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In this issue:

Advocacy Update.....	2
Chamber Voices.....	3
hYPe News.....	4
Chamber Briefs.....	5
Chamber's Annual Meeting & Community Awards.....	6
Franklin Initiative News.....	6
Fitness is good business.....	7
Business After Hours.....	12



Zac Strabbing and his team from Markey's Rental & Staging setup for an upcoming event. Photo by Jeremy Hogan.

Spotlight: Markey's Rental & Staging

By Kasey Husk

Zac Strabbing and his team from Markey's Rental & Staging were already deep into an intense, 38-presenter program that had been planned down to the smallest detail for weeks when the universe threw their careful planning a curveball — and a cell phone.

Delayed by a plane, a presenter who was expected much earlier came racing into the convention center at virtually the moment she needed to be on stage.

The presenter “throws a Blackberry at us and says, ‘My presentation is on there and I’m going on stage,’” remembers Strabbing, the branch manager for Markey’s Bloomington office. “In 25 seconds, we got the presentation onto the screen.”

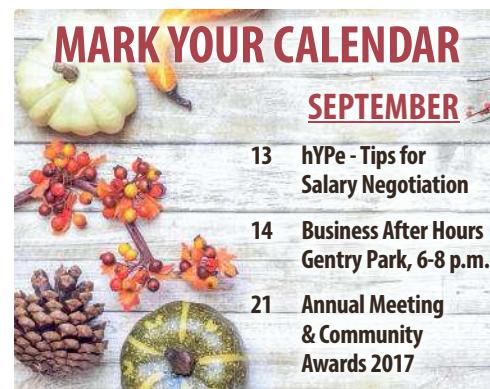
Put simply,
“we like to say
we produce rock
shows for CEOs.”

—Zac Strabbing,
Markey's Rental
& Staging

MARK YOUR CALENDAR

SEPTEMBER

- 13 hYPe - Tips for Salary Negotiation
- 14 Business After Hours Gentry Park, 6-8 p.m.
- 21 Annual Meeting & Community Awards 2017



Coming in October: Retirement in Bloomington

Not Just For Your Health:

Fitness is good business in sports-crazy Bloomington



See story
on page 7

SPOTLIGHT
continued on page 14

ADVOCACY Update

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

Welcome Back Taylor Fox!



Taylor Fox. Courtesy photo.

The Chamber's advocacy team is thrilled to welcome back Taylor Fox, our SPEA fellow, for the 2017-2018 school year. Taylor is working towards her MPA at SPEA with a concentration

in policy analysis. Taylor joined the Chamber last August and assisted the advocacy team for two semesters. Taylor interned over the summer as an affordable housing fellow for the City of Bloomington, and served as a research associate for a professor at SPEA focusing on reproductive health. Taylor can be reached at tfox@chamber-bloomington.org.

Health and Business Lunch

Last month the Chamber hosted the annual Health and Business lunch. This year's event featured two presentations. The first presentation was by Dr. Robert Adams, regional director of emergency services for IU Health Southern Indiana Physicians. Dr. Adams' presentation on the opioid crisis was very relevant to our community as we continue to see the devastating impact this epidemic has



Matt Bailey, President of IU Health Bloomington Hospital, discusses the new 700,000 square-foot Regional Academic Health Campus approved by Indiana University's Board of Trustees last month. Courtesy photo.

on families, workforce and homelessness.

Matt Bailey, president of IU Health Bloomington Hospital and South Central Region IU Health, along with Michael Melby, director of innovation and activation at IU Health Bloomington Hospital, presented on the new Regional Academic Health Campus expected to be complete in 2020. The new facility will include both the hospital

and an academic center.

Federal Focus with Senator Todd Young

Senator Todd Young spoke to a sold-out crowd of business and community leaders at last month's annual Federal Focus event. The event, held on Bloomington's Ivy Tech Community College campus, provided Sen. Young's insight and perspective to



Senator Todd Young speaks about his legislative priorities at the Chamber's annual Federal Focus event. Courtesy photo.

what is currently happening in Washington. The event concluded with a question and answer session moderated by Bob Zaltsberg, editor of The Herald Times.

Chamber Calls for Multi-Year Plan to Increase Police Force

The Chamber spoke at last month's city budget meetings advocating for additional officers to be

added to the Bloomington Police Department. The BPD's current proposal includes two additional officers, one civilian and six for dispatch. The Chamber is happy to see an increase in resources for the BPD but would like a multi-year plan to bring staffing levels to the recommendation for a city of our size.

ADVOCACY UPDATE

continued on page 11



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Contact Anne Bono
812-336-6381
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Autumn Brings New Faces and Opportunities



Anne Bono. Courtesy photo.

The arrival of students to Bloomington and Indiana University is one of the first signs that summer is wrapping up in the area. Thousands of families bring their kids to our community to start their journey of higher education and Bloomington becomes a new “home” to these students. When you add in students attending Ivy Tech Community College, the educational opportunities in our area are tremendous, and something we should all be proud of.

August was full of activity at The Chamber. Our month started off with the 10 Under 40 Awards — be sure to meet the honorees in last month’s Business Network. In mid-August we hosted our Health and Business Luncheon at the Bloomington Country Club with 175 guests. The three presenters — Dr. Robert T. Adams, Matt Bailey and Michael Melby from IU Health — spoke on two important topics in our community. Dr. Adams addressed the opiate crisis, sharing that 80 percent of the opiate usage in the world occurs in the United States (adding Canada takes the figure up to 90 percent). Dr. Adams shared that alternative methods of pain management are being addressed in medical schools and hospitals to help combat the issue. Matt Bailey and Michael Melby discussed the recently-approved plans for the new Regional Academic Health Center, which will offer a wide range of services to our community and surrounding areas.

The Chamber’s Federal Focus Luncheon was another sold-out event, as 200 attendees filled Shreve Hall at Ivy Tech Community College-Bloomington to hear from Senator Todd Young. Senator Young spoke about a variety of topics — climate change, the military strategy in Afghanistan and recent events in Charlottesville, VA. Attendees had the opportunity to submit questions to Senator Young during the

event, and the luncheon concluded with positive feedback on all levels.

One of our biggest events is our Annual Meeting and Community Awards. The luncheon will be held on Thursday, Sept. 21 at the Monroe Convention Center. In addition to reviewing the year, the Chamber recognizes a number of local professionals and organizations with a variety of awards. As usual we received a large number of nominations from Chamber members and local residents (thank you all!) and our selection committee had the challenge of selecting our honorees. We plan to celebrate them at the Annual Meeting and Community Awards in several ways — be sure to register on the Chamber’s website, ChamberBloomington.org, to attend.

With all of these large events taking place, the Chamber staff continues to be engaged and involved in serving and representing the Bloomington business community. The Chamber’s membership is strong, and new members continue to show their support by joining every month. Chamber Membership Director Tammy Walker works with our wonderful Chamber Ambassadors to help communicate events and member benefits to our newer members. We are very fortunate to have our volunteers support us in so many ways.

As the voice of business, the Chamber recently spoke out on a few advocacy issues including bicycles on sidewalks, additional police officers and the city’s handling of the Graduate Hotel. The Chamber believes that as we build better business, we also build a better community. In order for businesses to grow and develop the current processes must provide a level of predictability, certainty and reasonableness. The Chamber will continue to publicly address situations that arise where the integrity of the process is compromised. 



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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.

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CONTACT BIZNET

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

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

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

Please send press releases to info@ChamberBloomington.org.

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hYPe Welcomes New Steering Committee Members

By Kelsie Holt, director of talent, education and workforce

Ever wonder how hYPe plans our events? hYPe (helping Young Professionals excel) is guided by a steering committee of young professionals who volunteer their time to organize our monthly events, act as ambassadors for hYPe and give their input for the long-term vision of hYPe. Our volunteers are a great example of all of the work young professionals put into our community. This year, Lauren Dexter, special events and marketing manager at the Bloomington Hospital Foundation, enters her second year as the steering committee chair.

We are excited to welcome three new members to our steering committee: Amelia Lewis, zoning & long range city planner with

the city of Bloomington, Preston Hughes, recruitment specialist with Stone Belt Arc Inc., and Molly Nagy, senior HR coordinator at Hanapin Marketing. Meet the steering committee members and other young professionals at our monthly events.

Our next event will be held on Wednesday,

Sept. 13 from 5:30-7:30 p.m.

at Author Solutions (1663 Liberty Drive). A panel of HR professionals will discuss tips for salary negotiation.

Whether it's your first time negotiating a salary for a job offer or you're looking for a raise in your current role, join us to learn more at this free event. Register online at ChamberBloomington.org or contact Kelsie Holt, director of talent, education and workforce, at kholt@chamberbloomington.org.



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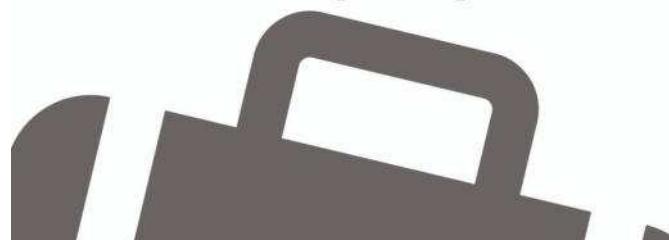
SALARY NEGOTIATION TIPS



Wednesday, September 13, 5:30-7:30pm

Author Solutions - 1663 Liberty Dr.

Sign up for this free event at ChamberBloomington.org!



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- Transitional Services
- Uptown Cafe
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812-334-3919

Indoff
Mitchell, IN 47446
Contact: Carol Roop
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Contact: Bill Saum
317-313-7879

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Contact: Jeff Goldsberry
812-961-8856

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Bloomington, IN 47403
Contact: Deborah Hamrick
812-332-7270

Nail World and Spa LLC
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Bloomington, IN 47401
Contact: Selena Ho
812-333-2338

Ray Wealth Management
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Bloomington, IN 47401
Contact: Otto Ray
812-558-5002

Serenus Float and Wellness Center
410 S. Landmark Ave.
Bloomington, IN 47403
Contact: Joseph Gerbofsky
614-849-8419

New Hires & Promotions

Community Foundation Welcomes Three New Board Members

The Community Foundation of Bloomington and Monroe County has announced the addition of three new members to its board of directors. They are: Jessika Hane, human resources director at Oliver Winery; Jess Wuslich, co-founder of Cardinal Spirits; and Jeremiah Young, president/owner of Nature's Way.

Berkshire Hathaway HomeServices Welcomes New Hires

Berkshire Hathaway HomeServices is pleased to welcome Betty Mullis, Penny Scroggins and Courtney Mullis to our staff of real estate professionals. All three are lifetime residents of Monroe County, are very goal-oriented and are each committed to giving their full attention to all of your real estate needs.

HFI Announces New Hires

Bob Magiera joins HFI as a Schedule A project manager. Magiera's experience with a civil engineering company will bring high energy to our client-focused Schedule A department. Nikki Bucci joins HFI as the Schedule A administrative assistant. Bucci has over 20 years' experience working in the local home-building industry.

Owen County Bank Announces Promotion

Bonnie Patton has been promoted to senior vice president/commercial banking & sales at Owen County State Bank. Bonnie joined the bank in 2007 as vice president/senior commercial lender and has been instrumental in establishing OCSB as a leading commercial banking provider.

Bloomington Meadows Hospital Appoints New Director of Clinical Services

Bloomington Meadows Hospital has appointed C. Nathan Saucedo MSW, LCSW, LMSW as the new director of clinical services. Saucedo has 27 years of experience in the mental health field, beginning in 1989 in an entry-level position, working with individuals with developmental and intellectual disabilities.



Youth Villages is a private nonprofit organization dedicated to helping emotionally and behaviorally troubled children live successfully. Each year, Youth Villages helps more than 22,000 children and families across the country using Evidentiary Family Restoration®, which involves intensive work with the child and family, a focus on measuring outcomes, keeping children in the community whenever safely possible and providing accountability to families and funders. In Indiana, Youth Villages has been helping children and families since December 2011 through Intercept® intensive in-home services in partnership with the Indiana Department of Child Services. For more information, visit youthvillages.org.



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Awards & Designations

Stoops Receives Leadership Award

Senator Mark Stoops (D-Bloomington) received the Public Policy Advocate of the Year Award at the APSE 2017 National Conference. The award recognized his work which resulted in the passage of legislation in this year's Indiana General Assembly. The Employment First Act requires Indiana state agencies to work together to make employment for people with disabilities a priority.

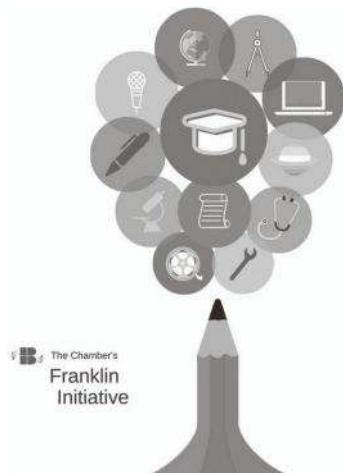


Bloom Environmental was founded by technicians with years of experience in the asbestos abatement and mold removal industries holding one goal in mind: to help residents of South Central Indiana maintain healthy air quality within their home, workplace and business by safely reducing the threat of airborne toxins. We offer a range of services from testing and consultation to full remediation and abatement, beginning with a free estimate. For more information, please visit bloomenviro.com.

The Franklin Initiative Welcomes New SPEA Fellow

By Kelsie Holt, director of talent, education and workforce

The Franklin Initiative is gearing up for another great school year. We are excited to welcome our new Franklin Initiative program associate, Trevor Owens. The Chamber is happy to partner with the IU School of Public and Environmental Health through their SPEA Service Corps program. While preparing their students for careers in public and nonprofit sectors, the Service Corps program also addresses critical gaps in service delivery in Monroe County and simultaneously provides opportunities for students to enhance leadership skills and support the strategic objectives of



their partner agencies. Our Franklin Initiative program associate is an essential part of our Chamber team and we're looking forward to

working with Trevor over the next two years. Please feel free to contact Trevor with a warm welcome at towens@chamberbloomington.org.

The Franklin Initiative offers several Career Learning Programs throughout the school year. Over 1,600 middle school and high school students from Monroe County participate in Franklin Initiative programs annually. We'll soon be recruiting volunteers for our programs, including the Career Speakers Bureau. The Career Speakers Bureau is a year-round program that brings local professionals into the local high schools to participate in panels consisting of three to five speakers. These panels help to introduce students to a variety of career

options that are available within a given field, as well as allow students to ask questions about the various professions being presented. Our volunteer speakers provide advice to students regarding their college plans and inform students of how to prepare for success in the field. Each panel is focused around a specific career field, such as medical, STEM, arts, public safety, social work, culinary arts, management and more.

Check our website at ChamberBloomington.org/Career-Learning-Programs-and-Events for dates and details coming soon. Contact Kelsie Holt, director of talent, education and workforce, to volunteer or learn more.





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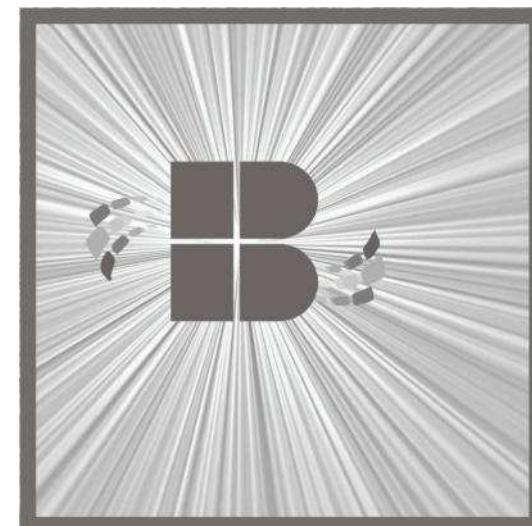
Chamber Hosts Annual Meeting and Community Awards Sept. 21

The Greater Bloomington Chamber of Commerce will host their 102nd Annual Meeting and Community Awards on Thursday, Sept. 21, 2017 at the Monroe Convention Center.

The Chamber invites its members to attend the meeting to learn about initiatives, progress and membership over the last year. Speakers at the meeting will include Anne Bono, interim president of the Chamber; Randy Lloyd, the Chamber's outgoing board chairman; and Tony Stonger, the Chamber's incoming board chairman.

There will be a variety of Community Awards also presented during the annual meeting. Nominations were accepted for awards in several categories, and the honorees will be announced and recognized during the luncheon.

Tickets for reserved seating may be purchased on the Chamber's website, ChamberBloomington.org. Individual seats for Chamber members are \$47. Members of the Chamber's hYPE (helping Young Professionals excel) program are eligible for a discounted seat at \$42. Reserved tables of eight guests are available for \$600. Event sponsorship opportunities, which include a table of eight guests and additional advertising options, are also available.



**The Chamber's 2017
Annual Meeting & Community Awards**
Better Business. Better Community.

Not Just For Your Health

Fitness is good business in sports-crazy Bloomington

By Kasey Husk

For many living outside the city, the words “Bloomington, Indiana” conjure up immediate thoughts of red-and-white striped pants and collegiate basketball — and for good reason.

“Obviously, we are the basketball holy ground,” jokes Mike McAfee, executive director of Visit Bloomington, the county’s visitors’ bureau. “Assembly Hall is the sacred ground of basketball. We are a destination because of that.”

But while collegiate sports have played a major role in developing Bloomington’s legacy as a sports town, it is its sports facilities for all ages, its parks and natural resources, and its fitness-related businesses that have helped forge Bloomington’s continuing reputation as an active, fitness-focused city. And the impact that has had on local business and the community at large, local leaders say, is striking both in terms of quality of life and dollars and cents.

“The community does so much, from all the organized runs and walks that capture the wider audiences, to all the small and boutique little pockets of fitness,” said Vibe Yoga founder Laura Patterson. “I feel like we have a really strong fitness town.”

IU’s contribution

There’s no denying that Indiana University sports play a major role in Bloomington’s longtime reputation as a sports-crazy kind of town.

When Deputy Mayor Mick Renneisen first started working for the city’s parks department — he would later go on to be the longtime head of that department — he noticed right away that no boards or commissions held their meetings on IU basketball game nights.

“People pay attention, they watch the schedule, they don’t create conflicts that would take them away from their beloved Hoosiers,” he said.

Renneisen, who also does statistics for the men’s basketball team, adds that he’s seen how game nights bring something special to Bloomington.

“When we have a big game, you can feel the energy; half an hour before tip-off, they are into the game,” he said. “And the energy is just — you can feel it on your skin, you can feel the hair on the back of your neck rise,

it is something you can only experience if you are there. That’s unique to a community like ours ... a lot of places don’t have that.”

But apart from the excitement and energy that students bring — Renneisen also believes that having a large population of young, active people



Mike McAfee. Courtesy photo.

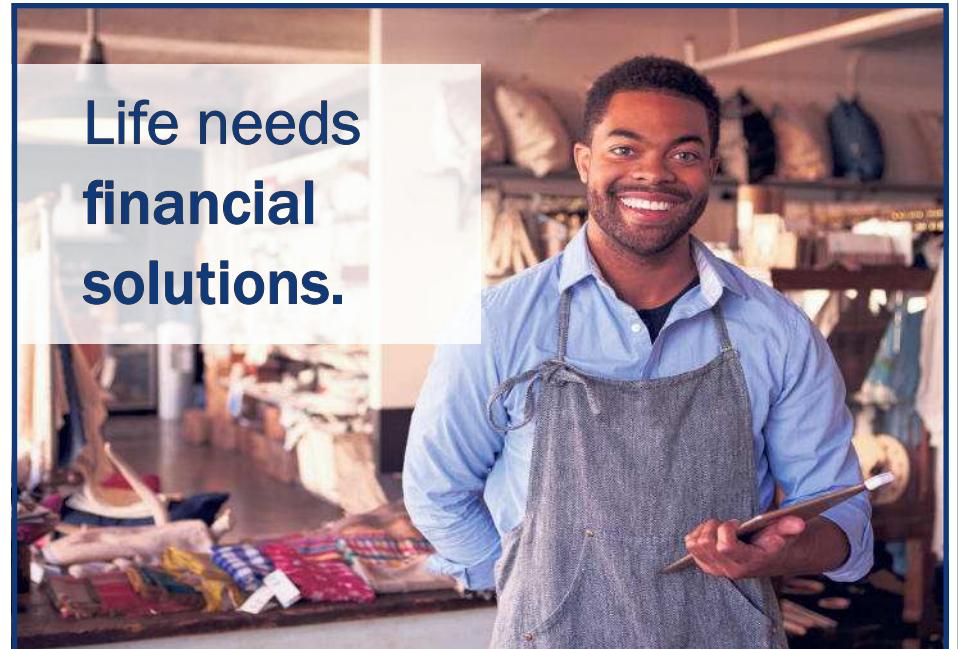


Mick Renneisen. Photo by Chris Howell.



World-class collegiate sports are one big reason that Bloomington is a destination for sports and fitness. Here, IU Basketball number 40 Cody Zeller faces off against Penn State’s Jon Graham in 2012. The Zeller family currently runs a non-profit basketball program in Bloomington. Photo by Monty Howell

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FITNESS IS GOOD BUSINESS

continued on page 8



Lyle and Kerry Feigenbaum at Orangetheory Fitness, opening soon in the College Mall. Photos by Chris Howell.

FITNESS IS GOOD BUSINESS

Continued from page 7

spurs others in the community to get moving too — collegiate sports also mean resources. And resources are what bring both individual athletes and the opportunity to host events to Bloomington.

“What’s great is we have those facilities at the University that we have access to when students aren’t using them,” McAfee said, noting as one example that the city has partnered with the university to bring USA track events to Bloomington.

The university also holds various sports camps that often draw young athletes and their family to the city, McAfee said. Sometimes they come for the program’s reputation. Some come to study with a name they know and recognize: such as the family of three Indiana Mr. Basketballs — Luke, Tyler and Cody Zeller — who now run a basketball program in the city.

Indeed, the caliber of coaching available in Bloomington has played a major role in creating

and sustaining Bloomington’s legacy as a sports town, and leading to the development of these high-quality facilities. Renneisen said the likes of famed swimming coach Doc Counsilman — Indiana University’s longtime head swimming coach and head coach of the U.S. Olympic team for two Games — helped put the city on the map as a go-to destination for the best swimmers. The late Sam Bell, he said, did the same for track and field.

“We have world-class venues that you would never find in a town our size if not for the caliber of the coaches, the caliber of the community,” Renneisen said.

He added, “Some of us can easily overlook it, (think) ‘isn’t that normal to have all these world-class facilities and teams?’ But no, it isn’t.”

Renneisen notes that “the legacy of great coaches continues” with excellent leaders for many collegiate teams, including current IU head swim coach, Ray Looze. Under his tutelage,

three IU swimmers medaled in the 2016 Olympic Games.

Outside IU

It would be a mistake, however, to assume that Bloomington residents’ enthusiasm for sport and fitness is limited to being spectators.

On any pleasant day in Bloomington, a visitor can find large numbers of people in Bloomington riding bicycles on its streets in the bike lanes, playing in its many parks or walking on its many trails.

The natural environment is “a compelling reason” Bloomington residents are so active, Renneisen said, pointing to the county’s lakes, forests and hills. Locals enjoy spending time swimming, fishing, hiking, biking and more, and out-of-towners come to the area to indulge in the same.

For those wanting to be active in organized sports, there are plenty of options through both the

FITNESS IS GOOD BUSINESS
continued on page 10

“We have world-class venues that you would never find in a town our size if not for the caliber of the coaches, the caliber of the community.”
—Mick Renneisen, Deputy Mayor

“What’s great is we have those facilities at the University that we have access to when students aren’t using them.”
—Mike McAfee, Visit Bloomington



Laura Patterson, owner of Vibe Yoga, leads a class at the yoga studio. Photos by Alex McIntyre.



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Screen Printing Businesses Find Niche in Sports & Fitness

By Kasey Husk

Whether it is a tee-shirt showing your Indiana University spirit or a sweatband emblazoned with the name of your favorite gym, personalized items showing your allegiances are ubiquitous for sports and fitness fans.

In Bloomington, where sports and fitness are a way of life, that means plenty of business for local screen-printing companies.

“Sports unite people, whether it’s the actual athletes or the fans, and there’s nothing better

to unite a group than matching custom apparel,” said Sitav Elturan, manager at Underground Printing. “Rocking your team’s design and/or numbers along with your fellow teammates, your family and friends, and all their family and friends creates a unity that excites everyone for what’s to come.”

About 95 percent of the custom apparel that Underground Printing creates is for Indiana University groups, including sports-related groups, Sitav said. The other 5 percent of the time Underground

works with local sports teams. “All athletes are amazing, they work so hard to accomplish so much and we’re very proud to be a small part in helping create team

unity and excitement for the game,” she said.

Local teams order all kinds of custom items beyond the most common tee-shirts and sweatshirts, said Ross Glass, “administrator of propaganda” for ABR Printing. Along with custom-printed team shirts, items such as embroidered sweatbands, water bottles, Bic lighters and ink pens all allow users still more ways to show their affiliation and team loyalty.

At the same time, such promotional items allow local teams or businesses to increase their name recognition, said Glass, who notes that team-related products account for about 20 to 25 percent of ABR’s business.

“Stickers and signs put your name in people’s brains,” he said. “Once you have built your name, you can increase your business.”



Sitav Elturan. Photo by Chris Howell.



Ross Glass. Courtesy photo.



Laura Patterson. Photo by Alex McIntyre.

Vibe Yoga founder Laura Patterson has seen this firsthand. Vibe Yoga sells hoodies, tee-shirts and bags with its name on them — “Vibe gear” — from local printing businesses in Bloomington and said it is “great marketing” as well as giving individuals a way to tell people something about themselves.

“When people are walking around in their favorite Vibe

sweatshirt or tee-shirt, it is just speaking to the community (about) that smaller niche community that they are a part of,” she said. “Other people are more open to come check it out, or to walk up to them and say, ‘You practice at Vibe? I practice at Vibe!’ It is a great conversation starter.”



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YMCA Spring Run. Photo by Chris Howell.

FITNESS IS GOOD BUSINESS

Continued from page 9

city's parks and recreation department and facilities like the Monroe County YMCA.

The YMCA is well-supported by its membership, said marketing and communications director Jodi Baker, and is it constantly striving to meet the needs of its diverse population. At the YMCA, she said, there is something for everyone — from children's activities to the very popular water aerobics classes for seniors, she said.



Jodi Baker. Courtesy photo.

Bloomington is a “small town with a big town feel” because of the large number of activities and amenities available to its populace, Barker said. And that, she believes, is part of what makes it such an appealing place to live.

Surveys show how much people appreciate the city's parks and its trails in particular, with requests always coming in for further expansion of trails throughout the city, Renneisen said. Amenities like parks and trails “create a sense of place, a place where people want to

create their businesses,” he said.

Creating the amenities that make Bloomington so attractive didn't happen by accident, and it didn't happen overnight according to Renneisen. It took decades of thoughtful planning and looking to the future — decisions like setting aside the land for Bryan Park, for one — and having a population willing to support it with their taxes.

“There are so many side benefits to those simple places, which some communities buy into and some don't,” he said of the city's parks, trails and sports facilities. “Bloomington does.”

The payoff

While the city's proximity to IU and its active culture have led to plenty of intangible benefits for its residents, it has also brought with it some very measurable results. In other words: big dollars.

With the facilities that the city has invested in, plus those available through Indiana University, Bloomington has the ability to lure to the city sports tournaments that other communities its size would be unlikely to get.

“We've made a concerted and conscious effort to capitalize on the natural resources, the culture of our community and the great physical assets we have” such as Twin Lakes Recreation Center, Winslow Sports Complex and Indiana University facilities, Renneisen said. “There's just a wealth of resources that help make this town very attractive.”

When the Twin Lakes Recreation Center was built in 1992, the city had a choice to make about the specifications to which the facilities were built. It opted to spend the extra money to ensure that all the facilities met national standards that would allow it to play host to various national tournaments, especially softball and baseball.

Since 1993, the city has hosted 27 national softball tournaments, which have brought in more than \$25 million in economic impact to the city, Renneisen said.

Sports travelers are one of the three main groups of people that make up Bloomington's \$360 million travel industry, McAfee said. McAfee has one member on staff who specifically seeks out and bids for the opportunity to host various sports tournaments because of the tremendous financial impact they can have

Bloomington is a “small town with a big town feel” because of the large number of activities and amenities available to its populace.

—Jodi Baker, YMCA

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continued on page 11

FITNESS IS GOOD BUSINESS

Continued from page 10

on the community. Younger adolescents' tournaments are particularly attractive because younger kids are almost always traveling with parents, siblings and even grandparents, all of whom spend money on accommodations, food and more.

"It is big business for us, all kinds of sports, whether someone is coming just to ride their bicycle or for a large tournament," McAfee said. The average visitor spends about \$140 per trip, which means business for hotels, restaurants and other retail spots where people stop by to shop.

Sports travelers have always been a target of Visit Bloomington's efforts, but lately it has also added "the health nut" — which McAfee describes as someone who comes to Bloomington to cycle or do yoga or participate in other outside activities — to its "target market personas," he said.

Bloomington's status as an active community has also been a boon for those in the fitness business, including Lyle and Kerry Feigenbaum. The couple is only weeks away from opening the doors to their newest venture, an Orangetheory Fitness franchise.

Because the Feigenbaums are very active in the local fitness community already, they knew instantly after taking their first Orangetheory class that it would be a good fit for the Bloomington community, Lyle said.

Company leadership, who studied the demographics of the area, agreed. While being a college town was certainly a big factor in the decision, Feigenbaum notes that Bloomington is a place where people care about their health. Fitness is a major part of peoples' lives, he said, "not a fad."

To date, he notes, they have signed up individuals as young as 14 to those in their 70s for the upcoming classes. The fitness classes use heart-rate monitors on all participants so they can exercise in their target zone without pushing themselves too hard.

Bloomington is a place where people care about their health. Fitness is a major part of peoples' lives, he said, "not a fad."

— Lyle and Kerry Feigenbaum, Orangetheory Fitness

FITNESS IS GOOD BUSINESS
continued on page 12



The Carolina Cardinals celebrate after winning the national ASA tournament at Twin Lakes. Photo by Jeremy Hogan.

ADVOCACY UPDATE

Continued from page 2

Bicycles Now Allowed on Sidewalks

Last month the Bloomington City Council passed an ordinance that provided several updates to Title 15 including allowing bicycles on sidewalks except in the following areas:

- Fourth Street from Indiana Avenue to Grant Street
- Kirkwood Avenue from Indiana Avenue to Morton Street
- Sixth Street from Walnut Street to Morton Street

- Walnut Street from Fourth Street to Seventh Street
- College Avenue from Fourth Street to Seventh Street

The Chamber spoke against the legislation.

I-69 Section 5

Last month the state took control of Section 5 after reaching a settlement agreement with I-69 Development Partners and its bondholders. The agreement includes the following:

- The IFA will issue lower interest highway revenue bonds, anticipated to be rated AA+ to fully replace the developer's private activity bonds, originally rated at BBB-, and related interest,

for a total amount of \$246 million in bonds

• Both agreements will release the state from future liabilities or claims with bondholders, the developer, design-builder Isolux Corsan and insurance and surety companies. The state will assume all future financial risk to operate, maintain and preserve the roadway over the next 35 years.

The estimated completion date for Section 5 is Aug. 31, 2018. For more information on Section 5 and traffic updates, visit www.i69section5.org.

I-69 Section 6

INDOT released the Tier 2 draft Environmental

Impact Statement (DEIS) for Section 6 of the I-69 Evansville to Indianapolis project. The DEIS recommends a preferred route and footprint and includes the 10 locations and types of exits, 16 overpasses or underpasses, and new local access roads. The DEIS can be reviewed online at www.in.gov/indot/projects/i69/2515.htm. Section 6 is estimated to cost \$1.5 billion and construction is scheduled from 2020-2026.

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.

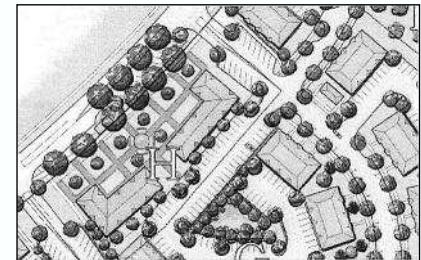


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Business After Hours: Everything you need to know

Are you looking to meet new professionals in Bloomington? Would you like to spend time with your colleagues from work, enjoying great food and fun while also networking? If you are a member of the Chamber, then you should definitely check out Business After Hours!

Business After Hours is a free monthly networking gathering exclusive to all members of The Greater Bloomington Chamber of Commerce. Each month a different Chamber member hosts guests at their business, typically with appetizers and drinks. Attendees have the opportunity to meet other Chamber members to not only expand their professional circle but also have fun. Typically Business After Hours occurs on the third Thursday of each month, but the date is flexible depending on the host's schedule, holidays and other local events. Most Business After Hours events run for two hours, typically 5:30 to 7:30 p.m.

Have you ever attended a Business After Hours? If you answered "no", then you should consider these four tips:

- Any employee of a Chamber member business or organization can attend a Business After Hours. There is no cost to attend, but pre-registration is requested. This allows the Chamber to notify the hosts of an approximate

number of attendees to plan for food and drink. Pre-registration is available on The Chamber's website: ChamberBloomington.org.

- The Chamber has more than 20 Ambassadors trained to help new members and new attendees at Business After Hours. The Ambassadors assist in making connections and introducing attendees, as well as helping with other Chamber programs. The Ambassadors always wear blue name tags — they are easy to find and eager to help!

- Member businesses are encouraged to participate in Business After Hours. If your business is unable to host, consider offering a door prize from your company. Perhaps your business doesn't have much space for hosting — consider working with another Chamber business to co-host a Business After Hours. The Chamber is always happy to help in the planning process.

- Most Business After Hours have door prizes to offer attendees. It's always fun to see what the prizes are and who wins (maybe it will be you!). Usually your business card is your entry to the door prize drawing, so bring those cards with you.



Business After Hours hosts for the remainder of 2017 include (dates provided as available):

September 14 — Gentry Park, 6-8 p.m.

October 19 — Meadowood Retirement Community, 5:30-7:30 p.m.

November — Ivy Tech Community College-Bloomington

December — Comcast Spotlight

There are just two spots left to host Business After Hours in 2018. If you are interested in securing a date to host in 2018, or for more information about Business After Hours, contact Jim Inman or Carol Kelly at the Chamber by calling 812-336-6381. 



Members of the Cutters U9 team cheer on the teams at the Dalai Lama soccer matches. Photo by Monty Howell.

FITNESS IS GOOD BUSINESS

Continued from page 11

Ten years ago, Vibe Yoga Studio owner Laura Patterson was beginning the same journey as she returned to her hometown of Bloomington after a time living in Boulder, Colorado. Knowing from experience many of its residents' emphasis on health and fitness, Patterson suspected that having more accessible yoga classes would be a welcome addition to Bloomington's fitness scene.

"Bloomington has a sort of pulse with the university, with forward movement and forward thinking, and with having an educated community that knows how important health and wellness is," she said.

She was right. Today, Vibe Yoga has an average of 85 to 100 classes per week, with classes available to fit just about anyone's busy schedule.

The idea of similar fitness businesses moving into an area can be a cause for concern for many business owners, but in a fitness town like Bloomington both Patterson and Feigenbaum say they simply see it as another opportunity.

"We think we are adding something that is unique to Bloomington, but also complements a lot of things that my wife and I already take part in," Feigenbaum said.

Patterson agreed.

"It just creates this bigger opportunity for everyone because it gets more and more people excited to live active lives," she said. 

"Bloomington has a sort of pulse with the university, with forward movement and forward thinking, and with having an educated community that knows how important health and wellness is."

—Laura Patterson,
Vibe Yoga Studio

2017 David Windley Client Service Award Winner

The Seymour office of Blue & Co, LLC recognizes Blue employees who consistently deliver outstanding service to clients with the David Windley Award. This year's winner was Cathy Reed, information systems administrator, firm admin/IT. Please join us in congratulating Reed on this accomplishment.

Bloomington Fred Astaire Dance Studio Owners Win Competition

Dmitriy and Oksana Volodko, owners of Fred Astaire Dance Studio of Bloomington, competed at the Cincinnati Ballroom Classic dance competition last month. They won first prize in the American Smooth Rising Star competition, professional division.

Opportunities & Events

CJAM Offers Professional Development Opportunity

Registration is now open for The Community Justice & Mediation Center's (CJAM) 40-hour conflict resolution training to be held on Sept. 9, 10, 16, 17, & 23 from 8:30 a.m. to 5 p.m. More information or to register: call 812-336-8677, or visit cjamcenter.org.

Orangetheory Fitness Holds Ribbon Cutting

Orangetheory Fitness is holding a ribbon cutting and grand opening on Thursday, Sept. 21 at their location in the College Mall, 2894 E. Third St., Suite 113. The ribbon cutting will take place at 4 p.m. and the grand opening party will go from 4 to 8 p.m.

Bloomington Meadows Outpatient Center Holds Ribbon Cutting

Bloomington Meadows Outpatient Center is holding an open house and ribbon cutting on Friday, Sept. 22 at 445 S. Landmark Ave. The ribbon cutting will take place at noon and the open house will go from 11:30 a.m. to 1 p.m. Lunch and tours will be provided.

Other

New College Mall Wing Adds Melody Music to Lineup

Melody Music will be located in the College Mall's new wing, dubbed "The Boulevard," a 17,000 square-foot addition to College Mall. The new space consists of retail and small-shop space with exterior entrances and refreshed walkways.

College Mall Adds Two New Retailers

College Mall has added two new retailers to the mall's growing lineup. VisionWorks opened its doors on Aug. 3 and Ulta Beauty opened on Aug. 4. These retailers are among the first to open in the new wing, "The Boulevard," part of College Mall's recent expansion project.

Indiana Adoption Network Announces Speakers for 2018 Conference

The Indiana Adoption Network has announced the keynote speakers for their 2018 conference, "A Race to Records, the Final Lap," to be held in Indianapolis at the Crown Plaza Union Station on April 20-21, 2018. The keynote speakers will be Loraine Dusky, Steve Lickteig and Suzanne Bachner.

BBOR Announces 2017 REALTOR Fund Recipients

The Bloomington Board of Realtors has announced its 2017 Realtor Fund grants recipients: Amethyst House, Bright Beginnings Daycare, Catholic Charities Bloomington, Down's Syndrome Family Connection, Girls Inc., Mother Hubbard's Cupboard, My Sister's Closet of Monroe County, Old Clifty Memorial Association, Open Arms Family and Educational Center, Owen County Community Foundation, People & Animal Learning Services, The Project School and Volunteers in Medicine.

Simon Youth Foundation Announces Scholarship Program

Since the inception of Simon Youth Foundation, their mission is to provide support for students at risk of dropping out of high school. SYF is proud to once again help a graduating senior living near College Mall. The deadline to apply is Feb. 15, 2018. To apply: visit syf.org/scholarships.



Chamber members may send submissions for Chamber Briefs to Jim Inman at the Chamber: jinman@ChamberBloomington.org. Submissions should be 100 words or less, in straight paragraph form with no quotes or bullet lists. Please submit in Microsoft Word format within the first two weeks of the month for publication the following month.



Congratulations to Kids Play Gym on their ribbon cutting. Kids Play Gym provides an inclusive play experience geared toward children 10 and under. Visit them at 2010 S. Yost Ave. or call 812-822-0605.



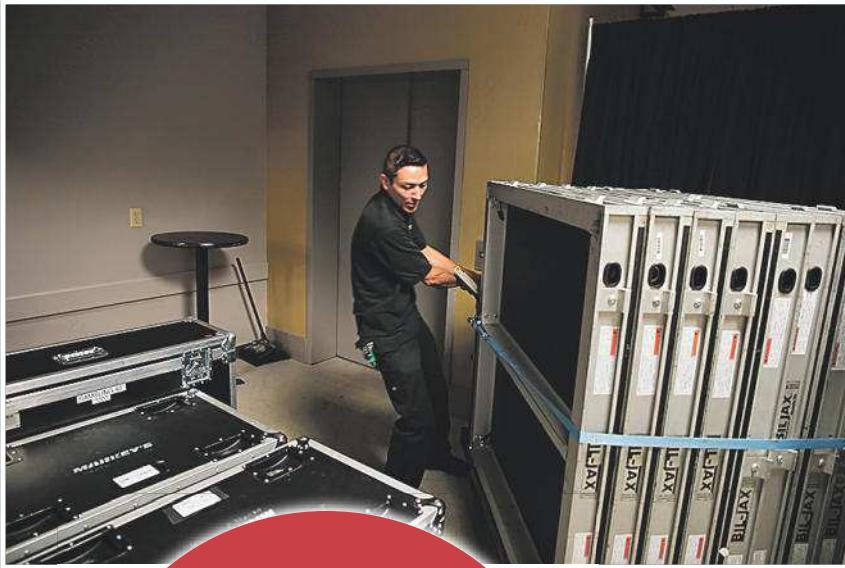
Congratulations to Meadowood on their ribbon cutting and grand opening of their Rehab to Home service line. The open house featured tours of their newly designed private rehab suites, entry, bistro and therapy spaces. Meadowood's culinary team prepared a delicious, tasty assortment of food and drinks. For more information visit them at 2455 Tamarack Trail or call 812-336-7060.



Congratulations to XFINITY on their ribbon cutting. They provide Digital Cable TV, High Speed Internet, Home Phone and Home Security. Visit them at their new location 1285 S. College Mall Road, Suite C, or call 800-266-2278.

SPOTLIGHT

Continued from page 1



Above: Rob Reynolds, left, and Tim Bommarito, right, with Markey's Rental & Staging, setup for an upcoming event. Photos by Jeremy Hogan.

"In terms of what we provide, it starts with something as small as a piece of equipment for your event, all the way to 'I need someone to help me to find the right venue, the right partner, the right equipment and the right level of support.'"

**—Zac Strabbing,
Markey's Rental & Staging**



SPOTLIGHT
continued on page 15

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SPOTLIGHT

Continued from page 14

It was all in a day's work for Markey's Rental & Staging, an audiovisual rental and event staging company designed to help businesses and individuals with the equipment and know-how needed to pull off a successful meeting or event. Along the way, the company has prided itself on always providing clients with the quality customer service they've come to expect in the nearly six decades since its founding.

"In terms of what we provide, it starts with something as small as a piece of equipment for your event, all the way to 'I need someone to help me to find the right venue, the right partner, the right equipment and the right level of support,'" Strabbing said.

As an audiovisual rental and event staging company, Markey's goal is to provide customers with the tools they need for meetings, conference, events and the like. It provides everything from video and audio support such as microphones and televisions, to draping and set designs for a stage, to music and lighting, whether a spotlight on a speaker or LED color-mixing lights to add a splash of interest in a room.

Put simply, "we like to say we produce rock shows for CEOs," Strabbing said.

The company, which now has locations in seven states, was founded in Indianapolis in 1959 by Martelle "Marty" Markey as a 16-millimeter film rental company. Over time, the company evolved into an event technology leader and is now 100 percent employee owned.

The business' Bloomington branch came to Bloomington in 1991 alongside the opening of the Bloomington/Monroe County Convention Center, where it still maintains offices. Markey's is the preferred audiovisual provider of the convention center and works with many of their clients.

Markey's recently opened its second Bloomington office at 924 W. 17th St. in an effort to "streamline our operations." The office will work mostly with clients outside of the convention center, who can hail from as far north as Martinsville, as far south as Evansville and all the way to the state's east and west borders between the two.

Being a branch office of a much larger company has significant benefits, Strabbing said.

"We do have that wonderful rapport with a lot of clients, a very local feel in terms of you know all the people who you are working with," he said. But at the same time, "our resources extend beyond what may be perceived."

Markey's Bloomington office provides support for nearly 600 events per year, Strabbing said, everything from providing a low-tech whiteboard to the new LED walls that are the latest trend. Because of the complexity

It is fulfilling "knowing that we as an organization personally have an impact on how successful those organizations can be."

—Zac Strabbing,
Markey's Rental & Staging



Zac Strabbing and his team from Markey's Rental & Staging set up for an upcoming event. Photo by Jeremy Hogan.

and ever-changing nature of the available technology, customers can't be expected to know exactly the type of equipment that they might need for a given event. Strabbing and his staff help to guide clients to their vision by asking open-ended questions to get a feel for what the client hopes an event will ultimately look and feel like, he said.

"I consider my position to be more as a consultant than a sales position," he said.

With so many events to manage each year, it should come as no surprise that some days — or weeks — get hectic. The company had its hands full in 2012 when Indianapolis hosted the Super Bowl, with 100-hour weeks becoming the norm as the company prepared for the 50 or so large-scale events it was tasked with during the run-up to the big game.

"That was exciting, exhausting, thrilling and mind-numbing," recalls Strabbing.

This industry is not a 9-to-5 gig, Strabbing said. While meetings might be held during the day, events like charity fundraisers tend to run late into the evening. However, the variety and the clients themselves can keep things interesting and rewarding despite the hours, he said. Markey's works with fundraising events like the annual Science Night Out Gala to benefit the WonderLab Museum, and he said it is fulfilling "knowing that we as an organization personally have an impact on how successful those organizations can be."

Employees have some added incentive to work hard as well: in 2012, the company became employee-owned through its employee stock ownership program.

Strabbing described the ESOP as "having a direct, not only financial but emotional investment in the company beyond a simple paycheck."

"My team is excited about that level of involvement in

the company," he added.

In the future, Strabbing said he hopes to see the company continue to extend its reach by opening new offices outside Bloomington to better accommodate its clients living outside the city.

However, the commitment to customer service that was such a focus of founder Marty Markey will continue to be a priority now and into the future.

After all, what sets the company apart, Strabbing said, is its "understanding that the customer is relying on us and we must provide what they need — not just from a technical standpoint, but from the emotional aspect of 'we are going to be here for you. Up, down, left, right, we are going to be here for you.'"

"That level of customer service going beyond just making the sale, but making a partner and a friend," he said.



Congratulations to C3 on their ribbon cutting. They recently renovated and added a new space to their restaurant and bar. Visit them at 1505 S. Piazza Drive for hand-crafted, innovative cocktails and cuisine or call 812-287-8027.

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