



Greater Lawrence Chamber of Commerce

COMMUNITY CONNECTION

March 2008

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Mission Statement

The mission of The Greater Lawrence Chamber of Commerce is to be a resource to businesses providing information, connections, advocacy, and opportunities.

Testimonials

... thank you for the recognition you gave me and Westminster Village [at the AMA meeting.] I could have talked about Westminster for hours but to have you "toot our horn" for us, was so much more effective.

Tracy Pope, Health Center Admissions Manager, Westminster Village North

Thank You

... Charter One Bank at Ft. Benjamin Harrison for hosting our February Business After Hours.

... Fall Creek Little League for sponsoring the Chamber's March Business Breakfast.



Mayor Paul Ricketts talks with attendees at the Chamber's State of the City Address which was held on February 7.

The Greater Lawrence Chamber of Commerce is now able to accept VISA, MasterCard, American Express and Discover courtesy of Fifth Third Bank. Now, if you'd like to pay for meeting fees, memberships or advertising, all you have to do is use your card.

City Holds Workshop to Get Youths' Input on Future Skatepark

The Lawrence Parks and Recreation Department held a workshop on Monday, February 18 to receive input from over fifty Lawrence-area youths on a future skatepark that the City is looking to design and build in one of the City's parks. The youths were invited to share their ideas for the skatepark, such as what equipment they would like to see and what they want the skatepark to look like. The youth were also asked to give their ideas on possible names for the skatepark and to help design a logo.

"The success of any project depends on a buy-in from the users," said Mayor Paul Ricketts, who was on hand to speak to the youths and to hear their ideas.

The Department of Parks and Recreation has not yet determined in which City park the new skatepark will be located. They hope that the information they received in the workshop will help them determine where the youths want the park. When asked where they skate currently, the youths listed a park in Kensington Farms, the parking lot behind Taylor's pub and the American Legion where they said they are often asked to leave. Many of the youths that attended the workshop were excited about the new skatepark because they will have a place of their own to hang out, skate freely, and practice new tricks.

The workshop was held from 1:00 – 4:00 p.m. and included a pizza lunch and a skating session. The workshop was facilitated by The Schneider Corporation who has been contracted by the City of Lawrence to design the skatepark.

FREE Business Development Seminars

The Indiana District Office of the U.S. Small Business Administration (SBA) is pleased to announce the availability of two FREE business development training seminars. SBA will host these training sessions at our Indianapolis office located at 8500 Keystone Crossing, Suite 400.

COST & PRICING ~ Level 1

March 4, 2008 8:30 a.m. to 5:00 p.m.

Online registration required at: <http://www.vbpgrouptraining.com/registration>

– continued on page eight



2008 Board of Directors

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Sandi Ballard-Groth
VC Design Studio

President's *Perspective*

by Kris Butler

It Was For the Kids



(PRE-BOPPING PHOTO) L-R: Kris Butler, Kyla Hurst, Sandi Ballard-Groth, Shawna O'Brien, aka The Black Delilahs!

Let the record show that I honestly didn't believe that "Bop to the Top" was going to be so hard. My apologies to Tim Griffin, manager of Rainforest Car Wash for not believing him when he said I was going to die. I'm not dead, but there were a few minutes when I thought I could use a defibulator.

Bop to the Top is a "fun" event that's in its 25th year. A benefit for Riley Children's

Hospital, this was a milestone year for the event which is held at One American Tower on the staircase. Each participant starts separately on a 20 second stagger, and the goal is to walk as fast as you can up 37 flights of stairs or 806 steps or 515 feet to the top. Once there, you're given your time, a t-shirt, and shuffled to the line for the elevator down. Year after year, this event has raised a lot of money for the kids.

And that's what I kept telling myself as I met each painful step: It's . . . for . . . the . . . kids . . .

My personal opinion is that I don't believe a person can properly train for this event if what you're doing is running, walking, biking, swimming, weight lifting, ellipticaling, etc., etc., etc. When asked what should be done to train for this event, Don Carr, the event organizer recommends that you find some stairs and climb them. I think you should catch a flight to Nepal and climb Mt. Everest. Perhaps then the altitude and lack of air wouldn't bother you in the building's closed-in staircase with very little ventilation.

The event is also billed as one for everyone, young and old, big or small. I'm thinking that as long as that person has an oxygen mask, he'll be fine. I admit that going in, I was confident, probably more than I should have been. But, it didn't help matters that I was being passed by firemen in full gear with equipment weighing close to 50 pounds. Of course, they had those darned oxygen masks which I have to believe helped them pass me even though I was burning up those stairs at a brisk snail's pace.

But seriously folks, I participated in this event as part of a team with Sandi Ballard-Groth (VC Design), Kyla Hurst, and Shawna O'Brien. And, I am proud to report that our team came in 4th out of 13 women's teams, which is quite an accomplishment. It was an experience I can someday tell my grandkids. Sandi, Kyla and Shawna are already talking about doing it again next year. They'll be looking for a fourth so keep that in mind if you'd like to see what "bopping to the top" is like. I mean, don't let anything I've said here scare you away from participating. After all, it's for the kids!

COMMUNITY CONNECTION

Community Connection is a monthly publication of The Greater Lawrence Chamber of Commerce.

Business-related articles & press releases may be submitted by all members & must be informational or educational. Due to limited space, publication is not guaranteed. We may edit your information for grammar or length.

The deadline for copy and camera-ready artwork for ads is the 10th of the previous month.

Submit to Kris at:

kbutler@LawrenceChamberOfCommerce.org.

CHAMBER ADDRESS:

9120 Otis Ave, Suite 100, Lawrence, IN 46216-2209
Phone: (317) 541-9876 Fax: (317) 541-9875

ADVERTISE WITH US!

Ad rates are affordable: 1/3 ad = \$50; Square = \$75; 1/2 page = \$125; Full page = \$250. Don't forget about advertising on the Chamber's website!

Banner & square ads starting at \$200 per quarter!

MSDLT Report

LT Schools & Property Taxes

By Dr. Michael Copper, Chair, Central Indiana Superintendents and Superintendent, M.S.D. of Lawrence Township

I am honored this year to chair a collaboration of 18 central Indiana school superintendents, representing ethnic, economic, and demographic diversity, as well as urban, suburban, and metropolitan communities. We firmly believe that whatever the state is going to do to advance Indiana's economic development, the strategies must be contingent upon maintaining quality and superior schools. To that end, we have developed and are sharing with legislators and the public our positions on property tax reform.

The Indiana Chamber of Commerce found that of the 24% estimated statewide average increase in homeowners' 2007 property taxes, only 6% comes from increased expenditures for local government. K-12 education accounts for just over one-half of that 6% increase. In other words, cost containment must go well beyond public schools. And, we say "yes" to:

- The state assuming full responsibility for K-12 operating budgets, only if the appropriate provisions for stability, adequacy, and consistency are incorporated into the legislation via a stand-alone Rainy Day Fund.
- Continuing to concentrate on cost reductions and efficiencies in school construction and public participation in the process but we do not believe a full referendum requirement is the answer. Referenda are costly and time-consuming; detract from instructional efforts; and are often divisive. However, as the public remains concerned about excessive recreational facility costs, we believe referenda might serve as one possible option for building future recreational facilities.
- Incorporating a graduated circuit breaker approach for property tax relief, but with provisions to eliminate the penalties to make up for unplanned and unfair losses to schools. School systems are hurt and penalized indiscriminately. Presently, we have no revenue source, no levy, and no tax process to provide relief from these penalties.

As educators, we care most about educating our state's children. Indiana's most important, forward-looking investment to ensure our state's well-being is in predictable, sufficient funding of public schools. Our students, staff, and classrooms in the MSD of Lawrence Township remain the best hope for Indiana to continue to grow and prosper.

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Member News

After 41 years in business, **M.V. Farrar Electric, Inc.** closed its doors on February 8. Mike and Verla, the company's owners, decided to dissolve the corporation in order to focus on Verla's health and their retirement.

The administrative offices of **STAR Financial Bank's** Indianapolis Region are consolidating into a new office building at Keystone at the Crossing. The building will include a state of the art branch facility with drive-up. The following will also be housed in the new facility: Indianapolis Region Administrative Management, Commercial Lending, Commercial Real Estate Lending, Small Business Lending, Consumer Lending, Credit Department, STAR Wealth Management, and STAR Equipment Leasing. Their 140 E. Carmel Drive branch will remain open for customer convenience.

The Geist Sertoma Club recently made a \$5,000 donation to Lutheran Child & Family Services as they have named the new recreation area at Lutherwood for Sertoma. This fundraising drive was spearheaded by the **Lawrence Sertoma Club**. Anyone interested in finding out more about the Geist Sertoma Club should contact Russ Desserich at 595-0254 and call Don Wylm at 213-7615 for information about the Lawrence Sertoma Club.

First Indiana Bank completed its merger with M&I Bank & Ilsley Bank in February 2008. Any questions, call Gretchen Harvey at 269-1327.

The Lawrence **Bob Evans** was in the final four for restaurant chain's 2007 Store of the Year competition. The four restaurants were in Lawrence, Marion, Indiana, Columbia City, Indiana and Beaver Creek, Ohio. Beaver Creek won.

— more member news on page three

Member News

Adoption Seminar at Servants of Christ Lutheran Church

Couples who have taken the journey through adoption know what a miracle it is and how much God plays a part in it. ABL Adoptions is holding an informational seminar on adoption at Servants of Christ Lutheran Church, 7650 Oaklandon Road, Indianapolis, on Tuesday, March 18, at 6:00 PM. Topics covered will be the home-study, how to get started, filling out the paperwork, and writing your "Dear birthmother" letters. This seminar will focus on domestic adoptions but those interested in international adoption may also find it helpful to attend. If you or someone you know would like more information on adoption or to RSVP, please contact Molly Kalb-Schroeder at 417-9363.



For the third year in a row, the financial-services firm Edward Jones ranks highest in investor satisfaction with full service brokerage firms, according to the J.D. Power and Associates 2007 Full Service Investor Satisfaction Study (SM), announced **Scott A. Gamble**, a financial advisor in Indianapolis. The study measures overall investor satisfaction with full service investment firms based on six factors (in order of importance); financial advisor/broker; account setup/account offerings; investment performance; commissions and fees; account statements; and convenience. The J.D. Power and Associates study found that Edward Jones performed particularly well in financial advisor/broker and investment performance.



HostetlerGroth Marketing & Communications, developed from **VC Design Studio, Inc** and Hostetler Public Relations, have been notified of their official status as a Women Business Enterprise (WBE). If you work with WBE's or need to partner with one on a potential job, please give Sandi Ballard-Groth a call at 317-803-9846 or sandi@vcdesignstudio.com

In the Community

North Carolina College A'Cappella Choir Appears in Indianapolis

The Lenoir-Rhyne College A'Cappella Choir makes its 72nd Spring Concert Tour from February 28 to March 6, 2008, performing in North Carolina, Tennessee, Missouri, Illinois, Minnesota, Iowa & Indiana. The choir's Indianapolis appearance is sponsored jointly by Bethlehem and Servants of Christ Lutheran congregations and will be held on Thursday, March 6 at 7:30 p.m. at Servants of Christ Lutheran Church, 7650 Oaklandon Road.

The concert will include traditional and contemporary sacred choral music including seasonal classics for Lent (Bach, Brahms, Gibbons, Vaughn Williams and others) and contemporary compositions that include pieces by Latvian composer Rihard Dubra, Polish composer Krzysztof Penderecki, and African-inspired musical arrangements. The concert concludes with a selection of rousing spirituals and beloved hymns from the Lutheran choral tradition.

Admission is free; a free-will offering for the choir will be received. For directions call: (317) 823-9580, or go to: www.servantsofchrist.org/visit.html

Community Health Network presents Breast Cancer Awareness Event

Community Health Network presents *Hope on the Horizon*, a breast cancer awareness event on Saturday, March 8th, from 10 to 11:30 a.m. The event will be held at the Indianapolis Marriott North. Seating is limited, so call 800-777-7775 or visit eCommunity.com to register by March 7th.

Robin Roberts, Good Morning America anchor, will share her personal story about facing cancer. Roberts announced her breast cancer diagnosis in July 2007, and completed her chemotherapy treatments in January 2008.

This outreach event is designed for patients, their families and friends, at all stages of the breast cancer journey. "At Community Health Network, we believe that every patient should have an exceptional experience," said breast health specialist/certified breast health navigator, Claudia Davis, R.N., O.C.N. "Bringing in a known celebrity to discuss her experiences with breast cancer is just one more way we show support for breast cancer patients."

Registration for *Hope on the Horizon* is \$10. Proceeds will go toward enhancing the care provided to cancer patients at Community.

2008 Chamber Events

It's Official: Chamber Relay Team to Be Called "Biz Whizzers"

Join the "Lawrence Biz Whizzers" while they walk around the Belzer Middle School track on June 7 & 8 for Relay for Life. This is the third year for the Chamber to participate in this event, which raises money for the American Cancer Society.

From now until June, we hope you'll consider supporting us in at least one of these ways:

1. Sign up to walk around the track for at least an hour (need middle of the night walkers because Kris gets tired.)
2. Buy a luminaria for \$10 in honor of a loved one who has either won or lost their battle with cancer.
3. Give money toward the Chamber's goal of \$3,000.
4. Sponsor Chamber t-shirts for the walkers.

This is a fun family event, especially good for children because of all of the activities and music during Relay for Life. If you would like to donate, go to <http://events.cancer.org/rflawtownin> and type in The Lawrence Biz Whizzers. Once there, click on "Donate" and then the rest is easy. For more information or to sign up to walk, contact **Shawna O'Brien** at shawnakelly@hotmail.com

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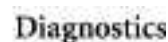
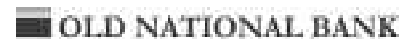
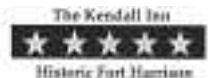
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Members News

Let's just say your sponsorship of our events rock our world. *Seriously.*

When you sponsor a Chamber Business Breakfast or a special meeting, it enables us to make those meetings even more productive for our members. Meeting sponsorships are available for \$300 and give the sponsor the opportunity to speak to the audience for up to 5 minutes plus get your name on all event promotions. Breakfast meeting sponsorships are available for the months of April, June, August, October, and November. If you can't sponsor a breakfast, please consider donating a door prize.

We'll also need sponsors at \$300 per sponsorship for the following events:

- The Chamber's Annual Salute to Teachers is on Thursday, May 1.
- The Chamber Golf Outing is on Thursday, June 19. Sponsorship opportunities are listed on on this page.
- The Chamber's Annual Meeting is September 4. We haven't decided whether this will be a lunch or dinner yet. (Which one do you prefer? Let me hear from you at: kbutler@lawrencechamberofcommerce.org.)
- The Second Annual Super Bowl (bowling tourney) is on November 8.
- The Chamber Holiday Party is on December 11.

We appreciate your support of the Greater Lawrence Chamber of Commerce! Please let me know if you have any questions.

2008 Chamber Events

2008 Golf Outing is One You Won't Want to Miss

The 17th Annual Greater Lawrence Chamber of Commerce Golf Outing will be held on Thursday, June 19 at Winding Ridge Country Club. This year, to prevent slow play, we are holding two flights – one starting at 8:00 a.m. and the second at 1:30 p.m. Lunch will be served starting at 11:30 for all participants.

Players will be happy to know that the cost has gone down. If you sign up (and pay) by May 1, the fee is \$100 per player or \$400 per foursome. After May 1, the fee goes up to \$125 per player or \$500 per foursome. What a deal!

The Chamber's golf outing is our primary fund raiser of the year, helping to support our administrative costs. Even if you don't play in the tournament, we hope you will consider being a sponsor. We've got some great opportunities for you to consider:

- Hole Sponsorship: Par (\$250); Birdie (\$500); and Eagle (\$1,000). If having a sign at the hole isn't important to you, we are now offering 3 months of FREE advertising on the Chamber's website. Of course, you can do a hole sign if you'd like. The cut off date for hole signs is May 30.
- Tee Box Sponsor: \$300. We have 18 of these available per flight or if you'd like to do both flights, the cost will be \$500. A tee box sponsor will actually sit at the hole and hand out cool stuff to the golfers.
- Beverage Cart Sponsor: \$300. We have 3 available and as a sponsor, this year you can drive one of the beverage carts.
- Golf Cart Sponsor: \$300 per flight or \$500 for both flights. Sponsors names and logos will be placed facing golfers in the cart sign at the front of the cart. If you'd like your sponsorship to be exclusive, the cost is \$1,000.
- Basketball Stroke-Off Sponsor: \$300
- High Score Sponsor: \$400
- Longest Drive Sponsor: \$75
- Closest to the Pin Sponsor: \$75

Event organizers are Sandi Ballard-Groth (VC Design) and Pat O'Brien (American Family Insurance.) This is definitely one golf outing you won't want to miss! Go to www.lawrencechamberofcommerce.org for more information.

Advocacy Report

by Jim Masur, Robert W. York & Associates

New council appointments include: Becky Lytle and Helen Taylor to the Board of Zoning Appeals (BZA), Mike Jarrell to the Redevelopment Commission, and Bob Street to Stormwater. The Council is undertaking efforts to obtain enforcement powers and authority to collect fines for the no-smoking ban and looking at establishing a city court.

Political--At the Republican County slating on February 16, GLCC member **Judge James Joven** of the Lawrence Twp. Small Claims Court was selected to be the Republican nominee for Marion County Circuit Court Judge. On March 11, 2008 there will be a special election for the seat vacated by Julia Carson. GLCC member **Jim Masur** was slated by the Lawrence CSO as the candidate to run for the vacant District 1 School Board seat, and Susan Fuldauer and Ed Stone were slated by the CSO for the other two school board vacancies to be filled by the May 6, 2008 election.

Chamber member Adam Goldstein has filed a petition to run for Lawrence Township School Board in District 1, Ed Stone filed to run in District 3 rather than at-large, and Gil Standley has filed to Run at-large.



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Free SBA Seminars, continued from page one

This workshop provides business owners with the foundation of cost accounting principles for government contracting. It will provide instructions on how to design an adequate accounting system for tracking and recording information properly. Additionally, the workshop will provide information on the importance of indirect cost and indirect rates and how to utilize them in a structured accounting system.

FINANCIAL MANAGEMENT FOR THE SMALL BUSINESS

March 11, 2008 8:30 a.m. to 5:00 p.m.

Online registration required at:

www.vbpgrouptraining.com/registration

This workshop discusses the critical financial management issues and regulatory requirements facing small businesses. Moreover, participants will learn the fundamentals in preparing effective and compliant cost proposals in response to government Request for Proposals (RFP'S). You will learn the difference between employees and independent contractors and the costly impact that can occur if not handled properly. This training also covers contract records retention, cash flow management, how to obtain financing, and the salient features of the Service Contract Act and Davis Bacon Act. You will review the procurement process, learn required terminology and the "how to" of preparing cost proposals using examples and practical exercises. In essence, you will learn how to mitigate risk to your business and maintain financial stability for you and your employees.

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