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### In this issue:

Advocacy Update.....	2
Chamber Voices.....	3
hYPe News.....	4
Chamber Briefs.....	5
Franklin Initiative News.....	6
Chamber Annual Golf Outing.....	6
Women in Business.....	7
Primetime 2018.....	11



**“Storage and organization is a \$9 billion market. The consumers have always wanted more storage, especially as housing prices go up and the size of homes goes down. People are trying to make use of the space they have, and storage and organization is up to No. 2 in what buyers want in homes in terms of amenities.”**

— Patrick Taylor

Photo by Chris Howell.

## Spotlight: Organized Living

By Kasey Husk

**W**hen Patrick Taylor first started working at Bloomington storage solution manufacturer Organized Living about 15 years ago, “storage and organization” rarely even made the top 10 of prospective homebuyer’s priorities.

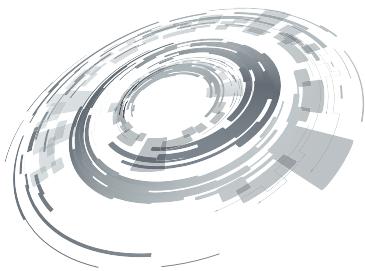
Today, however, having storage and organizational options often nears the top of consumers’ must-have lists.

“Storage and organization is a \$9 billion market,” said Patrick Taylor, vice president of operations for Organized Living. “The consumers have always wanted more storage, especially as housing prices go up and the size of homes goes down. People are trying to make use of the space they have, and storage and organization is up to No. 2 in what buyers want in homes in terms of amenities.”

Organized Living is working hard to be the first choice for developers and builders looking to meet those consumer needs. “The family-owned business, formerly known as the Schulte Company, is quickly approaching its 100th year in business. The longevity of the company, Taylor said, is attributable to solid stewardship at the head of the company and adaptability to an ever-changing marketplace.

**SPOTLIGHT**

continued on page 14



**Coming in June:  
Technology in  
the Workplace**

### MARK YOUR CALENDAR MAY

- 17 Business After Hours, Fourwinds Lakeside Inn & Marina
- 31 Women Excel Bloomington Awards, Henke Hall of Champions, Memorial Stadium

### JUNE

- 7 Annual Golf Scramble, Bloomington Country Club
- 12 hYPe Meets City Council
- TBA Human Resources Conference



See page 7

# ADVOCACY Update

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

## 2018 General Assembly

The Indiana General Assembly will reconvene 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. The pending issues include harmonizing Indiana tax law with recently enacted federal tax changes and increasing funding for school safety improvements.

## Major Summer Road Projects in the City and County

It currently feels like the entire county is under construction! The city and county are working together to coordinate efforts for the various road projects happening the next few months. In order to receive updates and 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

Late last month, 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 recommen-

dations on revisions and structural changes moving forward. The diagnosis 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

- There will be daily lane closures on both northbound and southbound SR-37 at Tapp Road for ongoing bridge work and paving operations.
- Work continues on the Second Street Bridge (SR-

45) with no changes in traffic configuration. Traffic on the bridge deck is reduced to one lane eastbound and one lane westbound.

- At the Third Street Bridge (SR-48) there will be no changes to eastbound traffic. Work will continue on signal and light pole foundations. The right turn lane from westbound Third Street to northbound SR-37 will be closed daily to allow for work on the northeast segment of the ramp system. The northwest ramp from southbound SR-37 to Third Street will be restricted for drainage improvements and roadway widening.
- There will be daily lane closures on northbound SR-37 from Third Street (SR-48) to Vernal Pike for outside shoulder drainage work.
- Ongoing median drainage work will continue on SR-37 between Arlington Road and Kinser Pike.
- The ramp shoulder from southbound SR-37

to westbound SR-46 will be closed for concrete curb clean up.

- There will be daily single lane restrictions on both north and southbound SR-37 at Sample Road to allow for continuing bridge work.
- There will be a daily lane closure of southbound SR-37 from Stone Belt Drive (approximately one mile north of the interchange) to the Walnut Street interchange for milling and paving operations.
- The right lane of northbound SR-37 will be closed daily from Fox Hollow Road to Chambers Pike for outside shoulder improvements and drainage work.

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.



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Congratulations to eXp Realty – The Results Team on their ribbon cutting. They celebrated their Grand Opening at their new location. Visit them at 2623 N. Walnut St., Suite A or call 812-360-3863 if you're interested in looking to buy or sell real estate.



Congratulations to Homewood Suites by Hilton on their ribbon cutting. They celebrated their Grand Reopening with live music, complimentary cocktails, hors d'oeuvres and door prizes. Visit them at 1399 S. Liberty Drive or call 812-323-0500 for more information.

# “May” We Take a Moment?



Anne Bono. Courtesy photo.

As the old saying goes, “April showers bring May flowers.” But what about “April snow?”

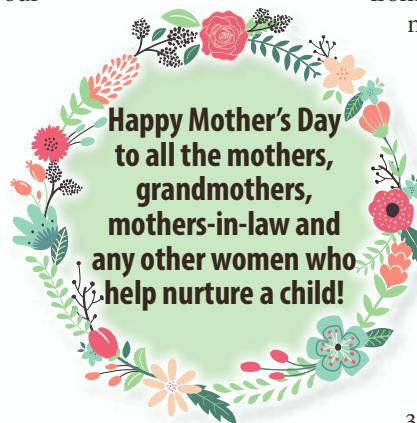
Hopefully the extended winter forecast didn’t dampen your enthusiasm for all things “Spring” in Bloomington — the start of the Farmer’s Market, the budding of the trees and the plans for end-of-school celebrations for students of all ages. May in Bloomington is truly a reawakening of so many things that make our community a great place to live, work and grow.

Our April Primetime event was a wonderful experience — such a great turnout from our Chamber member businesses and the community. The Monroe County Fairgrounds has been so kind to host the event, and we appreciate everyone who comes out to meet, engage and support local business. If you were unable to attend Primetime, be sure to visit The Chamber’s Facebook page for photos.

By the time this issue of BizNet is released, we will have selected our seven honorees for the 2018 Women Excel Bloomington awards. The community is invited to celebrate our honorees on Thursday, May 31 at the Henke Hall of Champions in Memorial Stadium. The WEB awards have grown in popularity and vision since the inception, and we are grateful to the community who nominates the wonderful women who help make Bloomington and Monroe County thrive.

We wish we could recognize all of our nominees — there are so many who make great contributions in their personal and professional lives. One of the criteria the selection committee looks at when selecting nominees is mentorship. I’m thankful to have a few strong women as my mentors. Mentoring relationships have long-lasting benefits and studies have shown that women with mentors are more likely to be successful than those without. Take some time this month to reach out and thank an individual who has mentored you and find someone to mentor. Employers directly benefit from their employees receiving mentorship. I do hope you will register to attend this event, and take the opportunity to thank our honorees for their efforts.

With summer peeking around the corner, The Chamber’s Annual Golf Scramble is on the horizon. This year we celebrate 35 years of teeing off in Bloomington — who doesn’t love a nice afternoon with friends while on the course? We have space available for a number of teams — call us at The Chamber or register online for your team today. If you’re not a golfer, why not consider being a sponsor of the event — introduce your company as a hole sponsor and meet the teams as they travel the course. We’ll be golfing at the Bloomington Country Club on Thursday, June 7.



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CHAMBER VOICES  
continued on page 12

## 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*!



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

## STAFF, PARTNERS & BOARD MEMBERS

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

### CHAMBER OF COMMERCE

Anne Bono, *Vice President, Director of Advocacy & Public Policy; Interim President and CEO*  
Serena Duke, *Member Services Coordinator*  
Taylore Fox, *Advocacy Associate*  
Jim Inman, *Director of Marketing and Communications*  
Carol Kelly, *Events Coordinator*  
Trevor Owens, *Franklin Initiative Program Associate*  
Jim Shelton, *Government Relations-County*  
Tammy Walker, *Director of Member Services*  
Pam Willis, *Director of Finance and Operations*

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Greg Davenport, *editor*  
biznet@heraldt.com

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Tony Stonger, *Edward Jones, Chair*  
Jennie Vaughan, *Ivy Tech Community College – Bloomington, 1st Vice Chair*  
Ron Walker, *CFC Properties, 2nd Vice Chair*  
Cindy Kinnarney, *First Financial Bank, Secretary/Treasurer*

### DIRECTORS

Bruce Calloway, *Duke Energy Indiana*  
Lauren Dexter, *Bloomington Health Foundation*  
Amy Somers Kopp, *RE/MAX Acclaimed Properties*  
Cullen McCarty, *Smithville*  
Vanessa McClary, *Kiwanis Club of South Central IN*  
Dan Peterson, *Cook Group*  
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~ John Bethell

# Two-Legged and Four-Legged Fun

By Jim Inman, director of marketing and communications

One of the great things about living and working in Bloomington, Indiana are the interactions and friendships that can be made just about anywhere. That was the case with the April hYPE event — hYPE Lets the Dogs Out.

With the snow-then-sun weather we experienced early in April, we had a bit of concern hosting an outdoor event. Fortunately Mother Nature cooperated for the event, which brought out a number of hYPE participants — and many local dog owners — to Ferguson Dog Park for the evening. We want to

extend a special “thank you” to the city of Bloomington for allowing hYPE to set up at the dog park, and to Limestone BBQ for having great food to enjoy for the evening.



We had a number of first-time attendees and people who asked about hYPE and how they could get involved. Our hYPE participants and steering committee attendees did a great job of sharing about how hYPE helps local young professionals connect and get engaged in the community, including professional development and social engagements.

Our May event promises to offer some team activities and fun — and in warm weather! hYPE will be hosting a “Field

Day” on Wednesday, May 9 at Bryan Park (in the Henderson Shelter House) from 5:30 to 7:30 p.m. Attendees will be participating in a number of events — an egg toss, giant Jenga, corn hole, tug-of-war and more. We encourage people to bring their colleagues and friends out for the event — it should be a great night for some friendly competition!

hYPE will be hosting a Tuesday, June 12 event — Meet the Bloomington City Council. This will be an opportunity for attendees to hear directly from the council about local matters and offer everyone the chance to connect and learn from one another. Please note the change from



hYPE Steering Committee member Samantha Branson meets a furry friend. Courtesy photo.

## HYPE NEWS

continued on page 12

### MEMBER RENEWALS

- ABC Supply Co. Inc
- American Legion Post 18, Burton Woolery
- AMI Roofing Contractors Inc.
- Applebee's Grill & Bar
- Austin Insurance Agency, Inc.
- Bailey & Weiler Design/Build
- BKD, LLP
- Bloomington Economic Development Corporation
- Bloomington Hardware Company, Inc.
- Bloomington Meadows Hospital
- Blue & Co., LLC
- The Boys & Girls Clubs of Bloomington
- Burnham Rentals
- Caregiver Homes of Indiana
- Centerstone of Indiana
- Chandler Checklist LLC
- Cheddar's Restaurant
- Choice Realty & Management
- Classic Catering & Rentals, Inc.
- Coghlan & Hrisomalos Dentistry
- Comcast Business Class
- Cruise Planners - Mike Witt
- Day & Deremiah-Frye Funeral Home
- DeBruicker Consultants
- Downtown Bloomington, Inc.
- ESG - Electronic Systems Group, Inc.
- Essential Bodywear
- First Appraisal Group Inc.
- Freitag & Martoglio, LLC
- Gooldy & Sons, Inc.
- GSD Consulting, LLC
- Hearthstone Health Campus
- Heflin Industries, Inc.
- Indiana Voice & Data Inc.
- Insights Optical
- The Irish Lion Restaurant & Pub
- IU Foundation
- IU School of Informatics, Computing, and Engineering
- Ivy Tech Community College Bloomington
- Linda Joachim
- Johnstone Supply
- Iris F. Kiesling
- Lamar Outdoor Advertising
- Landmark Collision Repair
- Local Council of Women
- Long Family Eye Care, PC
- Mann Plumbing, Inc
- Manpower, Inc.
- Manufactured Housing Heating & A/C, Inc.
- Massage Envy Spa
- Mid-America Radio of Bloomington
- MidAmerica Technology
- Monroe County Public Library
- Monster Digital Marketing
- Office Easel Promotions
- Mark Oyler
- Panacea Pharmacy
- Joyce Poling
- Precision Eye Group, PC
- Rake Cabinet & Surface Solutions
- Regency Apartments
- Regions Bank (Main)
- Renaissance Rentals
- David Shuee
- Southern Indiana Radiological Associates, Inc
- Sponsel CPA Group
- State Farm Insurance - Donna L Niese
- State Farm Insurance - Lisa Allen
- Sterling Real Estate, Incorporated
- Stone Belt
- Tabor/Bruce Architecture and Design
- U.S. Postal Service
- Underground Printing
- Welcomemat Services
- Wells Lawn Care
- WGU Indiana
- Woodforest National Bank

### NEW MEMBERS

- |  |   |   |  |  |  |
|--|---|---|--|--|--|
| <p><b>Bill Carpenter</b><br/>Bloomington, IN 47404</p> <p><b>City Church for All Nations</b><br/>1200 N. Russell Road<br/>Bloomington, IN 47408<br/>Contact: J.R. Wyatt<br/>812-336-5958</p> | <p><b>Creative in Bloom</b><br/>Bloomington, IN 47401<br/>Contact: Christine Wilson<br/>812-360-0807</p> <p><b>Dip Chick Dip dba 10inchsavage</b><br/>P.O. Box 5752<br/>Bloomington, IN 47407<br/>Contact: Serena Schamp<br/>812-320-4036</p> | <p><b>Home2 Suites by Hilton</b><br/>1410 N. Walnut St.<br/>Bloomington, IN 47404<br/>Contact: Alexis Goodwin<br/>812-668-5999</p> <p><b>Office 360</b><br/>7301 Woodland Drive<br/>Indianapolis, IN 46278<br/>Contact: Dave Fleck<br/>317-632-1360</p> | <p><b>Osmon Chiropractic Center</b><br/>1332 W. Arch Haven Ave.,<br/>Ste C<br/>Bloomington, IN 47403<br/>Contact: Dr. Brandon Osmon<br/>812-333-7447</p> | <p><b>Riverway Plumbing</b><br/>5601 S. Old State Road 37<br/>Bloomington, IN 47403<br/>Contact: Neil Patzner<br/>812-327-8080</p> <p><b>Taste of India</b><br/>316 E. Fourth St.<br/>Bloomington, IN 47408<br/>Contact: Dharminder Singh<br/>812-333-1399</p> | <p><b>Wildman Imprints</b><br/>800 S. Buffalo St.<br/>Warsaw, IN 46580<br/>Contact: Joana Glasscott<br/>812-322-7332</p> |
|--|---|---|--|--|--|

## New Hires & Promotions

### Monroe County YMCA Welcomes Plunkett

The Monroe County YMCA has promoted Amy Plunkett to be the new group exercise director. Her role is to ensure a safe and comprehensive group exercise program that reaches a wide audience and meets members' needs. Plunkett has over 13 years of experience in the health and fitness field.

### Chandler Checklist Welcomes Crouch

Cheryl Crouch joined Chandler Checklist in January 2018 after 28 years at Indiana University. She has experience in marketing and communications, event planning, media relations, and project management. She enjoys helping to make people's lives less complicated. We are happy to have Crouch on the team.

### LIFEDesigns Welcomes King

LIFEDesigns welcomed Kristen King as the new community connector in January 2018. Her role will be to develop and implement a one-on-one mentor volunteer program pairing members of the community with LIFEDesigns customers in friendship and mentoring relationships. If you are interested in partnering with this program, please email [kking@lifedesignsinc.org](mailto:kking@lifedesignsinc.org).

## Awards & Designations

### Gillenwater receives 2018 IUPUI Distinguished Alumnus/Alumna Award

The IUPUI Distinguished Alumnus/Alumna Award was presented by the Purdue School of Engineering and Technology Alumni Association to Ms. Denean Gillenwater. It is awarded to a graduate of the Purdue School and Engineering and Technology, IUPUI, in recognition of outstanding achievement.

### Bloomington Express Office Earns Top Awards

Express Employment Professionals of Bloomington earned top honors at the staffing firm's Leadership Conference. The Bloomington Express office received the Administrative Fast Track Award for excellence and achievements in Administrative and Professional Staffing and the Circle of Excellence which recognizes top performing offices in the Express system.



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**Home2 Suites by Hilton** is an all-suite extended stay hotel designed for savvy, sophisticated, cost-conscious travelers staying in Bloomington for a few nights or a few months. At Home2 Suites you'll enjoy complimentary amenities designed with your comfort and convenience in mind. From Spin2 Cycle, our innovative combined laundry and fitness facility, to expansive community spaces like the Oasis. Our hotels are even pet friendly. Call 812-668-5999 today.



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### Busy B'z Kettle

**Corn** is a family owned vending business based in Mitchell, Indiana. We have the most sought-after caramel corn and lemon shakers in southern Indiana. We provide the highest quality products on the market. We commonly make six varieties of kettle corn, nine Flavor Burst soft serve ice creams and nine flavors of Lemon shakers. These shakers are made like no other they are the world's best. We provide services at festivals and fairs. We will also do special events if a commercial vendor with a family feeling is needed. Call 812-276-6088 today.

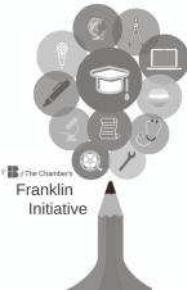


## A Great Year in Education

By Jim Inman, director of marketing and communications

It's hard to believe another school year is wrapping up ... but May brings the year to a close for students and teachers. It's been another great year of connecting and engaging our local students and schools, and we are so grateful for the support of the Monroe County Community School Corporation and Richland-Bean Blossom Community School Corporation.

Over the 2017-2018 school year The Franklin Initiative connected with hundreds of local students. One of our most popular programs is putting on the Reality Stores®, which engage local middle school students. Three of those Reality Stores® were held early in the school year, at Tri-North Middle School, Edgewood Junior High School and Batchelor Middle School. Our fourth Reality Store® was held on Wednesday, April 11 at Jackson Creek Middle School. In Reality Store® events, the participating students are introduced to a variety of “real world” costs and experiences — home



Courtesy photo.

FRANKLIN INITIATIVE UPDATE

continued on page 15



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## Let's Tee Off!

### The Chamber's Annual Golf Outing — Tuesday, June 7

The Greater Bloomington Chamber of Commerce is hosting their 35th Annual Golf Scramble on Thursday, June 7, 2018. This year's event will be held at the Bloomington Country Club, located on South Rogers Street.

The Chamber's Golf Scramble is a fun way to network and engage with local professionals. Teams of four may register on The Chamber's website, ChamberBloomington.org, and a variety of marketing opportunities are available as well. All the details about participating in the golf scramble are available on the website or by calling 812-336-6381.



# Women in Business:

## Local business leaders share insights

By Kasey Husk

**B**loomington realtor Lori Todd was in her late 20s, preparing to launch her own business, when an older man in the industry gave her some unsolicited advice.

“(He) told me that I probably won’t be cut out to do it, that it probably won’t work out,” Todd recalls. “I thought, ‘why can’t I? You do it, and I can too.’”

These days, Lori Todd is the owner of Choice Realty & Management, where she employs five other realtors and nine support staff. Seven years ago, in perhaps her most ambitious move yet, she purchased land and constructed the building that now holds her office.

Belief in yourself and your abilities is vital to success in business, said six local female business owners and leaders who shared their own experiences in the business world. While all concur there’s no one magic secret for making a business prosper or a career flourish, those looking to get into the world of business can help set themselves up to succeed through preparation, determination and a willingness to learn from others. And the reward, they say, can be the chance to create a deeply satisfying career along the way.

“The best advice I ever received was to trust in myself and my abilities to provide something great for my community,” said Sara Thornbury, owner of local fitness studio Pure Barre Bloomington. “I definitely experienced some self-doubt and anxiety leading up to opening Pure Barre Bloomington. By omitting fear of failure, I was able to undoubtedly move forward with my dream.”

### Launching a business brings satisfaction

It’s a running joke in wedding venue owner Anne Fields’ family that she is the only bride to ever take her wedding plan and turn it into a business plan.

That description isn’t far off from the truth. Fields and her then-boyfriend purchased farmland with a historic home and barn on it in Bloomington in 2015, and when the couple decided to tie the knot the following year the barn was a natural choice as a venue. From there, the idea of offering others the chance to hold their weddings at the farm they’d named Whippoorwill Hill was born.

In many ways this was not a necessarily an expected move for a former Marine and current project manager who, by her own account, never was one who spent much time imaging her wedding. But since starting the business, she’s found helping others to achieve their dream deeply satisfying.

“I really like it when people come out and when they love our venue,” said Fields, who is passionate about historic buildings. “We’ve put our heart and soul into it. It isn’t for some people, but when some brides comes out you can see it on their face that ‘this is where I want to have my wedding.’ ... It makes it seem like all the work we’ve done is worthwhile.”

Any business owner can attest that creating and growing a business isn’t



Lori Todd. Courtesy photo by Richardson Studios.



Sara Thornbury. Photo by Chris Howell.



Right and below: Choice Realty & Management. Courtesy photos.



**“(He) told me that I probably won’t be cut out to do it, that it probably won’t work out. I thought, ‘why can’t I? You do it, and I can too.’”**

**—Lori Todd**

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WOMEN IN BUSINESS  
continued on page 8



**Above:** Teacher Jamie Parsons, right, leads a Pure Barre Classics class; **right:** Pure Barre. Photos by Chris Howell.



**“The best advice I ever received was to trust in myself and my abilities to provide something great for my community.”**

—Sara Thornbury

## WOMEN IN BUSINESS

Continued from page 7

always easy, but, like Fields, all say that the end results are worth it. It is about more than making a living, they say: it is about making a positive difference in someone’s life.

For Todd, the best days as a real estate agent and property manager are the ones when she can help a group of people with whom she deeply relates — those who have lost a spouse. Todd was already in the real estate business when she and her husband married in 1996, but in an assistant capacity. When her husband died of cancer just three years later, Todd said she needed to throw herself into something that would keep her busy and went into the sales side of real estate full time. Two years later, she opened her own agency.

“In my real estate career I’ve worked with a lot of people who have lost a spouse and were forced to make that decision about selling a home,” she said. “It’s been really helpful for me to work with widows because I can relate to that, and I know the stress they go through.”

For Angel Reece, principal at Solidity Consulting, it is all about being “others-focused” in her business. Solidity offers business consulting services to individuals or organizations to help them achieve their strategic goals. Among her offerings are one-on-one coaching where she might perform “a series of personality and leadership assessments to determine opportunities for growth,” as well as working on large initiatives to help bring cultural changes to a company.

For Reece, satisfaction comes from seeing others achieve their goals, often while deliberately staying in the background.

“When (clients) see their vision and goals come alive and I’ve been a part of that, either individually or with an organization as a whole, that’s pretty cool,” said Reece, who has a doctorate in business psychology with an emphasis in leadership.

### Overcoming obstacles: strategies from women who’ve done it

Running a business always brings challenges, whether it is finding customers,

managing production or bringing employees together in a cohesive unit. To make a business a success, local female business leaders said, it is all about dealing with the obstacles as they are thrown at you.

Ashley Davis was just 23 years old when she took over management of a store in a small town in Linton, Indiana, requiring her to lead a crew of people twice her age. It was a situation that would be somewhat intimidating for anyone, but one that Davis had prepared herself to take on.

“My saving grace when I went from crew member to management at store level was the fact that I already acted like a manager,” she said. “I led by example, always rolled my sleeves up and got in there with the rest of

the crew, always training and developing myself and others. I also tried to be very poised and professional at all times.”

Today, Davis is in upper management at Heartland Beef Inc., a medium-sized franchisee of Arby’s, as director of marketing and digital communication for the entire company.

“They say, ‘Dress for the job you want, not the one you have,’” Davis adds. “I say, ‘Carry yourself for the job you want, not the one you have.’”

For Maria Carlassare, owner of Italian bakery Piccoli Dolci, the biggest challenge of her career has been, and continues to be, the struggle “to balance work with family and personal life,” she said. Running a small business means a huge time investment, she said.

Carlassare, a native of Italy, opened her bakery to share sweet treats from her

hometown with the Bloomington community six years ago. Her pastries are now served at 15 local coffee shops and sold at stores like Bloomington’s and the Butcher’s Block.

Carlassare’s strategy for tackling business challenges is to push herself to the limit — and then recognize that limit when she hits it, she said. “If something doesn’t work, something needs to be changed,” she said. In some cases, that has meant abandoning or altering recipes that were too time consuming to be workable, even if they were otherwise excellent.

Understanding her businesses identity and your market has also been important to maintaining her business, Carlassare

said. While there might be more money in also offering the same bakery treats as other businesses, such as cupcakes or muffins, she prefers to focus on her niche market of exceptional Italian pastries.

“Focus on the few very important things rather than trying to please everybody,” she advises.

The myriad of responsibilities facing a business owner can often be overwhelming, local leaders said, and it is important to have coping strategies to help deal with that. For Davis, that means taking the time to “recalibrate” when she feels swamped.

“I step back, take a breath, evaluate what I have done and what needs to be done, prioritize and make an action plan,” she said. “I always feel much better at that point.”

Sometimes the best thing you can do to push through a difficult time is to essentially give yourself a pep talk, Fields said. When she and her husband are facing difficulties with their wedding venue business, she said, “we sit there and talk ourselves through it.”

“One step at a time, one day at a time, we’re going to knock this out and it is going to be better tomorrow,” she said, quoting the couple’s pep-talk refrain. “We’re going to knock this out and it is going to be better next year.”

Women in particular have a habit of placing enormous internal pressure on themselves to be perfect, Reece said. Forgiving yourself for mistakes is vital to moving forward and overcoming obstacles in the future. In fact, the best piece of advice Reece ever received, she said, was from one of her early mentors who saw how hard she was on herself when she didn’t meet her own high standards.

“He said, ‘don’t *should* on yourself,’” she

recalls. “What he meant was, learn from your mistakes but rephrase it more positively. Instead of saying, ‘I should have done this,’ tell myself how great it is going to be next time when I do this (other) way.”

### Setting yourself up for success: advice from the experts

The food industry can be notoriously difficult to succeed in anywhere, and Bloomington is no exception. So when Carlassare first started thinking about opening Piccoli Dolci, she knew she had to be prepared.

“Be careful and do your business plan before you start the business,” she advises prospective entrepreneurs, adding that she took a small business course in Bloomington before she started the business as well. It’s an approach she highly recommends, six years later.

Once in business, locals say, it is all about finding the right people to work with. Trying to do everything on your own isn’t generally feasible, and will lead to being overwhelmed. For that reason, business owners need to add the ability to delegate to their leadership skills, Thornbury said.

“I am well aware that I will not be as successful doing it all on my own,” Thornbury said. “I have been blessed with such an incredible team of women who help me daily in the constant improvement of the studio. Each of them have amazing talents beyond Pure Barre, and therefore I proudly entrust in them tasks that allow those talents to shine.”

Networking, Fields said, is absolutely vital

**The biggest career challenge has been, and continues to be, the struggle “to balance work with family and personal life.” Running a small business means a huge time investment.**

— Maria Carlassare

**Right:** Maria Carlassare, Piccoli Dolci. Photo by Chris Howell; **below:** An assortment of Piccoli Dolci sweets/pastries. Photo courtesy of Piccoli Dolci.



WOMEN IN BUSINESS  
continued on page 10



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Heartland Beef Inc., a medium-sized franchisee of Arby’s. Courtesy photo.



Ashley Davis. Photo by Chris Howell.

**“They say, ‘Dress for the job you want, not the one you have.’ I say, ‘Carry yourself for the job you want, not the one you have.’”**

—Ashley Davis

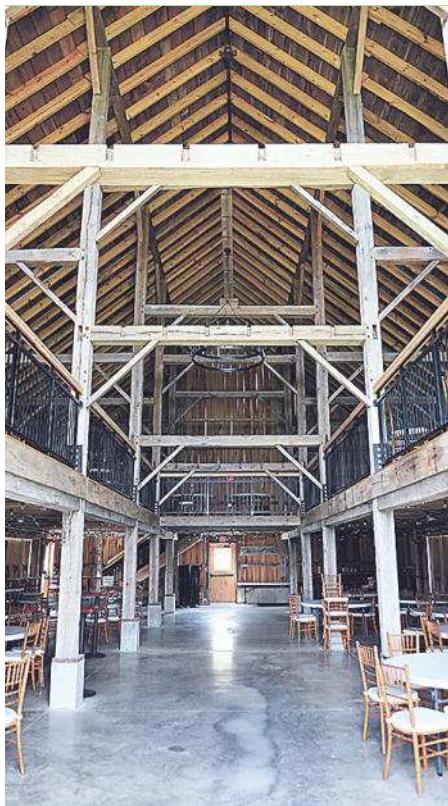
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Whippoorwill Hill. Photos by Chris Howell.

**“When you have a big project with a lot of working parts, it is so much easier when you have contacts you can reach out to and say, ‘hey, what do I do here?’ or ‘how do I fix that?’” And I feel like (networking) is something you are never done doing. Make yourself available for people to network with you, too.”**

**—Anne Fields**



## WOMEN IN BUSINESS

Continued from page 9

to making sure you find that great team to work with.

“When you have a big project with a lot of working parts, it is so much easier when you have contacts you can reach out to and say, ‘hey, what do I do here?’ or ‘how do I fix that?’” she said. “And I feel like (networking) is something you are never done doing. Make yourself available for people to network with you, too.”

Above all, they said, women going into business need to have confidence in themselves and in their abilities in business. Determination and grit, local leaders said, can take you far.

“If I have an idea, if I think of something that would help our business or push our business forward, I’m like a dog with a bone,” Fields said. “I want to run it down until I’m sure if it is doable or not.”

“Too often people second-guess themselves; try not to second-guess yourself and it will serve you well,” she added.



Anne Fields. Photo by Chris Howell.

## DEFINING EXCELLENCE

By Kasey Husk

**S**triving for excellence is a shared goal of most business owners, regardless of industry. But what “excellence” looks like to each person is highly individual.

“At the end of the day, I don’t care what everyone else thinks is excellent,” said Anne Fields, owner of Bloomington wedding venue Whippoorwill Hill. “I want to be excellent in my own regard. I am defining the parameters; I don’t need to live up to anyone else’s expectations.”

Like Fields, many other local leaders define excellence as relating to how they feel about the efforts put in during the day. Excellence “looks different on different days for me,” said Angel Reece, principal at Solidity Consulting. “But when I walk away from a day and I feel like I gave my best and made a difference in the life of someone else and really poured everything into someone else being successful, that feels pretty great to me.”

For Lori Todd, owner of Choice Realty & Management, excellence is not only fulfilling the needs of her customers but of meeting the expectations of herself and her staff. “If we have good customer service and we made people happy, then I feel like we’ve accomplished excellence,” she said.

Pure Barre Bloomington’s Sara Thornbury draws inspiration every day from her clientele, who come to her fitness studio in an effort to improve their health and achieve their goals. “Seeing them proudly and ambitiously finish a class and congratulate their neighbor for doing the same inspires me to be better,” she said.

Helping others to achieve that feeling of empowerment is her top priority, and her definition of excellence is when she is able to do just that.

“Excellence, to me, is true happiness,” she said. “If everyone involved is genuinely happy and gaining positivity through Pure Barre, then I believe excellence has been achieved.”



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# Primetime 2018 – Oh, What a Night!

By Jim Inman, director of marketing and communications

**W**hat happens when you combine more than 80 local businesses, great barbeque, perfect weather and a community that enjoys it all?

You have Primetime, The Chamber's annual business-in-a-briefcase and BBQ cook-off, held on Wednesday, April 25 at the Monroe County Fairgrounds. The annual gathering is a combination of The Chamber's monthly Business After Hours, plus a special opportunity for community members to meet local businesses and organizations. This year the BBQ teams showed off their

skills of cooking pulled pork, St. Louis ribs, chicken and brisket.

Vendors inside the fairgrounds community building were on display, and attendees could talk with people in a variety of industries. Nonprofit groups were able to share their stories, and businesses had the chance to introduce themselves to the hundreds of attendees.

Attendees at Primetime had the opportunity to sample food from several different businesses.

## PRIMETIME

continued on page 12



Grand Champion: Limestone BBQ. Courtesy photo.

At the end of the event, The Chamber and Master Rental, the Primetime Premiere sponsor, presented a number of awards to the BBQ teams:

**People's Choice Award:** Great White Smoke

**St. Louis Ribs:** Second Runner-Up — Kroger; First Runner-Up — Smokin' Jack's Rib Shack; Champion — Limestone BBQ

**Chicken:** Second Runner-Up — Kroger; First Runner-Up — Limestone BBQ; Champion — Great White Smoke

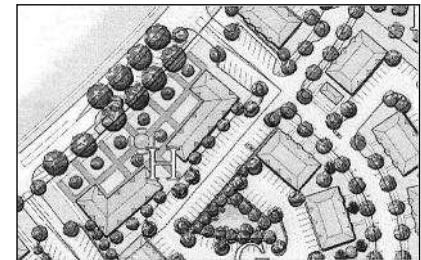
**Pulled Pork:** Second Runner-Up — Limestone BBQ; First Runner-Up — Kroger; Champion — Smokin' Jack's Rib Shack

**Brisket:** Second Runner-Up — Smokin' Jack's Rib Shack; First Runner-Up — Great White Smoke; Champion — 812 BBQ

**Grand Champion:** Limestone BBQ



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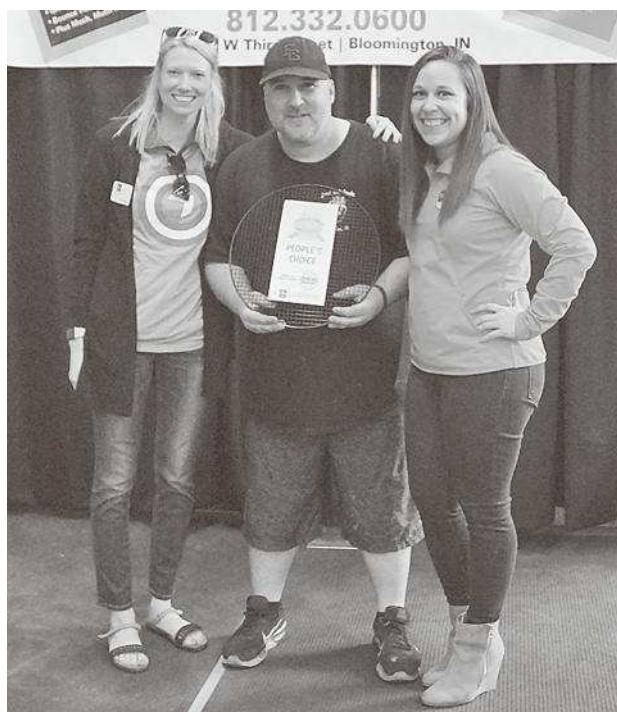
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**Above and below:** Primetime 2018. **Right:** Grand Champion: Limestone BBQ. Courtesy photos.



## PRIMETIME

Continued from page 11

Inside the expo area were Mr. Delivery, Meadowood Retirement Community, Jack's Donuts, Domino's Pizza and Piccoli Dolci. Libations from Oliver Winery, Friendly Beasts Cider, Bloomington Brewing Company and Cardinal Spirits were available for purchase throughout the evening as well.

The BBQ competition is always a highlight of the event, and this year was no exception. Judging of the four meats took place during the first hour of Primetime, to allow the teams to highlight their best meats. The doors were open for attendees to enjoy BBQ during the final two hours of the event.

While outside, children could play in one of two inflatable bounce houses, provided by the Premiere sponsor of Primetime, Master Rental. B97 was also in attendance, and a handful of lucky Chamber members won opportunities for a live spot on B97 with Kev The Flyin' Hawaiian.

The Chamber truly appreciates the number of volunteers who helped make this year's Primetime a success. Thanks goes out to those who helped set up and tear down the tables, chairs and equipment for Primetime. Thank you to Markey's Rental and Staging for their ongoing support, and for helping to make Primetime sound great. We appreciate JB's Salvage for helping with trash collection at Primetime. We also want to thank members of the Edgewood High School band, who came out to assist in various roles throughout the event. And a thank you to this year's contributing sponsors — Author Solutions, Building Associates, Fourwinds, ProBleu and Stonecroft Health Campus — for their support of Primetime. Lastly, thank you to the Monroe County Fairgrounds for hosting us this year.

For additional photos of the 2018 Primetime event, please visit The Chamber on Facebook at [facebook.com/ChamberBloom](https://facebook.com/ChamberBloom).



## HYPE NEWS

Continued from page 4

Wednesday to Tuesday, to accommodate for the City Council's regularly scheduled meeting.

The first hYPe "Bring Your Boss" luncheon is in the works for late June or early July. The topic will be on mental health and stress management for young professionals. The hYPe steering committee is coordinating the panelists and venue, and we look forward to sharing the details in next month's issue of BizNet.

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!



## CHAMBER VOICES

Continued from page 3

The Chamber is also hosting the first Human Resources Conference in June. While the phrase "Human Resources" is in the title, this half-day event is designed for a small business owner or manager who wears multiple hats. We'll have speakers on a variety of topics — generational work force, respect in the workplace and legal updates. This event is open to anyone interested in learning more about HR topics. We hope you'll join us — watch for details on The Chamber's website and in our e-communications.

I encourage everyone to read through *BizNet*, and especially pay attention to our new and renewing members. We are grateful for our 860+ members — for their ongoing support of The Chamber and of

business in Bloomington and Monroe County. Don't forget that you can meet each of The Chamber's member businesses on our website. We have a diverse community, and it's echoed in our members.

Enjoy your May ... hopefully we won't see any more snow for some time! And, Happy Mother's Day to all the mothers, grandmothers, mothers-in-law and any other women who help nurture a child!



## CHAMBER BRIEFS

Continued from page 5

### Bailey & Weiler Design/Build Named BASCI Builder of the Year

Bailey & Weiler Design/Build has been named Builder of the Year by the Building Association of South-Central Indiana. Bailey & Weiler was selected based on the quality of their design and construction projects, business reputation and contributions to the industry and community.

### Edward Jones Named the No. 1 Best Workplace

Edward Jones has been named the No. 1 Best Workplace in Financial Services & Insurance by Great Place to Work and FORTUNE magazine. The ranking considered input from more than 76,000 employees in the Financial Services & Insurance sector. Rankings are based on employees' experiences.

## Opportunities & Events

### Sip, Shop and Social Event Planned

Saturday, May 12 from 11 a.m. to 2 p.m., Steeplechase will host "Sip, Shop, and Social" event to benefit Big Brothers Big Sisters of South Central Indiana. There will be women-owned pop-up shops, a fashion show, and a "Purses with Purpose" silent auction. Refreshments provided. RSVP online at [big-sindiana.org/sipandshop](http://big-sindiana.org/sipandshop).

### College Mall Announces Upcoming Family Programming

College Mall invites families to the mall on Saturday, June 2 for a family-oriented event, Music Mania, from 1-3 p.m. Music Mania will allow children and parents to learn about different types of music, while also providing the opportunity to let loose and dance. For more information, visit [shop-collegemall.com](http://shop-collegemall.com).

## Other

### New Housing4Hoosiers Website

Housing4Hoosiers.org is a new one-stop tenant resource website. Renters and landlords will find a wealth of information on finding and keeping rental housing, tips on leases and security deposits, tenant-landlord rights and responsibilities, fair housing, plus a Google map and a spreadsheet with detailed information about over 150 local rental properties.

### ResourceMFG Staffing Solutions Partners with Penn Foster to Attack Skills Gap

ResourceMFG has partnered with Penn Foster, a leader in online education designed to address the skills gap in America, to offer career focused courses free of charge to our associates. Courses will focus on warehouse, production, safety and clerical. For more information, visit <http://ow.ly/p31C30j-3W0Q>.

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### LIFEDesigns Receives Donation

LIFEDesigns would like to extend thanks to nimboIP, a business-to-business managed service provider of telecommunications and information technology solutions, who recently provided an in-kind donation of over \$20,000 in equipment and labor to upgrade the agency's phone system. LIFEDesigns supports over 420 people with disabilities across five counties in Indiana.

### Hilliard Lyons Unveils New Brand and Logo

Hilliard Lyons is unveiling a new brand and logo firm-wide. The Bloomington branch will reveal the new Hilliard Lyons logo soon in its exterior signage. The new logo and branding elements are a dramatic departure from the firm's former bull-and-bear-and-tickertape logo, which the firm has used since 1973.



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Congratulations to Tacos & Tequila Sports Bar on their ribbon cutting. They opened a new restaurant next to the west side El Rancho Authentic Mexican Cuisine. Visit them at 2100 S. Liberty Drive, Suite C for some delicious tacos and drinks!



Bloomington storage solution manufacturer Organized Living. Photo by Chris Howell.

## SPOTLIGHT

Continued from page 1

Organized Living manufactures more than 6,500 component parts for its various storage systems at a 630,000-square-foot facility on Strong Drive, which employs about 85 people. However, Taylor said, many Bloomington residents don't even realize the company is there, no doubt in large part because the company does not sell directly to the consumer. Instead, it partners with independent dealers, who work with builders and professional installers.

Organized Living doesn't sell to big-box retailers, Taylor said. "The main reason is, we don't want to compromise our quality to meet mandated price points," he said. "Our products have a higher-end quality: larger diameter steel, stronger hardware used to mount the products to the walls, more weight per linear foot. It's just all around a tougher, stronger, better-looking product."

The desire for high-quality products has always been the driving force behind Organized Living, ever since its founding in 1919. Two brothers, George and John Schulte, were in the business of selling plumbing fixtures but were dissatisfied with the quality of products they were seeing. Figuring they could do it better themselves, they started the Schulte Brass Company in their father's garage, and

## SPOTLIGHT

continued on page 15

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## SPOTLIGHT

Continued from page 14

by the 1930s were recognized as an industry leader in metal casting, as well as in copper-, nickel- and chrome-plating, Taylor said.

George's son-in-law, Elmer Kokenge, took over the business in 1960. Under his stewardship the company developed epoxy-powder coating, a metal-finishing process that led the way for the entire industry. As a result of this development, the company started producing metal shelving in the mid-1970s and by early 1980s the company had switched to producing exclusively storage solutions.

The company is currently under its third generation of family leadership with Elmer's son, John Kokenge, at the head of the company. The company had acquired the name Organized Living from a retail company that had gone out of business, and in 2013 it started exclusively using the moniker — along with the tagline “we help people organize their lives,” — to better reflect what the company does.

“It is really the history of this company that we are constantly innovating with the products we are offering to the marketplace,” Taylor said. “We are more closely in touch with what the consumer wants and we try to make sure that information is getting to builders and developers, along with products and support to be successful in meeting that need.”

That innovation has helped the company weather some extremely difficult times over the years, Taylor said, including wars and recessions. The company faced its most difficult period in recent history beginning in 2007 with the housing crash and subsequent recession, which led to the company — tied so tightly to the housing

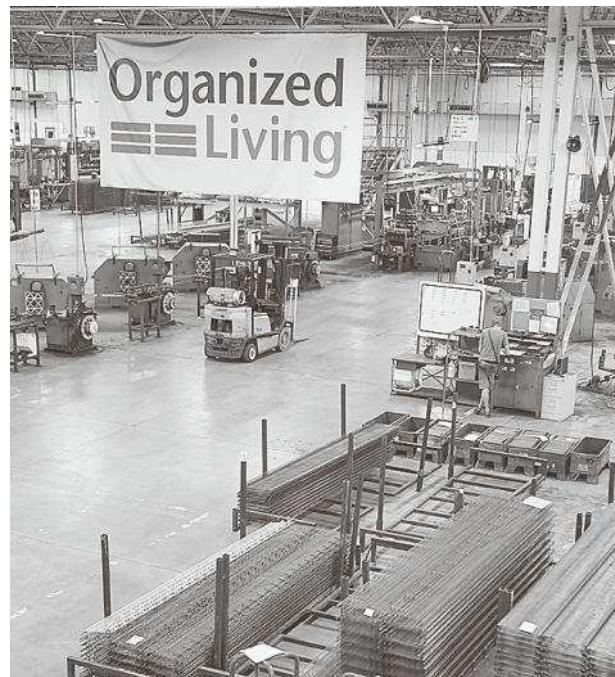
industries — to have to make some difficult decisions.

However, the company used that time to work towards streamlining and improving both its manufacturing and business processes, Taylor said. Now, he said, the company has the ability to “produce and ship a lot more product than pre-recession levels, and with fewer people.” It also made the decision to diversify into the multi-family housing market, which has helped promote growth.

Right now, the company is strongly focused on using technology to help its network of dealers across the United States and Canada sell its products. It offers training sessions to its partners, as well as a software system that allows people to easily customize the design of a storage system or closet from among the thousands of component parts that the Bloomington facility creates. Designers can simply enter the dimensions of a closet or other area that needs storage, and three-dimensional models of different possibilities will pop up on the screen. “A push of a button changes colors and accessories, and then you see the changes in front of your eyes,” Taylor said. “Another push of the button sends it to your cart.”

After all, what Taylor believes will keep the company going for another 100 years, he said, are “the things that have gotten us here for the first 100.”

“That’s innovation: not only in products but in how we get the product to the marketplace,” he said. “How we make it easy on the builders and the owner-developers to be able to offer their customers storage and organization systems — and in particular upgraded storage and organization systems — and make it very easy on them so that all they see and focus on is the additional profits it brings them.”



Bloomington storage solution manufacturer Organized Living.  
Photos by Chris Howell.

## FRANKLIN INITIATIVE UPDATE

Continued from page 6

ownership, insurance, utilities and many more. To witness the students thinking about and planning their finances, based on their GPA and chosen profession, is really a fun experience for the volunteers ... and the students do benefit from the interaction with everyone.

The two fairs presented by The Franklin Initiative — the Employment and Job Skills Fair and the STEM and Life Sciences Career Fair — also allow students to meet and engage with local professionals. Students who attend these fairs speak directly with a variety of different companies, organizations and universities

to discuss career and education opportunities. The participating organizations enjoy the chance to meet with local youth — in fact, last year one of the company representatives shared how enthusiastic the students were, calling it “refreshing to answer their amazing questions.”

At the end of 2017 The Franklin Initiative announced the opportunity to nominate local educators for the Educator of the Year awards. As usual, a large number of nominations were received — an indication of the strong educational systems we have in our area. The honorees were recognized in late February at a special celebration at the Monroe Convention Center. If you missed the opportunity to hear the

stories of the honorees, visit The Chamber's website, [ChamberBloomington.org](http://ChamberBloomington.org), and visit The Franklin Initiative area. We have the honoree videos available to watch there.

There have been multiple other interactions with our local schools and students — job shadowing and mock interviews, speaker panels focused on a certain industry and much more. The Franklin Initiative — and The Chamber — are very fortunate to have so many wonderful individuals and companies who volunteer their time, knowledge and expertise to encourage our local youth in their educational journey. The foundations built by parents, school systems and the entire community are what make for a great future.



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