



Greater Lawrence Chamber of Commerce

COMMUNITY CONNECTION

OCTOBER 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

... Mark Miles for being our guest speaker at the GLCC's Annual Luncheon

... to the Financial Center's Fox Road location for hosting a wonderful Business After Hours

... to Steve Gray Renovations for signing on to become the TITLE SPONSOR for our upcoming 2nd Annual SuperBowl, Sunday, Nov 9!

Photo of the Month



Mayor Paul Ricketts helps cut the ribbon at the Grand Opening of ALDI, Thursday, August 28th. The store is located at _____ address next to White Castle.

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.

Finance Center Federal Credit Union has launched a new credit union center



Finance Center Federal Credit Union, in cooperation with Warren Central High School and Walker Career Center, opened a student-run credit union center inside the Walker Career Center on August 27. The center was established to help teach students about money management and starting off on the right financial path.

The Walker Career Center is Financial Center's second student-run center.

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New Lawrence bridge to honor slain woman



Mayor Paul Ricketts and Councilman, David Freeman led a bridge dedication ceremony Thursday, Sept 11, which will pay tribute to a Lawrence resident who was murdered in a random act of violence last November.

A bridge between Persimmon Creek and Persimmon Ridge was dedicated to Holly Rose Corey at 3:30 p.m.

"She was very well-liked and very well-loved," said Lawrence Mayor Paul Ricketts, who added that the bridge is less than a mile from the place Corey was murdered.

City Councilor David Freeman worked with community members and businesses to find volunteers



— continued on page eight



**2008
Board of Directors**

Chairman
Nate Blume, D.C.
*Lakeshore
Chiropractic*

Honorable
James Joven
*Lawrence Township
Small Claims Court*

**First
Vice-Chairman**
David Ring
Indiana Funeral Care

John Bryant
Prime Time Liquors

Nancy DiLaura
*Ivy Tech
Community College*

**Second
Vice-Chairman**
Joe Heckman
*Community Health
Network*

Tim McCoy
*Benjamin Harrison
YMCA*

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Sherilee McLain
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Larry Marcum
Financial Center

Secretary
Karen Black
*Westminster Village
North*

Jim Masur
*Robert W. York &
Associates*

Carletta Sullivan
McKenzie Center

Pat O'Brien
*American Family
Insurance*

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

Change is in the Air

There is a great deal of "change" in the air right now! We just welcomed (well, some of us did) the Fall Season with the crisp morning air and shortened daylight hours. After running my own business for 14+ years, this new direction in my Career is a HUGE change for myself, my family and friends with a new work schedule and new priorities. We also have a big year in the political world, and, with the top offices up for re-election, change is absolutely going to happen there as well! (Let's hope for some positive "change" at the gas pumps!!) Having said all of that, within the Chamber itself, there are changes - but I like to think of it more like an evolution.

If you attended our Annual Luncheon, you know that there will be a change in the Officers and Board Members as a result of our recent election. You also got your first look at me as your new President! We will have a Board retreat coming up soon and that means we will talk about "change." The whole point of all this - the reason why I talk about change and evolution - is because the Chamber office, our entire system, needs to evolve to serve you more efficiently and provide you with the connections and information that YOU need. Our retreat will be a strategy session to determine how we can support your businesses with an appropriate mix of information, education, and networking opportunities to help you prosper. As you get to know me, you will learn that although I was raised by the epitome of an engineer (yes, there is some of that "follow-the-book mentality in me and you may have even met my dad at some of our Chamber functions), I also went to art school and see nothing wrong with shaking things up to make sure people are alive!!

To help us effect a positive change for you, a survey is being developed and will be sent out to each member by the end of the year. We want to know what you think and what you need from us! I believe that we have a great Membership and I think you probably have some great ideas for networking events, topical educational programs on communication, technology, human resources, etc., or even just plain fun things to do - start your creative juices flowing. So, when you get those surveys, **PLEASE** return them to the office as soon as you can! We want to know what you think and what you want!!

Thank you all for being part of the Greater Lawrence Chamber of Commerce, and for making this a great place to [Live, Work and Play!](#)

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**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.

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!

★
DON'T FORGET!

Next Breakfast Before Hours...
Thursday, October 2 • Kendall Inn
[RSVP to kyla@lawrencechamberofcommerce.org](mailto:kyla@lawrencechamberofcommerce.org)

In the Community

Very Long Process, Indeed . . .

By Kris Butler, Executive Director
Fort Harrison Reuse Authority

I just attended the Association of Defense Communities (ADS) annual conference in Monterey, California. Four weeks on the job, and you can well imagine how over my head it felt to listen to the experts talk about successful projects, planned projects, lessons learned, and more acronyms than what should be legally allowed. (In fact, I'm recommending for next year they do a primer on acronyms before the conference starts.)

The one thing I heard all of these experts say is that redeveloping a military installation is a VERY LONG PROCESS. That made me feel a little better since the question I'm mostly asked is "Why isn't anything happening out there at the Fort?"

There are 3 answers.

- 1. Community Leaders Change.** Since the FHRA opened its doors in 1996, the City of Lawrence has had 3 mayors and 5 reuse authority directors. (For a brief time, the FHRA had an interim director that served right before Ehren Bingaman joined the authority.) Not only that, the City Council has changed as has master planners and state government leaders. It's no wonder that decisions once made became historical footnotes.
- 2. The Economy Changes.** The last market analysis was prepared in conjunction with the last master plan that was completed in 2006. Since that time, the residential market has significantly declined and gas prices are through the roof. While Indiana is somewhat insulated from the severity of the market down turn on the coasts, we are still in the position to wonder if anyone will take a chance on our project at this time.
- 3. Things Take Longer Than Expected.** Think about those home construction projects that take you to the hardware store so often that you truly get to know that "Ace is the place of the helpful hardware man." Magnify those projects by 100 and you've got change orders, hidden surprises in Army dirt, questions that cause further research, and an overall reluctance to begin.

But positively speaking, we're taking baby steps toward progress and hopefully people will start to see things happen. One thing that I am pleased to report is that we're finally cleaning up the property by mowing the tall grass and taking care of the neglected areas. This is a good thing because the Fort has been a huge dumping ground for people in search of places to hide their trash. (Our mowing crew has found couches, refrigerators, appliances, tires, and trash bags all over this place. Who knew?)

I'm not going to tell you any more of what we're going to do but report on things that we've done. So stay tuned and stay in touch!

Member News

Debi Brim, of **Cater It Simple**, has had one of her wedding cake designs published in "Mailbox News", a magazine for the cake decorating industry. The cake was a square, basketweave cake, using real ribbon woven in the icing of the basketweave design.



Bennigan's is still alive and kicking on Pendleton Pike! Stop in and see our new renovations... Sunday and Monday are COLTS night come enjoy our food and drink specials as you watch the game on the big screen.



The Producers Chapter of Business Network International, (BNI) is having a guest day on Thursday, October 16th, 7:00am - 8:00am, Sterrett Center. We invite businesses in the area to join us and find out more about how networking can increase your bottom line. We would also invite you to check out our website at www.indybusinesnetworking.com. For additional information call **Marge Crouch** at 557-5478.



St. Mary's Child Center will host the 2008 Miracle Ball, "The Best is Yet to Come", on Friday, November 21 at the Ritz Charles in Carmel at 6:30 PM. The evening will consist of dinner, dancing, a silent auction, and live entertainment. Reservations are \$175 per person and tables of eight, ten, and twelve are available. Sponsorships are also available. Please contact Dana Smith for more information.



BRAG's monthly meeting on Wednesday, October 8th will be held at 7 pm. Location TBA. Check out www.binford71.org to find out more about this dynamic community group that is involved with local schools, crime watch and supporting its police substation, implementing pedestrian/bicycle/bus/rail and safe roads throughout the area, and business retention and attraction.

Member News

BRAG and Hillcrest Historic Foundation are jointly sponsoring a fun fundraiser on Saturday, October 11th between 6 pm and 10 pm at Hillcrest. Join us for our first ever Oktoberfest that includes a biergarten, wine tasting, gourmet German cuisine, Polka band, and Monte Carlo casino for only \$25/person! Babysitting is also available by calling 251.1425 x221 for only \$10/child. Cash bar and chips are extra. Tickets can be purchased at the Binford Farmers Market, Movable Feast, Mailing Station, Northeast Fitness, and George's Neighborhood Grill.



For the second year in a row, **Alex Kutin's** agency won **Travel Leaders' (formerly Carlson Wagonlit Travel)** "Award of Excellence". This is the third time they have won this award! They are located in the Fishers/Geist area of Indianapolis near 82nd & Fall Creek Rd.



BRAG is sponsoring beautification parties on Saturday, October 18th, 9 am to noon. Join Karen Kryah along Binford to plant trees, mulch, weed, and prepare our Gateway for the winter season. Contact her at kjkryah@yahoo.com for more details. Or you can join Jane Lommel along Fall Creek Road to clean up years of trash that have accumulated between Hague Road down to the Shafter Road intersection. Contact Jane at jane@BinfordFarmersMarket.com for details.



BRAG's Leaders and Learners Luncheon continues its quarterly programs with Barb Summers, CEO of Community North, as our next guest speaker on Wednesday, October 22 between 11:30 am and 1 pm at George's Neighborhood Grill. Get the behind the scenes picture from Barb about this impressive campus with countless award winning services and dedicated professionals. Contact Kas Vargo at kasvargo@gmail.com to reserve a spot. Only \$15 for a gourmet lunch.

In the Community

Chamber Members MARK your calendars!



FC Pride Soccer Club is pleased to announce the 2008 FC Pride Cup, Indiana's Premier Youth Tournament to be held at Lawrence Soccer Complex on October 4-5, 2008.

Over 160 teams or 3200 athletes, and over 5000 family members will be spending 2 days in

Lawrence competing in the event that will conclude with the championship games on Sunday afternoon. The economic impact to the Lawrence Community for this event is over **\$1 million dollars**.

FC Pride Soccer Club is a non-profit organization. The revenue generated from this event funds scholarships for Lawrence athletes and field improvement projects at Lawrence Soccer Complex.

There are still sponsorship opportunities for Chamber Members for as little as \$250. If you are interested in supporting this event please contact Brent Paulson at bep19@sbcglobal.net no later than September 15, 2008. For more information on FC Pride please visit www.fcpride.org



Sign Craft Industries Acquires Atlas Sign Company

Creates one of the largest sign companies in Indiana

Sign Craft Industries, central Indiana's leader in full-service signage solutions, announced September 15 the acquisition of Atlas Sign Company, which is owned by Mike Gilley.

This deal follows the acquisition of Sign Studio by Sign Craft in June. Sign Craft President and CEO Greg Beyerl said, "The addition of high quality national customers, an experienced workforce and added fabrication capabilities made this deal very attractive. I have always had a high regard for Mr. Gilley and Atlas Sign Company. Both companies have strong operations, sophisticated technology and solid customer service. By combining the excellent personnel of these two fine companies, we will be able to provide the current customer base with the same excellent service and expand our footprint outside the central Indiana market."

The Sign Craft and Atlas teams will continue to operate from their current facilities in Fishers and near the airport, respectively, under their present flags as options for combined operations are researched and decided.

In the Community

Celebrating 80 Years in the Community! 1928 - 2008

Tucked away at 75th Street and Sunnyside, you'll find the best kept secret in the Greater Indianapolis area. Indian Lake Golf Course is a challenging 9 hole course with tight fairways, small greens and mature trees. There is a swimming pool and kiddie pool, full service dining room, bar and banquet area.

We have ongoing activities and group events that cater to the entire family, as well as organized golf play and individual tee times.

With membership just over 200, you're quick to become a part of our family at Indian Lake Country Club. Inquire today about our 80th Anniversary Specials or stop by our Open House on Sunday, October 19th from 1:00 pm - 5:00 pm.



Community Health Network adds another 1st!

Community is the first health care system in the nation to offer new technology that allows patients to check-in with a self-service kiosk and magnetic stripe membership card. Community is partnering with NCR Corporation, a leading, global provider of self-service solutions, to offer the myCommunity Express Check-in, an innovative solution that expedites the check-in process by allowing patients to verify their demographic and appointment information via a secure and private touch screen. The kiosk will be available first at Community Regional Cancer Center on the Community Hospital North campus.



LC/LN Spirit Throwdown!



It was "High School Spirit Week" at the Castleton Square Mall Chick-fil-A for the Lawrence Central and Lawrence North Cheerleaders and their schools the week of August 17th and on Thursday, August 21,

The cheerleaders competed against each other on Wednesday and Thursday for most spirit participation. Chris Tincher, Owner operator at Chick-fil-A donated back more than \$1,000 of sales for the LC&LN cheerleading squads. (Photo submitted by Carla Horton)

Partners

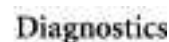
Premiere



Executive – \$3,000



Corporate Gold – \$1,500



Members News

BRAG's Binford Farmers Market continues throughout October with an increasing variety of quality local Fall produce, garden plants, herbs plus Hoosier raised chicken, eggs, beef, lamb, and pork items. The baked goods are outstanding. Traders Point offers its classy yogurt and award winning cheeses. Free entertainment and community booths. The last outdoor Market will be held on Saturday, October 25th, 8 am to noon, with classic cars on parade. www.BinfordFarmersMarket.com for directions and easy parking.



Register Now For Fall Computer Courses through **Lawrence Township Community Education**

Computers, Getting Started with Basic computer Navigation Skills, #1291B
October 1st for 4 Wednesdays, October 1 – 22,
7:00 – 9:00 PM, \$99.00

Internet For Beginners, #1296B
October 28th for 1 Tuesday,
5:30 – 7:00 PM, \$29.00

Microsoft Excel Basics, #1261B
October 1st for 1 Wednesday,
6:30 – 9:30 PM, \$45.00

Microsoft Excel Intermediate, #1202
October 16th for 1 Thursday,
6:30 – 9:30 PM, \$45.00

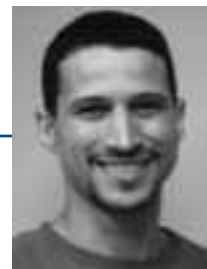
Microsoft Excel Advanced, #1203
November 6th for 1 Wednesday,
6:30 – 9:30 PM, \$45.00

Microsoft Powerpoint Basics, #1265
September 29th for 1 Monday,
6:30 – 9:00 PM, \$45.00

Microsoft Access Intermediate, #1268
October 15th for 1 Wednesday,
6:30 – 9:30 PM, \$45.00

Call 423-8290 or visit www.learningforyou.com

Fitness In the Community



Is Cardio Enough?

by Oko Hartleroad – CPT, CKI
Wellness Coordinator, Anytime Fitness Oaklandon

Question:

I would like to lose about 20 more pounds. I have lost about 15 already doing mostly cardio, but I haven't seen much loss in the last couple of months. I heard strength training would help. I just want to look good in the mirror really, what suggestions do you have?

Answer:

I believe in approaching weight loss from multiple angles. Just as you should change the types of cardio you do, you should also change exercises often and do different varieties of the same exercise. You should look into the different levels of training: stabilization, stamina, hypertrophy, maximum strength, and power. Every exercise has its place in a certain training phase, and if you are trying to lose weight you should stay in the first two levels of training. Other areas of interest besides cardio and weights would be diet, inflammation, bloating, and symmetry. Not only can you use your diet to control caloric intake, but you can also use it to calm inflammation and relieve a little bloating. **Remember:** you can be losing weight, but pushing yourself can cause your joints to become inflamed and swell. Bloating can also make you appear a little bigger. The last thing to look at is symmetry. If you have "chicken legs" and a larger midsection, don't be afraid to build muscle in the legs while slimming



the stomach by controlling your diet. **So what I'm saying is: Do cardio. Add a little weight training. Watch your diet.** Control swelling by using anti-inflammatory foods like tuna and walnuts which contain different types

of omega-3 fatty acids. Use other anti-inflammatory foods like spinach and greens help "cool" inflammation. Don't eat foods that give you gas. Try fresh ginger root as a flavoring for water or with chamomile to help naturally with bloating. Add a little cinnamon to foods with sugar or corn syrup to help regulate blood sugar that usually gets turned to fat. And in the end, use weights to construct the right look symmetrically. Try this. Do this exercise to add a little width and strength to the shoulders while trimming down. It will help with the "V" shape appearance. If you have a fitness question you would like answered, please e-mail me at okoh@24fitnessllc.com and look for the answers in the next **Community Connection**.

For Your *Information*

Indianapolis Marathon: Route Information (i.e. Road Closure Information!)

This year's event will be held Saturday, October 18, and will have 6,000-8,000 people coming to Lawrence for the weekend! The Marathon is partnering with Team MS (Multiple Sclerosis Foundation), St. Jude's Children's Hospital, the American Cancer Society, and K.I.D.S., Inc., and their goal is to raise over \$100,000. We applaud their efforts and appreciate the economic boost for our City!

With an event this large, there will obviously be road closures and delays, and to help you prepare for your day, and get around smoothly, we thought you might like to have this information. Please exercise caution and have patience as you navigate through these temporary obstacles and remember that it is for a worthy cause!

1. 56th Street between Belzer Middle School and Post Road will be narrowed to one-lane in each direction from approximately 8:00am-10:15am. (Vehicles will have one lane going East and one lane going West in the normal "east-bound" lanes South of the median.
2. Post Road will be closed from 56th Street to 59th Street from approximately 8:00am-Noon.
3. 59th Street will be closed from Post Road to Lee Road from approximately 8:00am-Noon.
4. 59th Street will be closed from Lee Road to Twyckenham (just west of RR tracks) from approximately 8:30am-10:45am.
5. Lee Road will be closed from 59th Street to 63rd Street from approximately 8:30am-11:30am.

The entrance to the State Park is open but there will be long delays from approximately 9am-11am. To get to the state park, it would be best to turn off of 56th Street at the light across from the BP station, and wind behind Ivy Tech down to 59th Street right by the government building. (Golfers are being given this information from the Golf Pro for those with Tee Times Saturday morning!

One other note, the corner of Fall Creek Road and Shadeland Avenue will have significant delays as participants will be crossing Shadeland along Fall Creek.

Neighborhood roads will be restricted in several areas (South half of Watson Farms, Boston Commons, Lawton Loop, Boy Scout Road/Wallingwood) and flyers go out to these residents to let them know when to avoid delays coming/going from their homes.

We hope this helps with your travels for that day!

www.LawrenceChamberOfCommerce.org

Feature *of the* Month



In today's world viruses and malware take a toll on your monetary resources and time. Just clicking on the wrong email attachment can cause system failure and if you don't have your valuable data backed up, you can lose more than just the time it takes to rebuild your computer system. I would suggest using a few different tools on a regular basis to help protect your computer.

The first measure of protection is having a good anti-virus program. I would suggest Norton AntiVirus or McAfee VirusScan. Either program will provide you with proactive monitoring to help reduce the risk of infection.

The second measure would be to use an anti-malware program. There are a few different choices and it sometimes takes more than one program to protect or clean your computer. Microsoft Windows Defender is free and does a great job of protecting the Microsoft operating system and system files. Ad-Aware and Spybot Search & Destroy are free to home users and they do a good job of finding and removing infected objects. Advanced versions can be for proactive monitoring. Malwarebytes is a great program that has worked very well in removing the latest "AntiVirus XP 2008/2009" malware issues.

Resources:

<http://www.Symantec.com>
<http://us.mcafee.com>
<http://www.microsoft.com/windows/products/winfamily/defender/default.aspx>
<http://www.safer-networking.org/en/index.html>
<http://www.malwarebytes.org>

Run full scans in the programs you implement on a regular basis and remove any objects found. The best way to guard against a virus or malware threat is to detail scan your received email. If you do not recognize the sender and it has an attachment, simply delete the email. Feel free to email or call me with questions. David Shinn 545-3650 david@ShinnTechnology.com

financial center....
continued from page one

Financial Center opened the city's first student center in 2007 at the J. Everett Light Center in the MSD of Washington Township.

The student-run center is already employing high school students. This summer students worked at Financial Center through the Walker Career Center's co-op program, which is in place to give high school seniors real-life work experience. In addition to the work experience, Financial Center intends to give students a solid start to a successful financial future. As the school year gets underway, students in grades 11-12 who are enrolled in the Finance Academy will be required to work in the center under the supervision of Tara Turner, Financial Center's Director of Financial Literacy Programs, and Dave Stephens, Walker Career Center's Finance Academy Teacher.

Students and teachers will be able to bank at the center during school hours. Students will be able to open checking and savings accounts and will have access to the center's ATM with their parents' permission.

bridge dedication....
continued from page one

and collect donations for the project, which cost about \$2,000. The idea for the bridge came from a neighborhood association, Freeman said.

"It will eliminate the need to walk out onto Carroll Road to cross the stream," said Freeman, who added that it is a safer alternative for pedestrians who have been using a busy roadway bridge to cross the waterway.



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



Executive Sponsors



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