for one, are a category of preservative that can cause endocrine disruption, she said.

Like Healey, Krodel cautions customers away from invasive skin care techniques. Instead, both suggest trying more natural and noninvasive

BUSINESS OF BEAUTY

continued on page 10



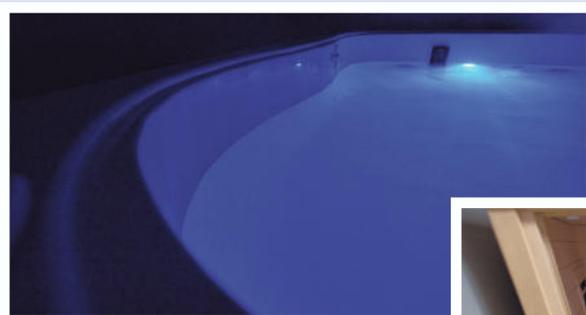
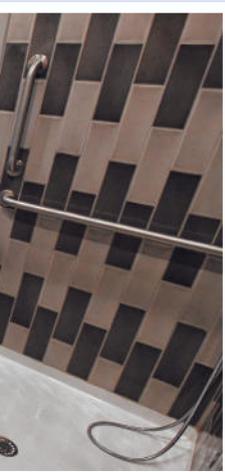
Jessica Healey at Pronounce Skincare & Herbal Boutique. Photo by Jeremy Hogan.

“Over the 10 years the industry has seen a huge shift in what people are looking for. People are discovering what we are putting on our bodies. We are using ingredients that are banned in other countries.”

— Jessica Healey,
owner, Pronounce Skincare
& Herbal Boutique



Jessica Healey holding lavender at Pronounce Skincare & Herbal Boutique. Photo by Jeremy Hogan.



Left: A floatation therapy pool at Serenus Float & Wellness. Photo by Chris Howell.



Right: Infrared saunas are available at Serenus Float & Wellness. Photo by Chris Howell.



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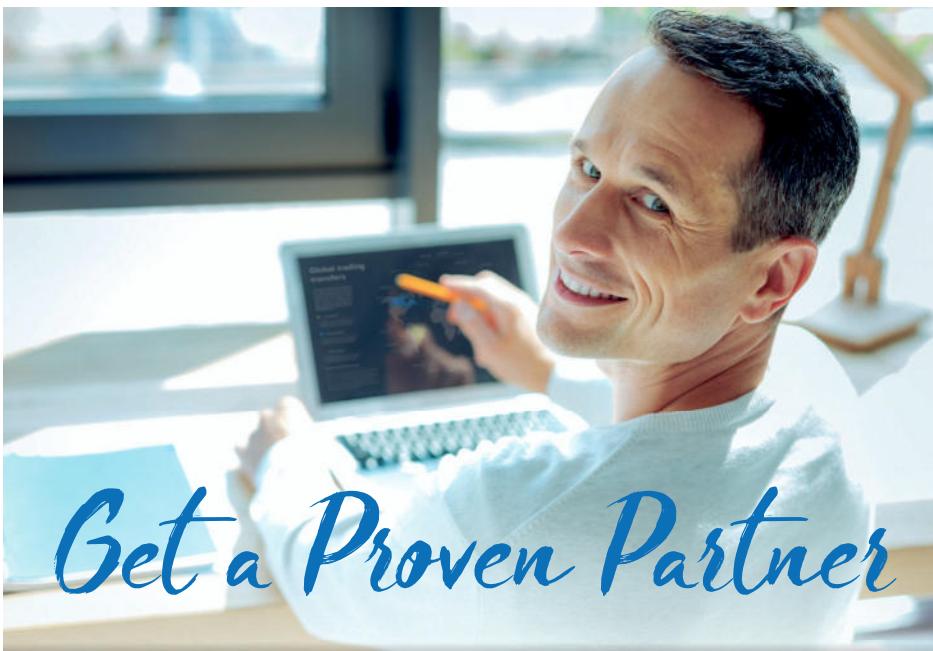
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Dr. Brandy Deckard, Precision Eye Group. Courtesy photos.

“Someone might wear glasses the majority of the time but be an avid hiker or want to go swimming or something like that.” Switching to contacts for such occasions “is like wearing different shoes for different occasions — you don’t go hiking in your dress shoes.”

— Dr. Brandy Deckard, Precision Eye Group



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BUSINESS OF BEAUTY

Continued from page 9

options for feeling your best; they may work more slowly, but such regimes can be effective, both say.

“Our peels are effective and pretty gentle,” Krodel said. “They aren’t a peel like where your face is going to be peeling off for a week. ... The peels are going to exfoliate deeper into your skin so they are good for acne and anti-aging.”

Eye care options

As the old adage goes, the eyes are the window to the soul.

But these days, consumers who need corrective lenses have more options than ever when it comes to how they want to dress those windows. Wide selections of eyeglasses, new forms of contact lenses and even surgical procedures give consumers the chance to use their corrective lenses to make a statement about themselves.

For those who come to Dr. Brandy Deckard at Precision Eye Group for glasses, finding a pair that fits comfortably is always going to be the No. 1 concern, followed closely by the need to find something that complements the wearer’s personal style. It’s not a task that many approach lightly — perhaps unsurprisingly, given that glasses are typically worn every day — and for some it is a multi-hour or multi-visit process.

“Some people say, ‘I don’t want to look like I have glasses,’ then I have some people that use it as their style,” said Deckard of the varied selection process of her customers. “Some people want something that really stands out, some people want something classy-looking and some want something funky because, ‘hey, if I’m going to wear these I’m going to show off my style!’”

Styles of glasses that are in fashion can change rapidly; in recent years Deckard has seen the trend move from the “the smaller the better” to a more recent “the bigger the better” trend. Now, she thinks tastes are beginning to shift back once more toward smaller glasses. “The nice thing right now is, whatever you like, it is going to work well,” she said.

Unlike years past, people who need corrective lenses no longer necessarily need to pick a side in the glasses versus contacts question. Because of the rise of daily disposable lenses, it is now both easy and affordable for clients to switch between glasses and contacts depending on their needs that day, Deckard said. Disposable lenses can be purchased in small quantities at an affordable cost, and the fact that they are discarded at the end of the day means users don’t have to worry about storage or contact lens solutions for a product they only want to use part-time.

“Someone might wear glasses the majority of the time but be an avid hiker or want to go swimming or something like that,” Deckard said. Switching to contacts for such occasions “is like wearing different shoes for different occasions — you don’t go hiking in your dress shoes.”

Contact lenses that can “change” the color of the eyes entirely are not as popular as they once were, but for those who want them, they have improved in design in recent years, Deckard said. Today people are more interested in “enhancers” that can make the existing color of the eye pop more or darken a ring around the iris to make it more prominent.

“(Contact lenses with enhancers) can make people look healthier and more rested,” Deckard said.

Rapidly improving technology has made available many products so that vision deficiencies don’t need to hinder someone in their chosen activity, Deckard said. Today, prescription sports goggles and even prescription scuba masks are available to those who need them.

Surgery is also an option for people looking to ditch the contacts or glasses

BUSINESS OF BEAUTY

continued on page 11

BUSINESS OF BEAUTY

Continued from page 10

permanently, Deckard said. Laser eye surgery is a popular choice, though in general most people's decision to do so are more focused on convenience than aesthetics. For those whose conditions don't qualify for Lasik surgery, implantable lenses are also an option.

"We have some people that for health reasons cannot wear contacts comfortably, and their lifestyle may be more active, so glasses don't fit in as well," Deckard said. "So, for someone like that, it makes sense."

Closing the gender gap

For years, emphasis on self-care had tended to be seen as solely in the realm of "women's activities," local business owners agree. But these days, the emphasis on wellness versus "beauty" may be helping to shift that view.

While many men are still resistant to personal care at a spa, a growing customer base of men are realizing that "it is just taking care of your body," Krodel said. Pedicures, for example, are primarily about foot care, she said.

"Getting them in is the hard part, but once you do they really do like it and come back again," Krodel said of her male customers.

At least 65 percent of customers at Serenus Float are women, Gerbofsky said, but that is something he is hoping will even out over time. After all, he said, floating and saunas are especially helpful for athletes when it comes to muscle recovery and focus.

"The mindset is that it is geared toward women, but it shouldn't be," he said. "I'm a big burly guy who opened a spa ... I think floating is for everybody, using a sauna is for everybody. It is a health tool, gender has no impact on whether you should do it."

Overall, local business owners emphasize that the key — for a woman or a man — is making decisions that are going to make them feel pampered and confident. Sometimes that means putting aside other needs for quiet reflection time, sometimes it means spending an hour at a spa and other times it can mean investing in new eye glasses or contacts that make them feel confident.

"You don't realize how much something small can do," Krodel said. "Just having your eyebrows done can make you feel more confident. It may not be something other people notice, but they know they've done something to improve their appearance and it gives them more confidence."



A floatation therapy pool at Serenus Float and Wellness. Photo by Chris Howell.

"Being able to provide people with self-care not only makes them feel good about themselves but makes them feel like they can tackle the world."

—Joseph Gerbofsky, owner,
Serenus Float & Wellness



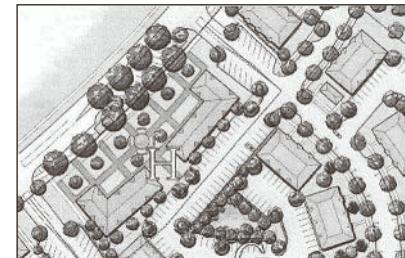
Joseph Gerbofsky. Photo by Chris Howell.



Salt-based products are available for purchase at the Bloomington Salt Cave. Photos by Alex McIntyre.



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Make Plans for the Retail Summit!

The Greater Bloomington Chamber of Commerce will host their first Retail Summit on Monday, Feb. 4 at the Monroe Convention Center.

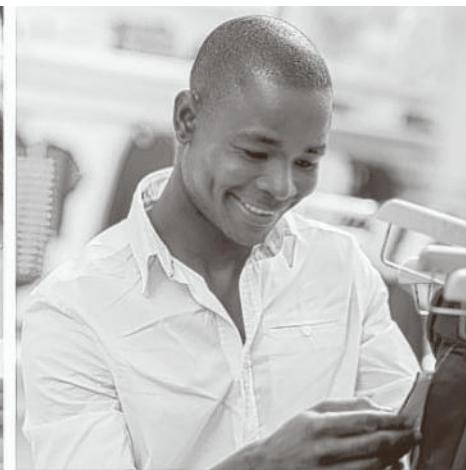
The Retail Summit is designed for brick-and-mortar business owners, managers and employees — as well as those industries that work regularly with retail stores — to network and learn from experts in social media, marketing, operations and client experiences.

Two keynote speakers will highlight the event. Raymond Burke, chairperson of the Marketing Department for the Kelley School of Business at Indiana University, will be discussing consumer behavior and cutting-edge technology for retailers. Burke has been with the Kelley School of Business since 1996, and has experience in marketing research, retailing, shopper behavior and data mining. The Department of Marketing faculty and graduate students have access to Indiana University's Customer Interface Laboratory, a state-of-the-art facility for investigating how consumers interact with the physical stores of today and the virtual stores of tomorrow.

Also scheduled to speak is Gary Brackett, former Indianapolis Colts player and Super Bowl champion. Brackett is the owner of Stacked Pickle, a family-friendly restaurant chain with locations throughout Indiana. Brackett will share about how Stacked Pickle became Indianapolis' No. 1 neighborhood and sports bar, as well as Indianapolis' third-best burger on Indy A-List 2017.

Breakout sessions will offer attendees the opportunity to hear from business owners and leaders, executives from regional chambers of commerce, Yelp staff and more on a variety of topics.

Speaker information and registration is available on The Chamber's website — ChamberBloomington.org. Discounted registration is available for anyone belonging to their local chamber of commerce.



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HYPE NEWS

Continued from page 4

and reflection that will guide them through troubled waters in their professional lives. The location is TBA.

Last month the Chamber's hYPe group celebrated the holidays at Deer Park Manor. The jewel of a setting proved to be an ideal location. Over 50 attendees joined in for great food, fun games and most of all professional networking. I would like to thank the steering committee and the work of our events coordinator Alison Zook for ending the year on such a positive note.



Chamber President Erin Predmore delivers a call to action at last month's hYPe Holiday Party at Deer Manor. Courtesy JHB Photography.

CHAMBER BRIEFS

Continued from page 5

Strout Lifetime Contribution awards, to be presented during Women's History Month events in March 2019. Although nominations are accepted on a rolling basis, the deadline for nominations for the 2019 awards is Jan. 18, 2019. Nomination forms for all the awards are available online at <https://bit.ly/2PZMD0T>

Tired of driving to Indianapolis? **Indiana University's Campus Commute** now offers shuttle service between

Bloomington and downtown Indianapolis and is open to the public. Four daily trips from each campus, Monday through Friday, with two pickup locations on each campus are available. In Indianapolis, the bus stops at the IUPUI Campus Center and the Indiana Statehouse. In Bloomington, the pickup locations are the Indiana Memorial Union circle drive and the Memorial Stadium purple lot. Campus Commute shuttles have free WiFi so travelers can be productive along the way. For schedules and reservations visit CampusCommute.com



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Brian Bourkland is a lifelong fitness enthusiast with a degree in exercise science and two master's degrees in music. He is particularly interested in helping all adults prevent diabetes and osteoporosis by using weight resistance training to increase insulin sensitivity and bone density. In his 50s, Brian is an actively competing bodybuilder in the masters division and has competed in several competitions in the state of Indiana. He welcomes clients of all ages and backgrounds. Visit www.brianbourkland.com for more information.



The Doctors are in: Dr. Bob Smily and Dr. Jim Faris await their next patient at the Bachelor Middle School Reality Store® in November. Courtesy photo.

FRANKLIN INITIATIVE

Continued from page 6

from Chamber event interaction or correspondence. Rather, as Dr. James V. Faris noted, "I saw an article in the H-T about the Reality Store®. I had an interest in this type of event from my knowledge with the Boy Scouts of America Program." Two others remarked that a co-worker had repeatedly pushed them to participate. "A co-worker who volunteered for years persistently encouraged me to try. Once I did, I was hooked," said Jerry Hays of Owen County State Bank.

To no one's surprise, what keeps these volunteers coming back is their interaction with the students and each other. "It's great to observe the reaction of the students to the Reality Store® choices they

make," said Penny Austin, a retired elementary schoolteacher. Linda Crawford agreed: "students immerse themselves in this activity and take it seriously, but still have fun. This is also an opportunity for them to see the importance of an education." Next, Michelle Seidenstucker of Smithville Fiber said, "It is fun to watch the discovery process when the kids realize that their parents actually have to pay for internet and electricity." Finally, Dr. Jasmine Zaraich of Ivy Tech said, "What I enjoy most is meeting and chatting with other interesting volunteers."

To conclude, the group of volunteers shared their fondest memories. They were invaluable in relaying those moments of clarity to the students. When Ms. Austin was working the Reality Store's®

utility table, she was asked by a student how much utilities cost. The student's reaction to this was priceless: "I can't afford that! I am going to have to work harder to get better grades!!" Mr. Hays related the discovery of one student who witnessed the impact of child-care costs on a single-parent home. "I realized the Reality Store® helped this student have a new perspective when she told me she was going to go home tonight and thank her mom for all she does for her and her siblings."

Join us to volunteer for the next Reality Store® at Edgewood Junior High School on Feb. 8, please email Trevor Owens at towens@chamberbloomington.org for further information.



Congratulations to Sophia Collective on their ribbon cutting. They celebrated their grand opening with an open house that provided membership details, demos on services, giveaways and much more. Visit them at 619 N. Morton St. or call 812-822-2592 for more information.



Congratulations to Groups Recover Together on their ribbon cutting. They celebrated their second location here in Bloomington with a light breakfast and some refreshments. Visit them at 1355 W. Bloomfield Road, Suite 3 or call 812-287-9823.

SPOTLIGHT

Continued from page 1

hundreds of students of all ages over the years.

“It is a joyful business,” she said. “It is something that brings happiness to people. And when you are doing something that is really helping people in their lives and increasing their confidence and physical fitness, you feel like you are doing something to help people.”

The Arthur Murray brand was born 107 years ago, when Arthur Murray himself signed up for dance lessons in an effort to overcome his shyness. He found such success that he started his own dance studio so he could help others do the same, and the business grew from there. Today, there are more than 260 Arthur Murray franchises across the globe.

Leininger’s Arthur Murray story, on the other hand, dates from a time when she was at a personal crossroads in her life. A longtime resident of Miami, her home had just been destroyed by Hurricane Andrew in 1992 and she was looking to make a major change. A lifelong dancer herself, Leininger was intrigued when she met people involved with Arthur Murray who urged her to consider becoming a franchisee in Indiana. With their encouragement — and a year of extensive training to learn ballroom dance in addition to the ballet, tap and jazz she’d



Courtesy photo.

“It is a joyful business. It is something that brings happiness to people. And when you are doing something that is really helping people in their lives and increasing their confidence and physical fitness, you feel like you are doing something to help people.”

—Barbara Leininger,
owner, Bloomington’s Arthur
Murray Dance Center

already studied — she opened her studio doors in Bloomington in 1994.

“I had not worked in this business before, but I’ve danced since I was 4,” Leininger said. “I thought it would be very cool to take my love of dance and incorporate it into my business.”

Leininger loves sharing her passion for dance because it means seeing others receive the wealth of benefits she knows firsthand come from dancing. For some couples, it can be an excellent way to reconnect, she said. For others, it is great for building up self-esteem and confidence, as was the case with founder Arthur Murray himself.

For all, she said, dancing carries the cardiovascular benefits of activities like jogging, but “it is a fun exercise so they don’t *feel* like they are exercising,” Leininger said.

Students at Arthur Murray in Bloomington range in age from teenagers or octogenarians, and range in skill from beginners to competitive dancers. One of Leininger’s favorite students, she said, was the oldest: a 95-year-old

man who recently passed away.

“He was with me for about five years, and it was so amazing to be able to work with him,” she said. “His love of dance, his amazing spirit — it was so joyful for him to continue to do this. He danced to the very end.”

A favorite group, she said, was several young men from the juvenile detention center, who Leininger was asked to teach. Though she was nervous at first, the lessons were successful beyond what she ever imagined.

“I still have letters from the boys about how impactful those lessons were, how I taught them to have respect for women and to see themselves in a different life,” she remembers.

While people of all ages come to Arthur Murray as either individuals or couples, it is particularly common for people who have recently lost a spouse to give dancing a

SPOTLIGHT

continued on page 15

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Congratulations to Aging Options and Advocacy, LLC on their ribbon cutting. They celebrated their new business that helps connect seniors and caregivers with appropriate resources necessary for aging well. Call 812-727-0353 or visit them at 2864 E. Buick Cadillac Blvd., Suite 102 for more information.

SPOTLIGHT

Continued from page 14

try in an effort to get out into the community. Having that connection with people can be powerful — and more than a few romances have developed on her dance floor, she said.

Recently, the studio also became certified as a “dementia-friendly” business, and as such they serve several clients suffering from that condition. It’s a very rewarding part of any day when she can see people who are struggling with dementia benefitting from the music, the nostalgia and the interaction with others, Leininger said.

“You see them smile again, you see the joy on their faces,” she said. “They just light up. Sometimes they’ll recognize songs from a previous generation. It’s a combination of enjoying the music and being connected to another person.”

In the future, Leininger said she would eventually like to open a second Arthur Murray studio elsewhere in Indiana, she said. But for the meantime, she is continuing to focus on her lessons and her other passion project: her Dancing With the Celebrities fundraiser.

In the past 12 years, Dancing with the Celebrities has raised \$1.2 million for local charities. The premise is based on the television show “Dancing with the Stars,” but for Leininger’s charity it is local “celebrities” who spend months learning a dance routine with Arthur Murray that they ultimately perform in front of an audience in competitive fashion. Each participant raises money for the community, as well as awareness about their cause of choice.

“I think everybody should give back to some degree, and most businesses should try to give back in whatever way they can,” she said. “For me, this was just something I could actually do. It is unique, it is different, it is a fun way to raise money that isn’t the typical way to raise money. I think that’s why it’s been so successful.”



Photo by Jeremy Hogan.



Photo by Monty Howell.

“I think everybody should give back to some degree ... For me, [Dancing with the Celebrities] was just something I could actually do. It is unique, it is different, it is a fun way to raise money that isn’t the typical way to raise money. I think that’s why it’s been so successful.”

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Murray Dance Center

Photo by Monty Howell.

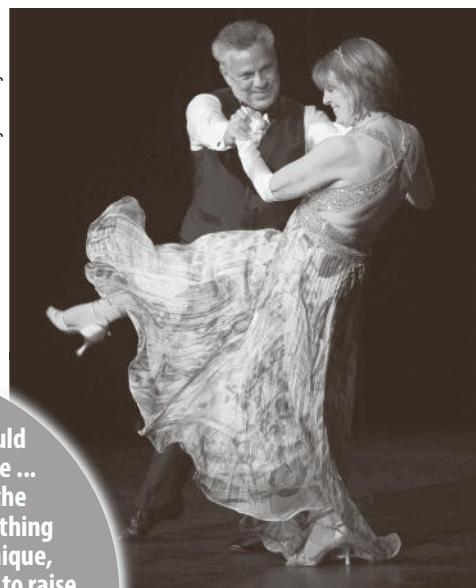
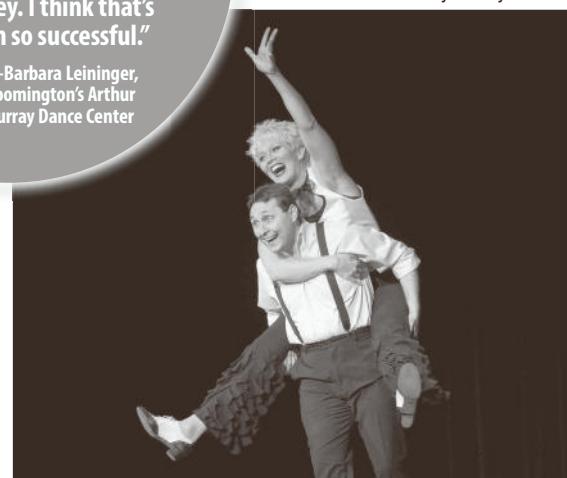


Photo by Monty Howell.



Local celebrity participants partner with their instructors for Dancing With the Celebrities. Clockwise from upper left: Laury Flint practices with Ryan Rud-Cloud in 2014, Gerardo Gonzalez performs with Barbara Leininger in 2008, Sylvia McNair with Matt Brand in 2008, and Charlotte Zeitlow with Matt Brand in 2009.



Congratulations to VIVA MAS on their ribbon cutting. They celebrated the opening of their brand-new Mexican restaurant followed by complimentary chips and salsa and margarita specials. Visit them at 2550 E. Third St. in front of Eastland Plaza or call 812-287-8783.



Congratulations to Senior Helpers on their ribbon cutting. They celebrated the Grand Opening of their new Bloomington office. Visit them at 822 W. First St., Suite 3 or call 812-803-2671 for more information on senior care.



Congratulations to The Golf Club at Eagle Pointe on their ribbon cutting. They celebrated the grand opening of the Pub and Bistro at Eagle Pointe. “We welcome the public to join us as we restore Eagle Pointe as a destination for quality food, corporate events, weddings and golf in a setting on Lake Monroe that is like no other in southern Indiana. With your patronage, we look forward to excelling together,” said Tony VanNess, general manager and head golf pro. Visit them at 2250 E. Pointe Road or call 812-824-4040.

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