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A Greater Bloomington Chamber of Commerce Publication

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Co-owner Don Seader performs a brake fluid flush and brake inspection at World Wide Automotive. Photo by Chris Howell.

## Spotlight: World Wide Automotive Service

By Kasey Husk

**F**or most people, the idea of a “green” business isn’t likely to conjure up the image of an auto repair shop.

A visit to World Wide Automotive Service in Bloomington, however, could change that.

Owners Don and Melinda Seader have created what they believe is likely the greenest auto repair shop in the state, if not the Midwest, by going above and beyond to ensure they minimize their impact on the environment. This month, the shop — which specializes in repairing foreign cars — took it a step further with the installation of a 136-panel solar array that will entirely power their facilities in the future.

These efforts, Don and Melinda agree, were something that just made sense to them.

“We only have one planet,” said Melinda, who has a degree in environmental management. “I have kids and I’d like to make sure the planet is in good shape when my grandkids are around.”

**SPOTLIGHT**  
continued on page 14



## Coming in December: 2018 Predictions from Local Leaders

**MARK YOUR CALENDAR**

**NOVEMBER**

9 Business After Hours — Ivy Tech

**DECEMBER**

13 hYPe Holiday Party — The Root Cellar — FARMBloomington

14 Business After Hours — Comcast Spotlight

**Small Business in Bloomington**

shop local  
neighborhood  
main street  
retail  
petronize  
partnership  
brick and mortar  
shops  
service

supp  
local econ  
cooperativ  
friendly  
merchants  
mom and pop  
bny l

**bus**

See story on page 7

# ADVOCACY Update

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

## Monroe Convention Center Expansion

The Bloomington City Council passed a resolution supporting the passage of a food and beverage tax to fund the expansion of the Monroe Convention Center. Besides passing the resolution last month, the council also approved a letter of intent between the city and Monroe County government stating that the city agrees to allocate its portion of a food and beverage tax to the construction and operation of an expanded convention center. The county's portion will be used for related

tourism or economic development projects outside of Bloomington. The 1 percent food and beverage tax must be approved by the Monroe County Council. County council member Eric Spoonmore is currently spending Friday afternoons on a listening tour of downtown businesses that would like to provide feedback.

## City Seeks Board and Commission Applicants

The city of Bloomington is currently accepting applications to fill vacancies on boards and commissions. Information for each board and commission can be found on the city's website at <https://bloomington.in.gov/boards>. The Office of the Mayor and Office of the City Clerk urge potential applicants to attend a meeting for the specific board or commission prior to applying. The city currently has 45 boards and commissions.

## City Council Continues to Amend Comprehensive Master Plan

The Bloomington City Council has an adoption schedule in place for the 2040 Comprehensive Master Plan. The plan was amended and adopted by the Bloomington Plan Commission in June and is now being amended by the city council. The comprehensive plan is seven chapters and outlines goals, policies and programs for the city. The adopted plan will help guide updates to the Unified Development Ordinance, which is the primary source of land use regulations for the city.

• **Wednesday, Nov. 14, 6:30 p.m., City Council Chambers** — Final vote

## I-69 Section 6

In September INDOT hosted three meetings to update the public on recent

refinements to the preferred route of I-69 Section 6. The refinements shared were based on feedback from INDOT planners, project stakeholders and the general public. A few key refinements are listed below.

### Travel Lanes

• SR-39 to south of Smith Valley Road:  
Four lanes, two in each direction  
*o Change from Draft EIS, which had noted four lanes to SR-144*

• South of Smith Valley Road to Southport Road:  
Six lanes, three in each direction

• Southport to I-465:  
Eight lanes, four in each direction

• I-465 from Mann to US-31:  
Eight lanes, four in each direction

### Morgan County

• Transition from

Section 5 to 6 begins just south of Indian Creek

• SR-39 will include an interchange with roundabout intersection with Rogers Road

• No Burton Lane Bridge of I-69

• Interchanges at both SR-252/Hospital Road and SR-44/Reuben Drive

• Egbert Road bridge shifted to avoid FEMA properties

• Slight shift at Henderson Ford Road interchange to lessen wetland impact and improve geometrics

• No bridge over I-69 at Big Bend Road

• Overpass at Waverly Road

### Johnson County

• SR-144 interchange type will be diamond and not partial folded

• Interchange at Smith Valley Road

• Interchange at County Line Road

### Marion County

• Underpass at Wicker Road

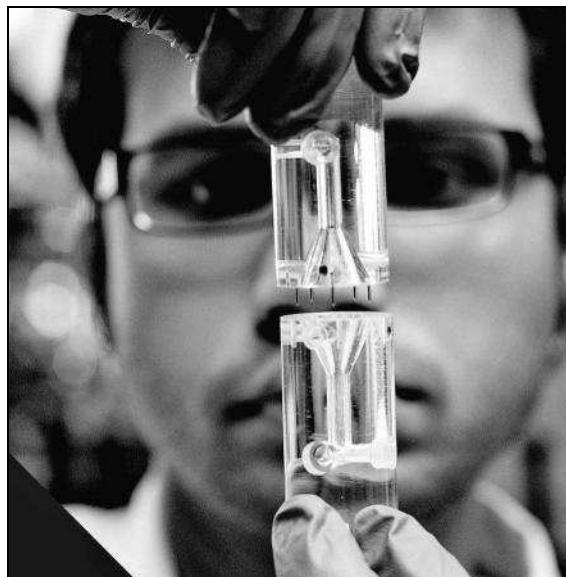
• Underpass at Edgewood Avenue

• Exit ramp from I-69 Northbound and entrance ramp to I-69 Southbound at Epler

• Noise walls added at I-465/Mann Road, I-465/US-31 and I-465/Bluff Road

• I-465 reconstructed two feet higher for adequate vertical clearance at Harding Street

I-69 Section 6 will upgrade the majority of existing State Route 37 to interstate standards between SR-39 in Martinsville and I-465 in Indianapolis, a distance of approximately 26 miles.



## Helping Indiana

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INNOVATE INDIANA

**Have questions about Chamber advocacy?**

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

# Something to Treasure



Anne Bono. Courtesy photo.

It's hard to believe that 2017 is wrapping up. The holidays are around the corner, families are beginning to plan their travels and visits, and the coats are coming out of storage for those cool days ahead. Bloomington is a wonderful place during the last months of the year — there are so many things to enjoy! Whether it's the Winter Market, the Canopy of Lights, the shopping, the music and arts on the IU campus or just the return of family, friends and Bloomington fans, the next few weeks will be something to treasure.

By the time this issue of *BizNet* is published our Business Outlook luncheon will have taken place. Each year The Chamber partners with Bloomington Rotary to bring a group of IU faculty together to consider the economic outlook for the coming year. These speakers present local, state and national forecasts, as well as the outlook for the financial markets. I hope many of you reading this article had the opportunity to attend Business Outlook, which is in its 45th year this year.

The Chamber's Franklin Initiative has started off on a positive note. Our first Reality Store® of the school year took place on Friday, Oct. 13 at Tri-North Middle School. Several volunteers came out to work with middle school students and help them learn more about the costs and responsibilities they will face as adults. The Franklin Initiative will offer several career fairs, speaker panels and Reality Stores throughout the year. It's important to provide students opportunities to interact with professionals in different fields, introduce students to different potential

career options, and learn from real-world experience.

Because of the holidays, our Business After Hours schedule is a bit modified this month and next. I hope you can join us on Thursday, Nov. 9 at Ivy Tech for Business After Hours, and then on Thursday, Dec. 14 in the Fountain Square Ballroom, when Comcast Spotlight hosts our December event. Remember that Business After Hours events are free for Chamber member businesses and their staffs — everyone is welcome!

Speaking of the holidays ... now is a perfect time to think about those special "thank you" gifts for your colleagues, your professional partners and yes, even your family. The Chamber's website —

[www.ChamberBloomington.org](http://www.ChamberBloomington.org) — has an easy-to-use search option for every member business. If you are looking for a certain something, you can search through our member business listings to find exactly what you are looking for.

The Chamber has started scheduling meetings with interested members to provide sponsorship information for the events we'll be hosting in 2018.

Sponsoring one of the Chamber's premier events is a great opportunity to increase brand awareness. The Chamber offers a variety of events that include the Governor's Luncheon, Women Excel Bloomington Awards, Educators of the Year Awards, and a Retail Summit. The diversity of events allows your business exposure to your target market and to increase your reach to new clients, customers, and businesses. If you're interested in sponsoring one of the Chamber's well-planned events in 2018, please contact us to learn more.



**"Whether it's the Winter Market, the Canopy of Lights, the shopping, the music and arts on the IU campus or just the return of family, friends and Bloomington fans, the next few weeks will be something to treasure."**

## 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 Jim Inman 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*!



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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.

### CHAMBER OF COMMERCE

Anne Bono, *Interim President & CEO, Director of Advocacy & Public Policy*  
Serena Duke, *Member Services Coordinator*

Taylor Fox, *Advocacy Associate*

Jim Inman, *Director of Marketing and Communications*

Carol Kelly, *Events Coordinator*

Trevor Owens, *Franklin Initiative Program Associate*

Jim Shelton, *Government Relations-County*

Tammy Walker, *Director of Member Services*

Pam Willis, *Director of Finance and Operations*

### OFFICERS

Tony Stonger, *Edward Jones, Chair*

Jennie Vaughan, *Ivy Tech Community College – Bloomington, 1st Vice Chair*

Ron Walker, *CFC Properties, 2nd Vice Chair*

Cindy Kinnarney, *First Financial Bank, Secretary/Treasurer*

Randy Lloyd, *TM Crowley & Associates, Immediate Past Chair*



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# Here's the hYPe!

**hYPe**  
news

By Lauren Dexter, hYPe steering committee chair and Jim Inman, director of marketing and communications for The Chamber

A big thank you to all the YPs and their bosses who joined us for another fabulous edition of the Bring Your Boss Lunch on October 11. The lunch was hosted in Shreve Hall on the Ivy Tech Community College campus. Three panelists fielded questions regarding first-time management, moderated by The Chamber's own Jim Inman. Panelists included Rebecca Reott with Hanapin Marketing, Paul Mui with Oliver Winery, and Karin St. John with the Bloomington Hospital Foundation. The range of advice and insightful conversations spanned a wide range of topics including emotional intelligence, the importance of mentorship, outlining expectations and more. A special

thank you goes out to WGU for supporting the event and to Ivy Tech for hosting our guests.

Did you miss this Bring Your Boss event? Don't worry, the hYPe Steering Committee has a couple on the calendar for 2018 hYPe programming — it's one of our favorites.

Don't forget to join us next month on Nov. 8 at One World's brand new location. We'll be talking entrepreneurship with Jeff Mease, co-founder and CEO of One World Enterprises. Register yourself (and a friend) at [ChamberBloomington.org/hype](http://ChamberBloomington.org/hype).

Ever wonder how hYPe plans its events? hYPe has a steering committee of young professionals from diverse fields who meet monthly to prepare and plan future events for their peer community. If you're interested in getting more involved in hYPe, consider joining our steering committee. We typically add new committee members



Courtesy photo

in August, so check out our events this summer and meet our current committee members to learn more. You can also fill out our steering committee interest form online at [ChamberBloomington.org/join-the-steering-committee](http://ChamberBloomington.org/join-the-steering-committee).

Our volunteers are great examples of all of the work young professionals put into our community. Contact The Chamber at 812-336-6381 or [info@chamberbloomington.org](mailto:info@chamberbloomington.org) for more information.



## MEMBER RENEWALS

- AAA Hoosier Motor Club
- Aflac - Kyle Ellison
- Allen Funeral Home
- Area 10 Agency On Aging
- Arthur Murray Dance Center
- The Awards Center
- Axis Architecture + Interiors
- Baugh Enterprises
- Bill C. Brown Associates
- Blond Genius
- Bloomington Metropolitan Firefighters Local 586
- Blue Line Building and Design, Inc.
- Blueline

- Bucceto's Pizza & Pasta (East)
- Bucceto's Pizza & Pasta (West)
- Cartwright, Alex
- Central Supply Company
- Chickering Rentals
- Classic Touch Limousine
- Commercial Service of Bloomington, Inc.
- Cornerstone Roofing
- El Rancho
- EuDaly Incorporated
- Farm Bureau Insurance
- FARMbloomington Restaurant
- Ferguson Law
- First American Trust, LLC
- Fox Construction Co., Inc.
- Gibson Teldata, Inc.
- Hallmark Home Mortgage
- Heartland Beef Incorporated
- The Herald-Times
- Hilton Garden Inn
- Holiday Inn
- Holiday World & Splashin' Safari
- Homewood Suites
- Hoosier Energy
- Hoosier Hills Food Bank, Inc
- HospitalRecruiting.com
- Hylant Group
- Indiana Voice & Data Inc.
- IU-Office of the Vice President for Engagement
- JB Screening Partners, Inc
- John Bethell Title Company, Inc.
- KeHE
- Kid Angles: The Early Education School
- MainSource Bank and Mortgage
- Malibu Grill
- Master Rental Center
- McClaren Pest Control
- Meineke Car Care Center
- Monroe Tuff-Jon
- Moore Restoration, Inc.
- OEI, Inc.
- Patriot Engineering and Environmental, Inc.
- Pedego Bloomington Electric Bikes
- Plastic Surgery Associates of Southern Indiana/ ProGenics Medispa

- Richland-Bean Blossom Community School Corporation
- Right Choice D.A.T.
- Rogers Group, Inc.
- Ruoff Home Mortgage
- Sam's Club
- Schrader and Associates
- Strategic Development Group, Inc.

- Sugar Daddy's Cakes and Catering
- Sure Seal Restorations
- SVN - The Martin Group
- T.A. Fuller Homes, Inc.
- The Tailored Fit
- TASUS Corporation
- Watkins Family Dental Care, LLC
- Whippoorwill Hill
- White Castle



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## NEW MEMBERS

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1150 Sunrise Greetings Court  
Bloomington, IN 47404  
Contact: Scott Liebermann  
812-727-2103

**Century 21 Scheetz**  
1155 S. College Mall Road, Suite C  
Bloomington, IN 47401  
Contact: Dave McClain  
812-336-2100

**Homie Hot Pot and Sushi**  
306 N. Walnut St.  
Bloomington, IN 47404  
Contact: Allen Liu  
812-650-1171



## New Hires & Promotions

### LIFEDesigns hires new CEO Russell Bonanno

LIFEDesigns extends a warm welcome to Russell Bonanno to fill the role of CEO as Susan Rinne retires Nov. 11, 2017. Bonanno comes to LIFEDesigns from his most recent roles as director of The Autism Program of Illinois and non-profit consultant. Russell's background includes experience with policy, advocacy, marketing and program evaluation.

### Bloomington Meadows Hospital adds New Providers

Bloomington Meadows Hospital welcomes Lisa M Ruiz, MD and Michael Coryea RN, MSN, PMHNP to our existing provider team. Ruiz will be working with children and adolescents on our inpatient unit. Coryea will be working with patients age 13 and up.

## Awards & Designations

### Fortune Receives Certified Financial Planner® Certification

Steven Fortune of the financial services firm Edward Jones in Bloomington has been authorized by the Certified Financial Planner Board of Standards to use the certification mark CFP®. Fortune successfully completed the financial planning coursework and passed a comprehensive examination.

### Duke Energy Foundation named Ivy Tech Bloomington Benefactor of the Year

Duke Energy Foundation has been named Ivy Tech Community College - Bloomington's 2017 Benefactor of the Year. Duke was recognized at Ivy Tech Foundation's annual Benefactor of the Year reception and dinner held in West Baden, Indiana following the foundation's board of directors meeting.

### Oliver Winery & Vineyards Recognized as 'Best of Indiana'

Electric Consumer, the monthly publication of Indiana's electric cooperatives, is recognizing businesses and attractions throughout the state via its "Best of Indiana" contest. Oliver Winery was recognized as the "2017 Best Winery" in Indiana.

### Craig Hickman Named Top Midmarket IT Executive

ProBleu today announced that Craig Hickman, vice president of sales, has been named to The Channel Company's Top Midmarket IT Executives



**Jack's Donuts** offers a distinctive, high quality selection of cake and yeast donuts that have only broadened in style and taste over the last 50 years. Through that time we have maintained a level of quality unmatched by big corporate donut shops. Every donut at Jack's Donuts is made by hand daily. In 2009 we introduced our signature coffees and espressos. Our roast master has perfected the art of selecting only the finest green coffees from all over the globe and small-batch roasting them to release the distinctive characteristics of each origin of coffee at the peak of freshness. Visit us at 1155 S. College Mall Road.



**Whippoorwill Hill** is a breathtaking historic farmstead, six miles from the heart of downtown Bloomington, specializing in weddings, events and celebrations. The completely secluded venue sits on 130 rolling acres and boasts two barns, a log cabin and multiple outbuildings constructed prior to 1900. The 300-person capacity event barn was relocated from Manilla, Indiana and entirely updated. Whippoorwill Hill is a working farm with an agricultural and cattle operation and a Monarch Butterfly habitat. Visit Whippoorwill-Hill.com for more info.

list. This annual list honors influential vendor and solution-provider executives who have demonstrated an exceptionally strong commitment to the midmarket.

## Other

### CFC Properties Promotes Recycling

In conjunction with America Recycles Day, CFC Properties will be distributing informative recycling fliers to its employees to promote ideal recycling practices, as part of their continuing efforts to make Bloomington beautiful. CFC developed an action plan in 2010 to reduce its carbon footprint and since then has partnered with a number of eco-friendly supporters.

# Heartland

**Heartland Payment Systems** is a Global Payments company. Global Payments Inc. is a leading worldwide provider of payment technology services that delivers innovative solutions driven by customer needs globally. Our technologies, partnerships and employee expertise enable us to provide a broad range of products and services that allow our customers to accept all payment types across a variety of distribution channels in many markets around the world. For more information visit [HeartlandPaymentSystems.com](http://HeartlandPaymentSystems.com).



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**Locked Up** is an interactive adventure game in which players are locked in a themed room with various clues to be used to solve a series of riddles and puzzles, crack code combinations and locks, solve equations and — possibly — might discover a secret passage to escape within the set time limit of only 60 minutes! Locked Up is a great date night, night out with friends or team-building activity offering both public, private party and corporate events. We look forward to challenging you. Visit [LockedUpLive.com](http://LockedUpLive.com).

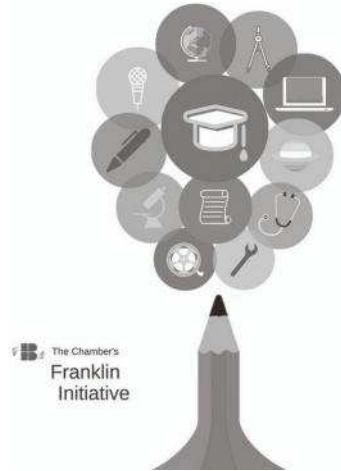
## The Franklin Initiative Update

# Helping Students Succeed with the Franklin Initiative

By Jim Inman, director of marketing and communications for The Chamber

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 will offer several programs for MCCSC and RBBCSC students this fall: the Reality Store®



program, the Speakers Bureau, Career Days, the Employment and Job Skills Fair and the STEM and Life Sciences 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 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.

Through the Reality Store® program, the Speakers Bureau and the Franklin Initiative Career Day, the Employment and Job Skills Fair and the STEM and Life Sciences Career Fair, 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.

The Chamber is always looking for volunteers for Franklin Initiative programs. If you are interested in participating, contact Carol Kelly at The Chamber — ckelly@chamberbloomington.org or 812-336-6381.



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328 S. Walnut St. Suite 6  
Bloomington, IN 47401

**812-323-1231**  
[jimregester@remax.net](mailto:jimregester@remax.net)

## Upcoming Chamber Events:

**Thursday, November 9 — Business After Hours**  
Ivy Tech Community College - Bloomington  
200 Daniels Way  
5:30 p.m.-7:30 p.m.

**Wednesday, December 13 — hYPe Holiday Party**  
The Root Cellar – FARMBloomington  
108 E. Kirkwood Ave.  
5:30 p.m.-7:30 p.m.

**Thursday, December 14 — Business After Hours—**  
Comcast Spotlight  
Fountain Square Ballroom  
101 W. Kirkwood Ave.  
5:30 p.m.-7:30 p.m.

Details and registration at  
[ChamberBloomington.org](http://ChamberBloomington.org)



SAVE THE DATES

## Small Business Resources:

**Bloomington Chamber of Commerce**  
400 W. 7th St., Suite 102  
Bloomington, IN 47402  
812-336-6381  
[ChamberBloomington.org](http://ChamberBloomington.org)

**South Central ISBDC**  
Ivy Tech Community College – Bloomington  
Gayle & Bill Cook Center for Entrepreneurship  
Indiana Center for Life Sciences  
501 North Profile Parkway  
Bloomington, IN 47404  
812-345-1141  
[isbdc.org](http://isbdc.org)

**Bloomington SCORE**  
223 West Dodds St.  
Storage Express Building, Suite 133  
Bloomington, IN 47403  
812-334-2392  
[bloomington.score.org](http://bloomington.score.org)



# Leaps of Faith:

## To launch and grow a business, entrepreneurs go all-in

By Kasey Husk

**W**hen it comes to starting, growing and running a small business, no two companies are exactly alike.

But regardless of what kind of small business someone is launching, two ingredients are almost universally required for success, local entrepreneurs say: passion, and persistence.

“Nobody will ever love your business as much as you do,” said entrepreneur Randy Stegemoller, repeating what he called the best business advice he’s ever received. He added, “As business owner you’ll do more than anybody. If you don’t have that attitude — that it means everything to you — you won’t be successful. We live our business, it is 24/7.”

Owning a small business means perpetually needing to plan, research and look ahead to the future in order to survive and thrive, local entrepreneurs said. But the payoff, they noted, can be deeply satisfying — not just on a financial level, but on an emotional one.

For Stegemoller and his wife, Kim Stegemoller, the decision to launch a business came from the very personal experience of sending their oldest daughter off to college. While the couple did their best to guide their daughter through the process, they soon learned that the gap in their knowledge had cost them; had their daughter retaken her SAT and answered one additional question correctly, she would have received a scholarship that would have saved them \$9,000 per year on her tuition.

This missed opportunity, however, cleared the way for an even more momentous one for the family when the Stegemollers realized the need for a company that could help “project manage” high school students through the college application process. Class 101 was just such an organization, one in which managers work directly with a limited number of students on everything from exam prep, writing college application essays, filling out financial aid forms and identifying scholarships that students should be applying for. Within two weeks of learning about the then Kentucky-based business in 2012, the Stegemollers had purchased a franchise and decided to bring it to their hometown.

Despite the personal experience that prompted them to buy the business, the Stegemollers initially feared that Bloomington would prove too small a market for the business to be successful. However, Stegemoller said, “we could not have been more wrong.” Bloomington parents, he said, place a strong emphasis on education and are eager for help in navigating the confusing and costly world of college admissions, especially when it means the chance for their kids go to school for a lower cost.

Class 101 has grown to be a nationwide franchise with locations in 30

**LEAPS OF FAITH**  
continued on page 8



Kim Stegemoller, left, with Gunnar Hanson, and Randy Stegemoller, third from left, with Mary Kate Doyon, at Class 101. Photo by Jeremy Hogan.

**“Nobody will ever love your business as much as you do.”**

— Randy Stegemoller,  
Co-owner, Class 101

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**Above and left:** Kids Play Gym. Photos by Chris Howell.

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**LEAPS OF FAITH**

Continued from page 7

states since 2012, but the Stegemollers' Bloomington office has remained the national company's most successful branch, earning Franchise of the Year honors four consecutive years.

Entrepreneurs who want to start a successful business need to be all-in, ready to do the hard work of running a business, Stegemoller said. Regardless of what industry someone is going into, they also have to be ready to do whatever is necessary to take care of the clients, he said.

"Customer service is king," he said. "You can overcome any problem if you have great customer service and you put customers ahead of yourself. As soon as that starts sliding, watch out."

Putting the customers' needs first will earn you more customers than trying to make a quick buck with less-than-ethical practices, advises Kat Rader, one of the newest business owners in Bloomington. Like Stegemoller, Rader launched her business — Kids Play Gym — as a direct response to what she saw as a need in the community.

One in six children are now born with some kind of developmental disability, said Rader, who has worked with children with disabilities for about 15 years in various capacities. Through her work as an Applied Behavior Analysis therapist and clinic manager, Rader realized that parents were often getting only 30 minutes per week of therapy for their children. During the rest of the week, they needed a place to go where the children could go have fun, "swing and climb and crash on things" and practice techniques learned in therapy with their parents — all while also getting connected to more community resources.

"We want to make everything accessible for all children to have fun and laugh and play together and be in a good atmosphere that wants to help people and provide resources and support," Rader said.

In May 2017, Rader's dream of providing just such a place came true with the launch of the Kids Play Gym. The facility includes safe indoor play equipment for children — both those with disabilities and those without — as well a bubble tube room, sensory bins and water table for kids, and a resource room where the organization holds free classes for parents. The organization even offers three hour "break time" babysitting for parents, among other services.

While some aspects of the business have been more challenging than she anticipated — credentialing and billing being two — Rader notes that she has been overwhelmed by the support she has received from the community. Her advice to would-be business owners, she said, is to "find your niche, do what you love and love what you do, and help people along the way," she said. "And people will help you along the way too."

While launching a business can be a scary first step for the entrepreneur, knowing when to make the next move can be equally



Kat Rader, owner, Kids Play Gym. Photo by Chris Howell.

**"We want to make everything accessible for all children to have fun and laugh and play together and be in a good atmosphere that wants to help people and provide resources and support."**

# Family Businesses

## Commit to Success on Own Terms

By Kasey Husk

**A**s an employee at a mortgage company years ago, Lisa Arowcavage found herself disheartened and frustrated by the decisions made by her employers at the expense of the customers she so cared about.

With the situation growing more frustrating by the day, Lisa and her husband Terry Arowcavage made a bold choice: to start their own company where they could run the business in a way that meshed with their own strict ethical code.

“I said ‘people buy from people, they don’t buy from companies,’” remembers Indiana Mortgage Company owner Terry Arowcavage of his efforts to persuade his wife that the time was right to start their own business. “I had no doubt we were going to be able to do it.”

Each small business owner has his or her own reasons for making the jump into the world of entrepreneurship, but for people like the Arowcavages a major lure is the prospect being able to play by their own rules, expand as they wish and define success based on what is meaningful to them.

For Steve Birch, owner of the Furniture Exchange, owning his own business means “having the flexibility to make my own decisions,” he said. Birch and his wife, Mindy Birch, opened the Furniture Exchange in 1997 as the next step in his career after he’d risen as far as he could go working in someone else’s business. Since 1997, the business has expanded from its 1,500-square-foot original storefront to a 21,000-square-foot facility, as well as adding a 16,000-square-foot second business, Distinctive Home Furnishings, on Bloomington’s west side.

Likewise, Carl Matacale of Office Easel Promotions — an organization that provides promotional materials to various

businesses, especially orthodontist offices — said that working with a family business means having the opportunity to solve problems directly, whereas working in a large company often means layers of bureaucracy to cope with. It also means variety, because while his official role in the company is sales manager Matacale said “one of the nice things is we don’t get pigeon-holed, everyone does multiple things.”

Like the Arowcavages and Birches, running a family business also means getting to spend time with, well, the family. “Karen always says we are a 24/7 couple because we work together all day long, and we are husband and wife so we see each other a lot,” jokes Matacale. “But it’s worked out very well for us.”

That’s not to say small business ownership doesn’t come with some significant challenges, however. Business owners can expect to work



Steve Birch, co-owner Furniture Exchange and Distinctive Home Furnishings. Photo by Jeremy Hogan.

**Perks of owning your own business: “Having the flexibility to make my own decisions.”**

**FAMILY BUSINESSES**  
continued on page 10

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**Above and left:** Furniture Exchange. Photos by Jeremy Hogan.

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Office Easel Promotions. Photo by Jeremy Hogan.

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## FAMILY BUSINESSES

Continued from page 9

extremely long hours, especially in the early years, Birch said. And if a company hits a financial setback, its owners can find themselves struggling to make ends meet at home and at work.

“It will be tough,” said Matacale of starting a business. “That’s the reality a lot of times people don’t realize. They look at some successful business ... maybe (that business) has it made today but somebody worked hard for a long time to get that going. You don’t get to be a household name by accident.”

The key to survival throughout the years, they say, is staying true to a company’s values while also remaining nimble enough to adapt to the changing marketplace.

Matacale’s father-in-law, an orthodontist, first founded Office Easel Promotions in 1987 as a response to a need he’d seen in his own industry for promotional materials as many orthodontists were beginning to advertise for the first time. For years, the company’s largest products were postcards that could be stamped — “using equipment you’d expect to see on Little House on the Prairie,” remembers Matacale — and mailed out to customers as appointment reminders.

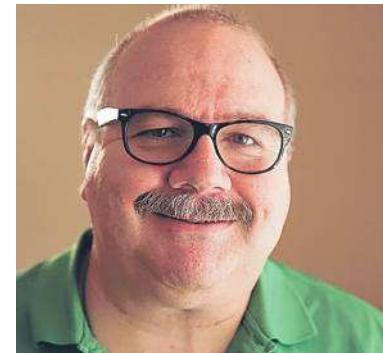
Matacale’s wife, Karen Matacale — who had joined the business in 1988 and ultimately became a co-owner — was the first to realize that the advent of the internet would make the postcards largely obsolete. After all, why pay for postage when an email or text message could reach its destination almost instantly and at no cost to the company? Realizing this, however, meant that Office Easel could change gears and begin offering different types of promotional materials to such organizations.

“If we hadn’t moved into promotional products, we’d probably be out of business,” say Matacale, who noted that the company’s most popular item these days is personalized lip balm.

Treating customers right is also paramount to any business’ survival, Arowcavage said. Arowcavage has had to rebuild the family business on more than one occasion because of forces outside the couple’s control, but every time he’s seen the power of word-of-mouth advertising when you go above and beyond to take care of people, he said.

The Arowcavages’ first venture, Ocean Midwest Mortgage, fell victim to changes in the mortgage industry after the housing crisis. The couple operated as “net branches” of two major lenders in the years that followed, but one abruptly shuttered because of lawsuits and one eliminated all its net branches. In November 2016, the Arowcavages started an independent business once more, ultimately named the Indiana Mortgage Company.

Through all this upheaval, each business the Arowcavages have



Carl Matacale, sales manager, Office Easel Promotions.  
Photo by Jeremy Hogan.

**“It will be tough. That’s the reality a lot of times people don’t realize. They look at some successful business ... maybe (that business) has it made today but somebody worked hard for a long time to get that going. You don’t get to be a household name by accident.”**

## LEAPS OF FAITH

Continued from page 8

nerve-racking. For Jessica Healey, founder and owner of Pronounce Skincare, the enormous growth of her business in just the four years since she's launched has meant almost every year she's found herself taking a big step forward.

Healey started Pronounce Skincare after her infant son experienced skin problems that encouraged her to look more carefully at the products she was using on his, and her own, body. Frustrated that she could not even pronounce many of the names on the bottle, Healey started creating her own natural products and blogging about healthy eating, wellness and her new skincare product recipes in 2013.

At the urging of family and friends, Healey started selling the products she was creating and was almost immediately overwhelmed by the demand. Though she started working in her own kitchen, within a year that was no longer a feasible option and she moved to a small space on Kirkwood. In the next three years, she successively outgrew her space each year and had to move. Most recently, she has relocated to her largest location yet, a 1,100-square-foot shop on Morton Street.

Healey attributes a large part of her growth to her online presence, as her blog draws new readers in to learn about her products, which they can either make themselves or purchase directly from her. Her newsletter now has 20,000 subscribers, and it allows her to communicate with her readers and customers in a more personal way, she said.

But despite the rapid increase in business, increasing the size of her space and her staff did not always come easy to Healey, who said that "every year I find myself wondering if this is the right thing to do." She does her best to combat the nerves by approaching decisions in a slow and methodical way by looking at "where I've come from and where I want to go."

Those expansion jitters aren't unique to new business owners, however. Furniture Exchange owner Steve Birch launched his used-furniture sales business in a small 1,500-square-foot showroom in 1997. In the 20 years since, the business has expanded many times over — with new furniture

LEAPS OF FAITH  
continued on page 13



A newsletter of 20,000 subscribers allows Healey to stay in touch with customers.

## SMALL BUSINESS IN BLOOMINGTON



Jessica Healey, founder and owner, Pronounce Skincare. Photo by Jeremy Hogan.



Pronounce Skincare.  
Photo by  
Jeremy Hogan.

Makeup at Pronounce Skincare. Photo by Jeremy Hogan.



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## FAMILY BUSINESSES

Continued from page 10

launched has earned loyal customers because they treat them ethically and with respect, he said.

“We’ve had a lot of people who we’ve helped cry on our shoulders and say, ‘nobody else would do that for us,’” Arowcavage said. “There is more happiness in having people hug you than having a dollar in our pocket. That’s why we’re still here”

Those happy customers, he said, refer everyone they know to their businesses.

Matacale agreed.

“We really try to do our best to make sure the client is happy, and not just make sure they have the best product but make sure they use it properly,” he said. “We want it to be effective for the client because if it is effective and cost-effective, they’ll come back.”

Operating a family business also means that owners are no longer beholden to what an employers’ idea of success in the business is. Whether based on numbers on a spreadsheet or something less tangible, business owners can measure success as they see fit.

In Matacale’s case, success is “when people start looking for you because they’ve heard you were able to help one of their friends, or when someone gets something they think is really cool and they go, ‘Oh, did you get that from Carl?’” he said. “One of those situations when you are respected for what you bring to the table.”

To Arowcavage, meanwhile, success means knowing they are serving their clients ethically and to the absolutely best of their ability.

“Being able to pay my bills each month, and not taking advantage of anybody and being able to sleep at night and having your customers love you — that’s what I consider success,” he said. **B**

## SMALL BUSINESS IN BLOOMINGTON

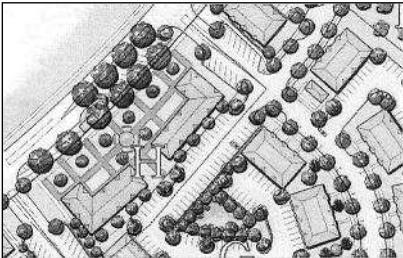


Terry and Lisa Arowcavage with their grandson Reace, six months, at Indiana Mortgage Company, Inc. Photo by Chris Howell.

**“Being able to pay my bills each month, and not taking advantage of anybody and being able to sleep at night and having your customers love you — that’s what I consider success.”**

**—Terry Arowcavage, co-owner  
Indiana Mortgage Company**

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## CHAMBER BRIEFS

Continued from page 5

### SCI REMC's Operation RoundUp Awards \$49,079 in Community Grants

South Central Indiana Rural Electric Membership Corporation's Operation RoundUp board of trustees recently awarded \$49,079 to 17 nonprofit organizations in Brown, Morgan, Monroe, and Owen counties, bringing the total to more than \$3.1 million that has been given to the community since the program began in 1995.

### WGU Indiana Offers \$30,000 in Scholarships for Women in Technology

WGU Indiana has announced 15 new scholarships for women in any of its bachelor's and master's degree programs in the College of Information Technology. Each of the Women in Technology Scholarships is valued at up to \$2,000. Applications accepted through Dec. 31. For more information visit <http://bit.ly/2yTSlqv>.

### Bloomington's Huse Inc Arby's Restaurants Change Hands

Founded by three long-time Huse Inc. executives, Thomas Browne, Craig Truelock and Michael Todd, Heartland Beef Incorporated has bought out Stephen Huse's ownership interest in 34 Arby's restaurants. Heartland Beef will maintain its Bloomington headquarters at 1703 N. College Ave.

### Duke Energy Awards Grant to Foundation of Monroe County Schools

The Foundation of Monroe County Community Schools has been awarded a grant of \$3,500 from the Duke Energy Foundation Power-4-Students program. This grant will update physical education equipment in selected sports programs in all three MCCSC middle schools.

### College Mall to Participate in Susan G. Komen 2017 More than Pink® Movement

College Mall continues its engagement as one of five national sponsors of Susan G. Komen®, encouraging employees, retailers and shoppers to participate in activities. Visitors to College Mall will notice the pink theme honoring National Breast Cancer Awareness Month.

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Distinctive Home Furnishings.  
Photo by  
Jeremy Hogan.



### LEAPS OF FAITH

Continued from page 11

ultimately overtaking the used furniture as the business' primary product — and now has a 21,000-square-foot facility. In 2013, the company also added a 16,000-square-foot second store specializing in mid-range to higher-end furnishings on Bloomington's west side, Distinctive Home Furnishings.

Knowing when to expand,

Birch said, is partially a result of observation — knowing that customers are asking for things he doesn't have room to display — and partially gut instinct. There is no hard and fast rule for knowing when the time is right, he said.

"Each time we've expanded, it has always been a scary thing," Birch said. "It's just kind of a leap of faith, and I think as a business owner you just get a good feel for when the timing is right."



**"It's just kind of a leap of faith, and I think as a business owner you just get a good feel for when the timing is right."**

— Steve Birch, co-owner,  
Furniture Exchange and  
Distinctive Home Furnishings

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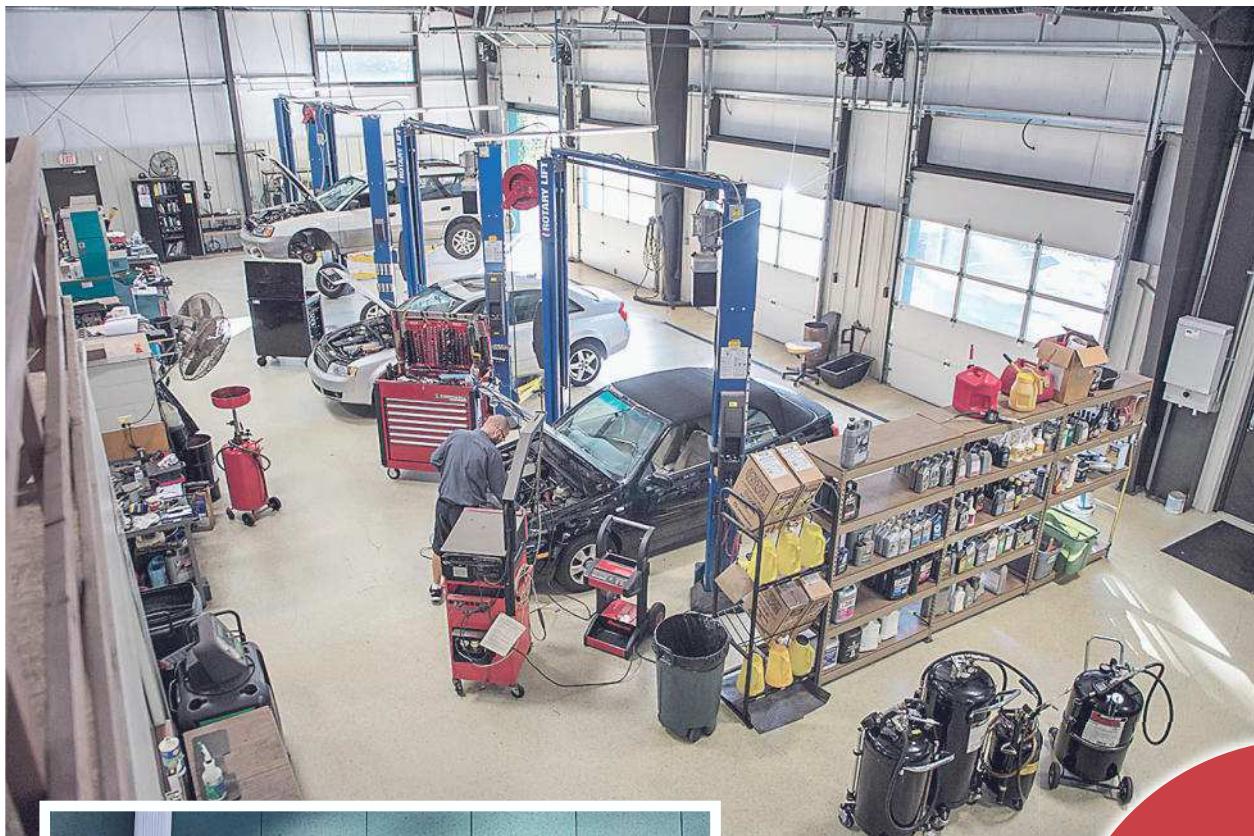
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Upland Brewing Company



**Above:** World Wide Automotive; **left:** The first set of solar panels installed in 2009 at World Wide Automotive. Photos by Chris Howell.

## SPOTLIGHT

Continued from page 1

The Seaders came to Bloomington in 1990 so that Melinda would work at the Monroe County Solid Waste Management District while Don pursued a graduate degree in theoretical mathematics from Indiana University. Don had spent most of his college career also working full-time as a mechanic, but when he finally had the opportunity to focus exclusively on his graduate studies he was in for a surprise: he didn't like it after all.

"I realized after the first year that it wasn't my cup of tea, that sitting over a desk pouring over equations all day with minimal contact was not what I wanted to do," he recalls.

To earn money in the summer, he took another job as a mechanic and found that "the car world was getting interesting again," with increasing levels of computerization making repairs more a diagnostics task than a production job. By 1995, the Seaders had the opportunity to open an auto repair shop that would incorporate both their respective talents. In May of that year, World Wide Automotive was born — just a few months before their second child was due to be born as well.

"There's never a good time to take a leap," Melinda said of launching a business while raising a toddler and with a new baby on the way. "But we figured if we could make it through starting a family and starting a business at the same time we could do anything."

During their time in Bloomington, the couple had realized there was a gap in auto

**"We only have one planet ... I have kids and I'd like to make sure the planet is in good shape when my grandkids are around."**

—Melinda Seader, co-owner,  
World Wide Automotive Service

## SPOTLIGHT

continued on page 15

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## SPOTLIGHT

Continued from page 14

repair services in the community because few mechanics knew how to repair German and Japanese cars. Don, who had worked mostly on German cars in the past, knew it was a niche he could fill. Their hunch proved correct: the business was profitable from its first month on.

From the earliest stages, the environmentally-conscious couple was intent on bringing those values to the business. The couple had come from California and was startled to find that Indiana had far less stringent rules when it came to waste disposal and other environmental concerns. Despite that, they decided to do everything to the standards required by California because "I figured they had the strictest environmental regulations, and if I just followed those regulations it would be the best thing I could do," Don said.

These efforts included special-ordering a dual-wall storage tank for its motor oil — not required in Indiana where virgin motor oil is not even considered hazardous waste, Don said — which they hoped would offer additional protection against any possible breach.

"We sit on karst topography, we don't want waste oil or even virgin oil going into the ground and affecting our groundwater," he said.

The company has just installed a 136-panel solar array at its facility that will, on a sunny day, produce about three times the power that is needed to run the shop. That excess power will be sold back to the power

grid, giving the company credits it can use on cloudy days when the panels are not producing enough for its needs.

"These are the kinds of things we do that we don't have to do," he said of their various efforts to be environmentally conscious. "It is just the right thing to do."

Over the years, the company has also strived to do right by all its employees, which includes five full-time technicians, by providing full benefits. The company also regularly sends its employees to trainings held across the country, and they received higher compensation as they earn more certifications.

"One of the things we are proud of is that we have very little turnover with our employees," Melinda said.

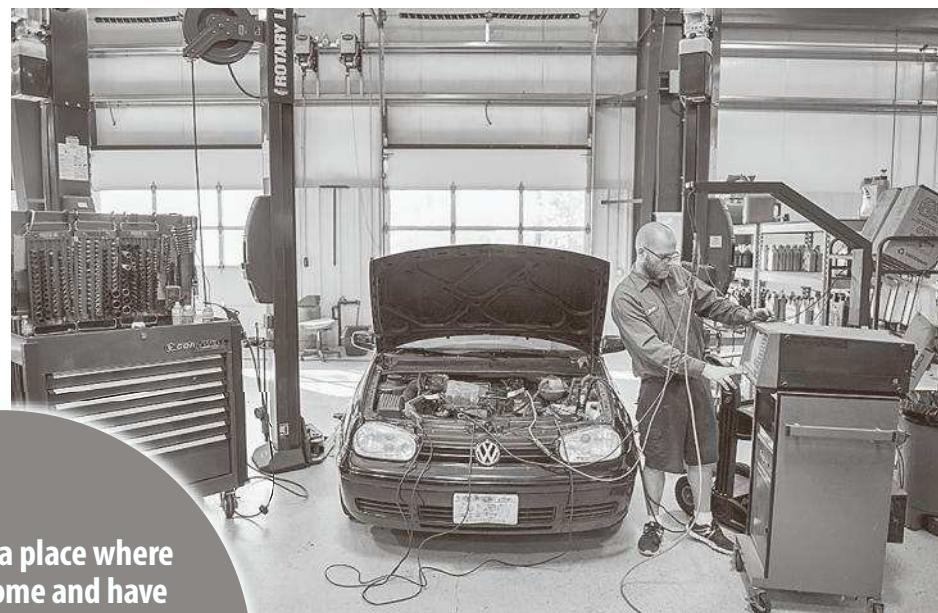
"They take good care of us, we take good care of them, and then in turn we take good care of the customers."

Having highly-trained mechanics is vital to the business' success because the complexity of cars has increased dramatically in recent years, to the point that Don now describes them as "a rolling bunch of computers."

"The days of a mechanic being able to fix anything that rolls in the door are over," he said. "We basically say 'this is the person who specializes in this line, this is

**"I want to be a place where people can come and have all their car needs taken care of, and know that we've got their back."**

—Don Seader, co-owner,  
World Wide Automotive Service



Technician Austin Baumgartner at World Wide Automotive. Photo by Chris Howell.

the person who specializes in this line,' and the person who knows a vehicle best is the one who works on it."

World Wide Automotive has been fixing hybrid vehicles — which both Seaders and their daughters drive — since 2000, and today it services more than 200 owned by their customers. Now, the business is already looking ahead to working on electric cars.

"We wanted to understand that technology and be fixing it before that happened, and it looks like it is going to happen sooner than people realized," Don

said. Future plans for the building include electric charging stations, he notes.

Melinda and Don are both heavily involved in a variety of charitable organizations in the community, and were instrumental in helping launch WonderLab, Melinda said. Volunteering helps foster good relationships with future customers in the community, but it also serves as a way of giving back to the city that Don describes as "the only place I've ever felt really a part of a community."

"I want to be a place where people can come and have all their car needs taken care of, and know that we've got their back," Don said.



Congratulations to Homie Hot Pot & Sushi on their ribbon cutting. They just opened their brand-new restaurant located at 306 N. Walnut St. Call them at 812-650-1171 for more information.

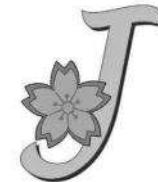


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VP, Business Services

**Amy Doan**  
VP, Business Services

**Sarah Rogers**  
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**Tony Rastall**  
VP, Business Services



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