

# biznet

A Greater Bloomington Chamber of Commerce Publication



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**“When Mr. Sam (Walton) started Sam’s Club back in 1983, he had geared it towards business: office supplies, business supplies, whatever you need to run your business. We still have that today, but we’ve also geared it toward where the individual member can shop and save money even if they don’t have a business.”**

**Caroline Hillen Myers,**  
 marketing and member services supervisor, Sam’s Club

Cupcakes are served during a breakfast celebrating the 25th anniversary of Sam’s Club. Photo by Jeremy Hogan.

## Spotlight: Sam’s Club

By Kasey Husk

**W**hether you happen to be in the market for food or photos, hearing aids or Himalayan salt lamps, tires or travel packages, one Bloomington store wants to be your one-stop shop.

Sam’s Club, a membership-only retail warehouse store, has been a fixture of Bloomington’s west side since 1993. During that time, the store has undergone changes and additions to its services but maintained its dedication to helping members from all walks of life save money, marketing and member services supervisor Caroline Hillen Myers said.

“When Mr. Sam (Walton) started Sam’s Club back in 1983, he had geared it towards business: office supplies, business supplies, whatever you need to run your business,” Hillen Myers said. “We still have that today, but we’ve also geared it toward where the individual member can shop and save money even if they don’t have a business.”

Sam’s Club patrons pay an annual fee for a membership, which allows them to shop at the store and purchase gas from the club’s gas station. It’s a fee that Hillen Myers said is easily recouped through the savings available with such memberships, whether that be everyday low-prices, cash-back rewards, “instant

**SPOTLIGHT**

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**Coming in December:**  
**2019 Predictions**  
**from Local Leaders**

**MARK YOUR CALENDAR**  
**NOVEMBER**

30 Morning Buzz speed-networking, College Mall

**DECEMBER**

12 Business After Hours, Richcraft Wood Products

13 Opioid Lunch

13 hYPe Holiday Party

**The Business of Charity:**  
**Nonprofits mobilize resources for the common good**

*See page 7*

# ADVOCACY Update

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

## Greater Business Environment Survey

The Chamber, in collaboration with the BEDC, City of Bloomington, Monroe County Government, and Cook group recently partnered on a survey of local businesses to evaluate perceptions of the local business climate.

“This survey captures both positive and negative aspects of working with our municipalities and is an important starting point for a conversation that needs to happen,” said Erin Predmore, president and CEO of the Greater Bloomington Chamber of Commerce. “In any city or county, there’s room for improvement, and Bloomington and Monroe County are no different. We are proud to be part of such a strong community where our city and county governments are not only at the table to celebrate successes but are also willing to hear from the business community about what could improve.” The voluntary study, designed and conducted by Cook Group, was sent to

owners and primary decisionmakers at large and small businesses that are members of the Bloomington Chamber, as well as those that are not. Questions ranged across issues of satisfaction, opportunities for growth, and challenges to success, including a review of interactions with governmental agencies. The 92 surveys that were fully completed provided quantitative responses along with valuable comments and recommendations about business opportunities and challenges in the area. Those responding to the Greater Bloomington Business Environment Survey registered their gratitude for the opportunity to share their perceptions of doing business in Bloomington and Monroe County, and their eagerness to participate in discussion and decision making about business-oriented policy and process. Cook Group plans to administer the survey annually to create ongoing visibility into perceptions of the business environment. The results of the survey can be found on the Chamber’s website.

## Module 2 of the UDO Update Released

The City of Bloomington released module 2 of the UDO in September. The UDO contains all of the land use and development regulations that apply to construction in the city. Module 2 focuses on dimensional and development standards including height, density and incentives. A draft can be found on the city’s website. The Chamber will be submitting comments on the

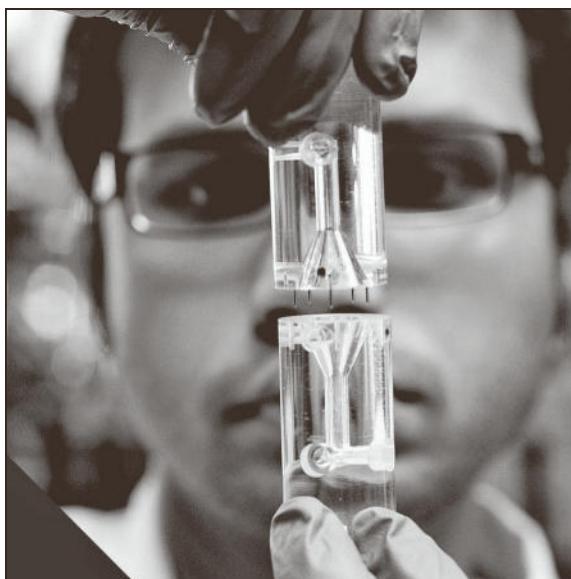
draft. If you have any questions or comments, please reach out to the Chamber.

## Convention Center Moves Forward

A memorandum of understanding was signed by city and county leaders last month to move the Convention Center forward. The new MOU focuses on securing an architect for the project. Additional aspects of the project, including finding a hotelier, will be addressed down the road. The Convention Center Steering Committee for Accountability, a nine-member group, is charged with reviewing, recommending and overseeing the selection and work of the architect.

## I-69 Section 5 Update

Section 5 of I-69 has reached substantial completion, meaning the roadway is functional and open to traffic with limited restrictions. Motorists traveling between Indianapolis and Bloomington and wishing to avoid potential delays on SR 37 are encouraged use the alternate routes of SR 135, I-65 and SR 67. The speed limit throughout the entire work zone remains 45 miles per hour. Motorists are urged to drive with no distractions, leave ample space between vehicles, to be aware of changing traffic conditions, and to exercise caution when driving through the construction zone. 



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*Have questions about Chamber advocacy?*

Contact Anne Bono  
812-336-6381  
abono@Chamber  
Bloomington.org



Erin Predmore.  
Courtesy photo.

# Something(s) To Be Grateful For

With Turkey Day around the corner, I must say, I've not been really feeling it. I'm not in the mood to be thankful or grateful or reflective — I've just been tired. I'm sure you feel it too — shortened days reducing sunlight and warmth, the ramping up of the holiday countdowns, the building pile of "ought to's," and a diminishing pile of "want to's." Ugh. I've been both overwhelmed and irritated.

And then I came home from work one day to find my sons arguing. You know the type of argument that is loud, passionate, and heated, and when it greets you as you walk in the door after a long day, you want to 1) yell back at them even though you aren't involved, or 2) walk right back out of the door? It was one of those arguments.

"I can't believe you did that!" "That's MINE!" "I'm going to tell mom that you took that from me!" "UGHHH!!! YOU'RE TERRIBLE!" This was my screeching greeting as I walked in the door.

As I took a breath to steady myself before saying something I would regret, I remembered some hokey Facebook post a friend of mine had liked earlier in the week, recommending "gratitude when you need to change your attitude." "What the heck?" I thought — "I'm desperate, and we clearly all need to change our attitudes."

So began our gratitude experiment. I sat down with the boys, refused to listen to their complaints and made them tell me five things they were grateful for in their lives. I joined in with some of my own. "I'm grateful for food — did you know some people don't have enough to eat?" said one son. "I'm grateful for sports and that I get to play them. Some

kids don't get a chance to play sports," said another. By the end of our attitude adjustment, we had named the following things for which we are thankful:

Shoes, clothes (thank goodness!), hugs, snuggly PJs, sports, food, family, parents (!), siblings (!!), dogs, friends, warm showers, school teachers, a house to live in, and people who love us.

Not a bad list. It certainly helped the three of us adjust our attitudes and shift to a perspective of gratitude. From our new perspective, the argument melted away, my irritation resolved, and we were generally happier to be in each other's company.

We've tried to keep it up each day as we move into the giving season, recognizing more intentionally the wonderful things in our lives that we take for granted. We have had wonderful conversations about relative wealth, need,

responsibility to take care of others, and integrity. The truth is that many people in our community struggle every day to have their basic needs met, to have peace at home, to feel part of a loving community, or to feel comforted.

Luckily, there are nonprofits hard at work in Bloomington and Monroe County providing food for our community members (go Community Kitchen!), high-quality early childhood education (yay, MCUM!), after school programs for kids (wahoo, Boys and Girls Clubs of Bloomington!!), and support



CHAMBER VOICES  
continued on page 12



Greater Bloomington Chamber of Commerce  
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Phone 812-336-6381 • ChamberBloomington.org

## STAFF, PARTNERS & BOARD MEMBERS

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

### CHAMBER OF COMMERCE

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Anne Bono, *Vice President, Director of Advocacy & Public Policy*  
Hannah Borntager, *Advocacy Associate*  
Serena Duke, *Member Services Coordinator*  
Christopher Emge, *Manager of Talent and Education*  
Jim Inman, *Director of Marketing and Communications*  
Trevor Owens, *Franklin Initiative Program Associate*  
Jim Shelton, *Government Relations-County*  
Tammy Walker, *Director of Member Services*  
Pam Willis, *Director of Finance and Operations*  
Alison Zook, *Events Coordinator*

### OFFICERS

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Steve Smith, *Hoosier Energy*  
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Kirk White, *Indiana University*  
Jim Whitlatch, *Bunger & Robertson*  
Andy Williams, *Rogers Group, Inc.*

### BIZNET

Greg Davenport, *editor*  
[biznet@heraldt.com](mailto:biznet@heraldt.com)

## 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 Chad Giddens at 812-331-4292 or [cgiddens@heraldt.com](mailto:cgiddens@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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HT-413886-1

# The Artistic hYPers!

hYPe  
news

By Christopher Emge, manager of talent and education

Last month hYPe enjoyed its inaugural Wine, Not Canvas event at the picturesque Oliver Winery. The setting made the most of the last vestiges of summer weather as the rain subsided and the sun appeared for an unseasonably warm evening.

Nearly 50 attendees were treated to a night to remember as their fellow young professionals dazzled one another with their artistic abilities. The pumpkins consisted of all shapes, sizes and textures. We saw a wide range of styles and themes on these pumpkins. While it was a tough decision by the judges, first place went to Locked Up Bloomington's own Devin Stukel. Congratulations Devin! Thank you to Oliver Winery for hosting and the donation of 40 pumpkins!

Our 2018 hYPe calendar concludes with the Dec. 13 holiday party at a location to be announced. This is sure to be a festive occasion to network with your peers. If you have younger professionals at your workplace this would be an excellent opportunity to get them introduced to the hYPe group. For more details and to RSVP please visit the Chamber website, ChamberBloomington.org.

We are already looking forward to 2019. Look for even more events in a wider variety of themes and formats. This will include quarterly professional development luncheons and two morning networking events.

Does your place of work have young professionals you are hoping to retain? hYPe regularly does presentations at workplaces to inform your YPs and entire office as to what we are about, how you can join, and how to get involved in our wonderful community. Contact Christopher Emge at 812-336-6381 or [cmge@chamberbloomington.org](mailto:cmge@chamberbloomington.org) for more information. To learn more about hYPe and sign up for our email list, please visit [ChamberBloomington.org/hype](http://ChamberBloomington.org/hype).



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## MEMBER RENEWALS

- AAA Hoosier Motor Club
- Aflac - Kyle Ellison
- American Red Cross
- Association of College Unions International (ACUI)
- The Awards Center
- Big Brothers Big Sisters
- Bloom Environmental
- Blue Line Building and Design, Inc.
- Building Associates, Inc.
- Cartwright, Alex
- Central Supply Company
- CENTURY 21 Scheetz
- Commercial Service of Bloomington, Inc.
- Cornerstone Roofing
- Doering Consulting
- K. Luke Eades, D.D.S., P.C.
- Essential Bodywear Team Leader
- EuDaly Investments LLC
- eXp Realty The Results Team
- Farm Bureau Insurance
- FARMbloomington Restaurant
- Ferguson Law
- First Financial Bank
- Foundation of Monroe County Community Schools
- Hallmark Home Mortgage
- Heartland Beef Incorporated
- The Herald-Times
- Homewood Suites
- Hoosier Energy
- HospitalRecruiting.com
- Hylant Group
- Indiana Voice & Data Inc.
- Infintech
- Jackson County Bank
- JB Screening Partners, Inc
- Jill's House
- John Bethell Title Company, Inc.
- Malibu Grill
- Master Rental Center
- Mid-America Radio of Bloomington
- Monroe County Family Dental Care
- Monroe Tuff-Jon
- Motel 6
- Nail World and Spa LLC
- Deb Olinger
- Patriot Engineering and Environmental, Inc.
- Renaissance Rentals
- Richland-Bean Blossom Community School Corporation
- Right Choice D.A.T.
- Rogers Group, Inc.
- Root & Associates, LLC
- Royal South Toyota
- Ruoff Home Mortgage
- Sam's Club
- John E. Seeber
- Southern Indiana Surgery Center
- Sugar Daddy's Cakes and Catering
- TASUS Corporation
- Troyer Foods
- United Country Coffey Realty & Auction
- Vance Music Center
- White Castle



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### Abram-Moss

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Bloomington, IN 47404  
Contact: Chelsea Moss  
812-955-0539

### The Btown Lowdown

1112 E. First St.  
Bloomington, IN 47401  
Contact: Jeremy Shere  
812-272-3212

### Culver's of Bloomington

1918 W. Third St.  
Bloomington, IN 47404  
Contact: John Laskowski  
812-330-7631

### The Federal Savings Bank

340 S. Walnut St., Suite 1  
Bloomington, IN 47401  
Contact: Derek Danks  
812-803-2846

### Greene County Regional Title

10 S. Franklin St.  
Bloomfield, IN 47424  
Contact: Brittany Libbert  
812-384-8498

### Groups Recover Together

1355 W. Bloomfield Road,  
Suite 3  
Bloomington, IN 47403  
Contact: Morgan Frederick  
812-287-9823

### Indy Eleven

47 S. Pennsylvania St., Suite  
611  
Indianapolis, IN 46204  
Contact: Shawn Burcham  
317-685-1100

### Kenney Orthopedics

474 S. Landmark Ave.  
Bloomington, IN 47403  
Contact: Nick Brewer  
812-727-3651

### Sophia Collective LLC

619 N. Morton St.  
Bloomington, IN 47404  
Contact: Jes Miller  
812-822-2592



## New Hires & Promotions

Scott Robinson has been named vice president and regional executive for MutualBank. His 20-year tenure began with the former BloomBank organization at the age of 15. Scott oversaw Credit Risk and Operations. In his role today, he says he “gets to visit with and help people, be it co-workers, customers, or those in my community.” Scott serves as Bloomfield’s Rotary Club treasurer and previously on the Bloomfield Rotary Educational Foundation Scholarship Committee as well as the Bloomfield Chamber of Commerce Board.

Ferguson Law is pleased to announce the addition of Attorney Amanda L. Stephens to its staff. Amanda graduated from the Indiana University Maurer School of Law in 2014. She will practice family, criminal, and civil law. She previously served as a commissioner on Bloomington’s Commission on the Status of Women, a volunteer attorney for the District 10 Pro Bono Project, and a volunteer moot court judge for the Indiana University School of Law. She recently returned from a year in India where she collected data for her Ph.D. dissertation. Call 812-332-2113 to meet Amanda.

## Opportunities & Events

What better way to celebrate Bloomington’s Bicentennial and give back to the community than through a children’s book about two cute characters who visit familiar places in our community! Author Solutions is proud and very excited to introduce *Btown: A day with Hoagy & Lemon Limestone*. All profits from the book will be donated to the Community Foundation of Bloomington and Monroe County. For more information contact [btownbook@authorsolutions.com](mailto:btownbook@authorsolutions.com).

The City of Bloomington Office of the City Clerk is accepting applications to fill a vacant position on the Commission on Sustainability. The position is available for city residents. The City of Bloomington Commission on Sustainability (BCOS) promotes economic development, environmental health, and social equity in our community for present and future generations. The commission gathers and disseminates information; promotes practical initiatives; and measures, monitors, and reports on our community’s progress toward sustainability. To learn more, go to [bloomington.in.gov/onboard](http://bloomington.in.gov/onboard).

## CHAMBER BRIEFS

continued on page 12



The Btown Lowdown is a weekly podcast about events, life, and culture in Bloomington. Each episode gives listeners the lowdown on what’s going on around town that week and features an in-depth interview, often with someone related to an event. We also feature fun segments including Bloomington/IU trivia, a look at what was going on in Bloomington 100+ years ago, and more. Find the show anywhere you get your podcasts, using any podcast app, or online at [www.btownlowdown.com](http://www.btownlowdown.com)



Indy Eleven is a professional soccer team based in Indianapolis, Indiana that competes in the United Soccer League. Home matches are played at Lucas Oil Stadium. For more information visit us online at [www.indyeleven.com](http://www.indyeleven.com)



We provide excellence in orthodontic care resulting in beautiful, confident smiles and genuine, unforgettable experiences. Every interaction reinforces that each person has value as an individual. We hope our positive interactions will motivate all recipients to uplift themselves and others. We provide rewarding opportunities for team members to be themselves and be respected for it. Together, we experience success, work synergistically and of course — CELEBRATE! Visit us at 857 S. Auto Mall Road, Suite 5 or call 812-333-1051.



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# The Franklin Initiative Update

## Nomination Forms Available for 18th Annual Educators of the Year Awards

By Christopher Emge, manager of talent & education

The Chamber's Franklin Initiative is seeking nominations for the 18th Annual Educators of the Year Awards. Teachers, program directors, counselors, administrators, and other instructional staff from any state-accredited school within Monroe County are eligible for recognition.

Nomination forms for Outstanding Educators and Leading Light Awards can be found on The Chamber's website — ChamberBloomington.org — or by calling The Chamber at 812-336-6381. Any member of the community, including school staff, parents, and students, may make nominations. **The deadline for nominations is Wednesday, Jan. 9, 2019 at 5 p.m.**

In addition to Outstanding Educator, the Leading Light award category recognizes innovative or exemplary programs (as opposed to individuals) that demonstrate outstanding service and dedication and enhance our education community. These do not necessarily have to be school-based programs, and could include a local nonprofit or other community organization.

Awardees will be honored at The Chamber's Franklin Initiative's 18th Annual Educators of the Year Awards Dinner scheduled for the end of February. Please call Christopher Emge at 812-336-6381 or email [cemge@chamberbloomington.org](mailto:cemge@chamberbloomington.org) for additional details and registration information.



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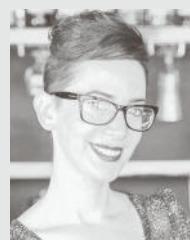
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[jimregester@remax.net](mailto:jimregester@remax.net)

HT-410054-1



Alison Zook.  
Courtesy photo.

### Alison Zook, Chamber Events Coordinator

Alison Zook has joined the staff of The Greater Bloomington Chamber of Commerce as events coordinator. Most recently Alison served as the events and outreach director for Cardinal Spirits.

Alison will be working with Chamber members on a variety of events, including Business After Hours, Morning Buzz and advocacy and educational programming.

To contact Alison, please email [azook@chamberbloomington.org](mailto:azook@chamberbloomington.org) or call 812-336-6381.



### Special Discount For IU Football

Thanks to the Indiana University Office of Athletics, members of The Greater Bloomington Chamber of Commerce have access to discounted tickets to two IU Football games:

- Maryland — Saturday, Nov. 10, Time TBA
- Purdue — Saturday, Nov. 24, Time TBA

Tickets may be purchased on The Chamber's website — <http://www.chamberbloomington.org/member-discounts.html> — using the promo code **Chamber18**. The discounted prices will appear when selecting individual seats.



# The Business of Charity

## Nonprofits mobilize resources for the common good

By Kasey Husk

When the Kiwanis Club of South Central Indiana went looking for an idea for a new fundraiser about six years ago, inspiration came from the skies.

“People in our community love hot air balloons,” said Vanessa McClary, Kiwanis Club of South Central Indiana president and chapter founder. “If you see one in the sky, people come out and look.”

With this in mind, Kiwanis Club Balloon Fest — held annually at the Monroe County Fairgrounds — was born. But the event, which raises money for the Riley Hospital for Children, the Boys and Girls Club of Bloomington and Kiwanis itself, did not end up going exactly as McClary planned.

“I thought if we could get several (hot air balloons) together and make a weekend of it, it would be well received in our community,” she said. “What I didn’t realize was that people from all over — across the state and across the country — would come out.”

Today, the Balloon Fest is one of Kiwanis Club of South Central Indiana’s largest and most successful fundraisers each year.

Like the Kiwanis Club, many Monroe County nonprofit organizations are using a combination of unique new events, social media efforts and tried-and-true campaigns to raise both money and awareness for the causes they care about. Such efforts are vital to ensuring that such groups have what they need to carry out their mission in the community, local leaders say.

Above all, leaders say, the key is letting people in a community know what your organization is trying to do, who it is are trying to help and why it matters.

“If you are wanting to increase your capacity for your mission, being able to tell your story is really important,” said Wendi Goodlett, chief executive officer of Habitat for Humanity of Monroe County. “We have a great story to tell, and we are very lucky to get to share it with people.”

### Money for the mission

Fundraising comes in many forms in Monroe County, and with many different goals in mind. Such money-raising efforts then, have to be tailored to what is going to fit best in the community and help set it apart from the crowd.

Kiwanis Club, in addition to its highly popular Balloon Fest, also generates a significant amount of its income by partnering with Indiana University Athletics to sell concessions during football games, McClary said. It’s a lucrative opportunity for a sports-crazy town like Bloomington.

For Habitat, perhaps the most important way of fundraising is by simply bringing people to a job site, Goodlett said. Once people understand what the goal of the organization is, they tend to become enthusiastic about supporting the mission.

Habitat’s Women’s Build helps accomplish this by bringing in about 35 female volunteers per day for 10 days each May, during which time the group builds two homes. Each woman raises at least \$250 for the cause; last year, the event generated \$170,000, Goodlett said. The event also tends to draw plenty of attention as women who participate share their experiences.

Each November, Habitat also hosts its More Than Houses breakfast, a one-



Photo by Scott Tenefrancia.



Photo by Deborah Stroud-Hubbard.

**“I thought if we could get several (hot air balloons) together and make a weekend of it, it would be well received in our community. What I didn’t realize was that people from all over — across the state and across the country — would come out.”**

**— Vanessa McClary, president and chapter founder, Kiwanis Club of South Central Indiana**



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**THE BUSINESS OF CHARITY**  
continued on page 8

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## THE BUSINESS OF CHARITY

Continued from page 7

hour event held before people start their work day. This event, Goodlett said, is the organization's single biggest fundraiser of the year.

"We have close to 600 people who attend," she said. "They learn about our mission, they learn about the impact we are having in Monroe County, they get to hear from a homeowner and then they are asked to support us."

These funds allow Habitat for Humanity of Monroe County to support its mission to build homes for partner families, who are chosen based on their need for housing, their willingness to volunteer — each adult in the family must put in 250 hours of "sweat equity" to be eligible — and their ability to pay back an interest-free mortgage on the home. The organization, which was founded in 1988, recently started construction on its 200th home in the area, Goodlett said.

In the coming years, Habitat looks forward to beginning construction on a new neighborhood to be located on a 12.5-acre property located just off South Rogers Street, Goodlett said. The organization hopes to eventually house 50 families on the property, though plenty of work remains to bring the infrastructure needed to the area to



Wendi Goodlett, left, and her daughter, Baileigh Goodlett, center, work together with Colleen Mentz. Photo by Chris Howell.

**"If you are wanting to increase your capacity for your mission, being able to tell your story is really important."**

— Wendi Goodlett, chief executive officer, Habitat for Humanity of Monroe County



Courtesy photo.

make this a reality.

The United Way of Monroe County, an organization that supports the community by providing funding to its "member agencies" in the community, as well as through its own programming, has its own long-standing approach to generating

the income it needs. United Way partners with local employers to allow employees to donate through an automatic payroll deduction each pay period. This method, Executive

## THE BUSINESS OF CHARITY

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Efrat Feferman (left), executive director of The United Way of Monroe County, prepares for a radio interview to talk about mobilizing the community in support of area nonprofits. Courtesy photo.

**While United Way uses many other forms of fundraising solicitation, "the most successful is the workplace model (because) if there is someone within your workplace that is championing this cause, they can reach out to their colleagues on that peer-to-peer level."**

— Efrat Feferman, executive director, The United Way of Monroe County

# Planning is essential to maximize the value of estate gifts

By Kasey Husk

For those looking for a worthy cause to support, there's no shortage of options to choose from in Monroe County.

"It is something I think everybody should consider because nonprofits are so wide-ranging in what they do that you can probably find something you want to support regardless of what your interests are," said Dustin Plummer of Mallor Grodner LLP, an attorney who works with estate planning.

Choosing which cause to support, however, can sometimes be intimidating to those concerned about making the right choices. Local nonprofit leaders say it is important to do your homework and — particularly if you are interested in leaving behind a legacy gift — seek professional advice on the best way to structure it.

While the amount of information available will vary depending on the size of the charity — large charities will have the most available data — annual reports can be useful indicators to show how funds are being used, Plummer said. While many people use "administrative cost" as a good starting point for determining how effectively an organization uses a donation, Plummer notes that donors should be realistic. Organizations are going to have overhead costs in order to make them work effectively, so looking for an organization with zero administration costs isn't always the best option.

Other methods for vetting an organization include looking at the other charities backing it, Plummer said. For example, "if the United Way sponsors them, you know they've gone through a significant amount of accreditation."

Efrat Feferman, executive director of the United Way of Monroe County, agreed.

"Our process for member agency certification is stringent because we really want to see that an organization has thought through basic policies that safeguard them, safeguard their clients, safeguard volunteers and donors, and are making the best use of donor dollars," Feferman said.

Donating to 501(c)3 organizations means donations are often tax deductible, though if a donor has received something in exchange for a donation, such as a dinner, the donation may only be partially deductible, Plummer said. Working with an accountant can help ensure someone looking for a tax break via a donation goes about it the right way.

Likewise, for those wishing to leave something to charity after they've left this life, enlisting the help of an estate planner can be crucial.

In the past, legacy bequests were often a big part of individuals' estate planning in an effort to avoid inheritance taxes. However, since Indiana has completely eliminated its inheritance tax and the

**"It is something I think everybody should consider because nonprofits are so wide-ranging in what they do that you can probably find something you want to support regardless of what your interests are."**

— Dustin Plummer,  
attorney,  
Mallor Grodner LLP



Courtesy photo.

federal estate tax threshold is nearly \$11.2 million, this has become less of a concern for the majority of individuals, Plummer said.

However, Plummer said he still sees individuals choosing to give some or all of their remaining assets away after they've passed away. Often, they'll choose to support an organization they cared about during their lifetime.

"A lot of times people like to leave charitable gifts in their estate because they do want to leave behind some kind of legacy," he said. "One big difference I see is that people tend to give larger amounts in estates than they do in their lifetime. When someone is alive, you never know how much you are going to need, versus when you pass away those expenses stop."

Even if someone is unconcerned about the estate tax, working with an estate planner can help ensure legacy gifts are managed in the most tax efficient way possible, particularly if the estate is being split with other heirs, such as the deceased's children. For example, if an estate being split between heirs and charity includes both cash and retirement account investments, it usually makes the most sense to leave money from the investments to charity, as the nonprofit organization won't pay the same withdrawal penalties that an individual would.

Plummer also suggests making provisions in the event that something unexpected happens to the charity of your choices before the estate is settled.

"One thing people should consider is that charities aren't necessarily here indefinitely, so especially to the extent we make charities part of an estate plan, I like to have a backup," Plummer said. "If we are talking about the Red Cross, they are probably going to be there. But if we are talking about a small local charity, they might not be there or might merge with another organization."



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Photo by Jeremy Hogan.

**“We have a fairly significant mailing list, so probably 20 percent (of donations) are direct mail driven. We’ve got a really solid foundation, so there’s a lot of room to grow for us.”**

**— Rebecca Warren, executive director,  
Monroe County Humane Association**

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## THE BUSINESS OF CHARITY

Continued from page 8

Director Efrat Feferman said, “makes it accessible for everyone” because they can donate as little as \$1 per paycheck, which can be easier than giving larger sums once a year.

While United Way uses many other forms of fundraising solicitation, “the most successful is the workplace model (because) if there is someone within your workplace that is championing this cause, they can reach out to their colleagues on that peer-to-peer level,” Feferman said.

While email has replaced snail mail in many contexts, local nonprofits have found that it still has its uses. Both the Monroe County Humane Association and Habitat for Humanity maintain mailing lists of donors, who are sent regular updates and solicitations.

“We have a fairly significant mailing list, so probably 20 percent (of donations) are direct mail driven,” said Rebecca Warren, executive director of the Monroe County Humane Association. “We’ve got a really solid foundation, so there’s a lot of room to grow for us.”

Like many organizations, the Humane Association also hosts an annual gala — Tails on the Town — that generates as much as \$35,000 to \$45,000 for the organization each year through ticket sales, corporate sponsors and a silent auction.

The Monroe County Humane Association has been a fixture in the Bloomington community since its founding in 1956. Its mission has shifted over time — it once ran the animal shelter itself, but the city has since taken over responsibility for that — but its role in the community has continued to grow.

Today, about 60 percent of the organization’s funding comes from donations, while 40 percent is self-generated income earned through programs like its nonprofit veterinary clinic, kid camps and workshops, Warren said. That self-funding is vital to ensuring the organization has what it needs to operate.

Perhaps the most significant decision the organization has made in recent years, Warren said, is the decision to open the nonprofit veterinary clinic. In March 2016, the organization decided to start offering “popup clinics” to handle minor medical concerns for pets in the community. Those efforts were so successful that by October of that year, it had moved into an 1,800-square-foot facility, where it remains today.

The clinic, which is open to the general public, provides at low or no cost essential veterinary services to families without the means to obtain them elsewhere, while also being open to the general public. The two-tiered pricing model helps ensure the clinic can, aided by donations, support itself.

In the future, Warren said she hopes to move the entire Monroe County Humane Association into one larger facility that will allow for more growth and allow it to offer more emergency housing services for pets in need of boarding as a result of unexpected circumstances.

### Spreading the word online

The growth of social media has changed the way we connect and communicate with each other in many areas of our lives. Nonprofits, local leaders said, are no exception.

“The advent of social media in the past decade has turned fundraising on its ear,” said Rick Lofgren, president of the Children’s Organ Transplant Association.

The Children’s Organ Transplant Association was founded in Bloomington in 1986 as a result of a funding campaign to support a young child in need of a liver transplant. Because of the success of the fundraising efforts, the volunteers decided to form an organization to help support other children in similar situations. The Children’s Organ Transplant Association became an official 501(c)3 nonprofit organization in 1987, and since that time has supported the

THE BUSINESS OF CHARITY

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families of more than 3,000 children undergoing life-saving organ transplants.

COTA's major role was in training volunteers — usually someone close to the family takes the lead — on the best approaches to fundraising for their situation. In some cases, that means holding a golf outing, restaurant nights, working with a local Parent-Teacher Organization or undertaking social media campaigns.

“We do basically the same thing that first volunteer team did to raise money,” he said, “but social media makes sharing that information a lot easier. Fundraising is still fundraising, but it is a lot easier to get the word out now.”

Such fundraising is often vital for the majority of families with a child facing transplant both because of the high cost of healthcare and the associated costs that accompany a complex

surgery and long recovery, such as transportation, lodging near a hospital and a leave of absence from work for the parents, Lofgren said. While almost all families COTA works with have some sort of health insurance, either private or Medicaid, these out-of-pocket costs can be financially devastating.

Not all social media-driven fundraisers are created equal, however. While GoFundMe campaigns have become popular for giving directly to families, they come

with a significant downside: such funds can be considered taxable income for a family. Receiving a large influx of cash, then, can cause a family to lose Medicaid eligibility, Lofgren said. Working with COTA eliminates this problem because donations for a family come through COTA, which then pays expenses directly. Since the money does not go into the parents' bank account, it is not considered income. As a bonus, donations made to the family are tax-deductible because COTA is a 501(c)3 organization.

Social media plays a huge role for volunteers raising money on behalf of a family because it allows them to raise both money and, importantly, awareness for people in a community about an upcoming fundraising events, Lofgren said.

At Habitat for Humanity, social media plays an important role is raising awareness about the cause; in fact, the organization encourages people who are participating in builds to post pictures of their experiences and tag Habitat in them.

“Anytime our volunteers come out and then post that they have participated and post pictures of themselves, it raises awareness and helps with brand recognition,” Goodlett said.

## Outside the wallet: other ways to help

“Cash is king,” or so the saying goes, but when it comes to nonprofits writing a check is far from the only way to make a difference in the community.

Local nonprofit organizations say they are always in need of volunteers and, in many cases, donated items to help support their missions in the community.

Kiwanis Club is always looking for volunteers who can help with its stated mission, “improving the world, one child and one community at a time,” McClary said. Sponsors for events like Balloon Fest are also helpful, especially from businesses that provide volunteers or supplies.

Likewise, Habitat for Humanity's leaders emphasize that you don't need specialized skills to help construct a home for someone in need — just a willingness to work hard and learn something new.

But individuals can also do their part for Habitat for Humanity without setting foot on a job site. Those in the middle of a remodel or just cleaning out their garage can donate items to Habitat for Humanity's ReStore. The resale shop accepts donations of home goods — primarily furniture, and appliances, but also counters, light fixtures, doors, tools and more — that it resells to the public.

The earnings from the ReStore have supported the building of three

homes so far, Goodlett said. Donations come from both individuals and businesses, and contractors also help by encouraging homeowners to donate items rather than throwing them away, which has the added benefit of diverting waste from landfills.

Donations don't have to be large or glamorous to make a difference, either. The Monroe County Humane Association, as with any organization dealing with pets, spends a lot of time cleaning up after them, Warren said. Consequently, it runs through a lot of paper towels, trash bags and other such supplies. Every time someone donates a roll of paper towels, it is that much less money to be spent on those items, she said.

The Humane Association is also constantly seeking donations of pet food for its pet food pantry; each month, it distributes 2,000 pounds of food to needy pets in the community.

It doesn't matter how someone chooses to support an organization: with their time, their goods or their money, local leaders say. But all urge everyone to find a way to get involved in their community.

“People need to find an organization that resonates with them and that's mission is aligned with what appeals

**“The advent of social media in the past decade has turned fundraising on its ear.”**

**— Rick Lofgren,  
president,  
Children's Organ  
Transplant Association**



Courtesy photo.

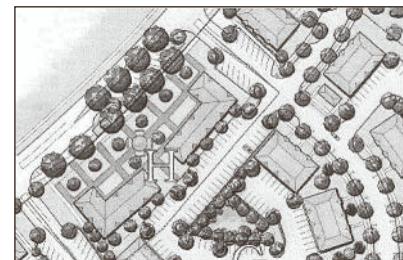


Brad and Diana Pearson with Rick Lofgren, president and CEO of Children's Organ Transplant Association. Brad and Diana Pearson donated \$500 to the Children's Organ Transplant Association on March 15, 2017. The Pearsons made the donation on behalf of their late son Grant Pearson. Courtesy photo.

to them as a donor,” Goodlett said. “That's why we love to get volunteers involved, because once they see it in action, I think that makes a big difference.”



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# Morning Buzz Makes For Great Networking

Chamber members are invited to participate in The Chamber's next Morning Buzz speed-networking event. It will be held at College Mall Bloomington in the food court on Friday, Nov. 30 from 7:45-9:30 a.m.

After a light breakfast, the Morning Buzz attendees are directed to assigned seating at one of many different tables. Each attendee brings business cards to exchange and gives a two-minute presentation about their business. After two minutes a buzzer sounds, and the next person at the table shares about his or her business. Once the four attendees share about their businesses, they rotate tables and meet with other attendees. Through seven rounds of rotations, everyone has the opportunity to meet several new businesses and find potential ways to work together.

Non-Chamber members are invited to participate in this Morning Buzz as well, for a \$25 registration fee. That fee will apply to membership processing if the non-member decides to join The Greater Bloomington Chamber of Commerce within 30 days of the event.

If you are interested in participating, visit The Chamber's website — [www.ChamberBloomington.org](http://www.ChamberBloomington.org) — for details. Seating is limited to the first 50 guests, with one representative from a participating business.

The 2018 Rise and Shine sponsor for Morning Buzz is Mallor Grodner Attorneys.



Chamber members participate in the August 2018 Morning Buzz. Courtesy photo.

## CHAMBER VOICES

Continued from page 3

for our elderly citizens (awesome, Area 10 Agency on Aging!). There are many more nonprofits performing countless, critically important jobs for our community. The nonprofit sector is the thread holding together the different parts to create a functional and beautiful Bloomington and Monroe County. Without them, people with intellectual disabilities would not have support, children in DCS custody would not have special advocates, and we wouldn't have a wonderful community orchestra.

So now's the time for some gratitude. I encourage you to read the pages of this issue of BizNet and learn more about some of the great nonprofits in our community. Talk to your staff, your colleagues

and your family, and decide where you want to make an impact this Thanksgiving season. With Giving Tuesday on the horizon, many end-of-year campaigns kicking off, and special needs around the holidays, I know from experience that there is a place for you to get involved. Focusing on gratitude and taking action to positively impact the lives of others can radically change your attitude, and it will also make a difference in our community. If you have questions or need some ideas on where to start, let the Chamber staff know — we will help connect you. If you need some nonprofit ideas, check out the Chamber website, which contains listings of all of the different types of business, including a section on nonprofits.

Happy Thanksgiving!  
Erin



## CHAMBER BRIEFS

Continued from page 5

The City of Bloomington Office of the City Clerk is accepting applications to fill a vacant position on the Commission on the Status of Women. The position is available for city residents. The City of Bloomington Commission on the Status of Women explores women's issues and concerns, celebrates women's accomplishments, and promotes solutions to the problems and challenges faced by women. To learn more, go to [bloomington.in.gov/onboard](http://bloomington.in.gov/onboard)

Sophia Collective, LLC, located at 619 N. Morton St., welcomes the community to a ribbon cutting on Friday, Nov. 16 from 4-6 p.m. An open house will be held Saturday, Nov. 17 from 10 a.m.-5 p.m.

Groups Recover Together will host a ribbon cutting on Tuesday, Nov. 27 at 9 a.m. The community is invited to 1355 W. Bloomfield Road, Suite 3 for the event.

MCCSC is hosting a Parent Talks on Wednesday, November 28 from 6:00 – 7:30 pm at the MCCSC Co-Lab, 553 E Miller Dr. The topic will be Dyslexia, with discussion on how MCCSC supports students and new legislation. Attendees will have the opportunity to ask questions during the event. The event is free to attend.

Graduate Bloomington, located at 2718 E. Third St., will host a ribbon cutting and grand opening on Thursday, Nov. 29 beginning at 4 p.m. The community is invited to attend.

## Awards & Designations

Lori Todd, broker/owner of Choice Realty & Management, was recently appointed to the 2019 National Association of Realtors RPAC Participation Council as the Indiana member. Lori is currently serving as the Indiana RPAC Chair, which travels around Indiana assisting local Realtor boards and associations in fundraising for the Political Action Committee. Her new role has the responsibility of increasing Realtor participation within the REALTOR Political Action Committee (RPAC).

Marcy Hazen with Hazen Insurance Agency LLC and Shelter Insurance® has attended training at the Shelter Insurance® home office in Columbia Missouri to become an Affiliate Agent for Hazen Insurance Agency LLC. Hazen Insurance Agency is located at 2864 E. Buick Cadillac Blvd. and can be reached at 812-334-1413.

## CHAMBER BRIEFS

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## CHAMBER BRIEFS

Continued from page 12

Tim Hightower, a partner in the Bloomington office of law firm Wooden McLaughlin, has been recognized by Best Lawyers in America 2019 edition for his work in commercial real estate. Named to Best Lawyers for the fifth consecutive year, Hightower's practice focuses on commercial real estate law and affordable housing. He is a member of both the Bloomington Economic Development Corp. and Bloomington Chamber of Commerce. Hightower serves on the executive committee and board of directors for Life Designs, Inc.

Cardinal Stage is pleased to announce that the American Theatre Wing, best known as the creator of the Antoinette Perry "Tony" Awards, is awarding the organization with a 2018 National Theatre Company Grant. The National Theatre Company grant will help support Cardinal's ongoing operations and its production of a broad range of programming that introduces Bloomington audiences to contemporary work from the American theater cannon. To learn more visit [cardinalstage.org](http://cardinalstage.org).

### Other

Holiday World's iconic Kringle's Kafe served its final customers on Oct. 28, as construction of the new Santa's Merry Marketplace began in early November. Holiday World will invest a total of \$5.5 million for the 2019 season, including Santa's Merry Marketplace, a new "Kids World" event in August 2019, track improvements for The Voyage roller coaster and more. Season passes for 2019 are available at [holidayworld.com](http://holidayworld.com).



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Sophia Collective, LLC is a coworking space for well-being professionals, and a place to facilitate mind-body-spirit healing for the Bloomington community. Within our walls, you will find a dynamic movement space, a well-being studio including energy and bodywork, and a lush retail boutique featuring artists and makers from the local community and beyond. Sophia Collective offers unique services, products, and experiences to support the healing and growth of our collaborators and customers alike.



Congratulations to CoreVision Financial Group on their ribbon cutting. The former Ed Ryan Investments formed a new partnership with CoreVision Financial Group located in Nashville, Indiana. Visit them at 153 E. Main St. in Nashville or call 812-988-6077.



Congratulations to EllieMae's Boutique on their ribbon cutting. They celebrated the kickoff to their grand opening that provided flash sales, drawings and much more. Visit them at 101 W. Kirkwood Ave. #116 or online at [elliemaesboutique.com](http://elliemaesboutique.com).



Congratulations to Fifth Third Bank on their ribbon cutting. They celebrated the newly remodeled bank located downtown with a light breakfast and tours of the banking center. Visit them at 200 S. Washington St. or call 812-339-1131.



**Above:** A car show celebrates the 25th Anniversary of Sam's Club. **Right:** Bentley Moffatt runs while dressed as Batman during the 25th Anniversary of Sam's Club. Photos by Jeremy Hogan.



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## SPOTLIGHT

Continued from page 1

savings coupons” applied at the register or, in some cases, free medication.

Sam's Club operates its own pharmacy, which includes 200 \$4 prescriptions and 400 \$10 prescriptions, she said. But those with a “plus” membership can also receive medications for free, if their physician has prescribed them one of the five medications that Sam's supplies those customers at no charge.

“That could be saving that person a lot of money throughout the year,” Hillen Myers notes, adding that the pharmacy also supplies medication for patrons' furry friends as well.

Hillen Myers has been working for Sam's Club since it first arrived in Bloomington in October 1993, she said. On Oct. 19, the club marked its 25th anniversary with a breakfast celebration for its members.

In the 25 years that have passed since it first opened its doors, Hillen Myers said Sam's Club has seen its share of changes. The store has been remodeled twice to make it more aesthetically pleasing, particularly as the company — originally aimed largely at businesses — has evolved to accommodate the needs of individual families as well. Still, Sam's continues to eschew the “frou frou” of other retailers when it comes to its look, Hillen Myers said.

“Sam's Club is very thrifty with their money because they want the members to get the most out of their membership, and we want the member to get the best prices on items in the club,” she said.

Offerings at the store have shifted as well to meet the changing tastes of its audience, Hillen Myers said. These days, the club has started offering more organic items, including its meats, fish, produce and flour.

“The produce section has a lot more organic items than we've ever had because a lot of people like to go chemical free, so that's really become popular in our area,” Hillen Myers said. She adds, “there's a lot of people on gluten-free diets, so we have many gluten-free items.”

About four years ago, Sam's also added a hearing center with on-site audiologist. The audiologist can perform hearing tests, then fit customers with hearing aids that Hillen Myers said can be about half the price of what she's heard of elsewhere.

“(Sam's Club) is able to provide hearing devices at a very good price,” she said. “That has made a huge difference in a lot of people's lives.”

Likewise, Sam's also has an on-site optician who can perform eye exams and determine a prescription or fill a pre-existing prescription. Members benefit from low prices, including deals such as “two pairs of glasses for \$99,” that make them especially valuable for families with multiple members who need corrective lenses, Hillen Myers said.

Such offerings might seem unusual for a company that originally set out to provide businesses with items like copier paper or canned goods or takeout boxes. But, Hillen Myers said simply, “business members need glasses or contacts or hearing devices too.”

Other new conveniences include a scan-and-go system where customers can scan an item as they put it in their cart, then pay for it on their smartphone. Having done that, she said, the customers can skip the checkout line and simply show that they've paid on their phone as they are walking out the door.

“We've been doing that for two-and-a-half years,” she said. “It's really popular, a lot of our younger generation really likes that. And some of the older generation too.”

**“Sam's Club is very thrifty with their money because they want the members to get the most out of their membership, and we want the member to get the best prices on items in the club.”**

— Caroline Hillen Myers

## SPOTLIGHT

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## SPOTLIGHT

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It's a point of pride for Hillen Myers, however, that such self-checkout innovations have not cost cashiers their jobs. On the contrary, she said, in recent years the store has added to its staff to bring into total to 140 full- and part-time employees, some of whom are making checkout lines even faster by turning it into a team effort with multiple cashiers working at a station.

Hillen Myers said she's had to laugh at the excitement surrounding other grocery stores' new services that allow people to select items they want online, and have it waiting for them when they arrive. It's funny, she said, because that's a service that Sam's Club has offered for years — and for free, as part of the membership service.

While Sam's Club made national headlines earlier this year when it announced the closing of dozens of stores, Hillen Myers said the Bloomington location still does robust business in the community. To this she credits the club's location, its commitment to supporting nonprofits in the community — “that's something we've always done as long as I've been here” — and its commitment to upholding the company's core values.

One such example, she said, is the company's “sundown rule.”

“If a member calls us and they need to know, for example, if we have something in the club and we aren't sure ... we get back with them before sundown and let them know the answer,” she said. “That's something Mr. Sam created, and that's something we still carry out today.”

Treating customers right means they want to come back again, no matter what business you are in, she said.

“Members to me are like our family because a lot of them you see every week,” Hillen Myers said. “I always tell (new customers), ‘I met a new friend today, and if you need anything from Sam's let me know and I will do whatever I can to help you.’”



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— Caroline Hillen Meyers



Tammy Walker(center), director of member services for The Greater Bloomington Chamber of Commerce, and Chamber Ambassadors Stacy Bruce (left) and Terri Brown eat breakfast while celebrating the 25th anniversary of Sam's Club. Photo by Jeremy Hogan.



Breakfast is served during a breakfast celebrating the 25th anniversary of Sam's Club. Photo by Jeremy Hogan.



Congratulations to Vanished Aesthetics & Contouring on their ribbon cutting. Vanished turned three years old on Sept. 1 and decided to become more integrated into the Bloomington business community. They celebrated with a champagne toast and a cash bar, as well as some special treats. Visit them at 807 N. College Ave. or call 812-320-2284.



Congratulations to Premier Hospice and Palliative Care on their ribbon cutting. They celebrated with an open house that provided fun activities for kids, fall baked goods, battle of the badges and much more. Visit them at 2856 E. Buick Cadillac Blvd. or call 812-680-4384 for more information!



Congratulations to Hazen Insurance Agency LLC/Shelter Insurance on their ribbon cutting. They celebrated their new location with refreshments, appetizers, door prizes and more. Visit them at 2864 E. Buick Cadillac Blvd. or call 812-334-1413.

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