

# biznet

A Greater Bloomington Chamber of Commerce Publication

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HT-49157-1

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Chris Coffey, general manager of the Bloomington Country Club. Photo by Chris Howell.

## Spotlight: Bloomington Country Club

By Kasey Husk

**B**loomington Country Club was already 83 years old and had weathered decades of changing economic conditions when it was hit with perhaps its greatest challenge: a 2004 fire that destroyed its clubhouse facilities.

But while memberships suffered somewhat during an 18-month rebuilding process, a decade after reopening the Bloomington Country Club is stronger than ever, said General Manager Chris Coffey.

“Over the last 15 years that I’ve been here, we’re about as good as we’ve been,” he said. “We are at about a 10-year high.”

The Bloomington Country Club, a fixture in Monroe County since shortly after the end of World War I, now boasts 442 individual members or families. Its facilities include an 18-hole golf course Coffey said is known for its immaculate conditions, an Olympic-style swimming pool and two restaurant options.

The privately-owned country club is also known for being just a “friendly place to be,” Coffey said.

“I’ve heard from time to time that people think a country club is more of an ‘elite’ crowd,” the longtime general manager said. “And that may be the case in other cities, but honestly, this is Bloomington. Bloomington has such a diverse group of people who live here, and the club is no different. People here are

**SPOTLIGHT**

continued on page 14



### Coming in July:

**You’re Hired! You’re Fired!**  
How local companies seek employees and handle terminations.

### REGISTER NOW FOR THESE UPCOMING EVENTS

Hosted by the Greater Bloomington Chamber of Commerce

#### JUNE

23 Business After Hours at Master Rental

#### JULY

13 BBQ Cookoff and Business After Hours at Primetime

Please call the Chamber (812-336-6381) or see the Chamber’s website ([www.ChamberBloomington.org](http://www.ChamberBloomington.org)) for more information.

**Business Buzzwords...**  
Do you know the lingo?

# 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.

## New Overtime Rules

Last month the U.S. Department of Labor announced new overtime regulations. The new rules are scheduled to take effect Dec. 1. Here's what changed:

- Increases the standard salary level from \$455 to \$913 per week or \$47,476 annually.
- Increases the total annual compensation requirement for highly compensated employees from \$100,000 to \$134,004 per year.
- Automatic updates to both thresholds will occur every three years, beginning on Jan. 1, 2020.

These new rules will

have major implications for employees and employers. The Chamber will be hosting a webinar June 20 at noon with Chris Schrader, president of Schrader & Associates, and Kathryn Cimera, an employment law attorney with Mallor Grodner, to help our members better understand these new regulations. To register, visit [ChamberBloomington.org](http://ChamberBloomington.org).

## Sign Ordinances

Due to a recent Supreme Court decision, it is now illegal to regulate temporary signs based on content. In April, several proposed amendments to the city's sign ordinances passed the plan commission. The Chamber had initial concerns with the amendments for sandwich boards signs and realtor signs. City staff worked with stakeholders to update these amendments and they passed city council and now must go back to the plan commission for approval. If approved, sandwich board signs will be

allowed for properties in the Commercial Downtown or Commercial Limited zoning districts adjacent to the sidewalk. Multi-tenant properties may have additional sandwich board signs but they must be at least eight linear feet away from other signs. Properties in non-residentially zoned areas that are vacant or under construction may have one temporary sign that does not exceed 32 square feet.

## 2016 Citizens' Academy

The city of Bloomington Housing and Neighborhood Development (HAND) Department is taking applications for its 2016 Citizens' Academy program. Citizens' Academy provides participants with an interactive learning experience about municipal government services, programs and responsibilities.

City residents who are interested in civic participation or increasing their knowledge about local government operation can

apply online at [bloomington.in.gov/citizensacademy](http://bloomington.in.gov/citizensacademy). The deadline for 2016 Citizens' Academy applications is July 11. The 2016 Citizens' Academy will meet every Thursday from 6 to 8 p.m. from Sept. 1 to Oct. 27. The session will be limited to a total of 30 participants to ensure a quality experience for all participants. For an application and further information about Citizens' Academy, contact Vickie Provine at [provinev@bloomington.in.gov](mailto:provinev@bloomington.in.gov) or 812-349-3505.

## Monroe County Energy Challenge

The second annual MCEC Explore Energy Fair is coming to Bloomington's City Hall during the farmers market Saturday, June 25. The fair will include:

- Electric bicycle races, where you can compete against yourself and your friends to see how much energy you can create using pedal-power.
- Kill-a-watt table, where you can guess how

much energy various appliances use and how much they cost you.

- Photo booth with props and EnergyMobile.
- Human-powered booth. Have you gotten in the habit on relying on electric appliances to perform the simplest of tasks? See how easy and satisfying it is to perform tasks without expensive, unnecessary appliances.
- Water wheel game, where you can quiz yourself and learn all about your local water supply.

June's task of the month is to wash your clothes in cold water and air dry laundry. The Monroe County Energy Challenge (MCEC) is a community-wide effort to reduce energy use in order to win the \$5 million Georgetown University Energy Prize. At the same time, we'll improve quality of life, reduce our environmental impact, and save money. To learn more about the competition visit [mocoenergychallenge.org](http://mocoenergychallenge.org).

## I-69 Section 5 Update

Current work on Section 5 in Bloomington includes:

- Sound wall construction should start by winter 2016 and complete by summer 2016.
- A Tapp Road interchange with roundabout intersections and should be under construction by summer 2016.
- The CSX Railroad Bridge widening is anticipated to start by late winter 2016.
- A Sample Road interchange with roundabout intersections should begin construction by late winter 2016 and complete by late summer 2016.
- The Chambers Pike Bridge should be under construction by spring 2016 and complete by late summer 2016.
- The Liberty Church Road interchange should be under construction by spring 2016 and complete by the end of 2016.
- Mainline improvements and access roads from SR 46 to just south of Chambers Pike, Sample Road to Chambers Pike, and Turkey Track Road to Indian Creek — all of these improvements are anticipated to begin by late winter 2016 and complete by the end of summer 2016.

The remaining segments for Section 5 are currently anticipated to be completed by the end of June 2017. The I-69 development partner is fully responsible for the construction, operation and maintenance activities



## Helping Indiana

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ADVOCACY UPDATE  
continued on page 15

# Congrats and Changes

By *Jeb Conrad, president and CEO*



Jeb Conrad. Courtesy photo.

Spring has finally arrived in our region and that means your Chamber of Commerce team is teeing up for a busy agenda with events, activities and engagement for our members and the community.

We congratulate our 2016 Women Excel Bloomington Award winners, who have all had such an impact on the Bloomington and Monroe County community, as well as their businesses and organizations. They are an inspiration to all of our members. Read more about them and see their pictures in this issue of BizNet.

We remain focused on key strategic areas that support the local business environment and our members, serving as the voice of business. The core of our mission is driven by these areas and supported by bringing programs and events to our membership and the community that relevant and important to our community's success.

The Chamber is preparing for our Annual Golf Outing June 9. This event is a great opportunity to network with our members and partners, is always well attended and is one of our top non-dues fundraising activities each year. We hope to see you all there! For more details, visit [ChamberBloomington.org](http://ChamberBloomington.org).

The Chamber remains active in public policy advocacy, working with our county officials and the city administration on issues and opportunities impacting the business community. The Chamber team and leadership are immersed in

key issues at all levels of government that are important to our members and the business landscape.

The key issues that the Chamber has engaged in locally include:

- Adopted Chamber recommendations to the City Demolition Delay and public right-of-way sign ordinances.
- County planning and zoning for the urbanizing area.
- New development opportunities for the Trades District, IU Health hospital sites, and I-69 areas, to name a few.

The Advocacy Update, opposite this page, summarizes these issues.

The Chamber is also analyzing the recent Department of Labor overtime ruling

recently announced. We will be interested in hearing the potential impact on our members and the business community. We plan to have informational webinars available for the business community to assist them in assessing the impacts and opportunities.

I also want to send along the Chamber's heartfelt thank you to our director of marketing and communications, Kelley Brown. Kelley has served the Chamber faithfully and effectively for more than 8 years and will be leaving us this month. Her creative and communication leadership will leave a difficult void for our staff and we will miss her as a team member.

Lastly, the Chamber sends along our congratulations to all of those graduating from our partner institutions — our Monroe County High Schools. We wish you all continued success!



**"We remain focused on key strategic areas that support the local business environment and our members, serving as the voice of business."**

## 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](mailto:ckelly@ChamberBloomington.org).

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

For subscription information or customer service, please contact Katie Bruhn at 812-336-6381 or [info@ChamberBloomington.org](mailto:info@ChamberBloomington.org).

Please send press releases to [info@ChamberBloomington.org](mailto:info@ChamberBloomington.org).

Thank you for your interest in *BizNet*!



**The Chamber**  
staff, partners & board members

Greater Bloomington Chamber of Commerce  
400 W. 7th St., Suite 102 • P.O. Box 1302 • Bloomington, IN 47402  
Phone 812-336-6381 • [ChamberBloomington.org](http://ChamberBloomington.org)

## STAFF, PARTNERS & BOARD MEMBERS

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

### CHAMBER OF COMMERCE

Jeb Conrad, *President & CEO*  
Anne Bono, *Director of Advocacy & Public Policy*  
Kelley Brown, *Director of Marketing and Communications*  
Katie Bruhn, *Executive Assistant*  
Patty Goldman, *Graduation Coach*  
Kelsie Holt, *Director of Talent, Education & Workforce*  
Melanie Humbar, *Graduation Coach*  
Larry Jacobs, *Government Relations - City*  
Carol Kelly, *Events Coordinator*  
Heather Robinson, *VP of Operations*  
Jim Shelton, *Government Relations-County*  
Tammy Walker, *Director of Member Services*

### BUSINESS NETWORK

Brooke McCluskey, *Editor*  
[biznet@heraldt.com](mailto:biznet@heraldt.com)

### OFFICERS

Tedd Green, *Cook Pharmica, Chair*  
Randy Lloyd, *First Capital Investment, 1st Vice Chair*  
Tony Stonger, *Edward Jones, 2nd Vice Chair*  
N. Ric Olson, *Olson & Company, PC, Secretary/Treasurer*  
Cullen McCarty, *Smithville Fiber, Immediate Past Chair*

### DIRECTORS

Vanessa McClary, *Kiwanis Club of South Central IN*  
Mark Moore, *IU Health—Bloomington*  
Joshua James, *Bill C. Brown Associates*  
Cindy Kinnarney, *First Financial Bank*  
Amy Somers Kopp, *RE/MAX Acclaimed Properties*  
Sarah Bard Rogers, *IU Credit Union*  
Steve Smith, *Hoosier Energy R.E.C., Inc.*  
Ron Walker, *CFC Properties*  
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# Summer is Here!

**hYPe**  
news

*Editor's note: hYPe is a networking group for young professionals in the Bloomington area.*

**h**YPe is ready to enjoy patio weather with a trivia night at Oliver Winery June 8 from 6 to 8 p.m. We hope you can join us for some wine tastings, trivia and casual networking with local young professionals. This is a free event, but please register online at ChamberBloomington.org.

Next on our calendar of events is the sixth annual 10 Under 40 Awards Thursday, July 28. Each year, we roll out the red carpet to bring together a mix of young professionals, executives,

friends, colleagues and family for a fun cocktail party honoring our community's top young professionals.

The 10 Under 40 Award winners represent the best and brightest in Bloomington and we are thrilled to honor them. Tickets are \$22 for individuals and include a reserved seat at the event, heavy hors d'oeuvres and a complimentary drink. Tables of eight are \$400 and include additional marketing benefits. To reserve your seat, register online at ChamberBloomington.org or call 812-336-6381. For information on sponsorships, please contact Kelsie Holt at kholt@chamberbloomington.org. **B**



Young professionals mingle at a hYPe event. Learn more about hYPe at ChamberBloomington.org. Courtesy photo.

## MEMBER RENEWALS

- ABC Supply Co. Inc
- Abodes, Inc.
- Adaptive Nursing & Healthcare Services
- American Family Insurance
- Bloom Marketing Group
- BloomBank (Bloomfield)
- Bloomington Public Transportation Corp.
- Boys & Girls Clubs of Bloomington, The
- Building Associates, Inc.
- Burnham Rentals
- Caregiver Homes of Indiana
- Cedarview Management
- Comcast Business Class
- Cornerstone Information Systems
- Craft Construction
- Day & Deremiah-Frye Funeral Home
- Don Bush Family Moving, LLC
- Elders Journey LLC
- Evangelical Community Church
- Fifth/Third Bank
- First Capital Investment Group, Inc.
- Hall Signs, Inc.
- Hathaway, M. Phil
- Indiana Voice & Data Inc.
- Insights Optical
- Irish Lion Restaurant & Pub, The
- IU-Foundation
- IU-School of Optometry
- Jamar Property Management LLC
- Jones, McGlasson & Benckart, P.C.
- Landmark Collision Repair
- Legal Shield
- Little Star Center, Inc.
- Local Council of Women
- Long Family Eye Care, PC
- LRAP Association, Inc.
- Manufactured Housing Heating & A/C, Inc.
- Marsh Supermarket (East)
- Metzger, Jerry CPA
- OEI, Inc.
- Owens Realty Group
- Oyler, Mark
- Parker Real Estate Management Inc.
- Poling, Joyce
- Precision Eye Group, PC
- Printpack
- Rapid Roofing and Restoration
- Republic Services
- RSN, Ltd.
- Scholars Inn Bed & Breakfast
- State Farm Insurance-Ken Stone
- Sterling Real Estate Inc.
- Stone Belt
- Stonecroft Health Campus
- Thunderhog BBQ
- Touchstone Yoga and Massage
- TownePlace Suites Bloomington
- Travis Vencel Consulting
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## NEW MEMBERS

### Cloud Communication & Integrations

Contact: Morgan Horner, business development  
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Bloomington, IN 47403  
812-929-0428

### The Fresh Fork

Contact: Stacy Thompson, owner  
338 S. Walnut Street  
Bloomington, IN 47401  
812-650-3139

### Graphic FX

Contact: Michelle Poye  
4667 W. Richland Plaza Dr.  
Bloomington, IN 47404  
812-223-1676

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## CHAMBER BRIEFS

### New Hires & Promotions

#### Poirier New Director of Marketing

Hurlow Wealth Management welcomes new Director of Marketing Natacha Poirier. In her new role at HWM, Poirier is responsible for the oversight of all marketing-related areas including brand strategy and development, public relations, advertising and event planning.

#### Public Works Director Selected

Adam Wason has been named Director of Public Works for the city of Bloomington. Wason began his tenure at the city as an intern during his undergraduate and graduate studies at Indiana University's School of Public and Environmental Affairs. In the years following he served in several full-time roles.

#### New Fire Chief Selected

After conducting a national search to fill the

position of Bloomington fire chief, Jason Moore of Ladson, S. C. has been chosen as the successful candidate. Pending City Council approval, Moore will begin his duties in Bloomington June 6.

#### Starowitz Hired for Arts Position

Sean Starowitz has been hired to fill the vacant assistant director of economic development for the arts position in the Economic and Sustainable Development Department of the city of Bloomington.

### Awards & Designations

#### Texas Roadhouse Honored

Texas Roadhouse Bloomington has been named a Legendary Training Center. The distinguished label is shared with hand-picked stores across the country. Candidates will be hosted that travel from near and far for an extensive training program that prepares managers for our future years.

## CHAMBER BRIEFS

continued on page 13



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Founded on Sept. 11, 2009, **The Monroe County Sports Hall of Fame** is a not-for-profit organization recognizing and enshrining outstanding athletes, coaches and citizens who have contributed to the rich athletic history of Monroe County. In addition to honoring individuals whose achievements span more than a century, the Hall of Fame since its inception has looked to the future by funding and awarding scholarships to student athletes — one male, one female — from each Monroe County public high school. Learn more at [mcshof.com](http://mcshof.com).



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**Andy Mohr** **Honda**

**Andy Mohr** **HYUNDAI**



Our mission at **Susie's Place** is to provide a neutral, child-friendly center for the investigation of alleged child abuse and neglect, while maintaining the comfort and safety of the child as the first priority. We currently have locations in Avon and Bloomington. To date, we have conducted more than 3,000 child forensic interviews for more than 29 Indiana counties. We are a 501c3 non-profit and rely on the support of the community to sustain our operations. Read more at [susiesplace.org](http://susiesplace.org).



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# Helping Students Understand Business

The Chamber's Franklin Initiative provides real-world learning opportunities that get young people excited about future education and careers. Our member volunteers help the Franklin Initiative promote career awareness through real-life experiences and help students develop the skills necessary to succeed. Every summer, we like to remind our members of the programs we offer and ways to get involved.

## Franklin Initiative programs include the following:

- Reality Stores for all eighth graders at the middle schools
- Job shadowing for high school students
- Career panels and career presentations by Speaker's Bureau volunteers
- Mock interviews that offer interviewing experience
- STEM Career Fair for high school students
- The Employment Skills Fair for high school students

All of these programs rely on member volunteers. Whether volunteers donate time at a Reality Store, share their story at a Speaker's Bureau career panel, or host a student for job shadowing, our member businesses are connecting students to the business environment. Our goal is to increase workplace literacy and awareness for students as they work toward completing their education.

To sign up for volunteer updates, please visit [chamberbloomington.org/get-involved](http://chamberbloomington.org/get-involved). If your business is interested in hosting a student for a one-day job shadowing experience — or even an internship — please contact Kelsie Holt, the Chamber's director of talent, education and workforce, to learn more. Call 812-336-6381.



At a Reality Store, students interact with Chamber volunteers to better understand what their futures hold. Courtesy photo.



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## Greater Bloomington Chamber of Commerce Board and Officers Nominated

In accordance with Chamber bylaw requirements, the nominating committee of the Greater Bloomington Chamber of Commerce hereby announces nominees for office, current board members nominated for a new term, and new board members nominated. Term end year is indicated in parentheses.

Continuing members are: Tedd Green, Cook Pharmica (2017); Cindy Kinnarney, First Financial Bank (2017); Cullen McCarty, Smithville Fiber (2018); Mark Moore, IU Health Bloomington (2017); Amy Somers Kopp, RE/MAX Acclaimed Properties (2017); Tony Stonger, Edward Jones (2018); Jennie Vaughan, Ivy Tech Community College – Bloomington, (2017); Ron Walker, CFC Properties (2018); Sue West, One World Enterprises, Inc. (2018); and Jim Whitlatch, Bunger & Robertson (2017).

Current members nominated for a new term are: Randy Lloyd, T.M. Crowley & Associates (2019); Vanessa McClary, Kiwanis Club of South Central IN (2019); and Steve Smith, Hoosier Energy R.E.C., Inc. (2019).

New board nominees are: Bruce Calloway, Duke Energy (2019); Lauren Dexter, Bloomington Hospital Foundation (2019); Mike Richardson, Midwest Color Printing/FastSigns (2019); Scott Shishman, Old National Bank (2019); and Kirk White, Indiana University (2019).

Members nominated as officers are: Randy Lloyd, T.M. Crowley & Associates, Board Chair; Tony Stonger, Edward Jones, First Vice Chair; Jennie Vaughan, Ivy Tech Community College – Bloomington, Second Vice Chair; and Cindy Kinnarney, First Financial Bank, Secretary/Treasurer. Tedd Green, Cook Pharmica, will be the immediate past chair.

Additional names of candidates for directors can be nominated by petition bearing the signatures of at least five qualified members in good standing of the Chamber. Such petitions shall be filed with the nominating committee within ten days after receiving this notice. If no petition is filed, the nominations shall be closed, and the nominated slate shall be declared elected by the Board of Directors at its regular August meeting.

For additional information, contact Jeb Conrad at the Chamber at 812-336-6381 or email [jconrad@ChamberBloomington.org](mailto:jconrad@ChamberBloomington.org).

# Do You Know the Lingo?

## Jargon can boost communication and morale

By Kasey Husk

**M**idwestern Trail Ride & Outpost Store owner and CEO Kim Humphries' dentist was trying to explain an upcoming procedure to her one day when, suddenly understanding what he was getting at, she burst out with "Oh, you are going to float my teeth!"

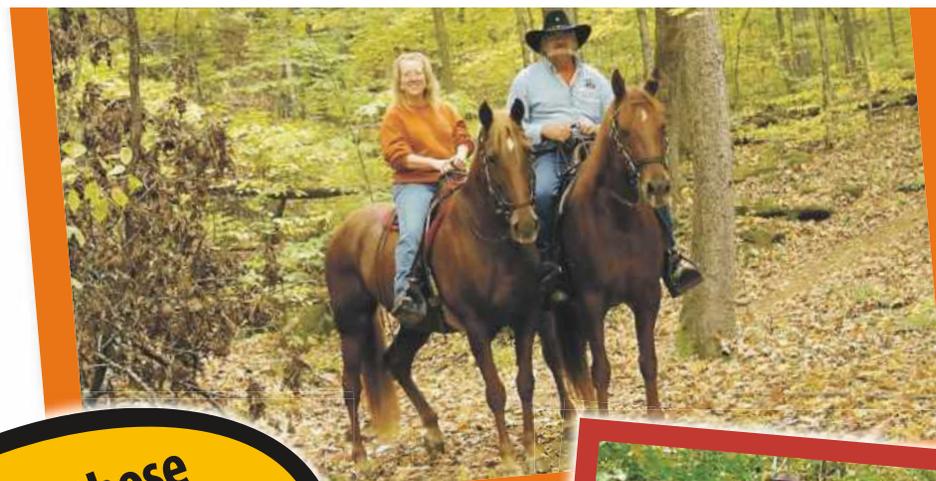
"And he looked at me like I was from outer space," recalls Humphries, laughing. Among equestrians and veterinarians, "floating" is a well-known term for a filing down a horse's teeth.

The horse industry is notorious for using slang and jargon that seems incomprehensible to outsiders, but in this it is hardly alone. Most industries have their own linguistic flair and while there are those who decry the use of jargon, the linguistic shortcuts are not without their benefits — not least among them, an occasional amusing moment.

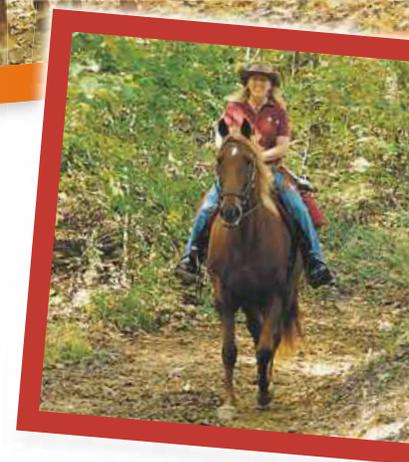
"How are those frogs today? Still thrushy?" is a common question one might hear around the barn, Humphries said. While an outsider might wonder whether Humphries is raising amphibians as well as

"How are those frogs today? Still thrushy?"

LINGO continued on page 10



Kim Humphries, right, is the owner and CEO of Midwest Trail Ride & Outpost Store, which offers equestrian riders access to more than 100 miles of trails. Courtesy photos



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# THE GREATER BLOOMINGTON CHAMBER OF COMMERCE WEB AWARDS

The Greater Bloomington Chamber of Commerce created the WEB Awards Luncheon to honor women leaders who influence the growth of others in the community and/or in their organization. The awards luncheon is part of the Women Excel Bloomington program that was launched in 2010 to facilitate networking and professional growth among women in the community. *Read on to learn more about this year's winners.*



Seven women are 2016 Women Excel Bloomington award winners. Top row, left to right: Kathy Romy, Lesley Bolton, Kerry Thomson, Sue West. Bottom row, left to right: Valerie Peña, Sue Talbot, Joyce Poling. Courtesy photo.



Kathy Romy. Courtesy photo

**Kathy Romy**  
*Bloomington Meals on Wheels  
Executive director*

**What was your first job and what did it teach you?**

As a teen, I worked in my parents' donut shop. I learned to count change (no computers then!) and the importance of customer service.

**WEB AWARDS** continued on page 9

# THE GREATER BLOOMINGTON CHAMBER OF COMMERCE WEB AWARDS

## WEB AWARDS

Continued from page 8

### **Finish this sentence: Leadership is ...**

... learned, not taught. A good leader identifies people's strengths, encourages them, listens to them and then gets out of the way. Leadership is service.



**Lesley Bolton**  
Inkblot Editing  
Editorial director,  
co-founder

### **What are two items on your bucket list?**

To rebrand the phrase "single mom" so that it no longer incites pity and to prove the existence of fairies.

### **What's one thing people would be surprised to know about you?**

I still twist my hair into knots when I am stressed or feeling bad, just like I did in childhood to comfort myself. I don't suck my thumb anymore though. Don't let anyone tell you differently.



**Sue West**  
One World Enterprises  
Controller

### **What was your first job and what did it teach you?**

My first full time job out of high school was making electrical boxes (the kind that are behind light switches). In the first week, I crushed both thumbs in a metal press. It taught me that I should go to college.

### **What's the one thing people would be surprised to know about you?**

I failed Home Economics in high school, haven't improved since. My home kitchen is off limits to me. It's a good thing my husband is a good cook!



Valerie Peña. Courtesy photo

**Valerie Peña**  
Indiana University –  
Office of Government  
Relations  
Assistant vice  
president/chief of staff

### **What's one thing people would be surprised to know about you?**

I was offered a job once by the actor Richard Gere and I turned it down ... I know, I know ...

### **Finish this sentence: Leadership is ...**

... inspiring people through a shared vision and providing an environment where they feel valued, fulfilled, and have the necessary tools and support to be successful and a part of something bigger than themselves.



Joyce Poling. Courtesy photo

**Joyce Poling**  
Ivy Tech Community  
College- Bloomington  
Assistant to  
the chancellor  
for community  
engagement

### **What are two items on your bucket list?**

For the Monroe County Bicentennial, I would like to find a club to work on enrolling 200 more 21st Century Scholars, instead of adding another limestone bench. Also, an addition to the Indiana Center for the Life Sciences.

### **Finish this sentence. Leadership is ...**

... A good leader is someone who presents a clear vision to the team, listens and works collaboratively, and understands that you sometimes make mistakes.



Sue Talbot. Courtesy photo

**Sue Talbot**  
Hoosiers for Higher  
Education/  
Indiana University  
Trustee

### **What was your first job and what did it teach you?**

I was 13 years old working as the breakfast cook at Indiana University. I walked two blocks to campus and then set out the coffee and rest of the continental breakfast for IU professors. I learned that no matter how old you are, you have to assume responsibility and understand what the task is.

### **What is your greatest accomplishment?**

By far, my family: my husband, children, and grandchildren.



Kerry Thomson.  
Courtesy photo

**Kerry Thomson**  
Habitat for Humanity  
Monroe County  
CEO

### **What's one thing people would be surprised to know about you?**

People would be surprised to know I am an endurance athlete. I swim open water races, and this summer will swim from Asia to Europe across the Bosphorus Sea.

### **What is your greatest accomplishment?**

The accomplishment I'm most proud of personally is raising my children to be caring, and to know they belong to a community much broader than the walls of our family. Professionally, I'm most proud of our Trail View neighborhood — it had long been a dream to develop a beautiful neighborhood in the heart of Bloomington. It is nearly half complete, and the community of homeowners there is unmatched in their collaboration and pride of homeownership.

**"It's going to be lick-and-stick."**

horses, "frogs" are the soft, inner parts of a horse's hoof, which are susceptible to a bacterial infection called thrush.

**Short and Sweet**

Don Weiler of Bailey & Weiler Building/Design said

jargon between people in his industry can save time "because it contains a lot in fewer words," he said. For instance, "hanging rock" is a quick, well-known

description of the phase of building a home where builders are putting up drywall, he said.

"If you are talking to somebody about what the finish of a house is going to be and say, 'Well, it is going to be lick-and-stick,' that tells them exactly what it is," Weiler said. Lick-and-stick refers to thin concrete veneer that looks like rock or natural stone and is applied to the exterior of a



Don Weiler, Bailey & Weiler Building/Design. Photo by Kathy Truss.

house using a layer of mortar that is "backbuttered" — spread thinly with a trowel — onto the back of the veneer.

At Precision Eye Group, meanwhile, if optometrist Brandy Deckard — who is the owner and

president of Precision Eye — tells her technician that someone is coming in for a "red eye" it instantly lets them know what they need to set up for that appointment. A red eye appointment is for someone who is experiencing an acute issue, like an infection, and a technician can accordingly prepare differently than they would for someone coming in for an annual exam.

In highly technical industries, shortening words — either through jargon or acronyms — can become especially important for quickly communicating complex information.

"It saves you a whole mouthful of big, long words," J. Jeff Schwegman, president and founder of AB BioTechnologies Inc., said of acronyms.

And Schwegman, a scientist, would know all about complicated words. AB BioTechnologies does research and development for the pharmaceutical industry, mostly on injectable drugs. As such, his everyday vernacular is full of words like lyophilization, aseptic and parenteral, so shortening words where he can is useful. Anyone hanging around his office would hear a lot about GMPs — Good Manufacturing Practices — and WFI, pronounced "wiffy," short for Water For Injection.

"Unless you are in the industry you really don't know what I'm talking about," Schwegman said, but among employees verbal shorthand is invaluable.

Using acronyms can have its hang-ups, of course; in addition to being somewhat incomprehensible to outsiders, everyone needs to be sure what the acronyms stand for.



Brandy Deckard, owner and president, Precision Eye Group. Courtesy photo.



J. Jeff Schwegman, president and founder, AB BioTechnologies Inc. Courtesy photo.



Ryan Hardwick, branch manager, Koorsen Fire & Security. Courtesy photo.



Ashley Johnson-Wilcoxin, vice president and senior appraiser, First Appraisal Group. Courtesy photo.

Ashley Johnson-Wilcoxin, vice president and senior appraiser for First Appraisal Group, notes that the same acronym, GLA, is used by residential appraisers and commercial appraisers to describe different things: gross living area in the case of the former and gross leasable area for the latter. Picking up the terminology also comes with a learning curve, she noted.

"I think within the office, it creates efficient conversation," Johnson-Wilcoxin said. "But if you are training someone it isn't very efficient. When you are training someone, it is a good idea to go back and make sure you can explain everything you are talking about."

Ryan Hardwick, branch manager for Koorsen Fire & Security, agreed. Hardwick's

days are filled with technical terms and acronyms, especially when discussing fire codes. NFPA (National Fire Protection Association), AHJ (Authority Having Jurisdiction) and OSHA (Occupational Safety and Health Administration) are acronyms used almost often as the long strings of numbers describing fire codes his technicians rattle off the top of their heads as needed.

"There's a lot of things you'd come up on and be like, 'What in the world were those guys talking about?'" Hardwick said. "Unless you've been in the industry and see it and hear it all the time, it is definitely not something that is going to be in your everyday vernacular."

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# Every industry has its own culture of lingo and acronyms. *Have you heard these before?*



**All Day** — In restaurants and diners, “all day,” means in total. So if one customer orders two burgers and another orders two burgers, that’s four burgers, all day.

**API** — At airlines, this stands for Advance Passenger Information. For computer programmers, it means Application Program Interface and is a set of protocols for building software applications.

**Baked In** — This term originated with bakers, meaning a baked-in flavor or quality. It has expanded into other industries to mean anything that is an essential part of a product.

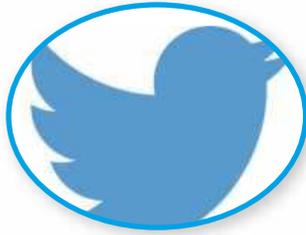
## CAN-SPAM

— The CAN-SPAM Act of 2003 established national standards for sending email, but many people don’t know what it stands for: Controlling the Assault of Non-Solicited Pornography and Marketing.

**CoCA** — Many industries use this term for the Cost of Customer Acquisition. It is sometimes called CAC, or Customer Acquisition Cost.

**Dummy** — In the auto industry, it’s a specialized mannequin that tests crashes. In the newspaper industry, it’s a mock-up of the story layout.

**FF or #FF** — Follow Friday became a Twitter trend where people recommended things to follow. It has become somewhat outdated because it creates Twitter clutter.



**Flipped classroom** — In education, a flipped classroom reverses the traditional teaching arrangement. Instruction is provided primarily outside the classroom — usually online — and homework is done in the classroom.



**FTP** — For a computer programmer, this means File Transfer Protocol and refers to the movement of files between a client and a server. For a judge or police officer, FTP means Failure to Pay a fine.

**FX** — If your doctor writes FX in your chart, it means you have a bone fracture.

**GAAP** — In accounting, these are the Generally Accepted Accounting Principles.

**GUI** — Pronounced “gooey,” the Graphical User Interface is the visual format used to access an electronic device. Microsoft Windows is an example of a GUI.

**HIBBIS** — The hotel industry uses this term to measure whether they’re at capacity. It stands for Heads in Beds, Butts in Seats.

**LTV** — A customer’s LifeTime Value is calculated by taking the revenue you get from them, subtracting the gross margin and dividing by the predicted churn rate. It’s a measure of the future relationship with a customer.

## One Belly Button

— Companies that move large quantities of inventory sometimes refer to a single supplier, or restricted number of suppliers, as One Belly Button to push for restocking.



**PBT** — In manufacturing and environmental science, this is something that is Persistent, Bioaccumulative and Toxic.

**PCS** — In the military, a PCS is a Permanent Change of Station. In medicine, Post-Concussion Syndrome may persist for a long period after a concussion. And in wireless communication,

a Personal Communications Service powers your mobile phone.

## POTUS and SCOTUS

— Political news organizations sometimes refer to the POTUS, or President of the United States.

There’s also the SCOTUS, or Supreme Court of the United States.

**7Ws** — In manufacturing, the 7Ws, or Seven Wastes, are activities that are unproductive or prone to waste. The term was coined by Taiichi Ohno at Toyota and includes overproduction, waiting, transportation, overprocessing, excess inventory, unnecessary motion and defects.

**Spiff** — In manufacturing and sales, a spiff is paid for selling a specific product.

**USP** — Many industries use the Unique Selling Proposition as a way to differentiate their product from others.



**WYSIWYG** — Pronounced “wizzy-wig,” it stands for What You See Is What You Get. In computer programming, it is a content interface that allows you to instantly see the finished page or document. WYSIWYG touched off a number of joke variations on the term, like WYSYHYG — which is pronounced “wizzy-hig” and means What You See is what You Hope You Get.

**YMMV** — In the automotive world, this stands for Your Mileage May Vary. ■■



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**"Is she  
kid broke?"**

### Shared Language

Using jargon can also create a sense of camaraderie among those in the workplace. Working isn't always fun, but creating a bond with coworkers can boost workplace moral and efficiency.

Using common construction jargon, Weiler explained, can "set the tone that you are speaking the same language" with the people you work with. Construction sites tend to be casual, and using slang terms instead of highly-technical terms conveys a sense of understanding of the atmosphere, he said.

Slang can also be used to convey what essentially become inside jokes among peers. In the construction

industry, for instance, a "sidewalk superintendent" is a tongue-in-cheek reference to a neighbor who spends a lot of time watching builders work, asking questions and telling them how to do their job, Weiler said.

The type of jargon being used can even offer clues about the person to whom you are speaking, Humphries notes. If she heard someone using the term "cold-backed" to describe a horse that bucks when first under saddle, she'd expect the speaker to be more old-fashioned. More modern horsemen and women would be likely to call a chiropractor or have the saddle inspected if their horse reacted badly to being saddled, rather than

shrugging it off as the horse being "cold-backed," she said.

"Depending on what jargon you use, sometimes it would tell you what your knowledge base is in the equine world," she said. "If a person is green — new to it — you can tell just when they start talking because they don't use the right terminology or they use it wrong."

Of course, some terminology might raise a few eyebrows among those not in the know. An equestrian might ask another if their horse was "broke yet," a term that refers to being trained to ride. Similar terms would include a horse being "green broke" (newly started in training) or "kid broke" (suitably gentle for a child to ride).

"I don't know where (the term 'broke') came from, but it sounds terrible if you try to break it down and define it," Humphries joked.

### Painting the Picture

While jargon and slang can sometimes keep language from being accessible to those outside the industry, in other cases it can make things more clear.

The technical term

for a condition that can lead to people feeling as if they have a hair or bug floating in front of their eye — Posterior Vitreous Detachment — may seem incomprehensible to non-optometrists, but the slang term for that sensation, "floaters," is well-known, Deckard said.

Some jargon meanwhile, helps paint a picture for patients in a way that other terminology might not. If Deckard said a patient has "cobblestones" in their eyes, it refers to a type of degeneration on the retina that literally looks like cobblestones.

"Optometrists aren't very artistic," joked Deckard. "So we don't get too artistic with our description: it looks like a cobblestone in the back of your eye."

Other words, meanwhile, are a reflection of what is important to or trending within an industry at large.

In the appraisal world, Johnson-Wilcoxon notes, the words "green building" and "energy efficient" have become very popular buzzwords as builders and consumers are increasingly focusing on environmental responsibility.

### Timing is everything

Of course, there is a time and a place for the use of jargon.

As a doctor, Deckard always wants to make sure her patients understand exactly what she is saying. Astigmatism is a common term to Deckard, for example, but her patients may not be familiar with it.

"I try to break it down so it isn't such a scientific term," said Deckard, who noted that she describes astigmatism as "your eye being shaped like a football." Simplifying the description "helps them to understand what is going on with the eyes a little bit better."

That's not to say there's never a reason to use technical terminology in front of a customer. In some

cases, Hardwick notes, doing so can actually help establish the legitimacy of what a Koorsen technician is saying about changes that need to be made for legal reasons, not just to help the business make money.

"We use that to help our customers realize that it isn't us driving 'You need to get this fixed,'" he said. "It's being driven by the fire code."

Weiler limits his jargon to conversations with colleagues.

"There is a difference between a conversation you would have with a peer and a conversation you would have with a customer, only because the peers know what you are saying and the customers won't," Weiler said. ■

**"Do you  
have floaters?"**

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The Chamber had a great time celebrating the grand opening ribbon cutting at the new Safelite AutoGlass location April 22. The Safelite team welcomed the Chamber, customers and business partners for the open house and served barbeque for lunch. Courtesy photo



Showcasing a renovated interior along with a new brick exterior, Farmers and Mechanics Federal Savings and Loan hosted a ribbon cutting at their 3535 West Third Street location May 13. Courtesy photo

# New Member Connect Event • April 26

## Thanks to all who attended, and welcome to the Chamber!



Chamber President and CEO Jeb Conrad, center, gets acquainted with Cody Ratts and John King of Shield Protection Solutions. Courtesy photo.



Michelle Izzo White, at center, known as "The Right Hand Lady," learns about a Chamber cost saving program offered by Infintech. Courtesy photo.



Jane Rubeck, the Chamber's 2015 Chamber Ambassador of the Year, shares benefits of being a Chamber Ambassador and the many networking events the Chamber offers. Courtesy photo.

### CHAMBER BRIEFS

Continued from page 5

#### Stonger Attends Conference

Tony Stonger attended the Edward Jones' Financial Advisor Leaders Conference. This conference recognizes financial advisors who leaders in the financial services firm. Stonger was among the only 821 financial advisors who qualified, out of the firm's 14,000 financial advisors in the U.S. and Canada.

#### Spore and Pitner Attend Summit

Dan Spore and Ryan Pitner recently attended the OneAmerica/AUL Advanced Planning Summit. Numerous workshops were available, including several on retirement income stream strategies. Spore has been with Bill C. Brown Associates for 35 years and Pitner for 8 years. Both are recipients of numerous industry awards.

### Opportunities & Events

#### Parade of Homes

Building Association of South Central Indiana announces the 2016 Parade of Homes and Gardens, which will be held Friday, June 24, from 2 to 6 p.m. and Saturday and Sunday, June 25 and 26, from 11 a.m. to 6 p.m. Find more information at [bascievents.org](http://bascievents.org).

#### Applications for Citizens' Academy

The City of Bloomington Housing and Neighborhood Development (HAND) department has announced that applications are available for its 2016 Citizens' Academy program, which provides participants with an interactive learning experience about municipal government services, programs and responsibilities. The deadline is Monday, July

11. Contact Vickie Provine at [provinev@bloomington.in.gov](mailto:provinev@bloomington.in.gov) or 812-349-3505.

#### Crane Credit Union Group Trip

Crane Credit Union is offering a group trip for members and their guests to New York City Aug. 27 to 30. Availability is limited and participants are encouraged to book soon to secure their space. Learn more at [cranecu.org](http://cranecu.org), 812-279-3935 or [debbie-hicks@sbcglobal.net](mailto:debbie-hicks@sbcglobal.net).

#### New Old National

Old National Bank celebrated the grand opening of its new location at 300 E. Kirkwood Ave. on Wednesday, June 8.

#### Other

#### Indiana MLS Market Report

In March, new listings brought the usual seasonal increase, but strong sales

kept inventory tight. With consumer confidence high and interest rates low, Indiana Realtors expect a bustling summer season. Read more at [homefinder.org](http://homefinder.org).

#### Curbing Carbon Pollution

An amicus brief was signed in support of efforts to curb carbon pollution. Mayor Hamilton has announced his support of the Environmental Protection Agency's Clean Power Plan, a critical measure that will protect the safe and economic security of local communities across the United States facing the growing impacts of climate change.

#### Räke Gives Back

This summer Räke Cabinet and Surface Solutions will donate two percent of all sales to charity. Customer can choose from Habitat for Humanity,

Boys and Girls Clubs, Sycamore Land Trust or The Warehouse. For more information call 812-824-8338 or visit [rakesolutions.com](http://rakesolutions.com).

#### Indiana Adoption Network

Hoosiers for Equal Access to Records (HEAR) recently became Indiana Adoption Network (IAN). The organization was established in 2014 and recently changed Indiana law on behalf of adoptees to receive their original birth certificates in the year 2018.

#### Prosecutor's Site Expanded

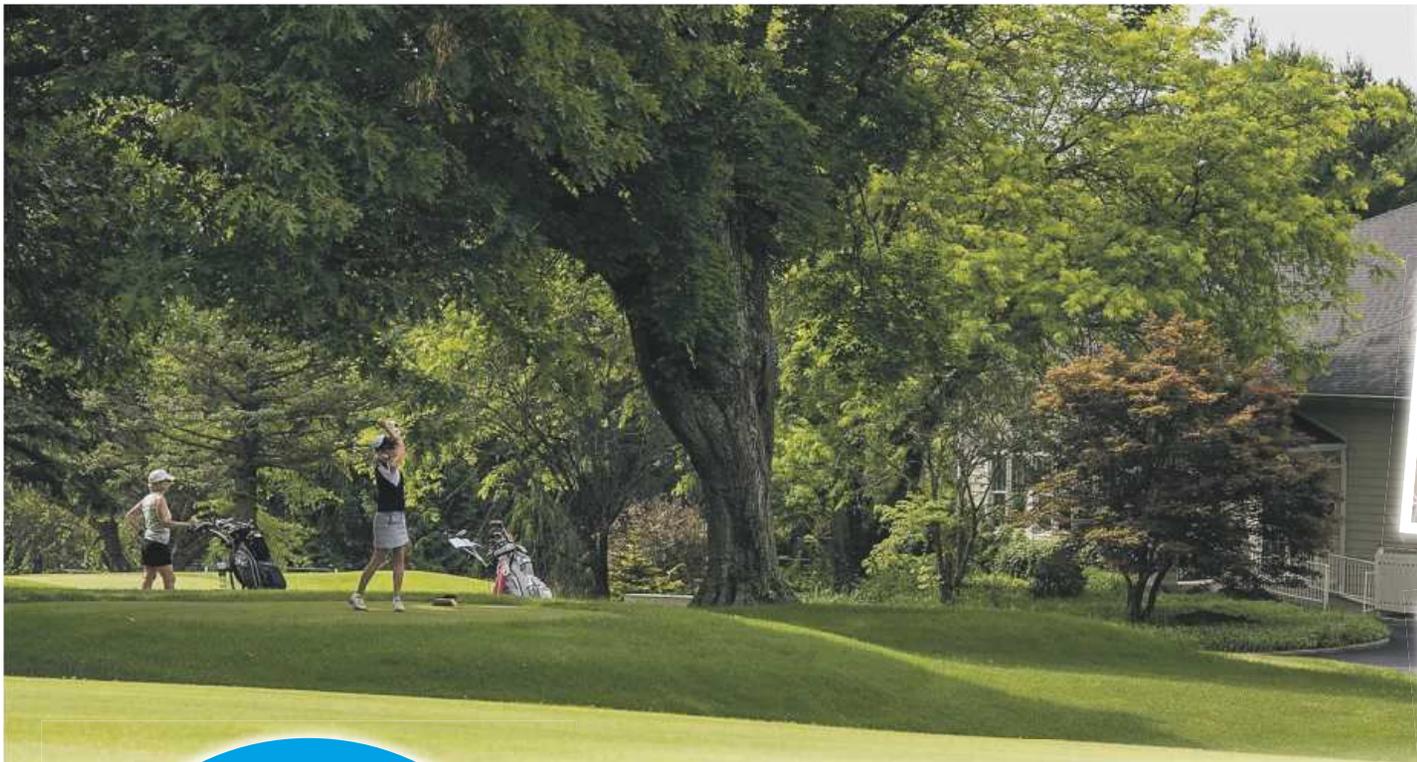
The Monroe County Prosecutor's Office is dedicated to "prevention and education efforts that enhance public safety and improve the quality of life in the community." The public is invited to see changes the office has made and new content that has been added. Visit [monroeprosecutor.us](http://monroeprosecutor.us).

#### New Realtor Members

The Bloomington Board of Realtors welcomes new members Amy Brunner, Emily Bedel, Jacob Franklin, Janet Lane, Jennifer Crussen, Leticia Salazar, Tara White, Megan Dohman and Zach Tobias. Read more at [homefinder.org](http://homefinder.org).

#### Tristar Hotels and IU Athletics

A supporter of Indiana University Athletics since 2008, Tristar Hotel Group announced its ongoing dedication by entering into another one-year \$50,000 sponsorship deal. Tristar owns and operates three Bloomington-area properties: Holiday Inn, Comfort Inn and Holiday Inn Express & Suites. 



**“We certainly want to give back to the community in any way we can,” Coffey said, noting that the club also donated 50 rounds of golf to be auctioned off at various charitable events last year.**

**— Chris Coffey, General Manager, Bloomington Country Club**

Bloomington Country Club. Photos by Chris Howell.

## SPOTLIGHT

Continued from page 1

really open to new people.”

Founded as a nine-hole golf course in 1921, the club – located at 3000 South Rogers Street – was once “kind of out in the middle of nowhere,” Coffey said. Since then, the growth of the city of Bloomington now has the club located just on the edge of city limits. In the early 1970s, the club expanded to become the 18-hole course it is today.

Many of the club’s 442 individual members or families have ties to the club dating back decades, among them one member who claims to be the club’s “oldest living member,” with 75 years of membership under her belt. That member’s parents were original members of the club, and her children have become members too. For other families, it is much the same story.

“We have several families that have been involved in some way, shape or form

since the beginning,” he said.

After flagging in the aftermath of the 2004 fire that destroyed its facilities, membership is now at its strongest point in years, Coffey said, but he is continually working to promote, retain and grow its membership.

Lately, the club is seeing younger, single business professionals or newly-married couples with young children become members. To encourage these individuals, the club offers a slight membership discount to those younger than 35. The club is also offering a membership promotion through June 30, where people who sign up for a one to two-year membership can have their initiation fee waived and receive a discount of 25 percent on membership dues the first year and 10 percent the second.

“Our demographic has really changed over the years,” Coffey explained. “We’ve become a younger membership. We are building relationships with these young families and that will ensure the longevity of the club as we go forward.”

Members can choose from three memberships that offer various levels of access to the golf course amenities, depending on an individual’s needs. A golf membership gives members full access to the golf course, while a social membership allows for some golfing and full access to the pool and dining facilities, and a dining-only membership allows users to eat in the club’s two restaurants.

Members are drawn to the golf course in large

**SPOTLIGHT**  
continued on page 15



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Bloomington Country Club. Photo by Chris Howell.

## SPOTLIGHT

Continued from page 14

part because of its course conditions, Coffey said. The course is always in “near perfect” condition and is open year-round, closing only as-needed at points during the winter when weather conditions mean risking damage to the course.

“We have a core group of die-hard golfers who would play every day if we would let them,” Coffey said.

Members range from those dedicated golfers who enjoy the quick access to a “fast round” – four hours versus perhaps five on a public course – to those who might enjoy more the social aspects of golf, or who take business clients out on the course.

“We have members from all aspects of life. From any business you can imagine we have a member who is probably involved in it,” he said.

For those looking to improve their game, the club also plays host to golf professional Denny

Dennis, who holds clinics throughout the year and offers private lessons to those who are looking to get into the game or simply sharpen their skills.

The club also boasts an Olympic-size swimming pool with diving board, as well as a wading pool for children. The pool is a big draw for families in the summer, especially when the club holds special events. This summer there will be a “dive-in movie” where movies are screened as members swim.

“We just try to come up with different activities all the time to be creative and entertain the membership and keep them engaged,” Coffey said.

Members can choose from two restaurants at the club: the casual, family-friendly pub and the upscale, adults-only bistro. Chefs work to constantly keep the menu “new and exciting” for members, he said.

The club – in addition to being the home of the Bloomington High School South golf teams – also

hosts charitable golf scrambles throughout the year. Members choose to give up the course for the day to support worthy causes in the community.

“We certainly want to give back to the community in any way we can,” Coffey said, noting that the club also donated 50 rounds of golf to be auctioned off at various charitable events last year.

As the club approaches its 100th birthday in five years, Coffey doesn’t expect much to change. Instead,

he said, the club will seek to maintain its reputation for excellence, grow the game of golf in the community and bring in new members.

“Once we get them in the door and get them involved, they see what a great place it is to spend time with their families and friends, and they want to stay for a long time,” he said.



The Chamber thanks **Arby's** west store, owned by **Huse Inc.**, for inviting members and Chamber Ambassadors to the April 25 grand re-opening ribbon cutting for their remodeled west side location. A Chamber spokesperson said the event was a pleasure, and the staff and families were welcoming and excited to share the inviting new look. Courtesy photo

## ADVOCACY UPDATE

Continued from page 2

— including snow removal, and pothole repairs — of this section of I-69 for a total of 35 years. This includes providing local access to and from I-69/SR 37 during and after construction. Access will be maintained until new permanent access is available. The I-69 development partner has enhanced law enforcement activities to assist with safety and prompt responses. Additional project information can be found on the I-69 development partners’ site at [i69section5.org](http://i69section5.org).

## I-69 Section 6 Update

On March 29 INDOT officials announced Ind. 37 as the preferred route to connect Martinsville to Indianapolis. Before the announcement INDOT was reviewing five different routes. INDOT took into consideration human and environmental impact, cost, opportunity for economic development, purpose and need. INDOT will work with local residents and businesses to determine overpasses, underpasses, access roads and interchanges.

*Do you have questions about the Chamber’s advocacy efforts for the local business community? If so, contact Anne Bono at [abono@chamberbloomington.org](mailto:abono@chamberbloomington.org) or call 812-336-6381.*



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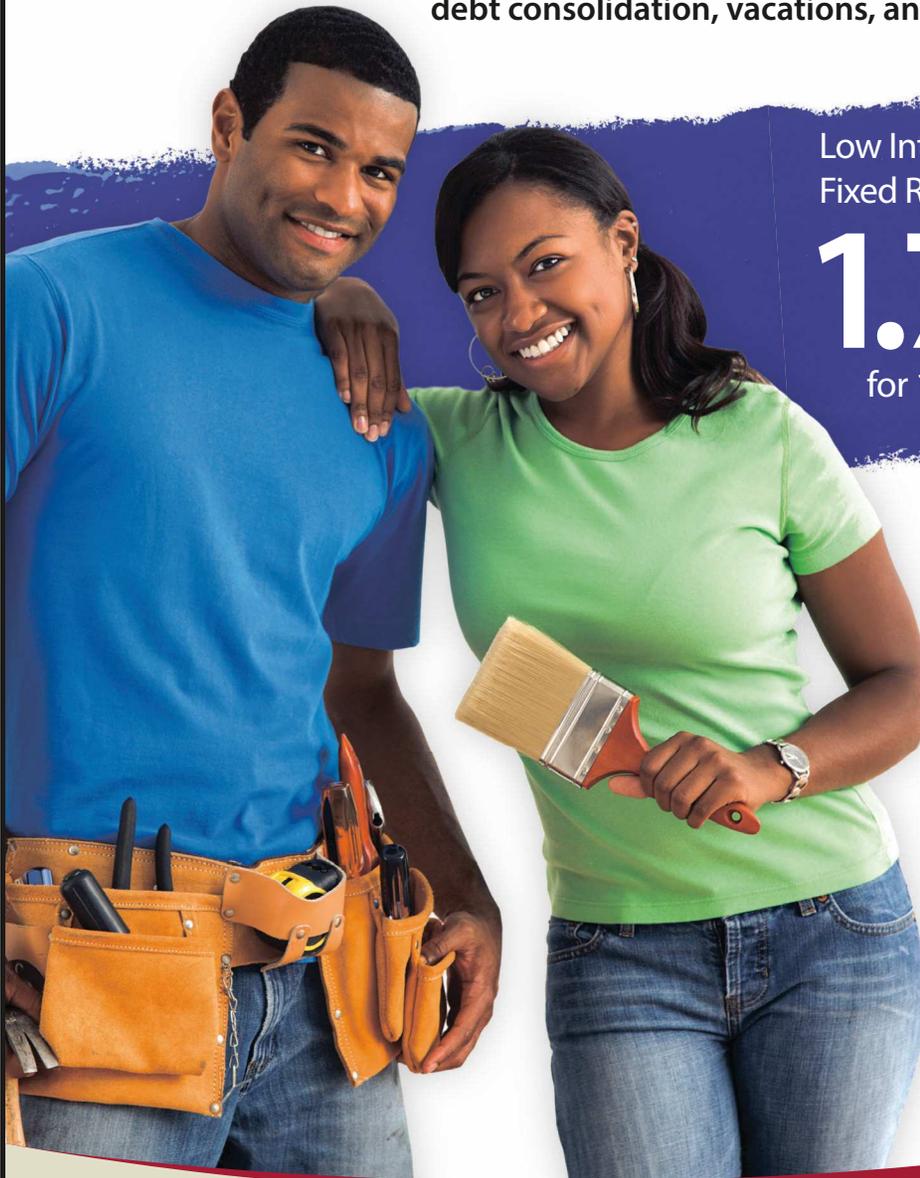
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