

biznet

A Greater Bloomington Chamber of Commerce Publication

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Coming in July: Longevity of Bloomington Businesses



Spotlight: Applebee's Grill and Bar

By Kasey Husk

When Applebee's Grill and Bar opened its doors at its College Mall location more than 20 years ago, the other dining options in the area were limited. It's a far cry from Bloomington today, said general manager Andy Stewart, where new restaurants seem to crop up across the city all the time.

And yet despite the extra competition, Applebee's has done more than survive in Bloomington. It has thrived.

For this success, Stewart — who has worked at Applebee's since 2005 — looks to the Bloomington eatery's ever-changing menu, its willingness to go the extra mile for customers and, above all, its people. While the food might bring people to the restaurant, friendly and attentive staff keeps them coming back.

"The consistent comment I get from guests is, 'you have the best people here,'" Stewart said. "They are doing the job right and they are happy. That's why (customers) keep coming back. It's not always just about the food."

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"The consistent comment I get from guests is, 'you have the best people here.' They are doing the job right and they are happy. That's why (customers) keep coming back. It's not always just about the food."

— Andy Stewart

Photo by Chris Howell.

MARK YOUR CALENDAR

JUNE

21 Business After Hours, Garden Villa

JULY11 hYPE "Bring Your Boss" Luncheon,
Weddle Brothers

17 Business After Hours, John Bethell Title

Effective Technology:
Embracing new tools
helps local businesses
shine

See page 7

SPOTLIGHT
continued on page 11

ADVOCACY Update

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

2018 General Assembly

The Indiana General Assembly convened at the Statehouse May 14 for a special session. Gov. Holcomb called for the session after legislators failed to address a few critical issues before last session's deadline. All five bills presented were approved. The five bills addressed a variety of issues including \$5 million for school safety measures and tweaking the state's tax code.

Major Summer Road Projects in the City and County

The city and county continue to work together to coordinate efforts for the various road projects happening the next few months. In order to receive updates, traffic alerts and commute smarter this summer, the city recommends the following:

- Text "roads" to 812-558-5987 to receive traffic alerts from the city
- Download the WAZE or other similar navigation apps, to help determine the least congested route and help others by posting updates of conditions you encounter
- Consult <https://bloomington.in.gov/inroads/events> before you head out
- Follow @Bloomington In road updates on Facebook
- Follow @B-townroads on Twitter

- Watch traffic footage collected by city drone at the city's YouTube channel

- Consider walking or biking to work or for errands, using your bike or the bikeshare program

- Start or join a carpool

- Explore the possibilities of telecommuting and flex scheduling at your place of work

UDO Consultants Release Draft Diagnosis

In April, the consultants hired by the city to update the UDO released a UDO diagnosis and annotated outline draft. The UDO is the primary source of land use relations for the city and includes both zoning and subdivision controls. The diagnosis contains the consultants' findings on both the effective and the outdated content of the current UDO and recommendations on revisions and structural changes moving forward. The diag-

nosis also states goals for the updated UDO, which include:

- Implement the Comprehensive Plan

- Make development review straightforward, predictable, and efficient

- Improve design and form standards for Downtown Bloomington

- Re-evaluate how to incentivize preferred development

- Reorganize and improve the user-friendliness of the UDO

The entire document can be found on the city's website.

I-69 Section 5 Updates

- The Tapp Road interchange opened to traffic June 1, at 8 p.m. All travel lanes and on and off ramps are unrestricted.

- During paving operations on both northbound and southbound SR-37, from just south of Rockport Road to the

Vernal Pike overpass, traffic will shift to the inside lanes to allow for ramp and outside-shoulder paving.

- Some paving operations can impact merge areas, and motorists are reminded that ramps onto

SR 37 from Fullerton Pike, Tapp Road, Second Street and Third Street may be in yield configuration. Yield signs indicate that motorists should approach with caution, come to a complete stop if necessary and only continue onto the highway if the way is clear.

- The traffic pattern on Third Street (SR-48) will remain as is. During periods of heavy traffic law enforcement officers may be on site to assist with traffic flow. Crews will be excavating for installation of MSE walls, removing pavement and preparing for installation of signals, lighting fixtures and sidewalks.

- There will be daily single lane restrictions on both northbound and

southbound SR-37 from Sample Road to the Walnut Street interchange on and off ramps. The restrictions are needed for paving operations and to make improvements to median drains.

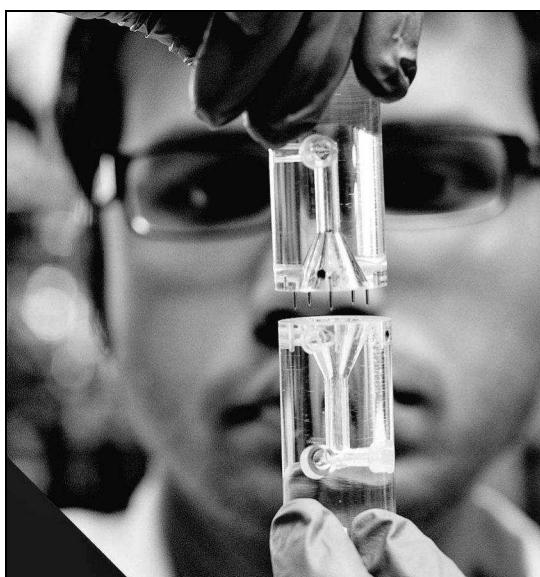
- The right lane of northbound SR-37 from Fox Hollow Road to Chambers Pike will be closed to make outside shoulder improvements and to allow for additional drainage work. The single lane configuration in the northern section of the I-69 Section 5 work zone remains in place. Motorists are reminded to stay in their travel lane, and that the center lane is only for turns at specified locations.

- Most of the Sample Road interchange is scheduled to open on or about June 8. There will be a number of changes to SR 37 access with the opening of the interchange and local access roads. More

ADVOCACY UPDATE
continued on page 11

**Have
questions
about
Chamber
advocacy?**

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



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Anne Bono. Courtesy photo.

Soaking Up Summer in Bloomington

Happy June! We're nearing the halfway point of the year which is a bit shocking. With the extended winter weather and spring winding into summer, I think we can all agree that 2018 is moving fast.

There are so many great things about summer in Bloomington. In addition to the Saturday Farmer's Market downtown, the 36th Annual Taste of Bloomington will be held on Saturday, June 23. A number of Chamber restaurants and businesses are participating in this community event, and I hope you bring your family and friends out to enjoy some of the great eateries Bloomington has to offer.

Our ninth annual Women Excel Bloomington celebration was held on Thursday, May 31 at the Henke Hall of Champions. Inside this issue of *BizNet* you can meet our seven honorees. It's such a pleasure to recognize these women — and the past WEB honorees as well — for their contributions to Bloomington and Monroe County. We're especially grateful to Smithville for their support of the event, which includes highlight videos of the honorees. Be sure to watch those videos on The Chamber's website.

The Chamber hosted their 35th Annual Golf Scramble on Thursday, June 7. Because of deadlines for *BizNet*, we will recognize the participants in the scramble in next month's issue.

While commencements for Ivy Tech Community College and Indiana University have already taken place, many recent graduates are still in the area and many Bloomington natives are back in town for the summer. If you are a young professional, or know someone in the 21-40 age range that is looking to get connected in Bloomington, I would encourage you to learn about hYPe —

helping Young Professionals excel. This is a free program for young professionals to participate in, and a perfect opportunity to meet new people, experience new places in Bloomington and develop professional skills.

In July, hYPe will be hosting the first "Bring Your Boss" lunch, focusing on stress management and mental health for young professionals. The luncheon is scheduled for Wednesday, July 11 at Weddle Brothers, located at 2182 W. Industrial Park Drive. This will be a free event, but seating is limited. We encourage local young professionals to attend and bring a boss or colleague as well. There will be three experts in this field sharing their insights and tips — we hope to see a great crowd! Find more information on The Chamber's website.

Speaking of local young professionals, nominations are now open for the 2018 10 Under 40 Awards. This event has become a highlight for The Chamber, and our local young professionals. The community is invited to make a nomination (or multiple) of a young professional who has made a positive impact, personally and professionally, in Bloomington and Monroe County. The deadline to submit the nomination is Monday, June 18 at 5 pm. Nominations may be made online, or you may drop the nomination off at The Chamber office.

Lastly, I want to extend congratulations to our local 2018 high school graduates. Receiving that diploma is a tremendous accomplishment, and we are so honored to have played a role in supporting our local school systems through The Franklin Initiative. On behalf of The Chamber team, and our board of directors, we wish all the graduates a happy and successful future. The world is yours — make the most of it! ■

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*!



The Greater Bloomington Chamber of Commerce



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Phone 812-336-6381 • ChamberBloomington.org

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

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The Summer hYPe

By Jim Inman, director of marketing and communications

I've lived in Bloomington my entire life. I should have known that when the 9 a.m. weather forecast calls for an 80% chance of rain and thunderstorms at 6 p.m., there's still a chance that things can change.

That was the case for our hYPe Field Day, on Wednesday, May 9. The forecast looked problematic for an outdoor experience, so we adjusted the event to a gathering at El Ranchero South. Many of our registered attendees were able to join us for chips and salsa, plus a variety of "Minute to Win It" games that helped introduce everyone. It became a night filled with fun competition — thanks to El Ranchero for hosting, to everyone who came out!

The June hYPe event will have occurred by the time this issue of BizNet is published. hYPe hosted a

hYPe
news

Tuesday, June 12 event — Meet the Bloomington City Council — at the Grant Street Inn. We'll have more about this event in the July issue of BizNet.

The first hYPe "Bring Your Boss" luncheon will be held on Wednesday, July 11 at Weddle Brothers, located at 2182 W. Industrial Park Drive. The topic will be on mental health and stress management for young professionals. We're excited to have our three panelists — Jean Scallon, MA FACHE, vice president, quality and innovation for Springstone, Inc.; Ann Skirvin, MS, LMHC, licensed mental health counselor, Indiana University; and Jason Winkle, CEO, Monroe County YMCA.

Local young professionals are encouraged to bring their boss or a colleague to this free lunch event. Space is limited, and registration is required. Check The Chamber's website — ChamberBloomington.org — for

complete details.

One of the highlight events for our young professionals is our 10 Under 40 Awards, which will be held in early August. The community is invited to nominate anyone ages 21 through 40 who has demonstrated outstanding leadership in their workplace and in the community. Through their actions and initiatives, these 10 Under 40 nominees should serve as an inspiration to help others excel. If you know of a young professional in our community that deserves to be nominated, visit The Chamber's website to make your nomination. The submission deadline is Monday, June 18 at 5 p.m.

Are you receiving our emails and following us on social media? Contact The Chamber at 812-336-6381 or info@chamberbloomington.org to be added to hYPe communications. And you can find hYPe on Facebook and Twitter as well! ■



hYPers have fun trying to move an Oreo cookie from their foreheads to their mouths without using their hands.
Courtesy photo.

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Contact: Theresa Sutor
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Contact: Kurtis Cummings
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US Army, Bloomington Recruiting Station
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Bloomington, IN 47408
Contact: Devon Debany
626-327-9034

CHAMBER BRIEFS

New Hires & Promotions

Webb Joins ViaQuest as Community Liaison

Twylla Webb joined ViaQuest in March 2018 as community liaison for ViaQuest Hospice. She comes with 28 years healthcare experience including 12 years with home care and hospice. If you have questions about hospice care, please contact Webb at twylla.webb@viaquestinc.com.

Awards & Designations

Miller Earns NAR's Military Relocation Certification

Lesa Miller, with eXp Realty LLC, has been awarded the nationally recognized Military Relocation Professional Certification. The certification is awarded to realtors who help military personnel, veterans and their families find housing that lets them make the best use of their benefits and serves the unique needs of military life.

Cockerham Named Realtor of the Year

Chris Cockerham of FC Tucker/Bloomington Realtors has been named the 2018 Realtor of the Year for the Indiana Commercial Board of Realtors. The criteria for this award includes industry impact, civic activity, and more. Cockerham received this statewide honor at the Indiana Commercial Real Estate Conference.

Home Instead Senior Care Designated Dementia Friendly Business

Home Instead Senior Care was honored to learn what it takes to be a Dementia Friendly Business. Since the training, Home Instead has ensured their environment is conducive for people who might walk in with dementia including quiet areas and special lighting.

Myerson Honored with National Leadership Award Recognition

Deborah L. Myerson, AICP, was honored on April 24 in New Orleans with the Division Chair's Award at APA/AICP Annual Meeting and Leadership Honors as part of the 2018 National Planning Conference.

Stonger Qualifies for Financial Advisor Leaders Conference

Tony Stonger has qualified for the Edward Jones' Financial Advisor Leaders Conference. Stonger was among the 800 financial advisors who qualified out of the firm's 16,000 financial advisors in the U.S. and Canada.

Chandler Checklist Designated Dementia Friendly Business

Chandler Checklist LLC employees have completed the Dementia Friendly training and are proud to say we are a Dementia Friendly Business. We have the privilege

CHAMBER BRIEFS continued on page 15



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Cactus Flower is a locally-owned and operated boutique founded in Bloomington in 1977. We offer unique finds and fabulous customer service. Mod-style clothing, jewelry, shoes, and accessories. Furniture, home goods and a well-curated collection of vintage clothing for all. In-store classes, events and awesome deals are announced via social media @ cactusflowerclothing. Stop in and see us at our new location on the corner of Hillside and Henderson.



**CITY CHURCH
FOR ALL NATIONS**

The **City Church for all Nations** holds services on Saturdays at 5:30 p.m. & Sundays at 9:30 a.m., 11 a.m. & 12:30 p.m.



Born as a garage startup, **Switchyard Brewing Company's** family-friendly brewery opens early daily as a free co-working space that encourages others to build and create great things. Passionate about our craft, we work and play by our guiding principles to redefine the brewery experience and positively impact our community. Visit us at 419 N. Walnut St.



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La Vie en Rose is an authentic French cafe, offering luxury teas and coffees as well as a range of French specialties for breakfast, lunch or tea time, including a variety of pastries, quiches, soups, charcuterie and cheese selection, as well as sweet and delicate treats. Quiches, soups, cakes vary and are made from scratch every day, and ready-made items like charcuterie, cheeses, chocolate, teas ... are imported from France to offer a real French experience. Visit us 402-1/2 W. Sixth St.

Big Help for Small Business

When you drive around Bloomington, you've probably looked around and noticed a new business or new building and wondered "what is that?" Many of these newer businesses are small businesses and have started off as someone's dream. As with any new business, the owners and managers look to gain insight and expertise from a variety of sources.

Over the past two months, several local organizations that support small business have come together to help those owners and managers. The Small Business Power Hour (originally called "First Monday") is a perfect chance to meet, connect and learn about a variety of business topics.

These organizations that are assisting with the Small Business Power Hour include the Gayle and Bill Cook Center for Entrepreneurship at Ivy Tech, South Central Indiana Small Business Development Center, Bloomington

Economic Development Corporation, Downtown Bloomington, Inc., SCORE Bloomington, the city of Bloomington, Monroe County government and The Greater Bloomington Chamber of Commerce.

What happens at the Small Business Power Hour? A number of local professionals with backgrounds in a variety of areas make themselves available — for free — to speak with small business and new business owners. These experts have backgrounds in accounting, banking, human resources, legal, real estate, marketing and more.

There are no wrong questions to bring to the Small Business Power Hour. In fact, attendees are encouraged to bring any questions they may have about business ownership or management. Questions related to taxes, property leasing, social media, city and county permit processes and more have been addressed since "First



Local professionals meet at the May Small Business Power Hour. Courtesy photo.

"Monday" began in April.

The environment is casual — anyone is welcome to attend. The Small Business Power Hour is held at Grazie Italiano on the north side of the downtown square (106 W. Sixth Street), from 8-9 a.m. Remember that parking is free at that time

around the square, so attendees can come in and enjoy the full hour of networking and learning.

Does this sound like something that could be beneficial? Mark your calendar for Monday, July 2 and join us for the next Small Business Power Hour. **B**

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Congratulations to Allan Buhr who was named Ambassador of the Quarter! Allan deserves this recognition for his excellent volunteer work with our Ambassador Committee. We are excited to celebrate you and we appreciate your work to support Chamber members.

(Left to right: Director of Member Services Tammy Walker, Interim President and CEO Anne Bono, Ambassador Tammy May, Ambassador Toni Ward, Ambassador of the Quarter Allan Buhr, Member Services Coordinator Serena Duke and Ambassador Martie Vandeventer. Back row: Serena Schamp.)



Congratulations to Evergreen Village at Bloomington on their ribbon cutting. Evergreen Village at Bloomington is a new affordable assisted lifestyle community designed to serve older adults in Monroe County and the surrounding areas. Call 812-336-2718 for more information.



Congratulations to Scholar's KEEP on their ribbon cutting. Formerly known as Scholars Inn, they recently renovated and created Scholar's KEEP. It's designed to Eat Great and Drink Late. Visit them at 717 N. College Ave. or call 812-332-1892 for reservations.

Effective Technology:

Embracing new tools helps local businesses shine

By Kasey Husk

Years ago, if a contractor working on one of Bailey & Weiler Design/Build's homes needed information about where an electrical box was located on a property, it meant someone was running out of the office to deliver documents by hand.

Nowadays, it takes only a few quick clicks of a mouse and that contractor can be looking at the same diagrams as the builders in seconds, thanks to tools like DropBox.

Technology has had a profound impact on the way companies in almost every imaginable field — from hospitals to home designers — do business. New technologies can promote greater efficiency in the workplace, help build rapport with clients and keep information safe.

Now, local business leaders in a variety of fields are reflecting on how technology has changed their business in the last decade — and how they decide when a new product or program is right for them.

"The main way we look at technology in our business is to make things more efficient, and also to manage our risk," said Don Weiler, co-owner of Bailey & Weiler Design/Build. "Those are the two main drivers of our use of technology."

— Don Weiler



Photo by Chris Howell.

"The main way we look at technology in our business is to make things more efficient, and also to manage our risk.

Those are the two main drivers of our use of technology."

Weiler considers his company to be fairly forward-thinking when it comes to the use of technology, but — like fellow Bloomington business owners — cautions that being an early-adopter doesn't necessarily mean jumping on every bandwagon at first opportunity. Being early, they say, is different from being first.

"We tend to embrace (new technology) when it makes sense," Weiler said. "We don't embrace it just for the glitz and glamour; when it is a secure and proven commodity, we'll implement it. There's always

somebody coming out with a new app or a new tool, but we typically want to make sure it is pretty robust and stable before we jump on board."

Bringing a vision to life

Those in the home-building industry are often stereotyped as being "guys with flip-phones who are pretty much technology-averse," Weiler said.

But for both Weiler and Rich Raake, owner and president of Räke Cabinet and Countertop Solutions, technology has been a powerful tool to ensure the

customer and the builders are on the same page when it comes to building or remodeling projects. Given the high cost of such projects, making sure everyone will be happy with the end product is vital.

Raake didn't even have a computer on the premises when he and his parents purchased the company in 1997. Today, the company uses technology for every facet of the design process, from taking measurements to designing the space to actually cutting the countertops.

Increasingly detailed computer renderings allow designers at Räke to show a prospective customer exactly what their cabinets and countertops will look like, including details

like how the doors will open and close or what a different kind of stain would look like.

"It makes all the difference in the world, especially to those who struggle with visualization," Raake said. "Some people can see their house in a whole different light and say, 'take down this wall' and they can just see it. And then there are others who can't see a white cabinet painted yellow."

Meanwhile, customers these days are also able to

EFFECTIVE TECHNOLOGY
continued on page 8

BLOOMINGTON
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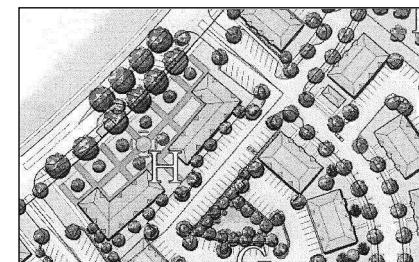
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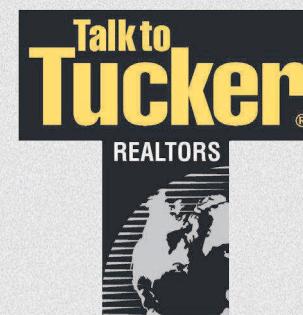
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Photo by Chris Howell.

"It does help up tremendously to get inside people's heads, so to speak. Because these websites have millions of images, it helps us to really see what they want their end-product to look like."

— Rich Raake

EFFECTIVE TECHNOLOGY

Continued from page 7

come into a building project more clear on what they want since the advent of websites like Pinterest and home-decorating website Houzz, as well as many home improvement-based television shows on HGTV.

When someone comes to Raake looking for a new kitchen, one of the first questions he'll ask is whether they've started a board on Pinterest or Houzz, he said. If they have, he'll go through their inspiration photos and ask about which elements they like from various images.

"It does help us tremendously to get inside people's heads, so to speak," Raake said. Because these websites have millions of images, "it helps us to really see what they want their end-product to look like."

Weiler agreed that such websites, along with HGTV, have been instrumental in helping customers figure out what they like and don't like. However, he and Raake both note that such websites bring with them some occasional complications: unrealistic expectations.

On home improvement shows on HGTV, for example, builders or remodelers always seem to know instantly how much a project will cost, Weiler said. As a result, customers sometimes expect instant estimates of their own.

"In the real world, it takes time to really make sure you are getting accurate information and accurate pricing," he said of remodeling projects. He also noted that Pinterest dreams can sometimes clash with the budget because

while anything is possible, "there's the reality of a budget as well that most people have, and you have to be able to counsel them through that."

Likewise, Raake noted that people tend to have an unrealistic expectation of the timeline for a project if they spend too much time watching home-improvement shows. "They watch and see a seven-day process and the whole place has been renovated," he said. "In real life, it is more like a seven-week process."

Modernizing funerals

The ceremonial marking of the passing of a loved one may be an ancient custom, but that solemn line of work is far from immune to technology-related advances.

Indeed, said Scott Agnew, location manager for Day & Deremiah-Frye Funeral Home, technology has made it easier than ever for families to plan a personalized funeral and for people from near and far to honor the deceased. Online obituaries and condolence books are now widely shared on social media and can allow people to participate even when they are unable to physically be at a memorial service.

Agnew has been in the funeral industry for 22 years, and for much of that planning a funeral required a lot of paperwork. Getting an obituary in the newspaper, for instance, required physically dropping a photograph off at the paper's newsroom. Likewise, families who wanted pictures featured at the memorial service would have to do the same. These days, e-mail and scanners have largely eliminated that step, said Agnew, who describes Day & Deremiah-Frye as being a "trend-setter" in the use of technology in the funeral industry.

While family members still need to come in for a sit-down to discuss a funeral, having communicated via e-mail beforehand about necessary details can help the process go much more smoothly, Agnew said. That can help give a family the bandwidth to think about things like personalization of a funeral, a specialty of Agnew's organization.

With the growth of the internet has come increased threats, such as the rise of distributed denial-of-service

Day & Deremiah-Frye offers a variety of online services to help mourners reach out to the families of the deceased, including online flower orders and — perhaps most popular of all — an online condolence book where individuals can share thoughts or memories.

"I think the biggest benefit is for folks who cannot make it to the visitation or funeral," he said of these online condolence books. "Sometimes people want to come to a funeral but can't, but this gives them an opportunity to let the family know they are being thought about and to offer their condolences."

Agnew said his organization often makes a DVD collage of photos of the deceased, which are played at the memorial service. Now, these movies can be shared online for those who couldn't make it to the service or who simply want to see it again.

The "newest thing on the horizon," Agnew said, is the idea of allowing people to remotely attend a memorial service by live-streaming it. While Agnew notes there are some complications still to be worked out with this concept, he believes it will appeal to the same people who would have like to attend a funeral but were unable to do so for one reason or another.

Keeping data safe

For Ellettsville-based Smithville Communications, the growth of the internet's role in everyday life has more than impacted the business — it is *their* business.

The company, which provides internet, television, security and phone services to customers, has seen tremendous changes in the needs of its customers in the past several years, said Dave Brodin, chief operating officer for the company. The biggest change, he said, has come

from the increased demand for internet bandwidth as a result of the growth in popularity of streaming videos. In five years, demand doubled each year, he said.

With the growth of the internet has come increased threats, such as the rise of distributed denial-of-service

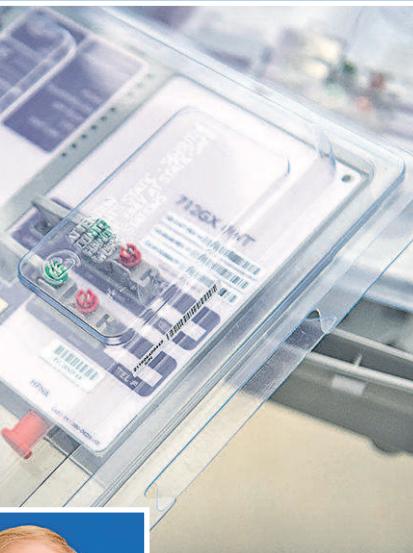


Photo by Chris Howell.

The biggest change has come from the increased demand for internet bandwidth as a result of the growth in popularity of streaming videos.

— Dave Brodin

attacks, a cyberattack in which someone attempts to put a particular computer or system out of order by overwhelming it with traffic. The company purchased specific equipment to protect against such attacks, Brodin said, but it is constantly on the alert of new threats that regularly arise.

Keeping consumers' data safe is a huge issue for many businesses today, especially given the well-publicized data breaches of major retailers like Target in recent years. However, Brodin warns that for most companies, "people in general are the weak link in a security system." Data breaches are often the result of an employee inadvertently divulging information or being fooled by phishing scams.

While the company has firewalls and periodically hires companies to perform security audits by attempting to breach the system, perhaps the most important initiative, he said, has been employee education.

"We did a mandatory training for all employees where they have to go through a cyber security course," he said. "That was a big component, learning what to do, what not to do, and what not to divulge."

Some of the company's own use of technology has been a joint effort to protect data and to make it easier for employees to do business. For instance, employees

EFFECTIVE TECHNOLOGY
continued on page 10

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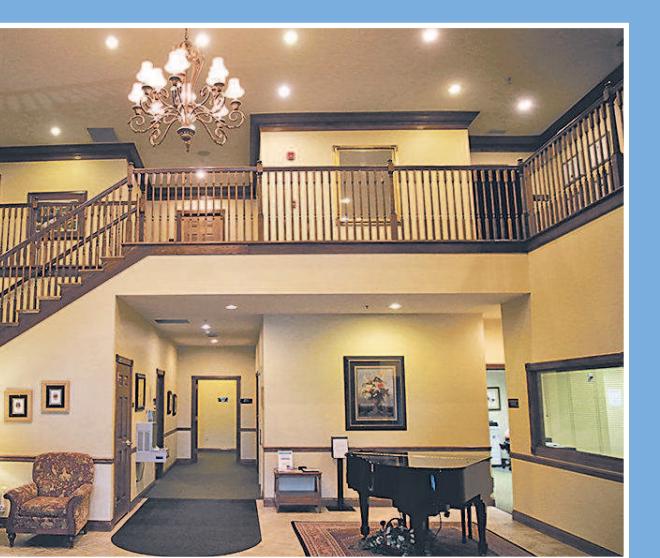
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Technology has made it easier than ever for families to plan a personalized funeral and for people from near and far to honor the deceased.

— Scott Agnew

Photos by Jeremy Hogan.



Photo by Jeremy Hogan

"For us, it helps us catch things quicker; we're able to hopefully hold off a hospitalization or ER visit because we've been able to intervene earlier because we've had that interaction."

—Genna Lynn

EFFECTIVE TECHNOLOGY

Continued from page 9

increasingly need cell phones for work purposes, but many employees

consider carrying two phones — one for work and one for personal use — inconvenient. As such, the company opted to allow employees to use

personal phones for work, on the condition that they safeguard company data with its mobile device management software that includes password protection and gives the company the ability to remotely wipe the phone of its data in the event it is lost or stolen.

Technology is also helping the company to promote its brand and seek new customers, specifically by making use of social media platforms like Facebook. Rather than trying to sell them something on the platform, Smithville seeks to provide useful information to customers or engage them in fun activities like filling out March Madness brackets.

"Social media in general is about making customers feel like they are part of

something, that they are not just a number in a billing system that pays you every month," Brodin said. "We are trying to have them have a relationship with the company."

Improving health care communication

In the health care industry, new medical devices and techniques can help doctors treat patient ailments more successfully. But communication and record-keeping technologies can also help healthcare workers see patients more efficiently, and even help patients stay in their homes longer.

An application developed by Visiting Angels, an organization that provides nonmedical in-home caregiving, means that its employees now have the freedom to go directly from their homes to see patients, said Tammy Whaley, marketing director for the company. Before this platform became available, employees would have to go into the office frequently to pick up information about a patient or to file reports about them.

"It definitely creates efficiency and improves time management, as this way caregivers are able to go straight from their home instead of having to come to the office," she said.

Communication between caregivers and caseworkers is the primary goal of a new platform created by Caregiver Homes, an organization that facilitates structured family caregiving. Qualifying people who require nursing-home level care can apply for a Medicaid waiver that allows them to remain

home and be cared for by someone willing to live with them and earn a wage by taking care of them, usually a family member or friend. Caregiver Homes works with the caregiver to provide that individual with the information they need to provide appropriate care to the client and assigns a care manager and registered nurse to the team to visit the client twice a month.

Caregiver Homes has developed an application in which caregivers communicate with their assigned nurse and caseworker each day to report how the patient did each day, said branch manager Genna Lynn. This allows

the organization to spot potential problems before they become major issues, she said, as well as providing information and support to the caregiver.

In Lynn's experience, people are much more comfortable sending messages through the website's chat function than they are picking up the phone and calling, and consequently they are more talkative and forthright in such conversations. Caseworkers can also forge a relationship with caregivers by sending messages of encouragement on difficult days.

"That really deepens our relationship with the family," Lynn said of the chat feature. "You are able to be a little more personable and grow that relationship quite a bit, so they are comfortable with people coming in and out of their home. That helps us in turn to get to a better place with that family

where they really trust us and take the information we give them seriously rather than just blowing it off."

The HIPAA-protected program also allows caretakers to send caseworkers questions about a specific problem to determine whether it is something they need to worry about. For

instance, a caregiver could send a photo of a wound to the nurse to get an opinion on whether or not it is healing correctly. It's something Lynn believes the health care world will be seeing more of in the future as telemedicine becomes increasingly prevalent.

"For us, it helps us catch things quicker; we're able to hopefully hold off a hospitalization or ER visit because we've been able to intervene earlier because we've had that interaction," Lynn said.



Courtesy photo

"It definitely creates efficiency and improves time management, as this way caregivers are able to go straight from their home instead of having to come to the office."

—Tammy Whaley

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SPOTLIGHT

Continued from page 1

Applebee's opened its doors in Bloomington in 1995, at the same location it currently occupies at 2894 E. Third St. in the College Mall. But while the restaurant's location has stayed the same over the last 23 years, other parts of it are constantly changing, Stewart said. A menu that is frequently updated and a rotating set of new offers keep Applebee's interesting both for the occasional visitor and those regulars who can be found there throughout the week, Stewart said.

"Off the top of my head, I can tell you about 15 guests who come here twice a week, sometimes more," said Stewart, who estimates that the actual number of weekly regulars is probably close to 100. "So when you have that many regulars coming here that often, they probably get tired of the same old thing."

New items appear on the menu perhaps five or six times a year, Stewart said. Likewise, the company offers new promotions about as many times each year as well, a substantial increase from the three-per-year offered when he first started with the business. Some, like \$1 margarita night in October, have been especially successful in a college town like Bloomington.

Even the building itself undergoes frequent refurbishments, Stewart noted. "Even though the store has been here since 1995, it doesn't look like it's been here since 1995," he said.

The company has also worked to keep up — and even stay ahead of — customer needs using technology. Most recently, it has implemented a table-top ordering system. Customers are allowed to ring in appetizers and desserts themselves, as well as second drinks if they have already been ID'd by a server.

"They can also pay with their credit cards or a gift card," he said. "It really helps the servers and bartenders, and helps guests get out of here when they want to instead of waiting for the server to get back to them."

Still, when it comes down to it Stewart said it's the personal touches that matter most. His philosophy is

that if he can do something to make a guest happy, he'll go the extra mile to make it happen. Years ago, the company did away with its "veggie patch pizza," to the dismay of some of the dish's biggest fans. But Stewart still knows how to make the vegetarian pizza, so when he hears requests for that old favorite he is more than willing to put it together.

"I still make it because I still have all the materials to make it," he said. "Why tell them we can't, when it isn't an expensive thing to make? Let's just take care of it."

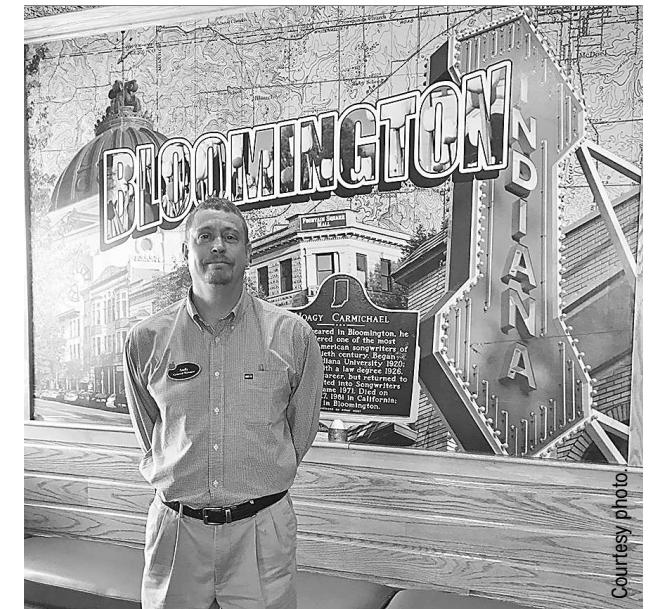
Likewise, Stewart finds people appreciate flexibility when it comes to general company-wide guidelines on things like what time the lunch combos are no longer served or when baked potatoes become available. It's that sort of flexibility that helps keep regulars coming back to the restaurant week after week, he said.

Running a business in a college town isn't always easy, especially since the ebb and flow of when customers will come to the restaurant can be difficult to predict. "You just don't know at this store what is going to happen and how you are going to adjust to it," Stewart said.

In 2015, the Bloomington Applebee's unexpectedly saw its business skyrocket by about 26 percent in the wake of another nearby restaurant's unexpected closure, Stewart recalls. He had to immediately start hiring more staff to try and cope with the huge increase in volume.

At that time, the restaurant was "superstaffed" with about 65 employees to cope with the increased volume, up from the usual 45 or so employees. But hiring is another challenge that comes with operating in Bloomington, he said, because low unemployment rates mean there aren't a large number of people looking for new jobs. He often hires students — "I like students because they are responsible because they are so busy they have to be organized," he said — but working with students also means accepting that most of them will be leaving Bloomington behind within a few short years.

Regardless of these challenges, Stewart said his goal



"You can pretty much come here with anybody, and we'll have something that they'll like."

— Andy Stewart

to remain the "premiere neighborhood restaurant" for Bloomington residents, even amid the ever-increasing competition from new eateries opening up. In particular, fast casual restaurants like Chipotle have most consistently challenged sit-down options like Applebee's because, Stewart said.

Still, he said, there remain plenty of people who prefer the experience of being waited on. It also helps, he said, that Applebee's offers a menu that appeals broadly to a wide swath of the public.

"You can pretty much come here with anybody, and we'll have something that they'll like," he said. 

ADVOCACY UPDATE

Continued from page 2

information will be sent out as that date gets closer.

Motorists traveling between Indianapolis and Bloomington and wishing to avoid potential delays on SR-37 are encouraged use the alternate routes of SR-135, I-65 and SR-67. The speed limit throughout the entire work zone remains 45 miles per hour. Motorists are urged to drive with no distractions, leave ample space between vehicles and to be aware of changing traffic conditions. Motorists are urged to exercise caution when driving through these portions of the construction zone and are reminded that the speed limit remains 45 miles per hour for the entire I-69 Section 5 corridor. 



Congratulations to La Vie en Rose Café on their ribbon cutting. They opened a new French Café that serves scrumptious French savories and pastries with delicious teas and coffee specialties. Visit them at 402-1/2 W. Sixth St. for breakfast or lunch.

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THE GREATER BLOOMINGTON CHAMBER OF COMMERCE WEB AWARDS

The Greater Bloomington Chamber of Commerce created the Women Excel Bloomington awards to honor women leaders who influence the growth of others in the community and/or in their organization. The awards celebration 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 won 2018 Women Excel Bloomington awards. Learn more about them on this page and the facing page. Front row: Jane Kupersmith (Hopscotch Coffee & Rainbow Bakery), Lisa Abbott (Bloomington Board of Realtors), Kyla Cox Deckard (IU Center for Rural Engagement). Back row: Amanda Burnham (Burnham Rentals), Christi McBride (Hoosier Hills Career Center – MCCSC), Doris Sims (City of Bloomington). Not Pictured: Laurie Burns McRobbie (Indiana University) Photo courtesy of Frank Schweikhardt, Schweikhardt Photography.



Lisa Abbott

Executive vice president, Bloomington Board of Realtors

What accomplishment are you most proud of in your life?

Personally, I'm most proud of raising my sons to be good and interesting men. Professionally, I was very fortunate to be a part of a really great team that developed the BPD Resource Officer program. Additionally, I forged a partnership with the city of West Lafayette that enabled us to successfully lobby the state legislature on rental legislation to protect our communities.



Lisa Abbott. Courtesy photo.

Please finish this sentence: Leadership is...

Leadership is working to help people discover and/or develop their opportunities to better themselves and the organizations that they serve.



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WEB AWARDS continued on page 13



THE GREATER BLOOMINGTON CHAMBER OF COMMERCE WEB AWARDS

WEB AWARDS

Continued from page 12



Amanda Burnham
Vice president of operations,
Burnham Rentals

What accomplishment are you most proud of in your life?

Aside from being the proud mom of Allie and Meredith and wife to John, I'm most proud of my ability to have a work/life balance and a family that supports me. We have a successful family business; we have kids that are in college pursuing their dreams; I volunteer with amazing women in our community; and we find enjoyment in life. I always say, "I'm living the dream," and I truly mean it.

Please finish this sentence: Leadership is...

About surrounding yourself with people who share in your vision. Leadership is less about you and more about the people who are around you. The best teams are built when you have good people who respect the organization, have a passion for their contributions, are motivated, and are always up to challenges. Leadership is also knowing your weaknesses and finding others who can help you overcome them.



Kyla Cox Deckard
Director of communications,
*IU Center for Rural
Engagement*

What accomplishment are you most proud of in your life?

I am most proud that I am able to give back to my community through my work and service.

Please finish this sentence: Leadership is...

Inspiring others to take a leap of faith with you.

What is one thing people would be surprised to know about you?

When you've lived your whole life in the same county, the opportunity to surprise your neighbors is rare.



Jane Kupersmith
Co-owner, *Hopscotch Coffee
and Rainbow Bakery*

What accomplishment are you most proud of in your life?

It sounds cliché, but of course the moment I became a mother is my proudest. Or maybe, skating laps at roller derby practice and taking a break with my gear on to nurse my four-month-old son. In that moment I felt totally powerful and integrated as a woman.

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

One of my first jobs was as a lifeguard at the municipal pool in my small hometown in Iowa. There I learned the importance of following my instincts when I had to pull a small child out of the water. Her mother was forcing her to take a swim test for which she wasn't ready, and the girl began slipping under the water and coughing. I disregarded the mother and jumped in after the girl, not waiting for the opportunity for something worse to happen. The mother was upset, but the kid was happy to be sent back to the shallow end.



Christi McBride
Director, *Hoosier Hills Career
Center (MCCSC)*

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

I worked at a flower shop in the small southern Indiana town where I grew up. I walked to the town square after school and wired roses for a couple hours each afternoon. I learned that patience creates skill and beauty rests on your fingertips if you choose to take a peek at it.

Monopoly, Trivial Pursuit or Life?

Monopoly. It has common themes and you seemingly move around the board over and over, but it never has exactly the same results.



Laurie Burns McRobbie
First Lady,
Indiana University

What accomplishment are you most proud of in your life?

Besides successfully blending a family of six children (and the credit really goes to them), I'm most proud of pursuing a career path that was outside my comfort zone. I never expected to be in a technology career and questioned whether I should be numerous times as I got started, but I stuck with it, thrived, and learned a tremendous amount about myself and others, in part because it was a challenge.

Please finish this sentence: Leadership is ...

About values. Good leadership is not just how well you craft and communicate a vision. It has to be grounded in the fundamental values of respect for others, integrity, a sense of fairness and equity, and openness to what others can teach you. Leadership is also about empathy, about being able to put yourself in the shoes of others, particularly those who you want to inspire to follow you.



Doris Sims
Director, *Housing and
Neighborhood Development,
City of Bloomington*

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

My first job was working at Garvin Street Park as a playground monitor where I interacted with children who came to the park to play and be involved in specialized activities. In looking back, I realize that this job was my first experience as being a leader. It taught me how to provide supervision to a group of young kids, to deal with disagreements among others, and to provide leadership in accomplishing a goal.

Monopoly, Trivial Pursuit or Life?

Although very interesting, I like Chutes & Ladders because of what the game teaches you, which is sometimes when you are close to the top (or reaching your goal) you may fall down, however, you always have the ability to pick yourself up and start again. ■

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CHAMBER BRIEFS

Continued from page 5

of working with some older clients and the training offered guidance on how best to communicate with them in a respectful and helpful manner.

Opportunities & Events

B&L Sheet Metal and Roofing Celebrates 50th Anniversary

B&L Sheet Metal and Roofing invites you to an open house celebration in honor of their 50th anniversary. The celebration will take place on Friday, June 22 from 11 a.m. to 2 p.m. at 1301 N. Monroe St. For more information, call 812-332-4309.

36th Annual Taste of Bloomington Coming Up

The 36th Annual Taste of Bloomington will be held Saturday, June 23 from 3-11 p.m. The event will again be held at Showers Plaza. Tickets and exhibitor information may be found at VisitBloomington.com/taste.

Limestone Health Holds Ribbon Cutting

Limestone Health will hold a ribbon cutting to celebrate their grand opening on June 26 at 2100 Liberty Drive from 2-4 p.m.

Spencer Psychology Holds Ribbon Cutting

Spencer Psychology is holding a reception and ribbon cutting to celebrate their new location on July 11 from 12-1 p.m. at 482 S. Landmark Ave.

Crew Carwash Helps Raise Money for Big Brothers Big Sisters

Give the kids the Works or the Ultimate on July 28. Crew Carwash is donating 50% of the proceeds to Big Brothers Big Sisters when you purchase a Works or Ultimate wash. For more information, visit bbbs.org or crewcarwash.com.

Cactus Flower is Hosting a Ribbon Cutting and Grand Opening

Cactus Flower is hosting a ribbon cutting and grand opening on Friday, June 29 from 4-8 p.m. at 600 E. Hillside Drive, Suite 3.

Other

Bloomington Entertainment and Arts District Invites You to Take Survey

The City of Bloomington is engaging in a strategic planning process for our cultural district, the Bloomington Entertainment and Arts District (BEAD). This brief survey will help us understand how we can be a facilitator between your business and the creative community. To take the survey, visit <https://tinyurl.com/ycpwhmz5>.



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The **Indiana Innovation Institute (IN3)** is a non-profit applied research institute that brings together top leaders from government, military, industry and research universities in collaboration with Naval Surface Warfare Center, Crane Division (NSWC Crane). IN3 will facilitate and manage collaborative research teams from Indiana University, Purdue University, the University of Notre Dame and other Indiana colleges and universities. IN3's focus is on trusted microelectronics technology and security, hypersonics, electro-optics, sensor fusion, data assurance and energy storage. Visit IN3Indiana.com.

New Housing4Hoosiers Website Available

Housing4Hoosiers.org is a new one-stop tenant resource website. Renters and landlords will find information on finding and keeping rental housing, tips on leases and security deposits, tenant-landlord rights and responsibilities, fair housing, and a spreadsheet with detailed information about more than 150 local rental properties. Housing4Hoosiers is a service of South Central Indiana Housing Opportunities.

Franklin College and Johnson Memorial Health Announce Collaboration

As part of a community partnership, Franklin College and Johnson Memorial Health announce the establishment of the Franklin College Graduate Health Science Center, the new home to Franklin College's Master of Science in Athletic Training program, as well as its forthcoming Master of Science in Physician Assistant Studies program.



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Congratulations to Adams Village Apartments on their groundbreaking ceremony. The expansion will consist of 136 luxury, 1 and 2-bedroom apartments and many state-of-the-art resident amenities. Call 812-332-3267 for more information.



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HT-319347-1

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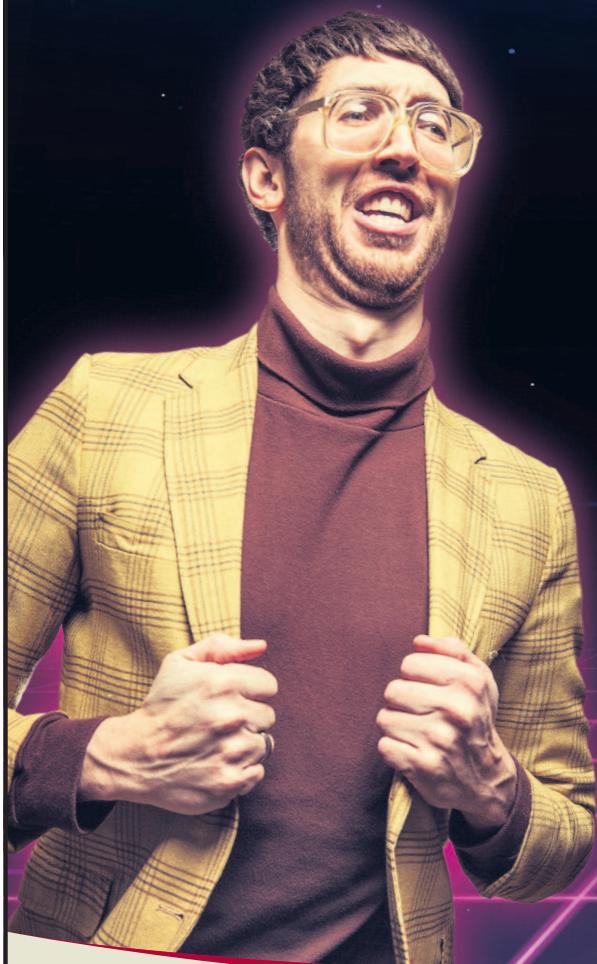
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***No Purchase Necessary to Enter or Win.** Open to those 18 years of age and older, except employees and directors of IU Credit Union and their families. One entrant will be randomly selected to receive \$2,018, which will be deposited into the member's IUCU share account. Members who take a draw on their IUCU HELOC between May 1 and June 30, 2018, will be automatically entered into the drawing. As an alternate method of entry, mail a 3 x 5 card with your name and daytime contact number to: IU Credit Union, ATTN: Totally Radical "Stuck in the 80s" \$2,018 Giveaway, PO Box 368, Bloomington, IN 47402. Hand delivered entries will not be accepted. One entry per person. Duplicates will not be considered. Incomplete or illegible entries will be disqualified. Mailed entries must be received by July 2, 2018. IUCU is not responsible for mail entries lost, late, misdirected, mutilated, undelivered, postage issues, etc. One prize valued at \$2,018 will be given away on or before July 10. Winners will be contacted via phone number on file or on mailed entry. By accepting a prize, a winner consents to the use of his/her name and photograph or likeness for advertising and promotional services

without compensation. Odds of winning are determined by the number of entries received. Offer void where prohibited and subject to all federal, state and local laws and regulations. Prize winners are responsible for all federal, state, local or other taxes or assessments that maybe associated with or imposed upon the winner of the prize in this promotion.

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