



Greater Lawrence Chamber of Commerce

# COMMUNITY CONNECTION

July 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.*

### Thank You

. . . Winding Ridge and Marion Hall for another successful golf outing! Sandi Groth (VC Design) and Pat O'Brien (American Family Insurance) for co-chairing the golf committee! All of the golf outing sponsors and teams!

. . . To Shawna O'Brien for coordinating the GLCC Relay for Life team, the Biz Wizzers! Great job Shawna and thank you to all who were able to help!

### Photo of the Month



Pat O'Brien, Shawna O'Brien and Sandi Ballard-Groth adding up the miles for cancer research at the Relay for Life.

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.

## 13th Annual Indianapolis Marathon & Half Marathon Race registration over 100% ahead of last year

The 13th Annual Indianapolis Marathon and Half Marathon registrations are pouring in putting the race at an all time record high for June. "Last year's race sold out early at 4,500 participants, and this year's race capacity is 6,000," said Race Director Joel Sauer.

Early registration is available until August 31, 2008 for the Saturday, October 18th, event, which is one of the most beautiful courses in the Midwest. The fees for each event are as follows:

- Marathon \$45
- Half Marathon \$35
- 5K \$18
- 4 Person marathon relay \$100
- Kids Marathon \$6

All event information is available on our website at [www.indianapolismarathon.com](http://www.indianapolismarathon.com). For questions – please contact us at [rd@indianapolismarathon.com](mailto:rd@indianapolismarathon.com).

## Lawrence Chamber to Offer Grow Your Business Seminar Series in July

It is a proven fact that most small business fail within the first five years of their existence for two primary reasons – lack of capital and lack of managerial expertise. The Greater Lawrence Chamber of Commerce, in partnership with Ivy Tech Community College, is offering a seminar series for Chamber Members and businesses in Lawrence Township that will help businesses with issues affecting their profitability.

The first seminar – Marketing Communications – is on Wednesday, July 16 from 7:30 – 9:30 a.m. The concepts covered in this seminar will provide you with insight into the internal and external marketing forces that impact your business. You'll walk away with an understanding of marketing communications that will allow you to maximize your success.



## 2008 Board of Directors

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## President's *Perspective* by Kris Butler

### Revisiting Our Vision

Over the years, I have had the wonderful opportunity to develop many things, both personally and professionally. From a personal standpoint, I have been blessed with three beautiful boys – Joe (14), Max (12) and Jack (9.) These guys have kept me busy as only boys can, especially when they were smaller and walking with them through a store looked distinctly like I was dragging a huge, roiling tumbleweed of dirty faces and fighting limbs.

Back in 2001, I co-authored a book called Business Development is Everyone's Business, an experience that everyone should have at least once in their life. Writing a book is like climbing a steep sandy hill. Each step forward finds you sliding backward ever so slightly and when you finally reach the top, you're still not sure you quite made it. On the other hand, it was a hugely satisfying experience and one that I hope I can do again some day.

When I assumed the role as President of the Greater Lawrence Chamber of Commerce, I was met with the challenge of building the chamber up from a brief period of uncertainty. Fortunately, there was a solid foundation of individuals who have cared about this organization for some time and with them, we built this Chamber up to its current strength of 340 members.

I am now faced with yet another developmental challenge as I have accepted the position of Executive Director for the Ft. Harrison Reuse Authority. Yes, that means that I am leaving the Chamber after nearly four wonderful years with you guys. It's a bitter sweet pill to swallow, but the thing that makes it a whole lot easier is the fact that I'm not going very far. It will be my job to work with the FHRA board of directors and Mayor Ricketts to develop Fort Benjamin Harrison, and if I do my job right, I'll work myself out of a job in five years.

I assume this new role on July 14 – my son Max's 13th birthday. In the meantime, now is the time for reflection and closure – for setting up processes and hopefully making this transition easier for the person who assumes the chamber presidency. That's why the Board of Directors and I are examining the Chamber's vision to see if we're on target with our ultimate goal of being 600 strong by 2012.

I am very excited for all of you, actually. This is an opportunity for new growth and the excitement of change – a good thing because with change comes opportunity for growth. Of course, there'll be some pain but there always is when you build something.

Thank you for the awesome experience of working with each and every one of you! Like I said, I'm not going far, and if I'm not mistaken, I think I scheduled the executive director of the Reuse Authority to be the Chamber's August business breakfast speaker. So, I guess you're not quite clear of my jokes just yet.

## 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.

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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!

## In the *Community*

### Here is Your Opportunity to Help Raise Graduation Rates in Lawrence Township

Our very own Lawrence Township Superintendent Dr. Mike Copper has joined forces with the Indianapolis Chamber of Commerce, other Marion County superintendents, and community partners to raise the graduation rates in Marion County public schools. The initiative is called Common Goal and will be a series of interventions allowing all stakeholders to be more involved in helping children who are at risk for dropping out of school.

Kristen Bostic and Finda Fallah have been hired by MSDLT to head the local initiative to raise graduation rates here in Lawrence Township, which currently near the 80% range. They seek adult mentors who are willing to be assigned a 7th or 8th grader and to give that child two hours per month to read, do projects, or help them with difficult subjects. Patterned after a Big Brother/Sister program, the goal is to create relationships between adult and child that will last throughout high school and foster in the child a desire to succeed.

All mentors will go through a limited background check and mentor training, which will be held in August. Bostic and Fallah are specifically seeking bilingual mentors.

So, are you good at math or science? Do you like to read? Can you commit to no more than 2 hours every month on a consistent schedule to help? If yes, please give me a call at 541-9876 for more information. This is a great opportunity for the Greater Lawrence Chamber of Commerce to be more involved in the development of our future workforce, and I strongly encourage you to consider helping.

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### Sign Craft Industries Acquires Indianapolis-Based Sign Studio Inc.

Sign Craft Industries, central Indiana's leader in full-service signage solutions, recently announced the acquisition of Sign Studio, Inc. Sign Studio is a 12 year-old Indianapolis-based sign business owned and operated by Douglas Euers. Both companies are Lawrence Chamber Members.

"Sign Studio's long-term relationships with several national companies made the business a perfect fit for our existing customer base," says Greg Beyerl, president and CEO of Sign Craft. "The efficiencies provided by Sign Craft's systems, state-of-the-art fabrication facility allows our two combined companies to expand the high level of service to these customers."

## Member News

Effective June 16th, **Doug Gibbens** (AUSA) will be the new Executive Director for the Indiana Committee, Employer Support of the Guard & Reserve (ESGR). This is a full time position, and Doug will be concentrating his efforts on behalf of service men and women of all branches. He will continue his volunteer work as Army Reserve Ambassador for Indiana and Indiana State President of AUSA. Doug's new contact information is 2002 S. Holt Road, Bldg. 8, Indianapolis, IN 46241. His phone number will be 317-247-3548 and e-mail address is doug-gibbens@comcast.net.

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The 2008 Golf Outing, "Rock the Drive 'n' Roll the Putt, will take place on August 21 at Ironwood Golf Club. The day will consist of lunch, dinner, games, golf, prizes, and a concert. Foursomes are \$1000 and individuals are \$250. Sponsorships are also available. Please contact Dana Smith at 317-635-1491 or dsmith@stmarieschildcenter.org for all event inquiries.

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The **Watson's** tent went up in front of the store in June and will be up all of July and August. This is their CLEARANCE tent and if anyone is looking for outdoor bargains the tent is the place to check out.

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**C. F. Jones Group** has been hired as the construction manager for the pending addition to McCordsville United Methodist Church. C. F. Jones Group is working with Halstead Architects to provide the solution that meets the budget and needs of the congregation as they continue their growth. The addition will include a 200 individual capacity fellowship hall, narthex, the floor elevator, additional classrooms, kitchen and an entry or prayer tower. The materials used in the addition will match those from the church originally built in the 1920's in order to honor the historic nature of the church. Construction is scheduled to begin in the fall of 2008.

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**Rosewalk at Lutherwoods** is holding a breakfast buffet on Tuesday, July 15, 2008 from 7am-9am to say "Thanks for all you do" to our firefighters, police officers and EMT's. They will be giving away insulated coffee mugs, and the department or station with the most attendees will be entered for a chance to win a BBQ grill valued at over \$400.

## Member News

**Sharp Trophies** 40% off sale continues throughout July featuring baseball and soccer items, and clocks and desk sets. Their entrance to the shop is still open during construction on Pendleton Pike.



Learn to Swim, through **Lawrence Township Community Education**, has its last session July 7-18. The cost is only \$59 for 10-30 minute lessons with a ratio of 1 instructor to 4 students. Lessons run Monday-Friday during afternoon timeslots from 12:30-4:15 p.m. For more information, go to [learningforyou.com](http://learningforyou.com) or call 423-8290.



The Goddard School is hosting a week-long Open House -- July 28th through August 1st. They welcome everyone to come tour their school and meet their wonderful teaching staff. For more information, please contact Rosita Hittle at 826-7522.



Cripe Architects + Engineers moved their corporate offices to 3939 Priority Way South Drive, Suite 400, Indianapolis, IN 46240. Their phone number is 317-844-6777.



Holy Cross Lutheran Church broke ground on June 29 for Phase 1 of their new school multi-purpose wing which will include 6 classrooms and a multipurpose room to be completed prior to Christmas.



The Veteran's Cup, a high level tournament available to both, men and women in the Over 30 through Over 60 divisions, will celebrate its 11th Anniversary in Bellingham, WA, on July 8-13.



The USASA's prestigious National Cups Finals will be held in Seattle, WA, on August 7-10. The championship is available to men and women in Under 23, Amateur, Open, Over 30 competitions.

The United States Adult Soccer Association (USASA), the governing body of amateur adult soccer in the U.S., entered into a multi-year agreement with Recharge®, the first all-natural sports drink introduced in 1985, made by R.W. Knudsen Family®. The USASA named Recharge its official sports drink and plans to unveil a new program called "Recharge Team of the Year."

## In the Community

### What's New With BRAG

The Binford Farmers Market continues throughout July at its new location at Binford and East 62nd Street. Indiana sweet corn and beautiful tomatoes as well as a wide variety of fresh, local produce, lamb, chicken, pork, beef, etc. plus beautiful garden plants. Enjoy entertainment and community booths of all kinds. Join us every Saturday morning between 8 am and noon for this unique agri-cultural event. [www.BinfordFarmersMarket.com](http://www.BinfordFarmersMarket.com) Sponsored by BRAG.



### Mileage Rates Increase

The Internal Revenue Service recently announced an increase in the optional standard mileage rates for the final six months of 2008. Taxpayers may use the optional standard rates to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

The rate will increase to 58.5 cents a mile for all business miles driven from July 1, 2008 through December 31, 2008. This is an increase of eight cents from the 50.5 cent rate in effect for the first six months of 2008.



### Social Security Office Moves to the Fort

On March 24, 2008, the Indianapolis East Social Security office moved to 5515 North Post Rd. at Fort Benjamin Harrison. The new office phone number is 317-541-3642. The office hours are 9:00 a.m. – 4:00 p.m. The new and larger facility will benefit the public by providing additional visitor parking and waiting room seating. Filing for Social Security benefits, Medicare, and replacement Social Security cards are some of the services available.

Many of the Social Security's services are available online at [www.socialsecurity.gov](http://www.socialsecurity.gov). Individuals can conduct most of their Social Security business by calling Social Security toll-free at 1-800-772-1213. Automated telephone services are available 24 hours a day, 7 days a week and telephone service representatives are available to handle Social Security business from 7:00 a.m. to 7:00 p.m. Monday through Friday.

The Indianapolis East Social Security office will hold an Open House and Ribbon Cutting on Thursday, August 7 at 1:00 p.m. Mayor Ricketts and Andre' Carson will be among the special guests.

In the *Community*

## Lawrence Township School Foundation Program Receives National Recognition!

Acting U.S. Surgeon General Rear Admiral Steven K. Galson presented the Lawrence Township School Foundation with a "Healthy Youth for a Healthy Future Champion Award". The award recognizes programs throughout the nation that are addressing childhood obesity prevention by helping kids stay active. Dr. Galson presented the award on May 28th at a news conference at Douglas Park.

My Community Gets Healthy is a comprehensive, sustainable fitness and wellness program that has expanded into all Lawrence Township public schools. It involves fitness instruction during and after school and also incorporates wellness instruction for families. The Foundation is seeking corporate partners for My Community Gets Healthy. For more information, please contact Christie Love, Foundation Executive Director, at 317-423-8300.



**HELP WANTED:**

**M3V is seeking candidates for a full time administrative assistant in their growing organization. M3V is located at 11925 E. 65th Street in Oaklandon, and they also have affordable office space for lease in their building. Anyone interested in applying or learning more about their available office space should contact Val Simianu at 574-0727.**



### CORRECTIONS

In the June newsletter, we erroneously listed the Servants of Christ Rainforest Adventure Vacation Bible School as being in June. The actual dates will be on July 21 – 25 from 6:30 – 8:45 p.m. and the cost will be \$10 per child with a maximum of \$25 per family. Call the church office at 823-9580 for more information or to register.

We incorrectly listed Father's Day on our calendar insert as June 22 when it was on June 16. We apologize for the confusion and hope everyone was able to send cards on time.



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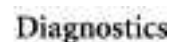
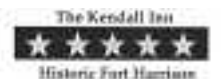
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## Members News

### In Memory

Mrs. Lois Ricketts, mother of Mayor Paul Ricketts, passed away on June 12, 2008. A lifelong resident of Marion County, Lois Roberts grew up in Lawrence at 42nd and Kitley and graduated from Lawrence High School which used to be located where Belzer Middle School is now. She married Frank Ricketts in 1952 before he went to Korea.

Lois worked in the Finance Center and in 1955 went to the assessor's office. "She was always compassionate," said the Mayor. While in the assessor's office, she worked many nights so she could help farmers with their personal property forms. Everyone liked her and she always liked everyone else.

According to her son, Lois was dedicated to customer service. "She was always saying that being a public servant means you serve the public," said Mayor Ricketts, which is why he, too, is passionate about public service.

In fact, the Ricketts' public service lives mirror each other with the Mayor's grandfather serving in assessing and real estate for 24 years, Lois for 32 years and Paul for 32 years.

In marriage, Frank and Lois were inseparable, spending many nights with each other through illness over the years. She will be greatly missed by many.



The Fort Ben branch of **Charter One Bank** is hosting community day car washes through out the summer. Different groups will be having car washes in their parking lot to raise funds for their own charity/non for profit groups. Girls Soccer will hold their car washes on June 27, July 18 and July 25. MJR2, a group that assists all children with needs obtain back to school supplies, is holding their car washes on July 11, August 1 and August 8.

## In the Community

### National Night Out Watch Scheduled for Tues., Aug. 5

The "25th Annual Nation Night Out (NNO), a unique crime /drug prevention sponsored by the National Association of Town Watch (NATW), has been scheduled for Tuesday, August 5, 2008.

The City of Lawrence would like to invite you and your neighborhood to be part of the National Night Out 2008. Citizens in cities across the country will sit in their front yards and on their porches on August 5, 2008 to demonstrate, the value and effectiveness of police and citizens working together to prevent crime, to generate support for and participation in local Crime Watch programs, to strengthen neighborhood spirit in the anti-crime effort and to send a powerful message to the criminal community letting them know that neighborhoods across the USA are organizing and watching!!!

As a Neighborhood Crime Watch group you can be creative in celebrating National Night Out. In addition to porch sitting some communities have cookouts and children games. We invite you to help "Light Up City of Lawrence" and turn on your lights August 5th.


If you want more information please contact Tom Ashcraft Lawrence Police Department 549-9580.



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## In the *Community*

### Thanks to everyone who came out to represent the Chamber at Relay for Life.

Letter from Shawna O'Brien, Relay coordinator for the Chamber

The American Cancer Society's goal for the City of Lawrence's was to raise \$48,000 with 32 teams. Although there were only 22 teams participating, Lawrence raised \$52,000!!! The Greater Lawrence Chamber of Commerce team, the Biz Wizzers, came in just under their goal of \$1,000.00 but managed to double their donations in the last week and collected quite a bit at the Relay for Life event.

We got off to a slow start Saturday morning since we had to set up temporarily in the gymnasium. **Nate and Jodi Blume (Lakeshore Chiropractic)** stayed throughout the morning to ensure we had someone on the "track" and Oko Hartleroad (Anytime Fitness) showed up to walk as well.

**Marion Hall (Circle City Pest Control)** was a surprise participant who showed his support by walking with **Paula Patrick (Craig, Kelley & Faultless)** early Saturday Morning. Thank you to the participants from KnowSweat Fitness for walking Saturday night and to Matt Asher (Flagstar Bank) for recruiting co-workers to join him on the track.

**Dave Shinn, (Shinn Technology), Matt Asher (Flagstar Bank) and Jim Huguenard (Lighten Your Load Concierge Service)** came hours earlier than their scheduled walk time to make up for others that couldn't show at the last minute and then came back multiple times in the wee hours to help cover late shifts. Thanks to Kris Butler, **Jim Joven (Lawrence Township Small Claims Court Judge)** and Kyla Hurst for walking the graveyard shift and bringing more donations! **Nancy DiLaura (Ivy Tech Community College)** was our early bird at 6:00 a.m. bringing more donations even after collecting donations from peers and co-workers prior to the event.

I'm giving special thanks to **Pat O'Brien, my husband (American Family Insurance)** for being by my side the entire time and even pulling an all-nighter so I could get some sleep Saturday night. He helped balance caring for our son, Jack by loading, unloading, walking, and even taking on every one of my responsibilities as Team Captain. He set up our campsite with Sandi, Dave, Jim and Matt's help once we were finally able to get outside Saturday afternoon.

**Sandi Ballard Groth (VC Design)** also stepped it up and did more than was asked of her by helping raise funds prior to the event, camping out to cover late shifts, logging over 8 miles and providing supplies & games for our campsite! She was a great "partner" during the event and stayed until the very end.

Paula Patrick, aside from walking in the gymnasium Saturday morning, donated waters and decorations for our campsite and we all greatly appreciated that extra touch.

It was a lot of work but I am amazed and thankful for everyone that gave so much of their weekend to come together as a team to support such a worthy event. Your actions spoke volumes and exemplified what it truly means to be a leader in your community, a humanitarian and a good friend!

[www.LawrenceChamberOfCommerce.org](http://www.LawrenceChamberOfCommerce.org)

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# Steve Gray Renovations Partners with Channel 13 to Create New Website

Steve Gray Renovations is partnering with WTHR Channel 13 to be the NBC affiliate's home renovation expert. As part of their partnership, Channel 13 will feature a new website called Architectural Home Renovations, which went live in June.

"The goal is to be a convenience to home owners who are planning a home renovation project," said Steve Gray, the company's founder. "The website will feature upscale remodeling advertisers as well as tips and advice for projects of all kinds."

SGR's website, which was voted as the Best Remodeling Website by the Builders Association of Greater Indianapolis in December 2007, is already a resource for advertisers. Their partnership with WTHR makes it more so, reaching 700,000 visitors per month through the station's website.

The popularity of SGR's website is largely because of its flash player videos and picture slide shows of actual home renovation projects. The company's monthly e-newsletter currently features a video of a unique home remodel with narrative by Gray.

Individuals visiting the website can actually see progress each month at the site, which is a large home on the north side of Indianapolis.

Steve Gray Renovations has been in business for 3 years and is one of the fastest growing high end remodeling companies in the state of Indiana. By June 2008, SGR surpassed total revenue in 2007 and continues to grow. As project managers, SGR oversees all aspects of a project – whether it's a bathroom remodel, basement finish or complete home renovation.



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