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A Greater Bloomington Chamber of Commerce Publication



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Amy Stark, executive director, Girls Incorporated of Monroe County. Photo by David Snodgrass.

Spotlight: Girls Incorporated of Monroe County

By Kasey Husk

In a world where young girls often internalize messages about what they should wear, how they should act and who they should be, one local nonprofit organization is working to keep the perspective positive.

Girls Incorporated of Monroe County — in conjunction with its counterparts nationwide — seeks to inspire girls to be strong, smart and bold as they go out into the world. Girls Inc. offers after-school programs, camps and sports teams. Locally, the after-school program includes about 50 girls each day, but its leaders hope to expand

its programming into local schools starting this year.

“A lot of girls find that other people’s ideas about girls and

women make it hard for them to reach for their dreams and achieve their goals,” reads

the preamble to the organization’s “Girls’ Bill of Rights.” It continues, “Girls Inc. is working hard to change that situation. By inspiring girls to stand up for their

rights, we can educate everyone — girls and boys, women and men — about the unlimited talents, desires and

“We want to encourage girls to try things when they are here that they might not try during the day at school when there are other people around.”

—Amy Stark, executive director



UPCOMING EVENTS
Hosted by the Greater Bloomington Chamber of Commerce

NOVEMBER

- 10 Business After Hours at Urban Air Adventure Park
- 16 Election Wrap-Up and lunch with Lee Hamilton

DECEMBER

- 7 Business After Hours at Blue & Co. and The Tap
- 14 hYPe Holiday Party



Coming in December:
2017 predictions



See story
on page 7

Who Inspires CEOs?

Local leaders share their sources of information and inspiration

SPOTLIGHT
continued on page 14

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.

Mark Your Calendar: Election Wrap-Up

The Chamber will host a 2016 Election Wrap-Up lunch with Lee Hamilton Wednesday, Nov. 16, 2016 from 11:30 a.m. to 1 p.m. at Alumni Hall in the Indiana Memorial Union. Hamilton will provide his perspective on the 2016 general election and take questions from the audience. Paul Helmke, director of the Civic Leaders Center, will be the moderator. To register, visit ChamberBloomington.org.

Save the Date: 2017 Legislative Preview

This annual event gives our members the opportunity to hear from legislators, ask questions and learn more about the issues the Chamber will be focusing on during the legislative session. The event takes place Friday, Jan. 13, 2017 from 11:30 a.m. to 1:00 at the Bloomington Country Club.

Federal Overtime Rules

Despite pending lawsuits from the U.S. Chamber of Commerce and 50 other organizations, the new overtime rules will go into effect Dec. 1, 2016. The Chamber has hosted two webinars outlining the details of the new rules and answering questions from our members. The recordings can be found on the Chamber's YouTube channel, Chamber Bloom.

County Zoning Update

At the request of the Board of Commissioners, the Monroe County Plan Commission will consider at its November meeting an amendment to its zoning code to explicitly allow multiple uses of similar parcels. This would not apply to single-family parcels. It also would not apply to planned unit developments which are each governed by an individual ordinance. Based on discussions among commission members and staff at the Oct. 10 Ordinance Review Committee meeting, the amendment is expected to be approved.

Urbanizing Area Plan

The Plan Commission and commissioners will hold a public hearing Dec. 6 at 6 p.m. in the Nat U. Hill room in the court-

house to discuss Phase II of the Urbanizing Area Plan. Written comments can also be submitted to the planning office until Nov. 22. The second phase of the plan offers a framework for updating the current zoning ordinance to make zoning code more clear and predictable. 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. To read Phase II of the plan, visit monroecountyurbanizingareaplan.com.

I-69 Section 5

Subcontractors are back to work after stopping work due to not being paid. I-69 Development Partners accessed a \$23 million line of credit to pay the subcontractors. INDOT and I-69 Development Partners are committed to finishing Section 5 by October 2017. INDOT will provide a schedule of the progress at the monthly I-69 Local Collaboration Group meetings at the Chamber. Participants at this monthly meeting include elected officials, city and county planning and transportation staff, INDOT, I-69 Development Partners, business leaders and members of the MPO. For more information on Section 5 and traffic updates, visit i69section5.org.



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Elections and Memberships

By Jeb Conrad, president and CEO



Jeb Conrad. Courtesy photo.

Well, as of this column's publishing, election season should be complete. Although we are extremely engaged and appreciate the role elected officials play in leading government, I am glad that we will no longer have to endure the media onslaught! We do wish those elected much success and look forward to continuing the great relationship our Chamber has with all levels of government.

On another note, one of the interesting roles that our Chamber plays locally is providing information services to our members, businesses and visitors. This is not a unique function — the Chamber name and brand has been around for over 100 years locally and even more spread nationally. Local chambers are an international brand and thus a great resource to access local information on various fronts as an “in the know” organization.

The Chamber staff prides itself on providing basic market information — from where to eat locally, to where to live if I want to retire here, to where to find a local business to perform a service. We also field multiple requests for business resources, providing links to partners in our community that provide access to information and deliver resources to help businesses find solutions or get guidance that is not provided by our organization.

These great partners provide the same partnership, sending local businesses to the Chamber for access to our programs,

contacts and information. It is a great relationship and a vital service that your Chamber provides to ensure good and relevant information gets disseminated.

We get asked frequently about our local chamber's relationship with other chambers. The Greater Bloomington Chamber of Commerce is a great partner with other regional local chambers, meeting quarterly to discuss challenges, opportunities and partnerships mutually beneficial to the region and our members. We are an active member and participant in the Indiana Chamber Executives Association, which held its summer meeting here in Bloomington this year.

“We do not endorse candidates, nor contribute any funds to political candidates for any office.”

At the state level, our chamber is a member of the Indiana Chamber of Commerce. This is a membership that has provided opportunities to participate in programs and events and serves as a resource for statewide advocacy information. Our local chamber follows the state chamber's progress on legislative issues, but we annually develop our own legislative agenda that meets the needs of our membership locally and selectively adopt some key elements of the state chamber's agenda if warranted. These issues are discussed through our Legislative Committee and our Advocacy Committee, dealing with state and federal issues, and local issues accordingly.

We do not endorse candidates, nor

CHAMBER VOICES

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CONTACT BIZNET

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

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

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

Please send press releases to info@ChamberBloomington.org.

Thank you for your interest in *BizNet*!



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Phone 812-336-6381 • ChamberBloomington.org

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

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Network for Fun — and for Free!

By Kelsie Holt,
director of talent,
education and workforce

Editor's note: hYPe is a Chamber program designed to provide opportunities for young professionals to develop a personal network, grow professionally and enhance the community.

In October, hYPe had a great time connecting young professionals to nonprofits looking for new volunteers. Bloomington has a great nonprofit community and we love showing young professionals the many volunteer opportunities

available here. Thank you to the City of Bloomington Volunteer Network for helping us organize the event! For more information on volunteering, visit their website at Bloomington-VolunteerNetwork.org.

This month, we are excited to welcome CJ Potts, president of Milestone Contractors, at our event Nov. 9 at Scholars Gourmet Café located at 717 N. College. As young professionals begin to move into management positions for the first time, hYPe wants to help provide

guidance on how to make a smooth transition and work on your new skills. Mr. Potts will discuss leadership tips for first-time managers with our group. Join us for this free professional development and networking opportunity! Register at ChamberBloomington.org or email kholt@chamberbloomington.org with any questions.

We couldn't provide these programs without the support of our generous sponsors. Be sure to check out these businesses that are helping us build a



Representatives from Hannah Center and the Bloomington Volunteer Network enjoy an evening of connecting with young professionals. Courtesy photo.

supportive network of YPs in Bloomington! Thank you to Cook Group, JA Benefits, Solution Tree, Owen County State Bank, Ivy Tech, IU Office of

the VP for Engagement, BKD, Wal-Mart, IU Credit Union Investment Services, Markey's Rental and Staging and Weddle Brothers Construction Company.

If your company is interested in supporting the next generation of leaders, please email kholt@chamberbloomington.org.



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1375 N. Wellness Way
Bloomington, IN 47404

Southeast YMCA
2125 S. Highland Avenue
Bloomington, IN 47401

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812-803-0101

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Contact: Cathi Reed
812-335-1052

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Bloomington, IN 47401
Contact: Phil Roberts
812-336-1195

Sycamore Farm Bloomington, Inc
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Bloomington, IN 47403
Contact: Michael Korus
812-219-5887

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323 North Sheffield Drive
Bloomington, IN 47408
Contact: Andrew Toohill
812-318-1250

Travel Authority/ALTOUR
421 E. Third Street Suite 10
Suite 10
Bloomington, IN 47401
Contact: Ginny Hollenback
812-333-3360



CHAMBER BRIEFS

Awards & Designations

Old National Bank Award

Old National Bank has been nationally recognized by the American Bankers Association Foundation for its 100 Men Who Cook program with a 2016 Community Commitment Award. In Bloomington, Old National has hosted six 100 Men Who Cook events since 2011, raising more than \$471,700.

B-Start Named Finalist

Each year, University Economic Development Association members compete for prestigious Awards of Excellence, which recognize outstanding, leading-edge higher education projects and initiatives promoting economic development and engagement. B-Start was recently named a finalist for the University Economic Development Association's Award of Excellence for Innovation and Talent.

Opportunities & Events

Bloomington Meadows Conference

Bloomington Meadows Hospital will host their 10th annual Brown County Conference Nov. 9 to 10 at The Seasons Lodge in Nashville, Ind. The Nov. 9 program will run from 2:45 p.m. to 6:30 p.m. with an exhibitor welcome reception 6:30 to 8:30 p.m. The Nov. 10 program will run from 8:15 a.m. to 4 p.m. To register, visit bloomingtonmeadows.com/events/events.html.

Holiday Auction

The Ladies Auxiliary of the Boys & Girls Clubs is hosting a Holiday Auction - Light up the Club event Friday, Nov. 11 from 6 to 10 p.m. at the Monroe Convention Center. For more information, call 812-332-5311 or email ccbillet@yahoo.com.

Ribbon Cutting and Open House

Gentry Park Bloomington, located at 963 St. Rd. 446, is holding an open house and ribbon cutting Wednesday, Nov. 16 from 4 to 6:30 p.m.

Community Arts Awards

The second annual Community Arts Awards and Arts Night Out will be held Friday, Nov. 18, 5:30 to 7:30 p.m. at the Ivy Tech John Waldron Arts Center. The evening will culminate in an awards ceremony to honor local arts advocates, educators and businesses. To purchase tickets, visit bctboxoffice.com.

Smart Girls, Strong Women

Join the Boys & Girls Club as they host Smart Girls, Strong Women event Thursday, Dec. 1, 6 to 8 p.m. at the Lincoln Street Club. The event will include dinner, dessert, a live auction and panel discussion about mentoring young women. More information is available at bgcbloomington.org/events.

Pronounce Skincare & Apothecary

Pronounce Skincare & Apothecary, located at 615 N. Fairview, is holding a grand opening and ribbon cutting Monday, Nov. 14 from 5:30 to 7:30 p.m.

Bucceto's pizza pasta

Bucceto's Pizza & Pasta is the number one spot in Bloomington for pizza, Italian, lunch, catering and vegetarian, says the 2016 Herald-Times Readers' Choice Awards. There are two convenient locations - West 3rd by Kroger and East 3rd by Starbucks. Bucceto's menu includes gourmet pizzas, pastas, chicken dinners, vegetarian dishes, calzones, sandwiches, salads, local craft beers, wines and a full gluten-free menu. Families, dates and seniors enjoy the stylish yet casual atmosphere. Dine in, carry out or delivery is available. Details are available at buccetos.com.

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Other

Räke's Give Back Promotion

Räke Cabinet & Surface Solutions and Laminated Tops of Central IN gave back to the community with the help of customers. With every sale, customers had the choice of four local organizations, to which Räke contributed 2 percent of their sales, totaling over \$3,200. They will continue the Local Give Back campaign this fall.

Home Sales, Prices Rising

Indiana home sales and prices were on the rise at summer's end. Indiana homebuyers scooped up 8,524 existing single-family homes in August, 10.7 percent more than a year earlier, according to the Real Estate Markets Report released by the state's realtors. See more at indiana-realtors.com/Research/Indiana-Real-Estate-Markets-Report.aspx

CHAMBER BRIEFS
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Sycamore Farm Bloomington

Sycamore Farm re-joined under the new ownership of Michael and Ashley Korus. Visit sycamorefarmbloomington.com for more information.



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FRANCHISED DANCE STUDIOS

Fred Astaire Dance Studio is located in Bloomington and provides the community with a comfortable, friendly environment where students can learn the art of partnership dancing. Fred Astaire Dance Studio will offer private dance instruction, group classes and social dance parties. Fred Astaire Dance Studio will appeal to people of all age ranges, abilities and backgrounds, looking for creative self-expression, exercise and social opportunities through dance. Visit fredastaire.com/bloomington/.

Volunteers are Changing Lives

By Kelsie Holt, director of talent, education and workforce

The Franklin Initiative has had a busy fall semester! We've already hosted two career days, two Speakers Bureau panels and our first Reality Store at Tri-North Middle School. These programs are possible thanks to our many wonderful sponsors and volunteers who help with each program offered by the Franklin Initiative.

Several hundred local professionals, college students and other community members volunteer for these programs each year to help students explore different career options and understand the importance of education.

This month, we have the Life Sciences Career Fair Nov. 9 at the Indiana Center for Life Sciences. The Life Sciences Career Fair provides high school students the opportunity to meet representatives from the life sciences industry and interact with these professionals to learn about careers in the

sciences. With a strong life sciences sector in Bloomington, this event helps students explore career options right here in our community.

The Franklin Initiative, and the Chamber, understands that we need to retain talent in our community and help prime our students for the workforce in order for our region to thrive. We hope you'll join us in supporting our students through our programs and events!

We are also hosting the next Reality Store Nov. 17 at Edgewood Junior High. At this event, more than 200 students will be in attendance to participate in an exercise that will teach them the importance of budgeting and help them see the impact their grades can have on their futures.

To volunteer, please contact Jacob Summer, Franklin Initiative program associate, at jsummer@chamberbloomington.org. For information on our other programs and volunteer opportunities, please visit ChamberBloomington.org/get-involved or email kholt@chamberbloomington.org.



Courtesy photo.

Nov. 17 Reality Store shift times:

- Shift 1 - 7:15 a.m. to 9:20 a.m. - Volunteers will receive free breakfast
- Shift 2 - 9:10a.m. to 11:40 a.m. - Volunteers will receive free lunch
- Shift 3 - 12:20 p.m. to 2:20 p.m. - Volunteers will receive free lunch
- Shift 4 - Lunch - 11:42 a.m. to 12:32 p.m.

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The Greater Bloomington Chamber of Commerce hosted their Annual Meeting and Community Awards on September 22, 2016. A variety of honors were presented to Bloomington businesses and individuals, recognizing their achievements and contributions to the community. The Chamber congratulates all the winners and extends appreciation to all the sponsors and attendees of the Annual Meeting. See highlights below and on page 13.



Mark Moore of IU Health Bloomington accepts the Lifetime Achievement Award from The Greater Bloomington Chamber of Commerce. Courtesy photo.

Who Inspires CEOs?

Local leaders share their sources of information and inspiration

By Kasey Husk

For the last 25 years, new employees at the Indiana University Alumni Association have been greeted with welcome gifts: IU apparel and two books.

The books — “Strengths Finder” by Tom Rath and “Enchantment” by Guy Kawasaki — are essentially the road maps for success at the alumni association, and now are essentially required reading there.

“We wanted to demonstrate to all our new and current employees that we were interested in and committed to their strengths, and investing in their personal growth and development,” CEO J Thomas Forbes said.

Using books to inspire or learn is hardly new in the business world. In 2015, Facebook CEO and founder Mark Zuckerberg famously released his list of the most influential books he’d read. Now, Bloomington business leaders like Forbes are motivated to share the books — and magazines, podcasts, videos and even people — that inspire them to achieve.

“The world moves at the speed of thought, so you have to stay abreast of that.”

—J. Thomas Forbes, explaining why he searches out news from many sources

Books and business

Business books are a vast genre, and for good reason: the business world can be tough. Everyone is looking for that advice that will set them apart.

One of the most influential books Forbes has encountered is one he would now receive in his own welcome packet if he were new to the IUAA. “Enchantment: The Art of

Changing Hearts, Minds and Actions” by Guy Kawasaki has been a powerful influence on him, Forbes said, because it encourages people to think about how to be self-aware and “really inspire people and motivate them to give their best effort.”

Forbes has also drawn ideas from a book co-authored by an IU alumnus. “The Race for Relevance: 5 Radical Changes for Associations” by Harrison Coerver and Mary Byers talks about “the challenges facing membership associations and institutions like (alumni associations) and how they have to align themselves to be more nimble, responsive and technology assisted,” Forbes said.

For Chris Martoglio, COO and co-founder of management consulting and technology development company Blue Burro, several business books have left their mark on his approach to business.

“The E-Myth” by Michael Graber and “The Goal” by Eliyahu Goldratt and Jeff Cox have been “foundational for driving business excellence,” he said.

“The E-Myth” talks about creating well-defined business plans and

WHO INSPIRES CEOs?

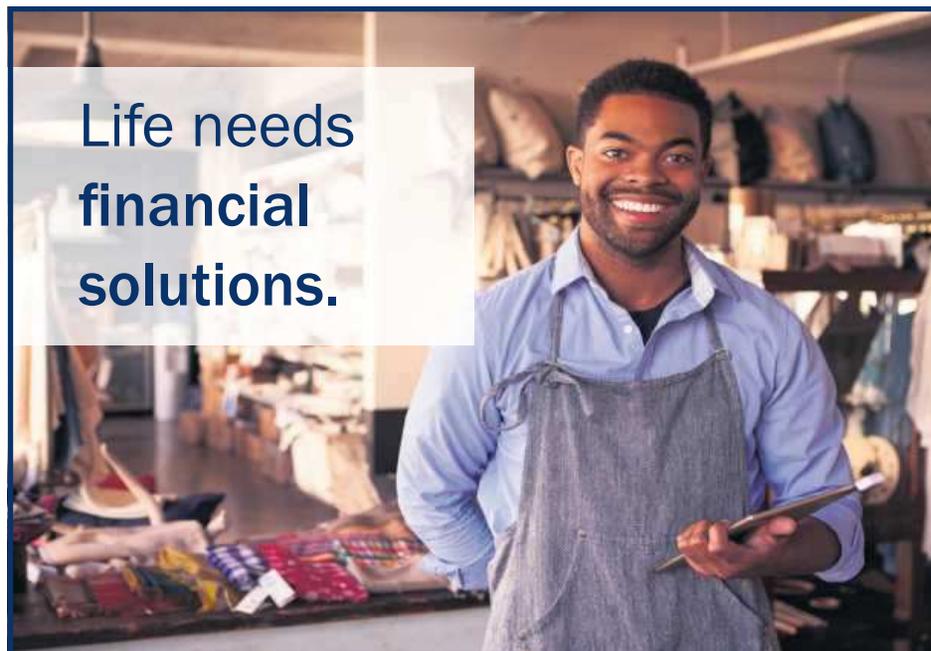
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Strengths Finder
by Tom Rath

**Enchantment:
The Art of
Changing Hearts,
Minds and Actions**
by Guy Kawasaki

J Thomas Forbes, CEO, Indiana University Alumni Association. Courtesy photo.



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The Five Dysfunctions of a Team

by Patrick Lencioni



1776

by David McCullough

Jonathan Barada, president, Bloomington Hospital Foundation. Photo by Kathy Truss.



Design is a Job

by Mike Monteiro



Never Eat Alone

by Keith Ferrazzi

Chelsea Sanders, owner, BlueLine Media Productions. Photo by Kathy Truss.

"It is all about perspective over time."

—Jonathan Barada, describing why it's important to read history books

"Hang out with the people that you want to be."

—Chelsea Sanders, reflecting on what she learned from the book "Never Eat Alone"

WHO INSPIRES CEOs?

Continued from page 7

"The Goal" is useful, Martoglio said, in that it talks about how to identify bottlenecks in business operations and run things more efficiently. Martoglio's organization works with companies ranging in size from small start-ups to Fortune 500 companies, and "the advice from these two books I use more often than any other book I've read."

Another Martoglio favorite, "The Lean Start-Up" by Eric Reis, is "kind of the Bible for how to create a business model and test a business model," he said.

Beyond business

As an artist and business owner, BlueLine Media Productions owner Chelsea Sanders has found several books useful over the years as she has sought to break into — and then grow — her full-service creative agency.

"Design is a Job" by Mike Monteiro is aimed at designers and entrepreneurs like herself and is "basically a small handbook on how I really started BlueLine," Sanders said.

"Never Eat Alone" by Keith Ferrazzi, describes how to break into an industry and then how to position yourself through networking and connections to take the business to the next level, she said.

"It is a really inspiring book on ways

of doing things differently than a typical industry," she said.

While Bloomington Hospital Foundation President Jonathan Barada has found several business books very important to his career development, non-business books are also influential for the history buff. Topping the list of his personal favorites is "1776" by David McCullough, a nonfiction account of the American Revolution.

Studying history is interesting as an executive, he said, because "it is all about perspective over time."

"It allows you to zoom out," Barada explained. "It is easy to live our lives in this moment-by-moment view of the world, but as a not-for-profit executive — or any executive — we are constantly reminding ourselves to zoom out and take a long view — not just day-to-day, but three to five or even 10 years into the future."

The hospital foundation's latest capital project, the construction of a new hospital, is one that requires him to look about 70 years into the future, he noted.

Outside the page

While books have plenty to offer, the ever-changing world of technology has brought an influx of ways business owners — and everyone — can take in information. These new sources of information can also be sources of inspiration.

Barada starts out each day looking at the news on his iPhone, trying to take in media from sources with a variety of viewpoints,

WHO INSPIRES CEOs?

continued on page 10

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Read Up

10 inspirational books
recommended by famous CEOs



Success and Luck

by Robert H. Frank

Hakeem Belo-Osagie, founder of the energy consulting firm CTIC, told McKinsey & Co. that this was one of his top picks of 2016. It discusses good fortune and what the author calls “the myth of meritocracy.”



The Inevitable

by Kevin Kelly

Teresa Clark, Africa.com founder and former managing director at Goldman Sachs, likes this book’s 12 predictions about technological forces that will shape the next 30 years.



The End of Power

by Moises Naim

Facebook’s Mark Zuckerberg famously set a goal of reading a new book every two weeks in 2015. His first pick was this book, which offers a look at how changing power structures can crush corporate empires.



Search Inside Yourself

by Chade-Meng Tan

Zappos CEO Tony Hsieh tweeted a recommendation for this book, which is a guide to finding deep inner joy.



H is for Hawk

by Helen Macdonald

Gail Kelly, former CEO of Westpac, is now an ambassador for women’s empowerment at CARE Australia. She recommends this bestseller about a falconer who copes with extraordinary grief.



The Art of War

by Sun Tzu

Salesforce CEO Marc Benioff used concepts in this classic book to surprise and stay one step ahead of his competitors. He later described the process in his own book, “Behind the Cloud.”



The Ascent of Money

by Niall Ferguson

Coca-Cola CEO Muhtar Kent calls this one of his all-time favorite books. After it was published in 2008, The New York Times credited its author for predicting some aspects of the financial crises that affected big banks and global markets.



Sprint

by Jake Knapp, Josh Zeratsky
and Braden Knowitz

The three partners behind Google Ventures wrote this book to teach people how to solve tough problems, after more than a hundred companies successfully used their techniques.

Sources: Inc., McKinsey & Co., Silicon Valley Business Journal, The New York Times.

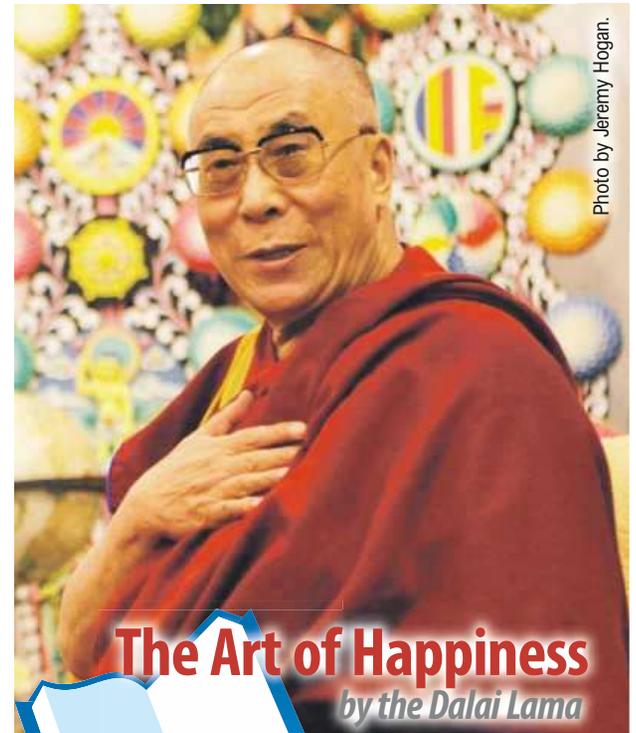


Photo by Jeremy Hogan.

The Art of Happiness

by the Dalai Lama



Jeff Weiner, CEO of LinkedIn, told the Silicon Valley Business Journal that this book taught him the difference

between compassion and empathy, and how to be a compassionate manager.



Photo by Jeremy Hogan.

The Sleep Revolution

by Arianna Huffington

Whole Foods CEO Walter Robb credits this book for changing how he sleeps and how he functions during the workday.

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WHO INSPIRES CEOS?

Continued from page 8

among them Fox, MSNBC, CNN and Politico, in an effort to get a “broad perspective” on how different people are looking at the events of the day.

But the first thing Barada looks at every day is local news, usually from The Herald-Times.

“Part of being the president of a leading not-for-profit — I have an obligation to be informed about the community and what is going on in it,” he said. “I need to be fluent in the news of the day in the community.”

Forbes, a voracious reader who describes himself as having “multiple books open at all times,” also follows a variety of higher education and institutional advancement-related blogs. Like Barada, he searches out information from many different viewpoints.

“The world moves at the speed of thought, so you have to stay abreast of that,” he said. “You have to stay on top of what people are thinking and writing about.”

Chad Sutor, owner of the mobile food business The Big Cheeze, has fallen in love with letting YouTube channels inspire him. While he also enjoys printed autobiographies about his entrepreneurial heroes, videos offer the chance to learn something new from some of the world’s brightest minds, all from his home or office — or even the back of his grilled-cheese truck.

Sutor enjoys YouTube channels that look at a variety of topics — not strictly business, but also big-picture philosophy ideas. Videos of the British philosopher Alan Watts have often been a source of



The E-Myth

by Michael Graber

The Goal

by Eliyahu Goldratt and Jeff Cox

Chris Martoglio, COO and co-founder, Blue Burro.
Courtesy photo.

inspiration, he said, while he also enjoys a channel called Crash Course that is “good for understanding a lot of different fields, from economics to philosophy to physics” in five to 10 minute videos, he said.

Sutor will often encourage his employees to watch YouTube videos he recommends, even those not strictly related to his business, because he wants to see his employees both productive and happy in their field.

“That gets them to think in different ways and (I’m) just trying to ultimately help them get what they want” in life, he added.

Sanders is a voracious consumer of podcasts. She enjoys one called the Accidental Creative, which offers advice for artistic professionals, as well as another called Entrepreneurial Thought Leaders, aimed at business owners. Podcasts, she said, are often like “a quick version of reading a book — the latest on what is going on with other like-minded professionals.”

People to admire

While published works can offer inspiration, so too can the individuals behind them.

For Sutor, an inspirational figure has always been the late founder of Apple, Steve Jobs, whose life story he finds himself revisiting again and again.

“The way that he went about his work I admire, and try to replicate in everything I do,” the Big Cheeze owner said. “I feel like he was someone who wasn’t motivated by the money or the status — nothing ego-based. It was all based on producing something valuable that a lot of people could benefit from.”

Other heroes for Sutor include entrepreneurs like Twitter founder Jack Dorsey and SpaceX CEO Elon Musk, who he described as “people who push the status quo and at time can be viewed as rebellious.”

Another Martoglio favorite, “The Lean Start-Up” by Eric Reis, is “kind of the Bible for how to create a business model and test a business model,” he said.

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WHO INSPIRES CEOS?

Continued from page 10

Those people, he said, aren't always understood by others in their time but are masters at looking at the big picture.

While Sanders is influenced by many of her fellow photographers and local business owners, she also finds artist Pharrell Williams inspirational. While many people might know him only as the singer behind a song that dominated the radio waves for months, "Happy," Sanders admires him largely for his commitment to the arts and for his business acumen. Few people realize, she said, that he is heavily involved with the arts, including pop-up art shows. Williams also owns a record label and a media company in addition to being a Grammy-winning singer/songwriter.

Barada deeply respects a former colleague from when he worked at Butler University: former men's basketball coach Brad Stevens. The Bloomington Hospital Foundation head, who joked that Stevens is almost exactly his same age, admires the now-coach of the Boston Celtics for more than just his coaching chops. It is, he said, his leadership, poise under pressure and — most of all — the way he treats everyone he meets with respect.

Barada was still at Butler University shortly after Stevens had taken the basketball team to its first National Championship game, when Butler was "the sweetheart" of the national media. Shortly after, Barada walked into a room and was startled to discover that Stevens and his wife had rolled up their sleeves, slipped on some rubber gloves and were busy serving pizza to a bunch of middle schoolers on a scorchingly hot day at a basketball camp.

"I just thought the notion of servant leadership really kind of shined through in that moment," Barada said.

Inspirational ideas

Regardless of the format, these successful local business owners seem to take in new ideas from a wide variety of sources. Some of these ideas can lead to office-wide changes.

That's certainly the case at the Indiana University Alumni Association, where visitors will find posted outside each individual's cubicle a listing of their core strengths as identified by the "Strengths Finder" book each new employee is asked to read. Strengths posted outside Forbes' office, for example, are "achiever," meaning he is outcome-oriented and driven, "activator," meaning he can motivate and bring people together and "ideation," meaning he has new approaches and ideas.

Since everyone in Forbes' office has read "Strengths Finder," the significance of each individual's strengths is not lost on them.

Barada recommends that his employees at the Bloomington Hospital Foundation read a favorite of his, "The Five Dysfunctions of a Team" by Patrick Lencioni. In the book, Lencioni describes downfalls that keep a team from being successful, including absence of trust, fear of conflict or avoidance of responsibility.

"I think what is does is it gives us a common lexicon," Barada said of his coworkers reading the book. "Sometimes our language can limit our ability to communicate when we get into complex, nuanced topics, so having a shared frame of reference — 'Remember what happened in chapter three?' — we can use that to kind of anchor ourselves."

Barada has found the book especially valuable because it ties in closely with the values of the Bloomington Hospital Foundation, such as taking responsibility for mistakes and treating others with respect. It has also



Chad Sutor, owner, The Big Cheeze.
Photo by Chris Howell.

Chad Sutor, owner of the mobile food business The Big Cheeze, has fallen in love with letting YouTube channels inspire him. While he also enjoys printed autobiographies about his entrepreneurial heroes, videos offer the chance to learn something new from the some of the world's brightest minds, all from his home or office — or even the back of his grilled-cheese truck.

Sutor enjoys YouTube channels that look at a variety of topics — not strictly business, but also big-picture philosophy ideas. Videos of the **British philosopher Alan Watts** have often been a source of inspiration, he said, while he also enjoys a channel called **Crash Course** that is "good for understanding a lot of different fields, from economics to philosophy to physics" in five to 10 minute videos, he said.

encouraged him to communicate.

"One of the things the book implores us to do is to talk about your values," he said. "You can't just put them on a poster and hang them on the wall. You have to try to bring them to life by talking about them. We are intentional about talking about these so they don't drift into the background."

Barada believes this focus on principles has contributed to the very positive environment at the Bloomington Hospital Foundation — in fact, a survey of employee engagement by an outside company rated employee engagement at 4.69 on a 5-point scale, a very high score compared to similar organizations.

Likewise, Sanders believes that the advice she received from "Never Eat Alone" has been central to helping her grow her business. The book gave her the confidence to realize that even if she isn't working with someone now, she should reach out to people who she may want to work with far into the future.

"Hang out with the people that you want to be," Sanders said. "If you see someone doing what you want to be doing in three years, get on their radar. Be humble and ask for advice. Put in the sweat for it. Don't be scared."

B

Sutor will often encourage his employees to watch YouTube videos he recommends, even those not strictly related to his business, because he wants to see his employees both productive and happy in their field.

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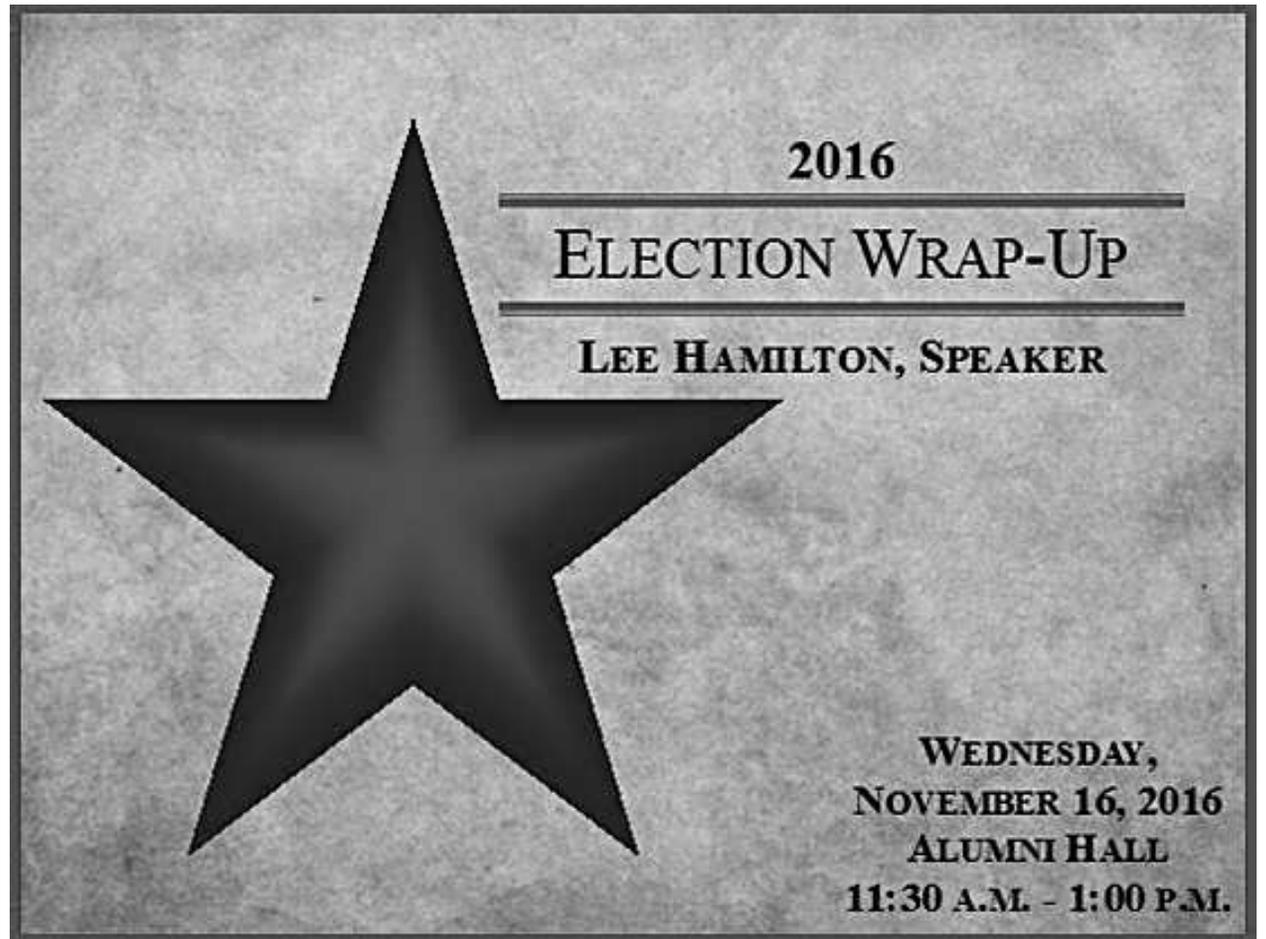
The Chamber is thrilled to have Congressman Lee Hamilton provide his perspective on one of the most historic elections in recent history. Mr. Hamilton will provide an overview of the 2016 election and share what to expect in the coming months and years with new administrations at both state and federal levels. The program will include an audience Q&A.



Lee Hamilton. Courtesy photo.

Mr. Hamilton represented the 9th congressional district of Indiana from 1965 to 1999. He served as the vice chairman of the 9/11 Commission, and currently serves as the Director of the Center on Congress at Indiana University, founded in 1999.

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CHAMBER BRIEFS

Continued from page 5

Mall Walker

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College Mall has teamed up with Bell Trace to enhance their mall walker program. The public is invited to walk the mall starting at 8 a.m. Monday-Saturday and 10 a.m. on Sundays. Bell Trace's sponsorship allows guests to track their mileage with floor tiles indicating the distance walked.

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Home Instead Senior Care and Autumn Hills Alzheimer's Special Care Center are working to certify restaurants as Alzheimer's Friendly through a new program. The Cozy Table Restaurant, Cloverleaf West Family Restaurant and Sweet Grass Restaurant have already been certified. To learn more, call Rebecca Nunley at 812-961-2222 or Amanda Mosier at 812-335-4655.

BBOR Mum Sale

Bloomington Board of REALTORS (BBOR) recently held their annual

mum sale in support of the Community Kitchen of Monroe County. This year the project raised \$1,430. Donating to the Community Kitchen makes our community stronger. More information is available at 812-339-1301 or homefinder.org.

Resuscitation

Improvement Program

Monroe County Hospital is the first hospital in Indiana to implement the American Heart Association's Resuscitation Quality Improvement Program (AHARQI Program) and, in doing so, has made a commitment towards improved patient outcomes. RQI is the latest evolution of dynamic CPR. Learn more at heart.org/RQI.

More Than Pink

College Mall has announced the second year of a national engagement with Susan G. Komen. More than 180 participating Simon Malls nationwide will encourage employees, retailers and shoppers to make a bigger, bolder impact in the fight against breast cancer.



Ms. Higdon of **Higdon Law** has been a criminal defense attorney as well as a deputy prosecutor in Monroe County. She has a passion for working with people, and as a client of hers, you can expect full attention to all of your concerns. Her experience has given her valuable, practical knowledge about the legal system. Being suspected or charged with a criminal offense is a serious and stressful event. You need an attorney with experience who can navigate the criminal justice system, analyze all aspects of your particular set of circumstances and have the patience to answer all of your questions about your rights and options. Visit higdonlaw.com.



After four years of online sales success, owner Jessica Healey now opens her brick and mortar retail store, **Pronounce Skincare & Apothecary**. All products are created from scratch using high quality, certified organic ingredients (that you can ... pronounce). Pronounce carries natural, non-toxic alternatives to creams and cosmetics, including body butters, facial foundation, lavender-infused lotion, aftershave spray and more. DIYers will be interested in the raw, certified organic ingredients, now sold in bulk at the store, such as shea butter, coconut oil and various herbs. Visit the new retail location and join us for the grand opening ceremony Nov. 14 from 5:30-7:30 p.m. at 615 N. Fairview St. Visit pronounceskincare.com.

ANNUAL MEETING AND COMMUNITY AWARDS

Continued from page 6



Trish Sterling of Sterling Real Estate accepts the 2016 Small Business of the Year Award from The Greater Bloomington Chamber of Commerce. Courtesy photo.



Deron Lavin of Master Rental accepts the 2016 Medium Business of the Year Award from The Greater Bloomington Chamber of Commerce. Courtesy photo.



Bryan Price of IU Credit Union accepts the 2016 Large Business of the Year Award from The Greater Bloomington Chamber of Commerce. Courtesy photo.

CHAMBER VOICES

Continued from page 3

contribute any funds to political candidates for any office. We are proud to serve all of our members by providing pertinent information on the candidates through our forums, events and communications.

We also get asked about our relationship to the U.S. Chamber of Commerce. The Greater Bloomington Chamber of Commerce is not a member of the national Chamber. As mentioned, our leadership has felt for many years that our best program support in the advocacy arena is to support local business and develop our own localized policy agenda — therefore we are associated only by the common moniker as a chamber.



Domino's of Bloomington - South - October 15, 2016

Domino's of Bloomington has opened a second location "pizza theater" on the south side at 2620 S. Walnut Street. Highlights include a comfortable lobby, open-area viewing of the food preparation process and the ability to track carryout orders electronically on a lobby screen. The store also features chalkboards to allow customers to express their creativity or to leave feedback for the store team members.



Right Choice D.A.T - October 11, 2016

Right Choice Drug Alcohol & DNA Testing provides drug and alcohol testing, drug free workplace program assistance and DNA paternity and genealogy testing. They opened a new location at 2536 W. Industrial Park Dr., Ste. 8., in Bloomington.



Girls Incorporated of Monroe County.
Photos by David Snodgrass.



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SPOTLIGHT

Continued from page 1

potential for girls. Our goal is to help every girl understand, value and stand up for her rights.”

The Bill of Rights for the 150-year-old organization offers a snapshot into its mindset, with some of its self-proclaimed rights including “Girls have the right to be themselves and to resist gender stereotypes” and “Girls have the right to take risks, to strive freely and to take pride in success.”

In Bloomington, Girls Inc. offers after-school care for girls and young women ages 5 to 18, offering them a safe, girls-only environment with programming tailored to the specific needs of girls in each age group, according to executive director Amy Stark, who joined Girls Inc. in July. Membership in Girls Inc. costs just \$55 per year, and in return the organization arranges transportation from Monroe County schools each afternoon and cares for the children until 6 p.m. For those who can't afford the \$55 per year, scholarships are available, Stark said. During the summer, Girls Inc. also provides full-day camps every week that school is not in session.

However, the program is far from being simply a low-cost childcare option, Stark said.

“We take pride in the type of programming they get when they are here,” she said. “It isn't just, show up and do some stuff so that someone is watching them. It is really about making sure they get something out of it — that they are growing while they are here.”

Programming at Girls Inc. is backed by extensive research by the national organization about the issues facing girls today, Stark said. For instance, Girls Inc. research shows that about 75 percent of high school girls feel pressure to dress a certain way, she said. A program called “Redefining Beauty” for the 12- to 18-year-old set tackles issues of body image, self-esteem, self-confidence and gender stereotypes with the group once a week.

For the 5- to 8-year-old group, this year the focus is on conflict resolution through a program called “Work it Out!”

“It's teaching the 5- to 8-year olds how to handle conflict — developing empathy, understanding consequences of hurtful behavior and helping them to start to recognize that they can stand up for themselves,” Stark said. Girls Inc. wants girls to learn “how to support each other, but not feel like their opinions aren't worth as much as someone else's.”

The organization also gives girls a safe place to try activities that might traditionally have been considered the domain of men and boys. This year, 9- to 11-year-olds are learning how to do computer coding and other information technology work, a field that continues to be very much underrepresented by women.

The organization's positive and girls-only environment, Stark believes, helps makes girls more comfortable trying new things.

“We want to encourage girls to try things when they are here that they might not try during the day at school when there are other people around,” she said. “We offer as many opportunities as we can to be out of their comfort zone, to try activities like woodworking or chemistry. We hope that this is getting better (as time passes) but there's still an idea that you don't

**“There's still an idea
that you don't give a girl
a bandsaw and tell her
to build a cabinet.”**

**—Amy Stark,
executive director**

SPOTLIGHT

continued on page 15

Girls Incorporated
of Monroe County.
Photos by David
Snodgrass.



SPOTLIGHT

Continued from page 14

give a girl a bandsaw and tell her to build a cabinet.”

In many ways, the program is also about mentorship and just letting girls know that someone is there for them, Starks said. When someone is struggling in school, they can receive homework help. If a member is having a personal issue, facilitators are there to offer counsel and a listening ear.

“We also know that girls are more likely to stay in school, more likely to graduate high school, if they are in a program where they have good mentors and role models and feel like they have a place where they belong, a place where they can share their opinions and activities without the pressure of having boys around,” Stark said.

Summer camps each have a theme for the week, and include a “typical camp activity” like going swimming as well as special field trips. But always, camp leaders are continuing to reinforce the core values of Girls Inc., Stark said.

Girls Inc. sports programs are also very popular, especially volleyball, which is now offered in three separate seasons because of the high demand. It also offers clinics for a variety of sports, including some — such as fencing — that girls might not otherwise have the opportunity to try.

Girls Inc. is funded by the United Way, with help from local community foundations and other donors, big and small. Also vitally important is the army of volunteers who offer their time and talent to support Girls Inc., Stark said. Still, the organization is always looking for more help.

“We really rely on the community to keep it going,” Stark said, noting that community donations allow the organization to offer scholarships to girls whose families can’t afford the fees for after-school programming or sports teams.

Right now, Girls Inc. is “pretty much at capacity” for its after-school program, but Stark hopes to begin a new venture into greater outreach. The organization will launch a pilot program to bring some of its programs to Fairview Elementary school, she said, though the details are not fully settled yet. In the future, Stark would like to continue these outreach efforts in more schools.

“We are trying to build a community of girls that can go out from Monroe County and be strong, smart and bold when they leave here,” she said.



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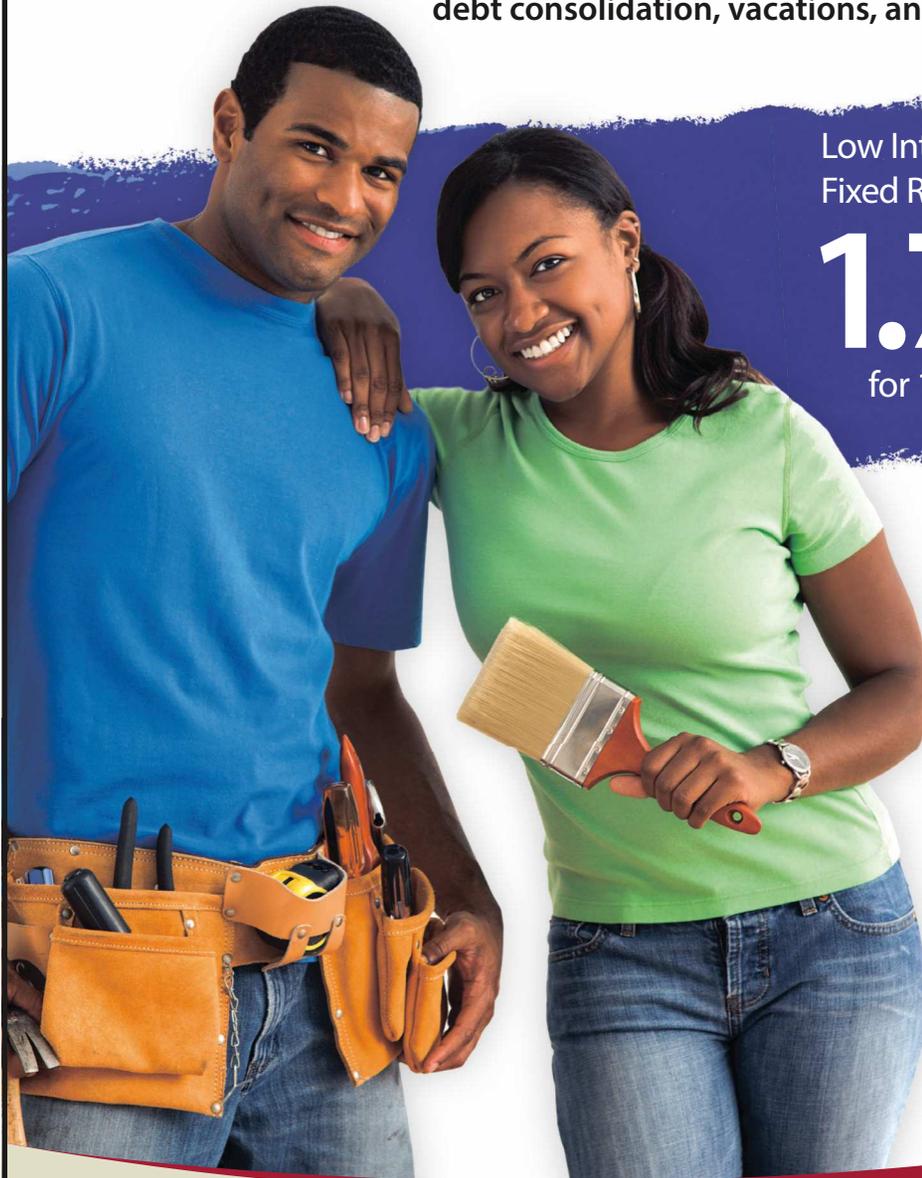
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