



Greater Lawrence Chamber of Commerce

# COMMUNITY CONNECTION

August 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

... to Comfort Inn & Suites for hosting the July GLCC Business After Hours

... to Kris Butler for many years of service to the Greater Lawrence Chamber of Commerce.

### Photo of the Month



Kyla Hurst, GLCC Executive Assistant, talks with Matt Asher, Flagstar Bank at the July Business After Hours hosted by Comfort Inn & Suites

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.

## Annual Meeting is a Luncheon

The Greater Lawrence Chamber of Commerce Annual Business Luncheon will be on Thursday, September 4 from 11:30 a.m. to 1:00 p.m. at the Garrison. This meeting is where Members in Good Standing can vote for next year's slate of board members and the Chamber's executive committee. You'll also hear the Chamber's annual report as well as awards for Business Member and Board Member of the Year will be presented. Reservations can be made by calling the Lawrence Chamber at 541-9876 or e-mailing [kyla@lawrencechamberofcommerce.org](mailto:kyla@lawrencechamberofcommerce.org). The registration fee for members is \$20 and for non-members, \$25. Tables of 8 are \$150.

If you are interested in being a sponsor of this event to help the Chamber underwrite its cost, please contact Kyla no later than August 8th. Sponsors will receive logo recognition on the event invitation and recognition at the event. Sponsorships are \$300.

## Learn How to Manage Generational Differences in August Seminar

The second seminar in the Grow Your Business seminar series offered by the Greater Lawrence Chamber of Commerce and Ivy Tech Community College is titled Managing Across Generations. This seminar will be held on Wednesday, August 20 from 7:30 – 9:30 a.m. at Ivy Tech Community College, Lawrence Campus, Rooms 271 & 273. The cost per person is \$10.

Generational differences are common in the workforce of today. Four distinct work groups have emerged in businesses, and responding to the diversity of the generations is the key to a successful organization. This program will identify the four generations, give characteristics of each, and teach managers how to respond to the specific needs of each unique generation.

### Workshop Objectives:

- Dispel biases and myths about the four main demographic groups: Senior, Boomers, Gen X and Gen Y
- Capitalize on the built-in loyalty of current employees with professional-development incentives

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**2008  
Board of Directors**

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Nate Blume, D.C.  
*Lakeshore  
Chiropractic*

John Bryant  
*Prime Time Liquors*

Nancy DiLaura  
*Ivy Tech  
Community College*

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*Indiana Funeral Care*

Tim McCoy  
*Benjamin Harrison  
YMCA*

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Larry Marcum  
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Sandi Ballard-Groth  
*VC Design Studio*

**The Chairman's** *Word*  
by Dr. Nate Blume

**The Next Step**

Take a look at how the Greater Lawrence Chamber of Commerce has grown in four short years and you will see the impact that hard work and excitement can have on an organization. We have tripled our membership, established a monthly newsletter that remains fresh, informative, and available online, built the golf outing into a fantastic opportunity for advertising, networking and fun, hosted Meet the Candidates nights as well as mixers with the Common Council, kept our members and the community informed and involved during the Pendleton Pike reconstruction, provided great learning opportunities for professional advancement and more. As a Board Member for the Chamber, I saw first-hand the amount of time and effort that Kris Butler put into her work. While we have a talented and devoted Board of Directors, none of our accomplishments would be the success they are without Kris Butler. Thank you, Kris, for all your hard work and the inspiration you have provided to our many members.

Continuing the positive progress of the last four years is constantly on the minds of our Board of Directors. Thus, the board is currently reviewing resumes and scheduling interviews to find our next President - someone who will continue to move the Chamber toward its vision of six hundred members by 2012. While there is truly no replacement for Kris Butler, we will undoubtedly continue to reap the benefits of her hard work and dedication. The member base of the GLCC is larger and more active than ever right now, and the sense of community is certainly on the rise in Lawrence. To say that the President of the Greater Lawrence Chamber of Commerce is a more desirable position than ever would be a tremendous understatement. The Chamber's next President will be stepping into a career position that has many outstanding programs and events already in place and a Board of Directors behind him or her that will support and encourage new ideas as well.

In the interim, Kyla Hurst will be handling the day-to-day activities of the Greater Lawrence Chamber of Commerce. Kyla is familiar with the chamber members, the office, and certainly many of the President's duties and is ready, able, and excited to handle this task. If you are new to the Chamber membership or have not met Kyla, I would encourage you to stop by the office and meet the person who has kept the office running so smoothly for the past four years. Kyla will continue to be the sparkling voice answering the phone when you call the Chamber office at (317) 541-9876 and is available to answer your questions via e-mail at [kyla@lawrencechamberofcommerce.org](mailto:kyla@lawrencechamberofcommerce.org).

Serving you, the members, and working towards an ever better business community in Lawrence,

**Dr. Nate**

★  
**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 Kyla at: [kyla@LawrenceChamberOfCommerce.org](mailto:kyla@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!

## In the *Community*

### GLCC Holds First Annual Health, Fitness & Wellness Fair

The Inaugural Greater Lawrence Chamber of Commerce Health, Fitness and Wellness Fair is Tuesday September 30th. It will be held at Sports of All Sorts from 3:30-6:30. The fair is open to the public. There will be displays, wellness checks for heart, cholesterol, diabetes, free massages, bone density tests, BMI checks and much more. Food will be available for sale, and there also will be free samples of health foods and items. There will be a blood drive during the event and the US Army will attend with their rock climbing wall.

There is still time to register free to promote your business for this event. Email Judy Helminger at [jhelminger@indianablood.org](mailto:jhelminger@indianablood.org) for an application. The deadline is August 30th.

#### The list of GLCOC health fair vendors to date are:

Anytime Fitness  
 Army National Guard  
 Arthritis Foundation  
 Cardinal Fitness  
 Castleton Pediatric Dentistry  
 Community Home Health  
 Greater Lawrence Chamber of Commerce  
 Humana Health Insurance  
 Huntington Bank  
 In Harmony Therapeutic massage & Bodywork  
 Indiana Blood Center  
 Indiana Heart Hospital  
 Indy Parks & Recreation  
 Ivy Tech  
 Lakeshore Chiropractic  
 Lawrence Township School Foundation  
 Mary Kay  
 Spirit of Women  
 Sports of All Sorts  
 Tastefully Simple  
 U.S. Army  
 Wellcare Health Plans

## Member News

**Meyer Mobile, Inc.** has a "Cell Phones for Soldiers Program" for people to donate old cell phones (which many have sitting in a drawer) in exchange for minutes (airtime) for soldiers serving in Iraq. They have donation boxes located in their store which is located at 6316 Oaklandon Road. Meyer Mobile, Inc. sends the phones to a partnering company where the cell phones are cleaned and data is removed. If the phone is able to be converted to an international phone then it is sent to the soldiers with minutes so that they can call home. If not, the phone is properly recycled and an international phone card is sent in its place. This is a great program and costs people nothing to donate because Meyer Mobile, Inc. covers all of the shipping costs.



**Modern Drug Testing Services, LLC** just got certified with the State of Indiana as a Minority-owned and Women-owned Business Enterprise (MBE/WBE)



**Servants of Christ** is looking for Market Table vendors for their annual Super Summer Sale on Saturday, August 23 from 8:00 a.m. to 2:00 p.m. If you have a "home based" business or own a specialty business, consider being part of this event as an estimated 500 people came through their doors in 2007. To reserve your Market Table space, please make your \$25 check payable to: SOC Youth Group, 7650 Oaklandon Road Indianapolis, IN 46236. Contact Barb Shoaf at [ashoaf@comcast.net](mailto:ashoaf@comcast.net) if questions. Payment is required to reserve your space.



**NaJor Productions**, a video production company located in the Lawrence area and chamber member, was awarded the Silver Telly in the 29th Telly Awards competition for its production of the JIST Publishing video set The Quick Job Search Series. For 28 years, the Telly Awards has recognized the finest in creative work. Winners include the most prestigious agencies, production companies, in-house creative departments and TV stations in the world. A sample of Silver Telly Winners includes Disney, ESPN, Golf Channel, Harpo Studios, HBO, NASA Television, NBA Entertainment, NBC Universal Global Networks, PBS, PGA Tour Productions, SCI FI Channel, Sports Illustrated, and Warner Bros.

## Member News

Ivy Tech Community College's Lawrence campus offers numerous options for students wanting to enroll for the Fall 2008 semester. The traditional 16-week courses start the week of August 25th. Students have until the end of that week to register. For those who want to take classes in a more compressed format, there are 12-week, 8-week, and 4-week options available. The 12-week courses start on September 22; 8-week courses begin on August 25 and October 20; and 4-week courses start on August 25, September 22, October 20, and November 17. For each of these options, registrations will be accepted up to the starting date for the classes. For more information and a list of courses, check out the college's website at [www.ivytech.edu/indianapolis](http://www.ivytech.edu/indianapolis). The Lawrence Campus is located at 9301 E. 59th Street, just east of Post Road and south of the Fort Harrison State Park golf course.



Indianapolis-based **The Schneider Corporation** has appointed Brady Whitesel as Chief Financial Officer. Brady joins the full-service engineering corporation from another Indianapolis-based company, Autobase, Inc, where he also served as CFO. Prior to joining Autobase, Inc., Whitesel was employed by Ernst & Young in Birmingham, Alabama.

**CNBC's America's Top States for Business 2008 report recently called Indiana the Most Improved State for Business:**

**"This year's Most Improved State for Business is Indiana which jumps 13 places to number 13. Indiana improved in eight of our 10 categories, with its biggest jump in the Economy category, rising to number 37 from number 48. Indiana's reliance on commodities-both agricultural and industrial-helped improve the state's economy from its near-bottom ranking last year.**

## In the Community

### Community Health Network named 2008 Most Wired Hospital *Network recognized eight out of ten years*

Community Health Network has been named to the nation's Most Wired, according to the results of the 2008 Most Wired Survey and Benchmarking Study released today in the July issue of Hospitals & Health Networks magazine. Community has been recognized for eight out of ten years, since the magazine began naming the 100 Most Wired hospitals and health systems in 1999.

The 100 Most Wired hospitals show better outcomes in patient satisfaction, risk-adjusted mortality rates and other key quality measures through the use of information technology (IT), according to a new analysis. Marking its 10th year, the Most Wired Survey and Benchmarking Study continues to lead the field in analyses and benchmarking of healthcare IT.

The Most Wired Survey is conducted annually by Hospitals & Health Networks magazine, the journal of the American Hospital Association, which uses the results to name the 100 Most Wired hospitals and health systems. It focuses on how the nation's hospitals use information technologies for quality, customer service, public health and safety, business processes and workforce issues.

Hospitals & Health Networks conducted the 2008 survey in cooperation with Accenture, McKesson Corp. and the College of Healthcare Information Management Executives. The July H&HN cover story detailing results is available at [www.hhnmag.com](http://www.hhnmag.com).

#### About Community Health Network

Ranked among the top 20 integrated health care networks in the nation, Community Health Network has more than 70 sites of care throughout central Indiana. This includes Community Hospitals East, North and South in Indianapolis and Community Hospital Anderson; The Indiana Heart Hospital, a dedicated heart hospital; Indiana Surgery Centers; Community Physicians of Indiana; Community Home Health Services; MedCheck urgent care centers and MEDPOINT express convenience clinics; employer health services; nursing homes; and other health care facilities. Community Health Network is committed to getting you well and back to your life. For more information about Community Health Network or to find a physician, call 800-777-7775 or visit [eCommunity.com](http://eCommunity.com).

## 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.





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## Partners

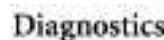
### Premiere



### Executive – \$3,000



### Corporate Gold – \$1,500



## Members News

### Lawrence North Football Boosters Seeks Sponsors

The primary fundraiser for the LN football team has gone away. In order to provide support for the team (meals for road trips, homecoming festivities, and other special projects) the boosters sold reserved parking places at the high school. Due to the huge construction projects under way, this option is not available to them this year, putting the boosters in a very challenging position. So, with the help of The Studio, a GLCOC member, they are getting creative.

The boosters are offering an advertising opportunity to be an LN Football sponsor on a poster that will be distributed throughout Lawrence Township. A thousand of these posters featuring a photo of the senior football players, their schedule, and the sponsor's logo and telephone number will be distributed for FREE throughout the area. The best part is, because it features a photo, many people will leave the poster up permanently. Any business wanting to market their products or services to high school students or their parents could benefit from this partnership.

The cost is \$250 and is completely tax deductible. Any business that is interested can contact Shelley Rice at 317-568-0968 for additional information and to provide their logo or artwork. Checks should be written directly to the LN Football Boosters.

### What is a Business Professional?

**This is a person who considers all aspects of his business and keeps them in focus as he works to make a difference in his life, his family's lives, and in the lives of his employees and co-workers. A business professional is in business to make money without harming others in order to do so. He is ethical, controlled, generous, firm, fair, and discerning. While he's not perfect, a business professional knows his limitations and uses his strengths to succeed. A business professional realizes that he is always learning and uses his time and life's lessons to advance his walk in business.**

## In the Community

### Lawrence Township Community Education Offers Many Courses Helpful to Area Businesses

Small businesses, or even larger businesses that would like to grow their business through technology and new web-based marketing, can learn those skills by taking courses offered through Lawrence Township's Community Education program. "How To Market Your business Online" will be taught this fall by local entrepreneur Tom Britt, founder and publisher of atGeist.com. Other locally taught courses include a vast array of computer skills courses, including Microsoft Excel, Access, PowerPoint, Publisher, and Adobe Photoshop. If a business would like to have multiple staff members trained on certain technology proficiencies, LT Community Education is able to set up those classes at the individual business site. Other locally taught classes that might help area businesses are Spanish language classes. Spanish Conversation I, II, and III will be taught through LT Community Education this fall.

LT Community Education also offers a comprehensive online program which enables business employees to "learn online...anytime". A multitude of computer skill courses, business application courses, career development courses, Web and computer programming courses (including C++, C#, and Visual Basic), Web design, graphic design, and many, many others are offered on a monthly basis. Courses begin every third (or second) Wednesday of the month. Two classes are released each week and each course runs six weeks. Students have the luxury of learning at home, at the office or on the road.

Locally taught classes also include many offerings that are "just for fun"! They include many sport and fitness, cooking, art, music, dance, and personal enrichment classes. There are many offerings for kids too! Check out all of the opportunities for learning this fall at: [www.learningforyou.com](http://www.learningforyou.com) or 423-8290.



MSDLT *Article*

## Lawrence Township Schools: Creating the Future Through Design, Creativity & Innovation

by Dr. Nikki Woodson, Director of Staff Development & Communications



Students at McKenzie Career Center are engaged in authentic learning opportunities that enhance their design, creativity and innovation skills. All of these skills will be vital to tomorrow's workforce employee. The Robotics Team within the FIRST program are ranked as National Champions in their division this year! The Lawrence Township business community should be encouraged to see the skills our students are developing for possible future employees. What is FIRST?

FIRST (For Inspiration and Recognition of Science and Technology) is a program that strives to create a world where science and technology are celebrated... where young people dream of becoming science and technology heroes - the FIRST Vision. FIRST was founded in 1989 by Dean Kamen, who is famed for inventions such as the Segway. FIRST, however, doesn't only promote competition through science and technology but also focuses on the idea of gracious professionalism: a way of doing things that encourages high-quality work, emphasizes the value of others, and respects individuals and the community.

### The Games

The FIRST Robotics Competition stages short games played by robots. Play is divided into an autonomous period when there is no human control and a period of human-controlled robots. The robots are designed and built in 6 weeks

– continued on page eight

Does Your Business Need a

*Pick Me Up?*



**Flowers, Candies, Cakes  
and Well Wishes....**

*They all affect us positively. Well wished make us feel good, feel positive. Don't you wish your organization had the same effect on your clients & prospects?*

**A positive reputation  
(your brand reputation)  
is an intangible asset.**

**What are you doing  
to market and  
communicate your  
company's image?**

**If you've ever thought about  
what you could do, want to  
do or should do? Tell us...**

**We'll help you make  
it happen.**



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## Learn How to Manage... continued from page one

- Identify critical skills for motivating and leading a multi-generational workforce
- Minimize multigenerational conflicts—a sign that cultural changes are taking place

### Future seminars will be held on these days and times:

- Improving Performance Wednesday, September 17  
7:30 – 9:30 a.m.
- Budgeting Basics Wednesday, October 15  
7:30 – 9:30 a.m.
- Secrets to Web Success Wednesday, November 19  
7:30 – 9:30 a.m.

For more information, call Kyla Hurst at 541-9876.

## Lawrence Township Schools... continued from page seven

(out of a common set of basic parts) by a team of 15 to 25 high-school-aged young people and a handful of engineers and mentors. The students pilot the robots on the field.

### Achievements

TEAM 1024 2008 Awards:

- Regional Champions – Buckeye Regional OH, Chicago Regional IL, Purdue Regional IN,
- Archimedes Division National Champions
- Motorola Quality Award, GM Industrial Design Award, Rockwell Automation Award, Imagery Award

### Additional Information & Resources

- <http://www.mckenzirobotics.org/first.html>
- <http://www.usfirst.org>
- <http://www.thebluealliance.net/tbatv/team.php?team=1024>
- <https://my.usfirst.org/myarea/index.lasso?page=teaminfo&team=1024>

## NEWSLETTER STORIES

Have something to put in the newsletter? An upcoming event? Receive recognition? Something fun you want the Chamber Members to hear about? Email it to [kyla@lawrencechamberofcommerce.org](mailto:kyla@lawrencechamberofcommerce.org) by the 10th of the month for the following month insertion.

*This person no longer with you? Change your contact information by calling 541-9876!*

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