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A Greater Bloomington Chamber of Commerce Publication

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“I came to Bloomington with the expectation that he’d offer me a job, and my canned answer was going to be, ‘I want to take a year and go work on a coast,’” Bruce recalls of going to see his great-uncle. “But he didn’t offer me a job. He offered me a partnership.”

—Doug Bruce

Tabor/Bruce Architecture & Design.  
Photo by Chris Howell.

## Spotlight: Tabor/Bruce Architecture & Design

By Kasey Husk

**A**s budding architect Doug Bruce was approaching the end of his schooling in 1992, his days were occupied with considering which job in which large city would be the best place to launch his career.

That is, until he got a call from his great-uncle, Bill Tabor, owner of a prominent Bloomington architecture firm and the person who’d inspired him to pursue architecture when he was still a middle-schooler.

“I came to Bloomington with the expectation that he’d offer me a job, and my canned answer was going to be, ‘I want to take a year and go work on a coast,’” Bruce recalls of going to see his great-uncle. “But he didn’t offer me a job. He offered me a partnership.”

It was an offer that Bruce could not possibly refuse. In 2017, Bruce marked his 25th year at the helm of Tabor/Bruce Architecture & Design — a company



Doug Bruce. Photo by Chris Howell.



**Coming in April:  
West-side  
Revitalization**

**MARK YOUR CALENDAR**

**MARCH**

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

**APRIL**

- 11 hYPe Let the Dogs Out, Bloomington Animal Shelter
- 25 Primetime 2018, Monroe County Fairgrounds

**Company Cars:**

Putting vehicles  
to work for  
your business



See story  
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**SPOTLIGHT**  
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# ADVOCACY Update

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

## 2018 General Assembly

The Indiana General Assembly started its 2018 short session in January with more than 800 bills filed. There is not a single dominant issue this session. Lawmakers are focusing on a range of issues including Sunday alcohol sales, workforce development, and the opioid epidemic. Below are a few bills The Chamber is currently following. To see the full list, visit [ChamberBloomington.org](http://ChamberBloomington.org).

### HB 1104: Tax Matters

This tax bill includes language that voids an annexation remonstrance waiver executed on or before July 1, 2003. It also voids waivers executed after June 30, 2003, and before July 1, 2018, unless the waiver was recorded in the county where the property is located before January 1, 2019. It also expires waivers 15 years after the date the waiver was executed.

### SB 1: Sunday Carryout Sales

SB 1 allows the sale of alcoholic beverages for carryout on Sunday from noon until 8:00 p.m. The Governor signed the bill into law earlier this month.

### SB 50: Workforce Development

This comprehensive workforce development bill provides an income tax credit to an individual who relocates to Indiana to accept employment with

an Indiana employer in a high-demand, unfilled job. It also provides employers with training tax credits and establishes an apprenticeship program as a graduation pathway requirement.

### SB361: Water Infrastructure Task Force

Creates a Water Infrastructure Taskforce and requires the group to study drinking water systems and wastewater management and develop a long-term plan for addressing drinking water and wastewater needs in Indiana.

## Tax Reform Event

The Chamber hosted an event last month to update members and the community on the new tax law. Three experts presented business tax changes, individual tax changes, and potential implications on the market and financial planning strategies. Panelists included Nick Hopkins with Sponsel CPA Group,



Attendees ask questions on the new tax law to panelists last month. Courtesy photo.

Isabel Santner with BKD, and Jeremy Zeichner with Charles Schwab.

## I-69 Section 5 Updates

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

tion installation.

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

Drive to the east. The same number of travel lanes will be maintained in the south configuration.

- The right lane of southbound SR-37 from Tapp Road to Fullerton Pike

**ADVOCACY UPDATE**  
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## Primetime 2018 – Get Ready for the Fun!

By Jim Inman, director of marketing and communications

The Chamber's annual Primetime event is just around the corner, and we want to see you there! The 2018 Primetime Business in a Briefcase and Barbecue Cook-Off will be held on Wednesday, April 25 at the Monroe County Fairgrounds. The event will feature a number of local businesses on display, and the public is invited to attend. Several local restaurants will have food samples to enjoy during the event.

In addition, local barbecue teams will offer samples to the crowd. A fun barbecue competition will be held during the Primetime event, and attendees can watch the teams cook and smoke pulled pork, chicken, ribs and brisket.

Watch The Chamber's website — [ChamberBloomington.org](http://ChamberBloomington.org) — for details about the event, and how to secure a booth space.



**SECURE A BOOTH SPACE NOW!**

*Have questions about Chamber advocacy?*

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



Phil D'Amico.  
Courtesy photo.

# Indiana's Automotive Hoosier Hysteria

Usually this time of year the main focus for Indiana is “Hoosier Hoops Hysteria.” March Madness for high school and college basketball is only talked about when people are awake. Which is to say, basketball is a pretty important thing here in Indiana. Another major, and growing, area of importance for the state is the success Indiana has had in the automotive industry. Indiana is now second in the nation for auto and truck production. The automotive industry adds approximately \$15 billion annually to the state's gross domestic product. In fact, there are over 150,000 Hoosiers employed in some form of the automotive industry, which represents 459% more per capita than the national average. Since 2010 Indiana has witnessed approximately \$8 billion in automotive capital investment.

Indiana was sited in a recent business magazine article as being in the top five of the country in total number of engineers working and employed (over 40,000), number of electrical/mechanical technicians (over 5,000), and number of technical high school and college students working toward a degree (over 6,000), that are all associated with careers that will automotive driven (no pun intended). Major automotive work in the state is happening in cities such as Mishawaka, Fort Wayne, Lafayette, Princeton, Kokomo, Tipton, Greensburg, Elkhart, and South Bend. One inherent trait to all of these cities listed, and the major plants located

there, is the state-wide epidemic of not having enough skilled workers to take on many of the much-needed open positions. For the most part anything below 4 percent unemployment in an Indiana city is deemed to be full employment and considered to mean that all those individuals capable and willing to work are currently working. In almost every case and city listed above that is precisely the case. For many of the companies the wage scale is anywhere from \$16 per hour to \$25 per hour. The wages are dependent on a number of factors such as skillset, education, and experience.

One automotive company in northern Indiana actually referenced an example whereby they had three industrial maintenance technicians who all earned over \$100,000 last year, which factored in their overtime.

Recently I spoke with a friend of mine who owns several Lexus

Dealerships across the Midwest. He shared with me they could hire fifteen new automotive technicians/mechanics, but they simply cannot find those with a skill set or education that matches their requirements. One automotive company reported a great program they have with the high schools in the city in which they are located, where they will completely pay for tuition and books for any high school student who wants to go on and

**With Indiana boasting the second largest automotive industry in the country, it sure does seem like there is more than basketball in the state of Indiana.**

## CHAMBER VOICES

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## CONTACT BIZNET

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

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

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

Please send press releases to info@ChamberBloomington.org.

Thank you for your interest in *BizNet!*



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## STAFF, PARTNERS & BOARD MEMBERS

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

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**Our team will deliver an outstanding and worry free closing experience. If you don't agree we will make it right.**

~ John Bethell

# The Value of Interaction

By Jim Inman, director  
of marketing and communications

One of the best ways to professionally network is a simple encounter — a handshake and an exchange of names. It's mostly painless, usually pretty quick and often results in a conversation that most people walk away from with a smile and new connection.

Why is this important? Because it's what hYPe provides attendees at every gathering. The chance to meet new people in a friendly atmosphere, share about personal and professional abilities and potentially help one another in some aspect.

If you are a young professional in Bloomington, we want you to come check out hYPe. You may be new to the community or have attended a meeting in the past but want to try something new. It could be that your career path has changed (or you're looking for a change) and you want to see what potential opportunities there are to advance.

**hYPe**  
**news**

Our February event was a great night of fun and trivia. We welcomed over 50 attendees to The Irish Lion on Kirkwood Avenue for two hours of Valentine's Day trivia. Nearly half of

**HYPE NEWS**  
continued on page 6



Courtesy photo.

## MEMBER RENEWALS

- AB BioTechnologies
- American Heart Association
- AT&T
- Author Solutions
- Autumn Hills
- B & L Rentals
- B.G. Hoadley Quarries, Inc.
- Bloomington Economy Cleaners, Inc.
- Bluetip Billiards
- Bruce Storm Real Estate & Management
- BuffaLouie's
- Building Associates, Inc.
- Buskirk-Chumley Theater
- Chick-fil-A Bloomington East
- Children's Organ Transplant Association
- Closets, Too!, Inc.
- Courtyard by Marriott
- Cowden Enterprises
- Crazy Horse Bar & Grill
- ERS-OCI Wireless
- Experience Technology
- Express Employment Professionals
- Fourwinds Lakeside Inn & Marina
- General Interiors Inc.
- German American
- Grant Properties
- Hannah Center
- Holiday Inn Express - Martinsville
- Home Instead Senior Care
- ISU Insurance Services
- The May Agency
- IU-Auditorium
- JA Benefits, LLC
- Jamar Property Management LLC
- James H. Johnson, CPA
- Keller Heating & Air Conditioning, Inc.
- Kona Ice
- Lisa Smith Interiors
- Lowe's Home Improvement
- Mallor Grodner LLP
- Monroe County CASA, Inc.
- Monroe County YMCA
- Mother Bear's Pizza East
- Opie Taylor's LLC
- Parker Group
- Raymond James Financial Services
- Roto-Rooter/Christman Enterprises LLC
- Sandi Taylor Hometown Insurance
- Smith's Shoe
- Center South Central Indiana REMC
- Southern Indiana Hearing Solutions
- Springpoint Architects, pc
- State Farm Insurance - Allison Allen
- Tieman Tire Co
- Tilson
- Uptown Cafe
- Van Buren Township
- Vectren Energy Delivery of Indiana
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812-323-8959

**CILS Education**  
PO Box 5096  
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Contact: Barry Lessow  
812-340-0274

**Clutch, Inc.**  
2124 W. Industrial Park Drive  
Bloomington, IN 47404  
Contact: Josh Smith  
812-339-8037

**Commercial Office Environments Inc**  
7301 Zionsville Road  
Indianapolis, IN 46268  
Contact: Randy Blake  
317-876-9200

**Max Mohr**  
Bloomington, IN 47401  
Contact: Max Mohr  
317-285-8711

**Next Step Consulting, LLC**  
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812-325-6036

**Solidity Consulting, LLC**  
899 S. College Mall Road,  
#170  
Bloomington, IN 47401  
Contact: Angel Reece  
812-361-7689

**Southside Rental**  
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Bloomington, IN 47401  
Contact: Chris Hoke  
812-332-2553

**Spencer Psychology**  
1900 W. Third St.  
Bloomington, IN 47404  
Contact: Jennifer Spencer  
812-333-8474

**World Arts, Inc.**  
156 E. Franklin St.  
Spencer, IN 47460  
Contact: Matt Leach  
812-829-6565

## CHAMBER BRIEFS

### New Hires & Promotions

#### Deckard Joins United Way Team

United Way of Monroe County welcomes Trent Deckard as resource development director. Deckard will lead donor relations and fundraising to support United Way's focus of helping people learn more, earn more and lead safer and healthier lives.

#### Ellis Elected to COTA Board of Directors

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

#### Collins Elected to COTA Board of Directors

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

#### Seiders Elected to COTA Board of Directors

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

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

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

#### CFC Properties Named Corporate Partner of the Year by Indiana Park and Recreation Association

The Indiana Park and Recreation Association presented property management company CFC Properties with the 2017 Corporate Partner of the Year award. CFC Properties has been a partner and supporter of the Bloomington Parks and Recreation Department for the past 20 years.

#### Let It Shine Lighting Receives Duke Energy Award

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

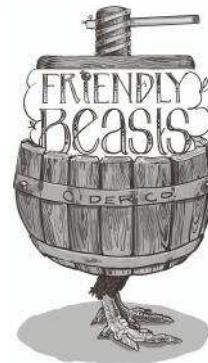
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**Bloom Magazine** is a culture and lifestyle magazine, with high-quality production values, graphic design, photography, and writing that is sharp, knowing, and entertaining. Each issue contains thought-provoking, relevant editorial about people, arts, culture, entertainment, business, homes, gardens, food, wine, health, fitness, science, education, and family life. Bloom is an independent, free magazine whose target audience is Bloomington's adult population. Published bimonthly, 12,000 copies are available at more than 200 local retail businesses, hotels, and community centers. Visit [MagBloom.com](http://MagBloom.com).

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At **Friendly Beasts Cider**, we press, ferment and serve apple cider from our tap room/production facility just south of downtown Bloomington, Indiana. All our batches are small batches and we love to experiment with different flavors, though we're personally partial to the more-dry end of the spectrum. Come enjoy a cider with us any weekend! We're open Thursday through Saturday, 4-11 p.m., at 222 W. Second St., directly off the B-Line Trail. Look for the red door next to our mural. Visit [FriendlyBeastsCider.com](http://FriendlyBeastsCider.com).



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## The Franklin Initiative Update

# Who Can Volunteer? You Can!

By Jim Inman, director of marketing and communications

Last month someone stopped me to talk about the Franklin Initiative. I could tell by her smile and her expression that she enjoyed working with local youth, and it was clear that it was still important to her. She mentioned that she had been a volunteer for the Franklin Initiative in the past, but when she retired she wasn't sure if she could still volunteer with the program.

I excitedly told her, "Yes you can!"

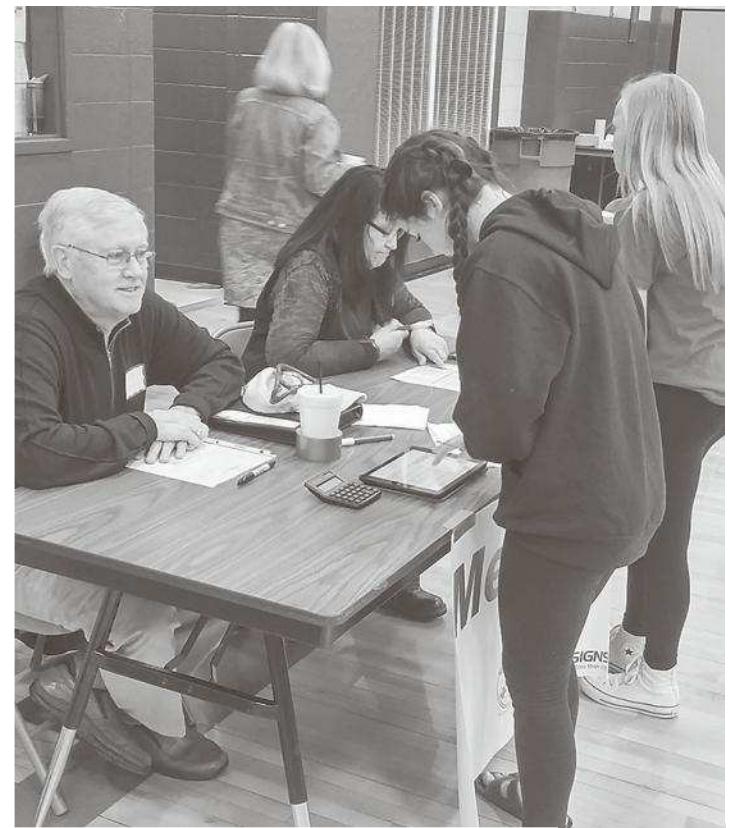
Our volunteers come from all different backgrounds — personally and professionally. They may commit to just one

shift during the school year, or an entire day or activity. They may participate in a Reality Store® event or share their insight and background in a panel discussion, mock interview or job shadow experience. The Franklin Initiative always has something going on, and the opportunities to connect with local students are always available.

If you are interested in volunteering with the Franklin Initiative and The Chamber, please call 812-336-6381. The process is simple — you will need to pass a background check for MCCSC and/or RBBCSC before participating. Once that is complete we can help find a way to get you engaged.

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

In this issue of BizNet you have the opportunity to meet and learn about our Educators of the Year. We encourage you to take a few moments to read about these individuals and programs who have made such an impact. Our community is very fortunate to have strong educational systems and teachers who give so much every day. You may see the videos of the honorees on The Chamber's website, [ChamberBloomington.org](http://ChamberBloomington.org).



Courtesy photo.



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## Ambassador of the Quarter



Left to right: Ambassador of the Quarter Mande Miskewycz and President and CEO Phil D'Amico. Courtesy photo.

Congratulations to Mande Miskewycz, with Welcomemat South Central Indiana, who was named Ambassador of the Quarter. Mande deserves this recognition for her excellent volunteer work with our Ambassador Committee. We are excited to celebrate you and we appreciate your work to support Chamber members.

## HYPE NEWS

Continued from page 4

the attendees were first-time hYpe participants, and the crowd enjoyed a variety of appetizers and trivia related to the romantic holiday. A special thank you to The Irish Lion staff for helping make the night so fun!

Whatever the reason, we encourage you to get to know hYpe. Our next event will be held on Wednesday, March 21 at The Legacy, hosted by Comprehensive Financial Consultants. It will be a Budgeting 101 discussion, touching on a variety of topics — the basics of budgeting, setting financial goals, tracking income and expenses and more. Registration is now open on The Chamber's website — so grab a friend, sign up online, and come see what we have to offer.

The April hYpe event will offer a great volunteer opportunity — and the chance to play with some four-legged friends! hYpe Lets the Dogs Out will be held on Wednesday, April 11 at the Bloomington Animal Shelter. Attendees will help with some manual work for part of the evening, then enjoy some time with the animals at the shelter.

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

# Company Cars:

## Putting vehicles to work for your business

By Kasey Husk

**B**eing in two places at once may not be possible for even the most productive worker, but State Farm insurance agent Lisa Allen has found a way to get her face out across southern Indiana even on days when she doesn't leave her Bloomington office.

How? The distinctive red Volkswagen Beetle convertible that carries her name and face on its sides.

"I hear all time, 'We saw your Bug go through here today!' Allen said of the vehicle, which is used by employees for work-related duties and often appears in local parades. "It is reaching people."

Investing in a company vehicle is often a matter of necessity for businesses, but such vehicles can be more than just functional, a local expert said — cars or vans bearing company logos become "rolling billboards" for that business. That can be a simple way to increase name recognition in the community, but it comes with its share of responsibilities. Choosing the correct vehicle, ensuring it is properly maintained and making careful decisions about who can drive it are key to protecting a company's name and some of its most valuable assets.

"If the car is not well-kept, the perception to the consumer is, 'if they can't take care of their own vehicle or don't care enough about their own vehicles and employees, then how are they going to take care of me?'" said Brian Dorsey, longtime owner of Meineke Car Care Center on South Walnut Street in Bloomington.

### Selecting a vehicle

Company vehicles are often among the most expensive assets a company has, and when it comes time to select them the stakes are often high.

The key to feeling confident about the purchase of a company car, said Troy Summers, general sales manager for Royal South Mazda Volvo, is visiting a dealership you can trust and knowing exactly what you are looking for in a vehicle.

"They need to determine their needs, specifically what the car is going to be used for, how often it is going to be used, what environment it is going to be used in," he said. "Once they can determine those factors, they can bring them into the dealerships and then the dealership can do a really good job of fitting them to the right vehicle."

Like most car buyers, business owners looking to purchase company-owned vehicles are typically trying to get the most value from their dollar while selecting the car that best meets their needs, Summers said. Those needs vary widely based on the type of business.

"One company may need an SUV with all-wheel drive because it is going to go to job sites, while the university might need a regular get-around car that gets really good fuel economy," Summers said. "We try to understand their needs and find the best product we have that fits into their budget."

**COMPANY CARS**  
continued on page 8



Lisa Allen, State Farm. Photo by Chris Howell.

## Trust is the most valuable thing you can put in a bank.

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Troy Summers, Royal South Mazda Volvo. Photo by Chris Howell.



Harrell Fish service vehicles. Courtesy photo.

## COMPANY CARS

Continued from page 7

While Summers said that for the most part, appearance is typically less of a concern for companies than overall functionality, it is a consideration for some. “There are some businesses that want to purchase a certain type of vehicle because it helps them to relay a certain image to the consumer,” he said.

In Allen’s case, searching for the right car to customize for her company six years ago meant looking for something “distinctive” and eye-catching that she could customize with her name and image. When she found the cherry-red Volkswagen Beetle convertible, she knew it would fit the bill. Today she or her employees use the vehicle frequently for errands throughout her multi-county territory, and people love to report back sightings to her, she said.

For mechanical contracting company Harrell-Fish, on the other hand, many of the SUVs, trucks and vans in its 100-plus vehicle fleet are workhorses, used for taking heavy equipment used to install and repair heating, ventilation and air condition systems or plumbing, said Harrell-Fish office and human resources manager Michelle Dawson.

Regardless of the reason for buying, most people looking to buy cars for their business will opt to purchase new vehicles, Summers said. While occasionally Summers will see businesses select a used car, most companies enjoy the security that comes with having a warranty on a new car, he said.

“They have a business that has plenty of hurdles to get through every day to operate, so the last thing they are wanting is something that will be another hurdle,” he said. “If there is an issue with the vehicle and it is under warranty, they know it is going to be taken care of. That’s peace of mind.”

Leasing is also a popular option,

particularly among companies who are seeking a lower monthly cost for a vehicle, Summers said.

Making sure vehicles include the latest safety features has increasingly become a priority for companies, who are looking to safeguard their employees and their assets, Summers said. Many buyers are looking at vehicles’ overall safety ratings as well as selecting features like backup cameras, Summers said.

Harrell-Fish is no exception to this trend, Dawson said. Backup cameras are a priority for new vehicles, as are Bluetooth capabilities that allow employees to safely take calls while driving.

Technology can also be used to help safeguard the asset itself. Meineke’s Dorsey said he’s increasingly seeing company install GPS devices in their vehicles, which both allow them to

ensure the vehicle is being used properly and help stay ahead of the game when it comes to maintenance. One such device will even send alerts to a company when maintenance lights come on, which ensures that someone can make sure it gets taken care of promptly.

“Maybe (the driver) is too busy trying to make money, they don’t want to say ‘it needs an oil change’ and have it off the road, so they’ll let it go and the next thing they know it is way overdue,” Dorsey said. Such technology “protects the investment in the vehicle.”

### Hitting the road

Customizing a vehicle with the company logo may mean having a “rolling billboard” — indeed, in Allen’s case her car advertising replaced her previous billboard advertising — but that comes with a cost.



**“We want our vehicles to present us in a good light because first impressions are a big deal.”**

—Nancy Baldwin

“You are under the microscope,” said Allen of driving a highly-visible customized car.

Poor behavior or unsafe driving can reflect badly on the company, she said. As a result, she has a serious talk with all new employees and interns about appropriate behavior in the company car. Employees must always be licensed and insured, and she also requires employees to pull up a copy of their driving record — because an individual can request their own record for free — for her inspection. A good driving record, after all, bodes well for a future of responsible behavior behind the wheel.

But beyond how a car is being driven, even just the outward appearance of a vehicle can have an impact on how people in the community view a business, said Harrell-Fish client relations and marketing manager Nancy Baldwin. After all, she notes, a company car or service van is usually “the first thing people see.”

“If your vehicle is looking shabby and not as nice as we would want, what impression is that going to make on the people we are going to talk to or work for?” Baldwin said. “We want our vehicles to present us in a good light because first impressions are a big deal.”

While Allen’s employees use the vehicle only during work hours — meaning they drive themselves to the office and take the company vehicle only if they have errands to run while at work — Baldwin’s employees at Harrell-Fish generally take their company vehicles home with them at the end of the day.

For the company, this is a highly practical decision. For one, the company does not have enough parking for more than 100 vehicles at its headquarters. For another, it is often more efficient to dispatch employees to job sites directly from their homes because of the wide territory that the company serves, Baldwin said.

“Our territory is from Indianapolis south to the Kentucky border, with us just recently opening an office in Evansville,” Baldwin said. “So our team lives in multiple cities, some of which are very remote. It doesn’t make sense for them to travel to our headquarters in Bloomington to pick up a vehicle and then return to their job site, which may be closer to their homes.”

In many cases, having access to a company car is seen as a perk for potential employees, and can make a salary package more competitive. Particularly in fields that require a lot of travel like Harrell-Fish, employees see it as benefit that they do not have to put the wear and tear on their own vehicles while on work-related travel, Dawson said.

On the other hand, it can also provide a cost savings for employers as well. The standard reimbursement for employees driving on company business is now up to 57 cents per mile, Allen said. That figure is meant to compensate for both gas and wear and tear on an employee’s personal vehicle, but it also means that an employer can end up writing large reimbursement checks each month. In her case, it is cheaper to provide a single company vehicle instead, she said.

As an insurance agent — and someone who provides insurance to many company vehicle fleets herself — Allen knows that having the right coverage *before* an employee does any driving on behalf of the company is also vital. She not only carries Employers Non-Owned Car Liability Coverage, which protects against liability incurred if her employees are driving their personal vehicle on a work-related errand, but also commercial auto insurance on her company vehicle.

“I carry very high liability limits, and I buy an umbrella policy for a couple million dollars on top of that,” Allen said. “If (someone gets hurt), they are going to look at the entity that owns the vehicle” for compensation.

**Technology, such as GPS alerts, “protects the investment in the vehicle.”**

—Brian Dorsey

**“We try to understand their needs and find the best product we have that fits into their budget.”**

—Troy Summers



Brian Dorsey, Meineke Car Care Center on South Walnut Street. Photo by Chris Howell.



Harrell Fish service vehicle. Courtesy photo.

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## Maintaining the asset

When it comes to a company car, any time off the road means losing productivity and losing money.

The key to avoiding this, Dorsey said, is being “proactive rather than reactive” when it comes to maintaining a vehicle. Routine vehicle maintenance can prevent problems or catch them early, which means fewer breakdowns that can be costly both from a financial and time perspective.

“The companies who have a really good grasp on maintaining vehicles and keeping everybody on the road, they have a maintenance schedule,” Dorsey said.

What that maintenance schedule needs to look like depends highly on what a vehicle is being used for, he said. A vehicle’s factory-scheduled maintenance program is a good place to start for ensuring a vehicle is being cared for properly, but adaptations may

be necessary depending on how much wear and tear the car is sustaining, he said. The landscaping and construction industries, for instance, tend to be harder on vehicles because of the amount of hauling needed.

Leaders at Harrell-Fish usually start to consider trading in company vehicles when they approach 150,000 miles, though if a car hasn’t presented many maintenance problems in the past the company may hang on to until the odometer hits 200,000. The key to that longevity, Dawson said, is taking great care of the vehicles.

“For our preventative maintenance, we rely a lot on our vehicle drivers,” Dawson said. “We expect them to help us with maintenance on the vehicle they are driving. They are really good about letting us know if a major repair is needed, and needs to be scheduled to be fixed, and we handle that. We have vendors set in place for typical

maintenance for oil changes, brakes, belts, etc.”

For his part, Dorsey recommends companies forge a relationship with a mechanic they can trust to advise them. Businesses should communicate up-front with their chosen mechanics to ensure that everyone is on the same page when it comes to caring for their fleet.

“When I have a company that wants to do business with us, I consult with them first because I want to know what their expectations are,” Dorsey said. From there, he said, they can “go over what makes sense and come up with a real plan.”

“A cookie-cutter plan may not work for every company — we have to adapt to their plans,” he said. “The whole goal is to keep your vehicle safe and running, and keep the cost of maintenance down as much as possible so their bottom line is also healthy.”



**“For our preventative maintenance, we rely a lot on our vehicle drivers. We expect them to help us with maintenance on the vehicle they are driving.**

—Michelle Dawson

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## CHAMBER BRIEFS

Continued from page 5

### Edward Jones Named One of the World's Most Admired Companies

Financial services firm Edward Jones has been named to FORTUNE magazine's list of the World's Most Admired Companies, a ranking of the most respected and reputable companies. The list is compiled based on a survey of 3,900 executives, directors, analysts and experts.

## Awards & Designations

### FC Tucker Company Celebrates 100 Years

FC Tucker celebrated 100 years of providing real estate services. The local FC Tucker in Bloomington was honored as first franchise to open in the State in 1989. Individual honors went to Chris Cockerham, Statewide Commercial Associate of the Year; Jeff Franklin, Jamie Morris, Amanda Richardson and Aaron Steele, Top Statewide Residential Sales Associates; Alex Everett for an outstanding rookie year; Julie Davis Adams relocation transactions.

### Hoosier Energy CFO named a CFO of the Year

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

### Accounting Firm Promotes Staff

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

### Bloomington Parks and Recreation Staff Member Earns National Certification

Leslie Brinson, Community Events Manager for the Bloomington Parks and Recreation Department since August 2016 has earned Certified Park and Recreation Professional certification from the National Recreation and Park Association. CPRP certification is the national standard for all parks and recreation professionals. The certification exam covers all aspects of parks and recreation operations, budgets, management, and recreation programming.

## Opportunities & Events

### Easter Bunny Coming to College Mall

Simon® is hosting its annual Easter celebration festivities at College Mall, offering families the chance to participate in traditional and unique seasonal events. The Bunny Photo Experience begins March 16 and runs through March 31. Kids will have the chance to visit with the Bunny and take home a treasured snapshot of the fun occasion.

CHAMBER BRIEFS  
continued on page 15



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Penny Buhr is a certified bra fitter with **Essential Bodywear** and has five-plus years of experience in Bloomington and surrounding areas. Her personal mission is to make every woman look and feel great about her body by offering complimentary bra-fitting services, wardrobe solutions and image consulting starting with her foundations. The right bra and right support can help alleviate back, shoulder and neck pain. Her bra fitting solution services include all ages and sizes. Visit [myessentialbodywear.com/pennybuhr](http://myessentialbodywear.com/pennybuhr).



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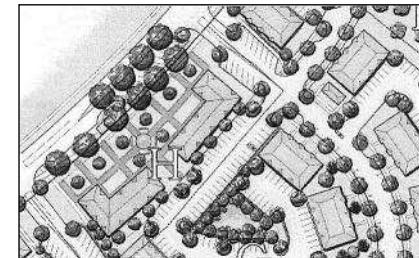
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## Celebrating Educators!

More than 200 Monroe County business leaders, educators, administrators and community members attended the Annual Educators of the Year Awards and dinner on Thursday, Feb. 22, 2018. Seven outstanding educators, an educational program and a lifetime achievement awardee were honored at the event hosted by The Greater Bloomington Chamber of Commerce and its Franklin Initiative.

The honorees were all in attendance, many surrounded by family, friends and colleagues. Individual videos, produced by Smithville, highlighted their educational accomplishments and achievements. The videos provided a brief yet detailed glimpse of the dedication, creativity and passion for excellence that were common traits with each of the honorees.

Entertainment for the evening was provided by the Stinesville Elementary Quarry Choir, directed by Lisa Bruns. The Quarry Choir was a 2017 Leading Light Award honoree. The students performed two numbers, the second dedicated to “heroes” — the educators in the room.



The STEM Program at Grandview Elementary School received the 2018 Leading Light Award. The award is to recognize an innovative or exemplary program that enhances our education community. Short for “Science, Technology, Engineering and Math”, the STEM program provides a multi-faceted approach to teaching and learning, using hands-on skills and problem solving. Grandview began integrating STEM across its curriculum two years ago and was recognized as a 2016 Indiana Department of Education STEM Certified School.

The evening concluded with the 2018 Lifetime Achievement Award being given to the principal of Edgewood Junior High School, Donna M. Atkinson. She spoke to the crowd about her family’s involvement in education (her husband, Bill, is a previous Lifetime Achievement Awardee), and how “everyone has potential and a place to be successful.” Her words were met with a standing ovation from the crowd.

In addition to their awards, the 2018 Educators of the Year will also receive special opportunities with Solution Tree and Western Governor’s University. Solution Tree will make a donation of \$500 to the school of each Outstanding Educator. In addition, Solution Tree will pay all expenses for each awardee to attend a Solution Tree Institute, or one of the company’s two-day workshops anywhere in the country.

WGU offered each of the Educators of the Year \$1,000 scholarships or tuition vouchers that may be used for educational opportunities within WGU.

The Chamber and its Franklin Initiative congratulate and thank the 2018 honorees for all they do for our area’s young people and for the field of education.



Courtesy photo.

### Donna M. Atkinson — Lifetime Achievement Award winner, Principal, Edgewood Junior High School

#### *What educational philosophy guides you as an educator?*

Everyone has potential and a place to be successful! Find their strengths and build on them. This is, of course, applicable to all my students. As an administrator, it is also for teachers, secretaries, instructional assistants, cooks and custodians. Building collaborative teams to guide growth will lead to success for everyone. I am a fierce supporter of Title IX for equal opportunity in education for all students, in the classroom and in athletics, because I was denied those opportunities.

#### *How do you want to be remembered as an educator?*

As Daring Donna! If I think there is something that is good for students and/or staff, I can be very passionate about providing it. Change is good, and variety is the spice of life. I have strived to live the Golden Rule and treat others as I want to be treated. I want to be remembered as being a friend to all (Girl Scouts) regardless of your chosen field or position in our school corporation or your position in life. I want to be remembered for putting my life in order of faith, family, school and leisure, and mentoring all those around me to do the same. There are some who will remember me as the disciplinarian; and that no longer bothers me. A disciplined life is better than a chaotic one!



Donna M. Atkinson.  
Courtesy photo.

### Martha Chamberlain — Title One Reading Specialist, Fairview Elementary School

#### *Why did you choose the field of education as a career?*

I wanted to be in a position to help people realize their full potential, so I chose education. The group of students I meet each year is like a blank slate waiting on knowledge to fill the slate. Being an educator, I hope for the children I come in contact with that I touch their lives in a positive way.

#### *Who was the most influential teacher, coach, principal, etc. you had growing up? What made them influential?*

The people who were the most influential in my life are my parents. My father, lacking educational opportunities for himself, gave me the determination to aspire to the highest educational goal possible. My mother offered her quiet-but-encouraging words for everything I did. My father found a way to ensure I was able to attend college after graduating from high school. He motivated me to excel and to learn as much as I could. My mother taught me how to look deep inside of an individual and find out who they really were. She taught me that we are not defined by our situations and circumstance but how we prevail in each dilemma.



Martha Chamberlain.  
Courtesy photo.

CELEBRATING OUR EDUCATORS,  
CONTINUED ON PAGE 13

CONTINUED FROM PAGE 12

## Laura Chappell — Title One, Inclusion, Childs Elementary

***If you were providing advice to a person who is entering a career in education, what are three qualities you would suggest they must possess to be successful?***

Most importantly, be someone who enjoys kids! Kids will test you, challenge you, exasperate you ... but so many, many times they amaze you. Have a good sense of humor. Teaching is hard work, and laughter goes a long way towards longevity. Be willing to change, grow, listen and learn from other educators, parents and students. Kids are kids, but times around them change, and that changes the way you can best help them learn.

***How do you want to be remembered as an educator?***

I hope I might be lucky enough that a few of the kids I have had the privilege of working with might look back someday and say, "That crazy Mrs. Chappell laughed with me, cared about me, believed in me, and wouldn't let me quit." And if they don't remember me, that's quite okay as long as they remember to laugh a lot and never quit!

## Lori Chestnut — Fourth Grade Teacher, Stinesville Elementary

***What is the most rewarding part of your profession?***

The most rewarding part of my profession is watching former students become productive members of society and knowing that I may have played a small part in that success. Watching them graduate from high school and move on to college or the work force, or becoming great parents to their own children is what makes my heart happy.

***What educational philosophy guides you as an educator?***

My philosophy of education has continued to evolve and change throughout my career. However, part of my philosophy has remained constant: I believe that a classroom should be a safe, caring community where children are free to speak their minds and blossom and grow. Teaching is a learning process; learning from students, colleagues, parents, and the community. I believe I owe it to my students — as well as the community — to bring consistency, diligence, and warmth to my job in the hope that I can ultimately inspire and encourage such traits in my students. I also believe that everyone in the classroom contributes as a student, teacher and thinker. I am a firm believer that I learn just as much from my students as they learn from me.



Laura Chappell. Courtesy photo.



Lori Chestnut. Courtesy photo.

## Kelly Faust — Title One Teacher, Edgewood Primary School

***What would you identify as your greatest success?***

I am so fortunate to do what I do. I feel the best sense of success is when I witness a child who comes in as a kindergartner not knowing any letters or letter sounds, and many times not being able to recognize even the first sound in words; and becomes an established reader by the time he/she is in second grade. To feel I had a part in that is one of the biggest delights for me!

***If you were providing advice to a person who is entering a career in education, what are three qualities you would suggest they must possess to be successful?***

One piece of advice I would give is to find ways to connect with the children you teach. This is so important for them. The teacher-student relationship is extremely vital to a child's educational achievement. Another bit of advice would be to be persistent. When you are met with obstacles, instead of being negative and complaining, resist that temptation and seek to solve the problem or at least make it better. The last thing I would recommend is to learn from others. Seek out others for help. Teaching is hard, so learn from others who have experience.



Kelly Faust. Courtesy photo.

## Sheila McDermott-Sipe — Language Arts Teacher, Bloomington High School South

***How do you want to be remembered as an educator?***

I would like to be remembered as a teacher who introduced students to novels, short stories, plays and poems that they loved; a teacher who showed students how to work through language that was challenging in order to reach greater comprehension; an educator who was willing to try new approaches to teaching in the classroom; a teacher who encouraged questions and enlightening classroom conversation as well as an educator who allowed students to find their own voice through their writing. I would hope my teaching colleagues would remember me as someone who loved the profession and was always willing to share materials and work collaboratively as well as someone who was always working to become a better teacher.

***What is the most rewarding part of your profession?***

Some of the most rewarding parts of my profession include finding books for students that they love and are proud that they finished reading — especially when they tell me that they can't even remember the last time that they finished a book. Another rewarding part of my profession is witnessing student growth over time. I especially love helping students develop a piece of writing and to see their ideas evolve and



Sheila McDermott-Sipe. Courtesy photo.

thinking mature as they struggle with bringing their thoughts to life through language. Over the last few years, I have also found being the sponsor of our high school's Poetry Out Loud Competition has been very rewarding as I witness some students fall in love with the art form of recitation that they had not been exposed to before.

## Katy Sparks — Third Grade Teacher, Grandview Elementary

***What would you identify as your greatest success?***

My immediate response to this question was to write about a specific year-long experience with a student that has touched me the most — and I could write about several examples of specific students that I would consider my greatest successes — but in the last few years I have been part of Grandview's STEM initiative to shift the focus of our school to one that better prepares our students for the jobs of tomorrow. We are integrating technology and problem-solving skills across the curriculum, and as our lead STEM teacher and technology coordinator, I feel that I have played an important role in this success. Since this will affect the lives of hundreds of students, making them better problem solvers, deeper thinkers, and eventually more employable, I feel that this has been my greatest success.

***Who was the most influential teacher, coach, principal, etc. you had growing up? What made them influential?***

My mom has been a fourth-grade teacher for over 30 years. She has without a doubt been the most influential teacher in my life. Not only is she the best teacher that I've ever witnessed, she is also the most positive. She treats all of her students with kindness, but she holds them all to high expectations. Her students love her, and she is well known in my hometown as a teacher that all of the kids want to have.

## Doug Uhls — Mathematics Teacher, Edgewood High School

***What educational philosophy guides you as an educator?***

It's two things: communicating expectations to your students (teaching your subject) and also being a person, for those small moments of conversation and/or stories, that lets them know that you care about more than just your subject matter. It's high school and my students are still works in progress.

***What is the most rewarding part of your profession?***

I always enjoy seeing former students and catching up, even if briefly, and knowing that I had a small part to play in their maturation. Like many teachers, it's rewarding to hear from former students that they enjoyed your class or that they appreciated what you did for them. That's ultimately why we do this: to help them succeed.



Katy Sparks. Courtesy photo.



Doug Uhls. Courtesy photo.





**Above:** Billy Haynes, left, and Bill Tabor. Courtesy photo; **right:** Coworkers Allyn Lambert, architectural design, left, and David N. Talsma, project coordinator with Tabor/Bruce Architecture & Design. Photo by Chris Howell.



## SPOTLIGHT

Continued from page 1

itself celebrating its 50th anniversary this year — but even still, he said, he feels “like a little kid in the candy store” when he goes to work.

That continued zest for work comes in large part from knowing how much of an impact an architect can have, as well as the realization that something he is helping to create may well be around long after he’s gone.

“The No. 1 thing is helping a client achieve their dreams,” he said of his love for his work. “What we do when we are creating a home or an office space, we are creating how someone lives or uses a space. When you succeed at it, it is one of the greatest feelings in the world.”

The feeling of seeing

a project he’s worked on be built is probably “not too much different than a doctor (feels) delivering a baby,” he adds.

Bruce first became interested in being an architect when he was in the sixth grade and visited his great-uncle’s home, and even pursued drafting classes as early as middle school. During his college years he got somewhat off track on his career plan — though after leaving school he became Bloomington’s youngest Realtor at age 21. After the sudden death of his beloved mother, he found himself inspired to pursue his education again. Bruce studied art history at Indiana University before moving to Ball State University’s prestigious architecture program, something he achieved because he “went

and bugged the assistant dean week after week” to overlook his poor academic performance early in his career.

An internship convinced Bruce early that he didn’t want to work for a large architectural firm long-term, but he was eager to make his mark early in his career. The partnership offer from his uncle was completely unexpected, and completely irresistible.

“He wanted to retire and teach me what he knew,” Bruce said. “And I was going to be a hungry little sponge and suck every bit of knowledge out of him that I could. And that’s what I did.”

Tabor’s decision to offer his young nephew a partnership was in keeping with the values of the company, Bruce said. “It was neat because the history of the firm has always been

about giving someone a chance,” he said.

The company was initially started in 1968 by the late Bill Haynes, either the first or one of the first black architects working in Bloomington. Bruce’s great-uncle was a draftsman who’d done some freelance work for Haynes, and when Haynes decided to strike out on his own he invited Tabor to join him. It was a leap of faith for the men, who encountered heavy skepticism, but “they never looked back,” Bruce said.

The fact that Haynes gave his uncle a chance is a major reason that Bruce himself feels strongly about mentoring high schoolers in the community who are interested in architecture through an internship program, he said. “It gives us a chance to give back and helps (the interns) decide if this is what they want to do,” he said.

And rather than tasking the interns with minor clerical work or coffee runs, “we challenge them with things and try to teach them.” Several of the high schoolers who have worked as interns in the company have gone on to study architecture in college and even become licensed architects.

Right now, Tabor/Bruce has two employees other than Bruce, with another likely to join the firm soon. For the group, that means a lot of variety because design projects at Tabor/Bruce run the gamut, everything from the design of custom homes or churches to commercial projects such as restaurants, bars or offices. Everyone has the chance to do a little of everything at the firm.

“We don’t specialize in any one thing,” Bruce said. “We do a lot of renovation work, that’s what I like

probably the most. ... I get the greatest thrill out of trying to make something new out of something old.”

One of the most meaningful projects he’s undertaken was the renovation of the old Von Lee Building on Kirkwood Avenue, a former movie theatre he often visited as a child but which sat empty for years. Bruce handled the renovation and preservation of the historic building, which now houses a restaurant at street level and Indiana University staff upstairs.

“The Von Lee Theatre right next to the Indiana University campus was one of those that probably had the biggest impact on me and maybe even on the city,” said Bruce, noting the building’s location right near IU’s iconic Sample Gates.

Another recent building designed by the firm is highly modern and topped by “micro-apartments,” a new type of housing in

Bloomington — and is a reflection of Bloomington now, he said. Bruce feels strongly that new buildings shouldn’t seek to simply mimic the past but reflect the “materials and methods of the current age.”

“These things we design have such a personality to

**“The No. 1 thing is helping a client achieve their dreams,” Bruce said of his love for his work.**

them and contribute to our environment,” he said. “That’s the neatest thing about being an architect.”

“These things we design have such a personality to them and contribute to our environment,” he says. “That’s the neatest thing about being an architect.”



Studio units designed by Tabor/Bruce Architecture & Design. Courtesy photo.

## CHAMBER BRIEFS

Continued from page 11

### Ivy Tech Offering 8-week Courses

Ivy Tech Bloomington will be offering a number of eight-week courses that begin on March 19. These cover a variety of subjects, and many are transferable to four-year schools. Additionally, Summer and Fall 2018 enrollment begins on March 19. For more information, call 812-330-6013 or email [bl-info@ivytech.edu](mailto:bl-info@ivytech.edu).

### Third Annual Women's Expo Set For March 24

The Third Annual Women's Expo is set for March 24 at the Boys and Girls Club of Lawrence County in Bedford. The Women's Expo is free to attend and is hosted by Super Oldies 105.5, 1340 AM WBIW and Z102. Doors open at 10 a.m.

### FMCCS and MCCSC to Host GEMS Event

FMCCS and MCCSC will host Girls in Engineering, Math, & Science on April 14. Girls in grades five and six will work with female scientists, engineers, and mathematicians to explore the wonders of STEM. For more information visit [mccsfoundation.org](http://mccsfoundation.org).

### 30th Annual Senior Fair Seeking Vendors

The 30th Annual Senior Fair is seeking vendors. The event will be Wednesday, April 18 at Bedford Sherwood Oaks Christian Church from 8 a.m. to 1 p.m. Businesses interested in participating in the event are asked to call the radio station at 812-275-7555 or email Sarah Reinhard at [sarah@superoldies.net](mailto:sarah@superoldies.net).

## Other

### Century 21 Scheetz Donates to Habitat

Century 21 Scheetz Bloomington donated to Habitat for Humanity of Monroe County on behalf of the Century 21 Scheetz Foundation. These realtors can contribute a portion of their commission to the Foundation, which allows the Foundation to accomplish its mission of helping families and individuals in the local Bloomington community. For more information, visit <http://bit.ly/2CbUKor>

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

South Central Indiana Rural Electric Membership Corporation's Operation RoundUp board of trustees recently awarded \$37,970 to nine nonprofit organizations in Morgan, Monroe and Owen counties. The Monroe County recipients included \$3,500 each for the Monroe County Humane Association and Mother Hubbard's Cupboard.

### Big Boy's Moving Offers 2018 Deal

Big Boy's Moving is offering a special 2018 Deal. You can book your move date with an \$18 deposit and receive an 18% discount on labor. Book now to secure your move date and take advantage of these great rates. For more information call 812-272-4492 or email [bbmoving812@gmail.com](mailto:bbmoving812@gmail.com).

### New Members Welcomed at BBOR Meeting

During the General Membership Meeting, the Bloomington Board of Realtors welcomed new members: Andrew Peterson of Re/Max Acclaimed Properties, Bayleigh Price and Robin Mai of Millican Realty, Terry English and Penny Trilling of FC Tucker Bloomington, Rebekah Sims of B-Town Real Estate, and Melissa White of Seasons of Indiana. Learn more about Bloomington Board of Realtors at [HomeFinder.org](http://HomeFinder.org).



## ADVOCACY UPDATE

Continued from page 2

will be closed from 8 a.m. to 5 p.m. to perform bridge work at Tapp Road West, including completion of the sound wall. This daily closure will continue for the next several weeks.

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

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

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

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

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



## CHAMBER VOICES

Continued from page 3

earn their engineering degree, with stipulations that they maintain a 2.5 GPA, graduate in four years, and sign on to work for their company for the next five years after graduation (by the way, with a starting salary of \$65,000 per year). They have had three students take them up on this opportunity in the five years they have offered this program. In case you are wondering, yes this is astoundingly low, and when you think about a student who can graduate with little to no debt, have a career the day they graduate, and make \$65,000 per year at the ripe old age of 22, that number is far too anemic. There are and have been many programs around the state that encourage those that desire a career in the automotive industry.

Whether they are STEM-related, K-12 programs; career and technical education driven; or certification programs, training individuals will be critical and essential if we want to maintain those automotive jobs in the state.

Globally and internationally, the raw estimates for total automotive vehicles sold for 2017 was approximately 79 million units. Here in the United States, a record year was had with over 18 million automotive vehicles sold. Including the top 15 automotive producers worldwide, they account for over \$1.3 trillion in revenues. The automotive industry is still one of the original market sectors used when gauging consumer confidence and economy growth. This industry remains one of the most critical industries when it comes to the health and wealth of the U.S. economy.

When we talk automotive, let us not forget what the Indianapolis 500 and the Brickyard 400 do for the economy of the entire region and state. Looking at the automotive racing industry in Indiana, Ball State University released a study indicating that nearly \$500 million goes back into the Indiana economy as a result of the entire overall effect of the racing industry from an economic development aspect. This positive ripple effect — with ocean-sized waves — can be felt across the entire state. So, it doesn't matter if it's Bloomington, Indianapolis, South Bend or Evansville, the automotive industry is one of the most influential market sectors in the state of Indiana. With Indiana boasting the second largest automotive industry in the country, it sure does seem like there is more than basketball in the state of Indiana.



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<sup>^</sup>APY or Annual Percentage Yield is available as of 2/28/18. Rates are subject to change at any time. A checking account is required to open a relationship certificate. Minimum balance is \$10,000.00. Dividends on all certificates are compounded daily and paid monthly. A penalty for early withdrawal will be imposed; the early withdrawal penalty is 180 days' dividends or all dividends earned, whichever is less. Fees and/or penalties may reduce earnings. A maturity notice will be sent shortly before the certificate matures. Automatic renewal does not apply to relationship certificates.

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