



# biznet

A Greater Bloomington Chamber of Commerce Publication

NOVEMBER 2015 VOL. 27, NO. 11

## Canopy of Lights

NOVEMBER 27<sup>TH</sup>

Watch as Santa transforms downtown Bloomington into an amazing, sparkling winter wonderland!

6pm - Activities

7pm - Ceremony

CFC™ PROPERTIES

HT-6274655

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Michael Cassady and his head chef and son Lake Hubbard run the Uptown Café. Photo by David Snodgrass

## Spotlight: Uptown Café

### Owner made Cajun flavor a Bloomington tradition

By Kasey Husk

**M**ichael Cassady was a 26-year-old political science graduate armed with neither business experience nor formal culinary training when a friend talked him into purchasing a 30-seat diner on contract in 1976.

Not being one to back down from a challenge, Cassady ordered some instructional VHS tapes to learn advanced cooking techniques and got to work serving up “quality, real food.”

Today, the restaurant Cassady christened the Uptown Café almost 40 years ago is a Bloomington institution. The Cajun-inspired restaurant serves breakfast, lunch, dinner, brunch—with a full-service bar—in an ambiance that Cassady hopes is “warm and soulful.”



### REGISTER NOW FOR THESE UPCOMING EVENTS

Hosted by the Greater Bloomington Chamber of Commerce

#### NOVEMBER

- 11 hYPe's Historic Happy Hour – Monroe County History Center
- 12 Business After Hours – MainSource Bank
- 19 I-69 Summit – Bloomington/Monroe County Convention Center

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



Food banks and businesses that give

See pages 7-10 inside

SPOTLIGHT continued on page 14



Coming in December:

Our annual “Crystal Ball” issue shares 2016 predictions from local business leaders

# 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.

## Plastic Bag Ordinance

The City Council has been approached by a local advocacy group that wants to ban single-use plastic bags at all retail locations in Bloomington and charge 15 cents for any bag provided to customers. The City Council and staff are researching the issue and have indicated that the issue will not be addressed until 2016. In anticipation of the City Council looking at the issue in 2016, The Chamber staff, City Council members, Mayoral Candidates, select city staff, and Center for

Sustainable Living group members attended a tour of the Novolex plastic recycling facility, the largest plastic bag recycling facility in North America, located in North Vernon, Ind. The tour was an educational opportunity for those who participated to understand the process and continue to research the impacts and opportunities of plastic bag programs.

## Transit Focus Group

Members of The Chamber's Legislative Council, along with key stakeholders in the city and county, are working with our state legislators on expanding transit options for Monroe County. During the 2015 legislative session, Senator Mark Stoops authored SB 379 to give the Monroe County Council authority to expand Bloomington Transit into Monroe County through an increase in the County Option Income Tax. The bill passed the Senate but did

not receive a hearing in the House. The Transit Focus Group is developing a strategy for moving the legislation forward in 2016. Part of this discussion includes a plan on how to best integrate existing services with Bloomington Transit and Rural Transit to provide services for Monroe County's residents and workforce.

## Urbanizing Area Plan

The Monroe County Urbanizing Area Plan final draft is complete. The Monroe County Plan Commission and the County Commissioners held a joint meeting in late August to accept public input. Minor changes were made as a result and the Plan Commission held a second public hearing in mid-October. The Commission then voted unanimously to recommend approval to the County Commissioners. The Commissioners are

soliciting any final comments from the public and then will vote to approve or not. MKSK has been funded to develop a more detailed recommendation on the distribution of the types of employment within those areas designated for employment. The Chamber has supported the plan and has applauded Monroe County officials and consultant group MKSK for including stakeholders and the public in the process for the plan's development throughout the past year. Along with support for the plan, The Chamber is advocating for the county to hire a consultant to develop the ordinances that will support the plan, recognizing the limited staff resources for the county and the time it would take to create the ordinances.

## I-69 Section 6 Update

INDOT is currently reviewing five preliminary alternatives for the final

leg of the I-69 project connecting Martinsville and Indianapolis. Each of these preliminary alternatives will be further refined and analyzed over the next few months through traffic modeling, field work, access evaluation and other screening methods. From this process, the most reasonable alternatives will be identified and included in the Draft Environmental Impact Statement (DEIS), which is expected to begin in the first quarter of 2017. A preferred alternative will be selected through the DEIS process, with the Final Environmental Impact Statement and Record of Decision expected in the first quarter of 2018. INDOT will hold fourth quarter public information meetings for I-69 Section 6 in the following communities:

Perry Township Nov. 30 at Perry Meridian High School, 6 to 9 p.m.

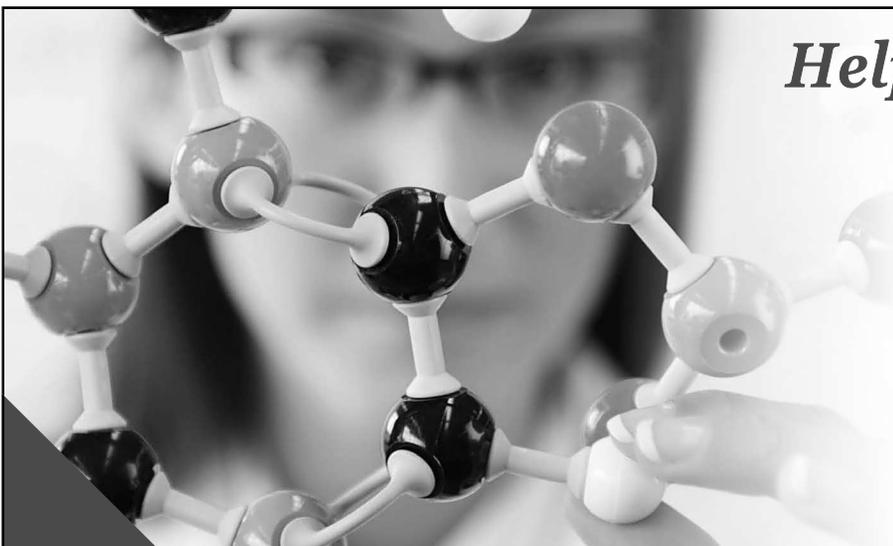
Mooresville Dec. 2 at Mooresville High School, 6 to 9 p.m.

Martinsville Dec. 3 at Martinsville High School, 6 to 9 p.m.

The reasonable alternatives, based on the preliminary alternative evaluations, will be presented at the public information meeting. Further information about the Section 6 project can be found on the INDOT website: <http://www.in.gov/indot/projects/i69>

## I-69 Summit: Driving The Future

Plans are in progress for the 2015 I-69 Summit Nov. 19 in Bloomington. The event builds on the success of the 2014 summit that drew more than 400 attendees from the I-69 corridor between Texas and Canada. This year's summit will bring together stakeholders from various sectors to enable collaboration and leverage the new and existing I-69 corridor from a statewide and national perspective. Speakers include Undersecretary of Policy for US DOT Peter Rogoff, Eno Institute Senior Fellow Jeff Davis, Executive VP of Subaru of Indiana Automotive Tom Easterday and Canadian Consul General Douglas George. Topics will focus on transportation and infrastructure of the future, infrastructure funding, interchange development and regional marketing and branding. There will be a variety of speakers and breakout sessions. For more information including registration, visit [I69Summit.com](http://I69Summit.com)



## Helping Indiana THRIVE

Innovate Indiana harnesses the power of Indiana University innovation—turning discoveries into cures, new business, and a healthier economy—and fulfilling the promise of helping Indiana thrive. Discover how IU makes Indiana stronger at [innovate.indiana.edu](http://innovate.indiana.edu).

 INNOVATE INDIANA

HT-6248779

# Changes and Opportunities

By *Jeb Conrad, president and CEO*



Jeb Conrad. Courtesy photo

Your Chamber continues to serve as the voice of business in our 100th year and we are looking forward to partnering with our newly-elected Bloomington mayor and new and re-elected members of the Bloomington city council. We congratulate the successful candidates and look forward to working with the new city administration and city council in 2016.

The Chamber is also looking forward to the Indiana legislative session next year. Our legislative committee and our staff are working on our legislative agenda, which will be rolled out at our annual Legislative Preview event.

This event features the Monroe County legislators and will be held on Jan. 8, 2016 from 11:30 a.m. to 1 p.m. at the Bloomington Country Club. We welcome members from our partner the Ellettsville Chamber to attend the event, and we look forward to hearing about the expectations for outcomes and issues of the upcoming short session.

The Chamber's Franklin Initiative will also be hosting our Educators of the Year Awards this February. This is an opportunity for the business community to recognize educators and administrators for their dedication and hard work in educating our kids as they become the workforce of the future. Nominations for the awards are now

available on our website, so please feel free to participate! It is a great event and we are excited to recognize our education professionals.

We are also excited to welcome Anne Bono to the Chamber staff. Anne is our new director of advocacy and public policy and we are excited to have her talents on board at the Chamber. She will lead advocacy strategies for the Chamber as well as the Hoosier Voices for I-69 partnership. Anne can be contacted now at the Chamber office or by email at [abono@chamberbloomington.org](mailto:abono@chamberbloomington.org).

The Chamber would like to thank all of our members and our partners in the community for helping us celebrate our Centennial this year. With all of your engagement and support, the Chamber was able to commemorate this milestone with many specialized events and partnerships with the community, and honor the rich history of the Chamber here in Bloomington and Monroe County. We truly thank you for all of the support.

As the voice of business for the last 100 years, your Greater Bloomington Chamber of Commerce members, board, committees and staff are proud to be part of this community. We continue to work diligently on advocacy and public policy at the federal, state and local levels, to find and enhance membership value, and to partner locally and regionally to ensure our community's success. 

**"As the voice of business for the last 100 years, your Greater Bloomington Chamber of Commerce members, board, committees and staff are proud to be part of this community!"**

## CONTACT BIZNET

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

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

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

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

Thank you for your interest in *BizNet*!



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

## STAFF, PARTNERS & BOARD MEMBERS

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

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Patty Goldman, *Graduation Coach for RBBSC*  
Kelsie Holt, *Membership Services and hYPE Coordinator*  
Melanie Humbar, *Graduation Coach for MCCSC-BHSN*  
Larry Jacobs, *Government Relations - City*  
Carol Kelly, *Events Coordinator*  
Mary Jo Orlovski, *Director of Membership*  
Heather Robinson, *VP of Operations*  
Jim Shelton, *Government Relations-County*

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

### OFFICERS

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Mark Moore, *IU Health—Bloomington*  
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Amy Somers Kopp, *RE/MAX Acclaimed Properties*  
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# Fall Fun with hYPe

In October hYPe hosted a tailgate before the IU vs. Louisville men's soccer game. Perfect fall weather was paired with a pitch-in as attendees networked and headed to the game. The Chamber thanks IU Athletics for hosting the group.

The next event takes place at the Monroe County History Center Nov. 11 from 5:30 to 7:30 p.m.—join hYPe's Historic Happy Hour. The Monroe County History Center and Oliver Winery host this free event. To register, please visit [ChamberBloomington.org/events](http://ChamberBloomington.org/events).

Looking to next year, hYPe is grateful for the continued support of sponsors.

Businesses with a strong demographic of young professionals should consider sponsoring hYPe in 2016. By supporting hYPe, a company supports its own young talent through cultivating the next generation of Bloomington leaders and contributing to a vibrant community of young professionals.

For more information, please contact Kelsie Holt at [kholt@chamberbloomington.org](mailto:kholt@chamberbloomington.org).

*hYPe is a group of young professionals age 21-40 who connect and engage through fun, structured networking events. Participation is free, but registration is requested.*



Courtesy photo

**hYPe**  
news

# Four Ways for Students to Succeed

The Franklin Initiative is a program of the Greater Bloomington Chamber of Commerce that provides career awareness and workforce development services for youth in Monroe County, Indiana. The Franklin Initiative accomplishes this by offering a variety of real-world experiences that help middle school and high school students get excited about and understand the importance of education. These programs illustrate the multitude of career options that are available to students by introducing them to local professionals from a number of different career fields.



The Franklin Initiative offers four programs for students this fall: the Reality Store program, the Speakers Bureau, Career Days at Edgewood, and the STEM Career Fair.

The Reality Store program is a simulation that takes place in local middle schools to help students appreciate the realities of life and achieve a better understanding of personal finance. Each student selects a profession from a list of careers based on their current GPA. They are then given the average salary of a 28-year-old working in the selected profession. The students visit sixteen stations, such as transportation, housing and clothing, and determine how to properly spend their salaries in order to make ends meet.

The Speakers Bureau takes place in classrooms at Bloomington High School South twice per month and at Edgewood High School once per month. At each

**FRANKLIN INITIATIVE** continued on page 8



## LIVING HEALTHIER IS WHY

Find it all at the Y. We have programs for every fitness level and interest, personal training, swim lessons, healthy lifestyle classes, free classes and childwatch, and so much more.

Join the Y today!

Find out more:  
[MonroeCountyYMCA.org](http://MonroeCountyYMCA.org)



**Northwest YMCA**  
1375 N. Wellness Way  
Bloomington, IN 47404

**Southeast YMCA**  
2125 S. Highland Avenue  
Bloomington, IN 47401

### MEMBER RENEWALS

- Aflac – Kyle Ellison
- Bloomington Ford
- EuDaly Incorporated

- Foundation of Monroe County Community Schools
- Hylant Group
- IU – Indiana Memorial Union Biddle Hotel & Conference Center
- John Bethell Title Company, Inc.

- LifeDesigns, Inc.
- Luke Eades, D.D.S., P.C.
- Mr. Delivery
- NEXTWAVE Management Group
- Organized Living
- Rincon Energy, LLC
- Royal Mazda

- Ruoff Home Mortgage
- Scholars Inn Bed & Breakfast
- SIHO Insurance Services
- Springhill Suites by Marriott, Bloomington
- TrainCom Ventures, LLC
- Troyer Foods

### NEW MEMBERS

**AZTEC Engineering Group, Inc.**  
1145 N. Sunrise Greetings Ct. Suite 200  
Bloomington, IN 47404  
812-717-2554  
Contact: Adrian Reed  
[www.aztec.us](http://www.aztec.us)

**Medbulletin, LLC**  
405 W. 6th Street, Suite G  
Bloomington, IN 47404  
812-269-6207  
Contact: Paul Lukey  
[www.medbulletin.com](http://www.medbulletin.com)

**Wagon Wheel Market, Inc.**  
1915 S. Walnut Street  
Bloomington, IN 47401  
Contact: Jack Craig  
[www.wagonwheelmarket.com](http://www.wagonwheelmarket.com)

**Bloomington Insiders Tours**  
1014 S. Washington Street  
Bloomington, IN 47401  
812-322-2211  
Contact: Sharon Porter Phillips  
[www.bloomingtoncomedy-tour.com](http://www.bloomingtoncomedy-tour.com)

**D's Detailing Services**  
719 E. Sherwood Hills Drive  
Bloomington, IN 47401  
812-369-3684  
Contact: Dustin Dyer  
[www.dsdetailingservices.com](http://www.dsdetailingservices.com)

**Monroe County Youth Soccer, Inc.**  
2741 Kegg Road  
Bloomington, IN 47403  
812-333-8010  
Contact: Michael Grubb  
[www.cutterssoccer.org](http://www.cutterssoccer.org)

**Stefano's Ice Café**  
101 W. Kirkwood Avenue, Suite 021  
Bloomington, IN 47404  
812-331-0575  
Contact: Ahmad Popeayer

**Tri Star Engineering**  
3000 W. 16th Street  
Bedford, IN 47421  
812-675-5376  
Contact: Carlos Gaitani

## CHAMBER BRIEFS

### New Hires & Promotions

#### Miller joins

##### FC Tucker Commercial

David Miller has joined FC Tucker as a commercial broker. Miller specializes in land and building purchase and sales, leasing, and build-to-suit and spent the last 15 years developing and managing commercial and industrial properties.

#### Gjerdingen Joins Firm

Mallor Grodner welcomes Erick Gjerdingen to the firm. Gjerdingen has practiced law in Nevada and Oregon where he focused on business reorganization and creditors' rights, real estate transactions and corporate governance issues.

#### Commercial Service CEO to Retire

Commercial Service has announced that its president and CEO Michael G. Sonneborn will retire. With Sonneborn's recommendation and unanimous support from the board, Scott Rink was named president and CEO. Rink joined Commercial Service in 2003 as the vice president of operations.

#### Big Brothers Big Sisters Welcomes Silvers

BBBS welcomes Kaitlynn Silvers, new individual giving and events manager. She served as vice president of BBBS at IU in 2014 and was president in 2015. Silvers looks forward to leading the 2016 Bowl for Kids' Sake campaign.

#### New Board Members

The Foundation of Monroe County Community Schools has made three new additions to the board of directors. Nicole Bolden, Joshua James and Brian Neary joined the board. Bolden serves in the city clerk's office, James works at Bill C. Brown & Associates and Neary works at IU-University Institutional Research and Reporting.

#### Blue and Co., LLC News

The Seymour office of Blue & Co., LLC, a regional CPA firm with 10 offices in 4 states, promoted Shawn Pooler. Pooler, CPA, has been promoted to audit manager. He has industry experience in nonprofit and employee benefit plans. Chad VanLiew has joined the firm as a full-time staff accountant for the audit department. He received a Bachelor of Science degree in accounting.

### Awards & Designations

#### Cairril.com

##### Wins Design Awards

Cairril.com Design & Marketing won two American Graphic Design Awards for recent work. The winning pieces are a website for Bloomington-based WSPROPERTY Group and a logo for Alaska-based Reinventing Schools. See the winning designs at cairril.com. Cairril.com recently celebrated 14 years in business.

#### Meyer Najem Wins Awards

The Associated Builders and Contractors (ABC) of Indiana/Kentucky has awarded Meyer Najem Construction the Award of Excellence for the Nickel Plate Building, Executive Management Services



**BeeHive Homes** is now open to welcome and pamper its residents. BeeHive Homes is a home-like setting that offers assisted living benefits to its residents. In addition to the look and feel of a home, they provide 24/7 caregiving, lodging, and all meals and snacks. Weekly laundry, daily light housekeeping, wellness activities and transportation to appointments is included in a flat, all-inclusive fixed monthly charge. BeeHive Homes values compassion, excellence of care, dignity and privacy in senior care. At BeeHive Homes, it's not about aging but living life to the fullest. BeeHive Homes is locally owned and operated at 2306 West Third Street in Bloomington. Call 812-955-0800 or visit [beehivehomes.com/](http://beehivehomes.com/) Bloomington.



**Farmers Insurance agent John Jessep** will take care of your insurance needs. Jessep is a Bloomington native and loves his hometown. He's happy to serve his community by meeting its insurance needs, from car insurance to life insurance. He considers each client a special case with a unique situation. His strength is matching every client with one of the many programs that Farmers Insurance offers. Jessep will be there for you from the time you inquire about a policy through any claim you may have. Call 812-821-3831 or visit [farmersagent.com/jjessep](http://farmersagent.com/jjessep).

Build-Out and Ruth's Chris Steak House at Ironworks. Meyer Najem was also recognized as achieving ABC's STEP Diamond Level achievement in safety.

#### City of Bloomington Code Award

The City of Bloomington's InRoads application was named among the inaugural winners of the Code for America Technology Awards. InRoads is a digital service developed by the City of Bloomington Information & Technology

Services (ITS) Department which shows current and future road closings, lane reductions and other traffic issues.

#### Grant Awarded to Helm

The Foundation of Monroe County Community Schools' executive director Cyrilla Helm has been awarded a \$5,000 grant from the Indiana Association of Public Education Foundations to complete the Lilly Fundraising School's certificate in fundraising management.

### Opportunities & Events

#### The Burton Group Gives

The Burton Group is serving as a drop off point for Samaritans Purse/Operation Christmas Child. The dates for giving are Nov. 16 to 23. To participate, fill a shoe box with non-perishable items like hair accessories, pencils, markers, coloring books, and gum and take it to the Burton Group office. Call 812-334-4000 or visit [burtontrust.com](http://burtontrust.com) for more details.

#### Fall Leaf Collection

Residential leaf collection for bagged leaves and curbside leaf vacuuming takes place now through Thursday, Dec. 24. City of Bloomington Public Works reminds residents that composting or mulching leaves is the greenest way to reduce waste. A full schedule of collection information is available at [bloomington.in.gov/leaves](http://bloomington.in.gov/leaves) or call 812-349-3443.

**David Miller** has returned to Bloomington and to join FC Tucker as a commercial broker, specializing in land and building purchase and sales, leasing and build-to-suit. He is the former director of the Bloomington Small Business Development Center and spent 15 years developing and managing commercial and industrial properties. Miller offers specialized services to commercial building owners, including market valuation, rate analysis and preparation of scaled floor plans for maximum square foot rental. For businesses planning to move to new commercial space, Miller can assist in finding the perfect space, utilizing market data analysis and getting the best possible rate. For those thinking about selling a business, he can assist with the valuation and marketing strategy to attain maximum return. Call 812-330-7566 or email [david.miller@tuckerbloomington.com](mailto:david.miller@tuckerbloomington.com).



**Quaff ON! Bloomington**, located at 116 North Grant Street in the heart of Bloomington's dining and entertainment district, is a distinctly different kind of tap room. QOB features 24 taps, anchored by eight great beers from Quaff ON! and Big Woods, including the iconic Busted Knuckle Ale. At QOB, the beer enthusiast can build a flight of beers of his or her choosing, guided by knowledgeable staff. QOB also has a thoughtfully-developed wine list and other beverages. Whether you're in the dining room sitting at the bar or relaxing out on the deck, QOB wants you to feel welcome. The definition of the word "quaff" is "to drink heartily and with gusto." Join QOB for a drink today. Call 812-335-1821 or visit [www.quaffon.com](http://www.quaffon.com).

## CHAMBER BRIEFS

Continued from page 5

### Bloomington King Commission Funding

The Bloomington King Commission has funding available for local organizations offering service and educational activities for volunteers on "A Day On! Not A Day Off." Project must occur around Jan. 18, 2016. The deadline is Nov. 9. Visit [bloomington.in.gov/mlk](http://bloomington.in.gov/mlk) or contact Michael Shermis, [mlk@bloomington.in.gov](mailto:mlk@bloomington.in.gov) or 812-349-3471.

### Crane Credit Union Trips

Crane Credit Union announces two upcoming trips as part of their Travel Program. A trip to Chicago by luxury motor coach will be Saturday and Sunday, Nov. 14 and 15. A second trip to Cuba is offered Feb. 14 to 22. Contact Debbie Hicks at Travel One at 812-279-3935 or [debbie-hicks@sbcglobal.net](mailto:debbie-hicks@sbcglobal.net).

### Free Tax Service Volunteers

The Free Community Tax Service (FCTS), led by United Way of Monroe County, is seeking 2016

tax season volunteers for Bloomington, Ellettsville and Spencer sites. Please express interest by Nov. 13. No prior experience required. Volunteers will become IRS-certified tax preparers. Visit [financialstabilityalliance.org/volunteer.html](http://financialstabilityalliance.org/volunteer.html) or call 812-334-8370.

### BHRC Seeks Award Nominations

The Bloomington Human Rights Commission (BHRC) is seeking nominations for its annual Human Rights Award. Nominees should have made specific, significant contributions to improving civil rights, human relations or civility in our community. Nominations are due by 5 p.m. on Friday, Nov. 20. Visit [bloomington.in.gov](http://bloomington.in.gov), email [human.rights@bloomington.in.gov](mailto:human.rights@bloomington.in.gov) or call 812-349-3429.

### Nominate a Torch Bearer

The Indiana Bicentennial Torch Relay is one of the major commemorative events of the 2016 bicentennial celebration. The torch will cover more than 2,300 miles as it makes its way through all 92 counties. The relay

takes place from Sept. 9 to Oct. 16, 2016. More than 1,800 Hoosiers will be selected to carry the torch. Nominations will be accepted until Dec. 31, 2015. Nominate at [www.in.gov/ibc/torchrelay/](http://www.in.gov/ibc/torchrelay/)

## Other

### Prosecutors Hone Courtroom Skills

Monroe County Prosecuting Attorney Chris Gaal welcomed nearly two dozen Indiana prosecutors and deputy prosecutors to Bloomington as they attended specialized training to prosecute domestic violence and sexual assault cases. The third day included nurse examiners and domestic violence experts as the trainees practiced investigative and courtroom scenarios.

### Smoking Ordinance Reminder

The smoking ordinance is in place to protect the public health and welfare of the community from health hazards induced by breathing secondhand smoke. The City reminds businesses that the ordinance covers outdoor areas where

food and drink are served. Direct questions to Nancy Woolery at [wooleryn@bloomington.in.gov](mailto:wooleryn@bloomington.in.gov) or 812-349-3851.

### 2016 Suicide Prevention Conference

The State Suicide Prevention Council—chaired by Bloomington Meadows CEO Jean Scallon—announced that the 2016 State of Indiana Suicide Prevention Conference will be hosted in Bloomington. Information about the conference will be available at [www.bloomingtonmeadows.com](http://www.bloomingtonmeadows.com) or call Joshua Paul at 812-961-2423.

### Firefighters' Trench Rescue Training

The Bloomington Fire Department (BFD) took part in its second trench rescue training Sept. 21 to 25 at the IU Campus Division Storage Nursery and Greenhouses (IU Nursery). This training brought the remainder of the tactical rescue team personnel current with this rescue discipline. Call 812-332-9763 for more information.

### August Housing Market

Indiana realtors released statewide housing data that indicates an upswing in sales, prices and new listings. According to the latest Indiana Real Estate Markets Report, August 2015 surpassed August 2014 across the board.

### Child Support Program Open House

The child support office has moved from One City Center to the county-owned Curry Building. Monroe County Prosecuting Attorney Chris Gaal hosted an open house to provide the public an opportunity to see the facility. He also announced new community partnerships with Work One and Centerstone.

### Free Bicycle Lights

The Civil Streets Initiative provided free bicycle light sets to bicyclists riding at night without them. The unannounced giveaway took place at high bicycle traffic locations in the city that were chosen with the help of the BPD and IUPD. Learn more at [bloomington.in.gov/bike](http://bloomington.in.gov/bike) or call 812-349-3424.

### Enviro-Max Forms Nonprofit

Enviro-Max, Inc. formed the Enviro-Max Foundation to assist families in need of funds to offset the cost of medical and rehabilitation expenses. The first recipient of money raised will go to Trenton Miller, a teenager from Salem who was involved in an ATV accident May 23.

### Meyer Najem Building Cancer Center

Meyer Najem was selected to serve as construction manager of the \$30 million cancer center at Community Hospital North. The new three-story, 122,000-square-foot oncology center will be built south of the Community Heart and Vascular Hospital along Shadeland Avenue in Indianapolis.

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



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### Seniors Helping Seniors – July 23, 2015

Seniors Helping Seniors in-home services provides senior care and senior home care services throughout the nation. They offer solutions to make life a little easier by providing services in the home. At a ribbon cutting and open house at Monroe Place July 23, residents and staff welcomed Seniors Helping Seniors to the community.



### BeeHive Homes of Bloomington – October 9, 2015

BeeHive Homes was established nearly 30 years ago and the new Bloomington location celebrated a grand opening with a ribbon cutting Oct. 9. BeeHive Homes offers assisted living care. The Chamber welcomes them to the community.

# The Business of *Staying Full*

## How food pantries work with local volunteers and businesses

By Lacy Nowling

Throughout the Bloomington area, there are organizations that exist solely to try to make life easier for those in need. They provide much-needed food, clothing, educational opportunities and assistance with bill payments. The piece that is often not considered is the behind-the-scenes framework enabling them to provide these things.

Many unseen helpers are not just individual volunteers, but local businesses that join together as an organization and commit to helping a specific cause. Without regular support from the business community, many non-profits would not have the supplies required to continue their missions.

Something as simple as an office food drive can go a long way to help places like the Salvation Army and Monroe County United Ministries with their community outreach efforts.

"A couple of times each year, the Cook Medical Group puts out a box in their lunch room for the staff to bring in non-perishable items," said Monica Clemons of the Monroe County Salvation Army. "When they get two or three boxes full, we send out a staff member or volunteer to collect it. By the next day, that food is in the

homes of needy families."

The Salvation Army, Monroe County United Ministries, Hoosier Hills Food Bank and the Community Kitchen often have ongoing relationships with local businesses, so they are able to reach out to their contacts for specific needs and requests throughout the year.

"We do targeted donations," Erin Predmore, executive director of Monroe County United Ministries said. "We usually have a specific thing, like an event or effort, that we're trying to do. Since we have a relationship with them (businesses), we can reach out to them for sponsors."

In addition to direct contact with established volunteers and donors, many organizations are able to draw support and attention from the community as a whole via their websites, blogs and social media sites like Facebook and Twitter.

This type of interaction is extremely important to keep awareness up throughout the year, especially during the post-holiday months, when donations tend to be lower.

Throughout the holiday months of November and December, volunteers and donations are far from

sparse. Many businesses, churches and community members host collection drives or volunteer as a group to help provide to those in need during the season.

"Needs are great and people are willing to support during the holidays," Predmore said.

It's during the off-season that prior donor relationships and community outreach really

**"We do targeted donations. We usually have a specific thing, like an event or effort, that we're trying to do. Since we have a relationship with them (businesses), we can reach out to them for sponsors."**

**—Erin Predmore, executive director, Monroe County United Ministries**

come in to play. In order to maintain resources year-round, these non-profit organizations often host annual fundraisers, like the Hoosier Hills Food Bank Book Sale or Monroe



## Find out how to help:

**Hoosier Hills Food Bank**  
Visit [HHFood.org](http://HHFood.org)

**Salvation Army**  
Visit [Corps.SalvationArmyIndiana.org/Bloomington](http://Corps.SalvationArmyIndiana.org/Bloomington)

- **Holiday Red Kettles:**  
Nov 9 – Dec 24
- **Jingle Bell Run:**  
Dec. 12, 10 a.m.,  
B-Line Trail  
See [mag7raceseries.com/?event=jingle-bell-5k](http://mag7raceseries.com/?event=jingle-bell-5k)

**Monroe County United Ministries**  
Visit [MCUM.org](http://MCUM.org)

- **Nov – Dec: Saturday morning volunteer shifts available**
- **Holiday food basket preparation and delivery**
- **Office donation drives and events**
- **Martin Luther King, Jr. Day: Preschool repainting, cleaning and upkeep**

**Community Kitchen**  
Visit [MonroeCommunity-Kitchen.com](http://MonroeCommunity-Kitchen.com)

In the Hoosier Hills Food Bank warehouse, canned food and other goods are sorted and distributed to those in need.  
Herald-Times file photo

County United Ministries' Each One Feed One drive, which the community comes to expect each year. Monroe County

United Ministries uses the off-season to target existing relationships with businesses for specific donations. For example, certain businesses and groups focus their support on the preschool by

**FOOD PANTRIES**  
continued on page 8

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## FOOD PANTRIES

Continued from page 7

donating school supplies, winter coats and even swimming lessons to children.

“We always need supporters for everyday mission work,” Predmore said. “Businesses come out as a group, as sort of a team building activity.”

Following the Each One Feed One drive

this year, a group of people from BKD—a Bloomington accounting and bookkeeping firm—participated in an office-wide community service project at Monroe County United Ministries. They sorted through more than one ton of food, put away equipment from the drive and helped make bags of groceries for the pantry shelves.

The Salvation Army tries to educate people that

many non-profit pantries partner with churches to organize congregational collections. Monroe County United Ministries regularly speaks at churches and Sunday school classes about ways they can get involved and donate, either their time or specific items.

One local congregation that regularly hosts collections is Sherwood Oaks Christian Church (SOCC). SOCC often has a monthly focus for their collections, which includes a specific place, items or requests.

“We ask everyone in our congregation to serve in some capacity,” Nancy Barrow, SOCC outreach and involvement assistant said.

Representatives from Monroe County United Ministries and the Salvation Army stressed that there many ways for businesses and community members



**Above:** In 2014, the Hoosier Hills Food Bank got a new van to help with its food gathering and distribution efforts. Herald-Times file photo. **Right:** Food drives are enormously helpful for local food pantries. Here, a postal carrier sorts canned food into containers during a food drive. Photo by Jeremy Hogan. **Below right:** Brown paper bags are filled with protein, snacks, vegetables, fruit and a drink for a well-balanced meal from the Community Kitchen on May 20, 2015. Photo by Emily Sobecki.



## FRANKLIN INITIATIVE

Continued from page 4

event, a panel of two to four local professionals, each representing a given career field, introduces students to a variety of career options available within their field. Panel members give advice on the necessary career skills and education for success within their field and answers students' questions.

The Career Day program took place at Edgewood High School for freshmen and at Edgewood Jr. High for eighth graders. Local professionals from eight career fields presented to students at each of these events, which helped expose students to an assortment of jobs within those fields. These events gave students an opportunity to interact with and ask questions of these professionals. They also



introduced students to career fields they were not familiar with.

The STEM Career Fair is an annual event hosted at the Indiana Center for the Life Sciences at Ivy Tech. More than 250 high school students from Monroe County will attend this event, where they will have the opportunity to interact with professionals from more than 20 area businesses and organizations representing the Life Sciences and STEM sector.

Through all of these events and programs, more than 1,000 Monroe County students are able to participate and learn through direct interaction with more than 100 different local professionals. By allowing students to hear directly from these professionals, the Franklin Initiative hopes to encourage students to take their education seriously and value its importance for future success.



“need knows no season” to help keep support steady throughout the year. In fact, their greatest times of need are during the summer or when local schools are on special breaks. Since many children have two of their three daily meals at school, the Salvation Army supplements the others with food donations.

In addition to businesses,

to get involved. They encourage interested groups to contact them and discuss their interests and ideas as well as the organization's specific needs at the time.

Support from businesses is key. “It enables us to reach more people, give away more food, and help young children reach their full potential,” Predmore said.



# Why We Give

## Local donors share inspiration for helping food banks

By Lacy Nowling

Without assistance from local businesses and volunteers, many service organizations would not be able to continue their causes and support the community. Here, we share stories from Cary K. Curry of Curry Auto Center, Mary Horn of BKD, LLP, Nancy Baldwin of Harrell Fish Incorporated and Jessica McClellan, who volunteers independently.

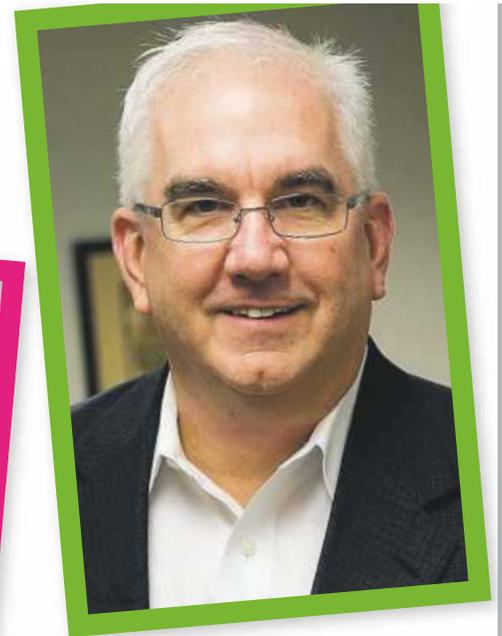
### Q. What do you give to local food banks?

**Curry:** During the Monroe County 4H sale, I purchase either pork or beef and donate to Backstreet Missions, Hoosier Hills Food Bank, Mother Hubbard's Cupboard and the Community Kitchen. We also look at giving a cash donation to each, which is unrestricted for the organization to use as most needed.

**Horn:** We have had food drives in our office, typically around the holiday season. We donate food based on the needs communicated from the food pantries.

**Baldwin:** Typically, we donate livestock that we purchase at the Monroe County 4H Fair. We pay for the processing and then donate the meat to the food pantry.

LOCAL DONORS continued on page 10



**Above:** Cary K. Curry of Curry Auto Center upholds a tradition of corporate tithing, where community needs are assessed and employees help those in need. Photo by David Snodgrass.  
**Left:** Nancy Baldwin and Harrell Fish Incorporated purchase livestock at the Monroe County 4H Fair and pay for processing so that the meat can be donated to food pantries. Photo by Deborah Stroud.



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## LOCAL DONORS

Continued from page 9

**McClellan:** I give money, volunteer time and bring food. Money is probably the most important thing I give since it builds a strong infrastructure that is necessary to get food to the people. The more money a food bank has, the more efficiently they can do what they are best at—finding food and getting it out the door.

### Q: What motivated you to start giving?

**Curry:** Our business believes in giving back to the community. Years ago we began a program of corporate tithing. We evaluate the needs in our community and give accordingly.

**Horn:** Community involvement is a staple component of the culture at BKD. It is a top-down initiative supported positively by everyone in the firm.

**Baldwin:** It is a great way to support nonprofit, local agencies. We are very focused on supporting those in our communities and giving back.

**McClellan:** When I was in seventh grade, I had to do a community volunteer project for school. My dad volunteered at the soup kitchen...so I started going with him. My job was to wait by the door and when families with young children came in, I held the tray for the child and went through the line with them. I loved working there. I saw how special food is, and that young and old people don't take it for granted. I'll never forget some of the people who came to the soup kitchen every Monday.

### Q: What are the benefits for business and for the community?

**Curry:** Investing in our community and being able to touch lives is really all that matters. For our business, the most important thing is that our employees see that our company matters in the community and that investing in the lives of others is a non-negotiable.

**Horn:** Our donations and community service

are a big help to service organizations who offer food, clothing and assistance to people who are experiencing a difficult time in their lives. Many times the need is greater than the organization can take care of without assistance from businesses and individuals in the community.

### Q: Can you share a story about seeing the benefits of your help?

**Curry:** Each organization we support shares with me the lives that are touched through our gifts. Those letters of appreciation are all I need to see that this is helpful to those in need.

**Baldwin:** Recently, a young man came to our representative and shook his hand, thanking him for buying his animal. He said that 4H really meant a lot to him and that he appreciated the support of the local business community coming out. It is always nice to hear from the youth and know that our efforts do not go unnoticed.

**McClellan:** I see smiles on people's faces. I see relief on people's faces too. I know a lot of people have to make very hard choices to get by. Sometimes there isn't a fair choice or easy answer. But when they have food they sleep better, make good decisions and have less stress.

### Q: How does giving make you feel?

**Curry:** I believe we are called to serve—whether it's serving our employees, our customers or in the community. In my heart and faith, it is what we are called to do.

**Baldwin:** We know that our community has many families who are struggling to make ends meet and we are hopeful that some of the meat is able to help them feed their families.

**McClellan:** Giving to food pantries makes me feel humble. It also makes me happy. I'm happy to share a meal with someone I haven't met. In 2000, the United Nations set its target goal to cut world hunger and poverty in half by 2015. Now the U.N. countries have agreed to try to end extreme hunger by 2030. I know we can do that here if we see hungry people as brothers and sisters, not strangers.



# Driving the Future

## I-69 Regional Summit Nov. 19



**B**uilding on the success of last year's event, the I-69 Regional Summit is back and scheduled for Thursday, Nov. 19 at the Bloomington/Monroe County Convention Center. Hosted by The Greater Bloomington Chamber of Commerce, this day-long conference will convene a wide range of speakers from across the country and Canada to provide a comprehensive overview of this infrastructure project, its magnitude and the boundless economic opportunities communities and states have available because of it. In addition, summit will take a look at modes of transportation—including the cars of the future.

Last year's event was attended by more than 300 economic development and transportation experts, government leaders, organizations and businesses along the corridor of Interstate 69. This year's event, which is on track to draw similar numbers, will connect attendees and

stakeholders from different sections along the interstate's corridor and encourage discussions about shared goals and future opportunities.

"This year's Summit truly focuses on the future that I-69 brings with it. As Section 4 near completion and work begins on Section 5, we are beginning to see the possibilities that come with I-69 in the future," said Jeb Conrad, president and C.E.O. of the Greater Bloomington Chamber of Commerce. "We plan to explore that future as we continue to build the framework for planning and collaboration efforts at the local, state and regional level."

The I-69 Regional Summit: Driving the Future will begin at 7:30 a.m. with registration, breakfast and keynote addresses by Peter Rogoff, acting undersecretary of policy with USDOT, followed by Tom Easterday, executive vice president of Subaru of Indiana Automotive. Informative break-out sessions will cover such

topics as interchange development, regional marketing strategies, the future of infrastructure funding and more. The Summit Keynote Lunch will feature Jeff Davis, senior fellow with the Eno Center on Transportation. Mark Newman with the Indiana Office of Tourism Development and Douglas George, consul general of Canada, are slated to speak in the afternoon.

The full I-69 Regional Summit agenda is available at [I69Summit.com](http://I69Summit.com). Attendees may choose to attend the I-69 Regional Summit or the I-69 Summit keynote lunch only. The full Summit package is \$169 and includes a welcome reception the evening before, the full conference and keynote lunch. To attend the keynote lunch only, the cost is \$50 per person or \$500 for a table sponsorship of eight. Those interested may attend online at [I69Summit.com](http://I69Summit.com) or [ChamberBloomington.org](http://ChamberBloomington.org), or by calling the Chamber at 812-336-6381.



### I-69 REGIONAL SUMMIT AGENDA

#### Wednesday, November 18

**6:00 p.m.** Summit Welcome Reception  
Hoosier Energy Corporate Headquarters  
2501 South Cooperative Way - Bloomington

#### Thursday, November 19

**7:30 - 8:30 a.m.** Summit Registration and Networking  
Driving Opportunity Showcase  
Open - 1st Floor, Lobby

**8:40 a.m.** Presentation of the Colors & National Anthem - 2nd Floor, Great Room

**8:45 a.m.** I-69 Regional Summit: Driving the Future Begins

**8:55 - 9:25 a.m.** Peter Rogoff, USDOT, Acting Undersecretary of Policy  
"The Future of Transportation"

**9:30 - 10:00 a.m.** Tom Easterday, Subaru of Indiana Automotive, Executive VP  
"Vehicles of the Future"

**10:00 - 10:30 a.m.** Brandye Hendrickson  
INDOT Commissioner

**10:45 - 11:45 a.m.** Breakout Sessions - 1st Floor  
a. Workshop on Interchange Development  
b. Regional Marketing Strategies  
c. Future of Infrastructure Funding

**11:15 a.m. - Noon** Driving Opportunity Showcase Open

**11:15 - 11:30 a.m.** Registration for Lunch-Only Registrants

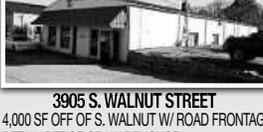
**11:30 a.m.** Lunch Buffet Out

**Noon** Lunch Sessions Begin - 2nd Floor, Great Room

I-69 REGIONAL SUMMIT continued on page 12



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<p style="text-align: center; font-weight: bold; font-size: small;">EAST SIDE RETAIL/ OFFICE</p>  <p style="text-align: center; font-weight: bold; font-size: small;">2656 E. 2ND STREET</p> <ul style="list-style-type: none"> <li>• 1,214 - 3,225 SF WITH AMPLE PARKING</li> <li>• STARTING AT \$10/PSF NNN</li> <li>• ACROSS FROM SIMON COLLEGE MALL</li> <li>• CALL JIM REGISTER @ 812-323-1231</li> </ul>	<p style="text-align: center; font-weight: bold; font-size: small;">PRICE REDUCED!!</p>  <p style="text-align: center; font-weight: bold; font-size: small;">3905 S. WALNUT STREET</p> <ul style="list-style-type: none"> <li>• 4,000 SF OFF OF S. WALNUT W/ ROAD FRONTAGE</li> <li>• RETAIL/OFFICE OR WAREHOUSE</li> <li>• \$450,000 OR \$7.00 PSF NNN</li> <li>• CALL JIM REGISTER @ 812-323-1231</li> </ul>
<p style="text-align: center; font-weight: bold; font-size: small;">AFFORDABLE RETAIL/OFFICE</p>  <p style="text-align: center; font-weight: bold; font-size: small;">1713 N COLLEGE AVE • \$10/SQFT NNN</p> <ul style="list-style-type: none"> <li>• 2,532 SF OF HIGH TRAFFIC RETAIL</li> <li>• LOCATED ON COLLEGE AVE - BLOCKS FROM CAMPUS</li> <li>• NEARBY TENANTS INCLUDE ARTHUR MURRY, SOL-SPA</li> <li>• CALL JIM REGISTER @ 812-323-1231</li> </ul>	<p style="text-align: center; font-weight: bold; font-size: small;">WESTSIDE OFFICE SPACE</p>  <p style="text-align: center; font-weight: bold; font-size: small;">1331 S. CURRY PIKE</p> <ul style="list-style-type: none"> <li>• 6,000 - 60,000 SF OFFICE W/ AMPLE PARKING</li> <li>• LARGE OPEN AREAS &amp; INDIVIDUAL OFFICES</li> <li>• STARTING AT 5.95 SF NNN</li> <li>• CALL JIM REGISTER @ 812-323-1231</li> </ul>

# Meet the New Director of Advocacy and Public Policy

The Greater Bloomington Chamber of Commerce has named Anne Bono the organization's director of advocacy and public policy. In her new role, Bono will lead the Chamber's advocacy and public policy efforts to monitor legislation and issues that affect the business environment in our community, region and state and will also serve as the executive director of Hoosier Voices for I-69. Hoosier Voices for I-69 is a statewide advocacy organization managed through the Greater Bloomington Chamber of Commerce with a primary focus on the completion of the Interstate 69 project in Indiana. Bono replaces Liz Irwin, who served in these positions before moving on to a new role with Smithville Fiber.

Bono holds a Master's in Public Affairs and a B.S. in Public Affairs from Indiana University. Prior to joining the Chamber, she served as director of business development and scholarships at the Indiana University Alumni Association (IUAA), where she managed partnerships between the IUAA and affinity partners. Bono also worked at Indiana University Hoosiers for Higher

Education as a graduate assistant and Indiana University Office of Government Relations as a research assistant.

"We are thrilled Anne will be lending guidance to this critical division within the Chamber as we begin our next century of service to the business community," said Jeb Conrad, president and C.E.O. "Her background and experience is a perfect fit and she is wholly committed to the mission of the organization."

In addition to working directly with Chamber members, community partners and elected government officials, Bono will spearhead advocacy-related events for the Chamber and Hoosier Voices for I-69. The I-69 Regional Summit, a joint effort between the two organizations that provides attendees with a comprehensive overview of this infrastructure project, will take place Nov. 19 in Bloomington. Other advocacy related events include the Legislative Preview scheduled for Jan. 8 and Elect Connect 2016, a new program introducing members to newly elected officials.

Anne Bono can be reached at 812-336-6381 or [abono@ChamberBloomington.org](mailto:abono@ChamberBloomington.org). 



Anne Bono. Courtesy photo



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## I-69 REGIONAL SUMMIT

Continued from page 11

- 12:10 p.m.** Summit Lunch Welcome  
Jeb Conrad
- 12:15 – 12:40 p.m.** Lunch Keynote: Jeff Davis,  
Eno Center on Transportation,  
Senior Fellow  
"A Case Study on Highway  
Funding"
- 12:40 - 12:55 p.m.** Q & As
- 12:55 p.m.** Summit Lunch Concludes
- 12:30 – 1:30 p.m.** Driving Opportunity Showcase  
Open – 1st Floor, Lobby
- Lunch Session – 2nd Floor, Great Room**
- 1:15 – 1:25 p.m.** Mark Newman  
The Indiana Office of  
Tourism Development,  
Executive Director

- 1:30 – 2:10 p.m.** Douglas George  
Consul General of Canada  
"Gordie Howe International  
Bridge – Gateway to North  
American Trade"
- 2:15 - 3:15 p.m.** Afternoon Sessions – 1st  
Floor  
a. Creating a Regional  
Competitive Identity –  
Influencing Reputation  
b. Interchange  
Development: A Site  
Selector' Perspective
- 3:15 – 4:00 p.m.** Summit Networking &  
Refreshments  
Driving Opportunity  
Showcase Open



I-69 REGIONAL SUMMIT AGENDA

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Photo by David Snodgrass

## SPOTLIGHT

Continued from page 1

“I like that New Orleans-style color, warmth, atmosphere and I think the

music—the jazz, rhythm and blues, soul—works with the food and the style of the restaurant,” Cassady said. “It all kind of works together.”

Cassady, a Fort Wayne native, first came to Bloomington to study political science at Indiana University. However, as he took jobs in various restaurants in Bloomington, he soon discovered his love for cooking and for food. By his mid-20s he realized he felt “more at home in the restaurant business than if

I had pursued a career via my political science degree,” he said.

So when a friend suggested he and Cassady purchase a small restaurant on North Walnut Street, the Keystone Café, Cassady decided it was worth a shot. Modeling his restaurant on a quirky New York City joint called Empire Diner,

**“I like that New Orleans-style color, warmth, atmosphere and I think the music—the jazz, rhythm and blues, soul—works with the food and the style of the restaurant. It all kind of works together.”**

—Michael Cassady,  
Uptown Café

Cassady served up breakfast foods and renamed the restaurant Uptown Café to give it the feel of an urban-style restaurant in a small town.

In 1984, Cassady moved the Uptown Café into its present location in the Allen Building at 102 E. Kirkwood and expanded its offerings to include dinner and a small beer and wine bar. And while he’d been experimenting with the

Cajun flavors that he loved since he first opened the Uptown, at its new location those flavors became a central focus of the menu.

“I love it and it is what is at the center of the food at the Uptown,” he said of his menu’s Cajun/creole flair. “We have our own take on it—I’m not a New Orleans chef—but I like the big

**SPOTLIGHT**  
continued on page 15

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## SPOTLIGHT

Continued from page 14

flavors of New Orleans, from street food to fine dining.”

Today the menu includes Cajun favorites like crawfish etouffee, Louisiana hot pepper chicken and gumbo, as well as breakfast options like biscuits and gravy and potato cheddar omelets. It's a menu Cassidy has customized to offer something for just about anyone, in an atmosphere that can be casual or appropriate for a nice night on the town. Customers include everyone from 20-something students to people well into their 70s.

Four years ago, Cassidy—who became sole proprietor of the restaurant in 1999 after a series of partnerships—expanded his business again when Uptown took over the other half of the Allen Building. The expansion, which doubled the Uptown's space, made room for a large cocktail bar area.

“It was the icing on the cake because people seem to really love the cocktails, the bar, the atmosphere,” he said. “More than anything for me, it just reinvigorated my love for what I'm doing. It was the cherry on top.”

With the expansion, Cassidy feels he has fulfilled the image he had for the Uptown as being a “full-service, top-notch, high-class-but-not-in-an-arrogant-way, restaurant with heart and soul and really good food.”

Watching his business grow from its early years as a 30-seat casual diner to its present status as a 250-seat full-service, upscale restaurant has been like watching a child grow up, said Cassidy, who has six sons with wife Crystal. It

has also been a personal growing experience for him. He described his long tenure owning the operating the Uptown as both an “endurance run” and “an endless learning experience.”

In the last four decades he's found the restaurant industry to be a tricky, ruthless business, one that he considered giving up on more than once. He's weathered economic slowdowns, an influx of much more competition in the city and even a six-month closure in 1980 when people working on a building next door dropped a load of bricks through the roof of his restaurant. Today, as he looks at what the business has grown into, he's glad he persevered.

“I just was determined to make it work, so I guess it is persistence and always striving to recreate myself,” he said of his longevity. “Those are the two things that probably got me through.”

These days, at age 66, Cassidy is looking to take a step back in favor of Uptown's new head chef, his stepson Lake Hubbard, in hopes of having more time for hobbies and travel.

“I still wear my chef clothes to work, even though I'm trying to wean myself from that and be in the dining room more,” Cassidy said, noting that he began this process of scaling back around 2002.

“I became more of the executive chef, not as much cooking but I still have my hands in the menu. These days I'm trying to listen to a few of the younger guys too, trying not to micromanage.”

Adding a new location or expanding again isn't on Cassidy's radar.

“I'm too old to think about a new place,” he joked.



Michael Cassidy and his head chef and son Lake Hubbard discuss the Uptown Cafe. Photo by David Snodgrass

But that's not to say he doesn't see room for growth someday. He could see the restaurant offering catering in the future, perhaps, but the most important thing is building a “strong core management team of people

that can keep the place evolving.”

“It's a great community atmosphere,” he said. “A lot of people come in here. I love Bloomington and culture and the Uptown is at the center of it.”



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