Jack out of the box

Jack Klemeyer’s knowledge and positive attitude leads to success for all page 5

↑ See The Legend of the Red Socks page 6

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(Detecting it early is a close second)

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Preventing cancer creates the most survivors. (Detecting it early is a close second)

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In honor of Breast Cancer Awareness Month, IU Health West is offering convenient early morning mammograms to help you make the most important date of the year. Pop in for a free muffin and coffee with your mammogram. You’ll find IU Health West located at 1553 North Green Street.
“I always look at, when I’m working with a selling, what are they really trying to do and if they should be selling or offering, and then, who’s already talking to that crowd.”

Jack Klemeyer

Jack Klemeyer’s knowledge and positive attitude leads to success for all

By Gus Pearcy

In our current era of a total vote gets to make people laugh and then change their decisions it’s his food. He’s dedicated his life to helping our communities and businesses work together.

He is the President and CEO of Hendricks County Economic Development Corporation.

He was also born and raised in Hendricks County and has a heart full of passion for the area.

This area is a place where he grew up and has learned to love.

He is married to his wife, Katie, and they have two children: Melissa, Elizabeth (Libby) and John.

He has a degree in Business Administration from Indiana University.

He continues to help businesses grow and thrive in Hendricks County by providing resources and support.

He is also a member of the Board of Directors for the Hendricks County Business Association and the Hendricks County Chamber of Commerce.

And he is constantly looking for new opportunities to help businesses succeed.

To learn more about Jack Klemeyer and his work, please visit www.GYBCoaching.com.
The legend of the red socks

Jack Klemeyer wears red socks every day. He says it grounds him and reminds him of his reasons to help small businesses succeed. It also has become a stealthy and convenient signal for his GYB thinking brand. But why red?

He says it was because of an event around two years ago in Colorado at a summit for neo-sage programming.

“There were people from all over the world. Malaysia, England, Germany,” Klemeyer said. “There was a guy from England who was really good and he had on boots — not combat boots but ankle-high boots, which I hadn’t seen that many of in the States. And he had red socks on.

“I was curious, why would you ever wear red socks?” he continued. “We were out to lunch one time and I just said, ‘Hey, what’s with the socks?’ Which I thought was a pretty good question at the time.

And he said, ‘These shoes are leather and if I don’t wear socks, my feet sweat. ’

“So it keeps me grounded in asking the right questions,” Klemeyer said. “It keeps me grounded in asking the right questions.”

Then Klemeyer said he realized that men will match their shoes to their attire despite the fact that hardly anyone notices another person’s socks. A Why of socks can account for hundreds of dollars in attire just to match.

“The metaphor I use is marketing begins with your socks,” he added. “One of his mentors called it background marketing.

“That’s how you carry yourself and walk through life,” Klemeyer said. “There’s people we know who are in business who don’t make a good impression. That’s background marketing. How you treat people. How you act. How you dress. Everything. Your business cards. If you’re a smoker, do you smell like smoke? That’s background marketing. That made an impression in me about that person’s business.”

To remind him of these principles, Klemeyer wears red socks, except when he wears shorts or sandals. The family has forbidden it under those conditions.

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FINANCE Dispatches

Shop for discounts

Value investing, or buying beaten-down stocks that are poised to rebound, tends to outperform growth investing. From 1998 through 2011, U.S. large value stocks delivered 10.8 percent average annual returns, vs. 8.7 percent for their growth counterparts.

Get a pro’s help

Participants in 401(k) plans who receive some form of guidance earn annual returns an average of three percentage points higher than those who don’t, according to Aon Hewitt and Financial Engines. You may even be able to get it for free, depending on the number of plan participants. However, some programs charge a fee.

Know your limit

Overinvested by the 10,000 plus mutual funds you have to choose from? You can create a diversified portfolio with as few as four funds, says investment adviser Rick Ferri. His core four, for a 60 percent stock / 40 percent government bond index, 18 percent international stock and six percent I-bond fund.

Hedge inflation

Keeping too much in cash can leave you holding consumer-price increases, particularly with interest rates on savings at 0.13 percent. Don’t be afraid to protect your hard-earned dollars with an inflation hedge.
New project manager at Banning

Kuest received his Bachelor of Science in Civil Engineering with a minor in Environmental Engineering from Rose-Hulman Institute of Technology. He is a member of the Alliance of Indiana Rural Water, American Water Works Association (AWWA), Indiana Rural Water Association (IRWA), and the Indiana Water Environment Association (IWEA). He resides in Danville with his wife and children.

Hendricks Power BOM

Hendricks Power Cooperative has been chosen as the Plainfield Chamber Business of the Month for September. Hendricks Power Cooperative provides electricity and energy services to over 27,000 customers in west central Indiana.

The Hendricks County Community Foundation awarded nearly $30,000 this week during its second round of Deedee Daniel Opportunity Fund grants for the year. The grants benefit a dozen charitable organizations that help thousands of Hendricks County residents, including those in difficult circumstances or seeking educational opportunities. Other grants add to the quality of life in Hendricks County.

The next grant cycle of the Deedee Daniel Opportunity Fund begins this winter. Hendricks County organizations and projects may submit applications to the Foundation between Dec. 1 of this year and Jan. 13, 2013. Information will be available at http://www.hendrickscountycf.org/grants/opfund_grants/index.shtml

This cycle’s recipients and funded projects are:

- **Arts for Learning**
  - $3,000 School partnership expansion

- **B & O Trail Association**
  - $5,000 Trail expansion and land purchase

- **Hendricks County Arts Council**
  - $1,500 Student tracking system

- **Hendricks County Community Foundation**
  - $1,500 General operating support

- **Huge United Presbyterian Church**
  - $5,000 Pedestrian/hygiene products pantry

- **Kingsey Care Center**
  - $1,500 Liability insurance conversion

- **Mental Health America of Hendricks County**
  - $1,200 Live for Tomorrow program

- **Hope United Presbyterian Church**
  - $1,500 Personal hygiene products pantry

- **Kingsway Care Center**
  - $1,500 General operating support

- **Meals on Wheels of Hendricks County**
  - $500 Volunteer appreciation

- **Mental Health America of Hendricks County**
  - $1,200 Live for Tomorrow program

- **Suzie’s Place**
  - $5,000 Behavior change and facility security

- **Urbana Universalist Community Church of Hendricks County**
  - $2,000 Christmas Day Dinner

**The Only Product We Have To Sell Is Service.**

**RECYCLING**

- **Recycle**
  - $500 Recycling/How to Recycle Program

**CONSTRUCTION SERVICES**

- **Construction**
  - $500 General contract

**METAL ACKNOWLEDGMENT**

- **Scrap Metals**
  - $500 General contract

**PRODUCTS & EQUIPMENT**

- **Sprinkler Parts**
  - $500 General contract

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BUSINESS BRIEFS

Generational gaps

Today, when we talk about workplace experience, we usually hear people talking by generational categories. Remember the generation X’ers and Y’ers? One generation of kids was all about “me,” and they didn’t want to work hard and were all for “quality-of-life.” Who will follow them?

Another young generation was supposed to be all about “money, money, money.” I want the stuff that my mom and dad gave me when I grew up and I want it now!”

In our family businesses, over the years we have been blessed to have a large number of people who have been the backbone of the businesses we founded. Many of these people retired twice. When I would go to a retirement party, I would always wonder what happened to all the valuable information that the retiree possessed?

For 28 years Bill and Donna Kappel owned and operated Country Lane Gifts and Crafts in Pittsboro. Last year, Bill retired and the business continued opened June Bugs’ Unique Gifts & Crafts. Kappel says his pride lies in stocking local products. She says 95% of the goods are made in Indiana, some, even from Pittsboro. She says the halls of this business is filled with hand-crafted items, some even having a backbone of the businesses we founded.

June Bugs’ Unique Gifts & Crafts prides itself on stocking local merchandise

What advice would you give someone starting his/her own business? I would say making sure you have a good product and a product that people want. I try to keep my prices down so that it’s actually affordable for someone to come in a buy a gift.

What has been your biggest lesson so far? I guess just trying to adapt to the economy the way it is right now. What would be one thing that could help your business? Just getting the word out that we’re here.

If you haven’t met our new President, Mike Baker, now is the time! Please stop by for a coffee and a chat with Mike. Or just call him at 317.858.6182. He would love to show you how State Bank of Lizton can go to work for you!

“On the bank website is a message: Over ten decades of lives were spent building a reputation for our Bank that we do not have to reinvent. Commitment to our communities in every civic, financial and economic respect: this is our financial heritage.

State Bank of Lizton has something special, something that is not common in banking today.”

~ Michael Baker, President

Q&A real estate event

Indiana Monument Credit Union (IMCU) will host a third Estate Question and Answer event for the public Saturday, Oct. 6, 2012 from 10 am – Noon at its Plainfield Branch located at 3150 W. Main St., Suite A, Plainfield, IN 46168. IMCU’s Real Estate Q & A Day will be hosted by Steve Burkhart from FC Tucker and Shelley Nescola, with IMCU Mortgage Services. The event focuses on answering real estate questions without pressure or commitment. There is no appointment necessary; the public is encouraged to stop by and inquire about market trends, find out about the home buying program, and gain tips and insights on buying or selling.

For more information please contact IMCU’s Mortgage Services Representative Shelley Nescola, 317-814-2430, snescola@imcu.com.
Since 1993, Leadership Hendricks County (LHC) has brought hundreds of people together to learn more about Hendricks County and the challenges facing the county. In addition, they are self-assigned to a Team Discovery project that will help them better understand the needs and desires of that volunteer. Having a thorough understanding of what volunteer efforts, sometimes that translates to being a connector for others. Not only does the person referred onto others win, but the agency or organization that person is volunteering for also wins.

How has Leadership Hendricks County impacted your life personally?

LHC provides great networking opportunities. The individual and the organization they serve. It has given me great contacts throughout the county to help our mission grow. I've been so blessed to have so many amazing friends through LHC and the opportunities to connect with people who share the same vision for our community.

Leadership Matters!

Many people with different professions. LHC allowed me to meet people I hadn't otherwise met. I've learned so much about the diversity of our county and the challenges facing the county. In addition, they are self-assigned to a Team Discovery project that will help them better understand the needs and desires of that volunteer. Having a thorough understanding of what volunteer efforts, sometimes that translates to being a connector for others. Not only does the person referred onto others win, but the agency or organization that person is volunteering for also wins.

How has Leadership Hendricks County impacted your life professionally?

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How has Leadership Hendricks County benefited Hendricks County?

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What one thing did you like best about the Leadership Hendricks County program?

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There have been at least four generations of Hardins that have farmed in Indiana. Allen and Janie took over Joe and Thelma Hardin’s Bridgeport farm the year they were married, 1969. That was also the same year that Allen graduated from Purdue University. It was a big year.

By 1973, the Hardin family left the Bridgeport area for New Winchester with their 2-year-old son Greg. Greg and his younger sister, Lynn, grew up farming and participating in 4-H while Allen and Dad helped the New Winchester Youth League, various organizations and boards. Greg graduated from Purdue in 1993 and came home to work the family farm. He married Julie Gladden, another Hendricks County family farm operation. Together, the couple has two girls, Kylie, 7, and Kate, 6.

Lynn graduated from Butler University where she played volleyball, married a farmer, Bill Buescher, and has two children, Will who is 8, and Braelynn who is 2. Back in the 1970s and 80s the family raised corn, soybeans, wheat and Limousin cattle. Livestock meant vacations were the Hendricks County Fair and the Indiana State Fair.

When Greg came back from Purdue, he suggested the operation move to growing only corn and beans. This gave Janie and Allen a chance to get away in July rather than only vacation at the county fair.

Greg also took Janie’s seat on the combine, which allowed her to go to work for Hendricks Superior Court 2 and Judge David Coleman. She also serves on the Hendricks County Community Foundation board.

Allen and Greg grow only corn and beans on acreage they own in Hendricks, Putnam and Boone counties. This actually gives the family a chance to get away in July.

Allen says farming has changed dramatically in the years since he took over his Dad’s farm. For most years, it was a steady yield and a steady price, but lately the cycle has become “way out of proportion.”

“Grain prices have gone from $5.50 in the last 12-18 months to $8 dollars a bushel for corn right now,” he said. “Beans just hit $18 a bushel but there are none. This year, we’re finding that with the improved genetics over the last few years, we look for (yields of) at least 180 to 200 bushel of corn. I just got off the combine a few minutes ago and the machine is running 30 bushels an acre. That’s not good.”

Of course, this is all related to the once-in-a-lifetime drought suffered by such a huge portion of not only Indiana farmers, but also throughout the corn belt.

Technology has added costs to farming. Machinery is outfitted with computers and GPS systems, while seeds have been engineered for better yields, but the cost of roughly a bag of seed has risen from $45 to $300. But without it, Greg says there would be nothing.

“You’d just have to disc it under,” he said. Yet, the Hardins remain optimistic about the future, because they’ve been doing it long enough that they know that the weather will change in future growing seasons as it always has. And they plan to be there to work the land as their father and grandfather and great-grandfather did before them.

HC ag BUSINESS

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All aboard calling frozen yogurt connoisseurs to Plainfield Red Line

For the past three years, Tom Booher has owned and operated Chicago’s Pizza in Plainfield. In September, just adjacent to the store, he opened Red Line Frozen Yogurt. Red Line is a name that Booher and his partner and mentor, Ron Epple, who founded Chicago’s Pizza 33 years ago, have trademarked. They have plans to open more locations.

Red Line is named after the Chicago Transit Authority’s Red Line subway. “I think we interact with Chicago’s Pizza, conduct business in downtown Plainfield, and some of the neighbors here have been part of the Plainfield community for years,” Booher says. “I think people will be excited to have a great frozen yogurt store here in Plainfield.”

Why did you open Red Line Frozen Yogurt? There was a need in Plainfield for a good self-serve frozen yogurt store. There wasn’t one.

What did you do to prepare for opening Red Line Frozen Yogurt? We went to dozens of other self-serve stores and got an idea of how they operated. We wanted to do it right. Our goal is to be as friendly and approachable as possible. We are generating business by word-of-mouth advertising. We have plans to open Red Line Frozen Yogurt in downtown Plainfield.

Who is your ideal customer/client? I guess that parents and grandparents are our best clients.

How do you plan to be successful? By offering the best product available at the times our customers expect it, with fast, friendly service. We are offering a variety of flavors and toppings. We are also allowing our customers to create their own frozen yogurt.

What would we be surprised to learn about you or Red Line Frozen Yogurt? I was a police officer for 20 years and spent a year in Afghanistan at age 46. We are proud of our military and service members. We want to support them in any way we can.

Photo of Tom Booher

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Chances are the older refrigerator or freezer in your basement or garage is running up your utility bill by an average of $150 a year. Recycle it, reduce your energy use and keep harmful materials out of landfills. We’ll pick it up and you’ll pick up $35.

For a FREE pickup call 1-877-395-5535 or visit www.powermoves.com.

Refrigerators and freezers must be in working condition, and must be between 10 and 30 cubic feet in size, using inside measurements. Wabash Valley Power Association (WVPA) contracts with JACO Environmental, an appliance recycler, to pick up and recycle refrigerators and freezers that are in working condition. This program is funded by WVPA and is available to residential electric customers in Hendricks Power Cooperative territory on a first-come, first-served basis until funding is expended. Customers must own the unit(s) being recycled. Limit two units per residential address. A check will be mailed to participants within 4-6 weeks after the appliance collection. Some restrictions apply.

SAVE UP TO $150/YR IN ENERGY COSTS

GET $35

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$150

Chances are the older refrigerator or freezer in your basement or garage is running up your utility bill by an average of $150 a year. Recycle it, reduce your energy use and keep harmful materials out of landfills. We’ll pick it up and you’ll pick up $35.

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COACH’S Corner

5 reasons why you need a whiteboard

For more than 20 years I have had a whiteboard in my office. It started when I had casual conversations with clients, I realized that I needed to learn how to organize my office operations. I had a problem with a team member and I tried to brainstorm a solution. It worked. We put up a whiteboard. The team member said, “I’ve never had a board before, but I like it!”

When I brought in the whiteboard, the team member showed me the square by square of what each desk needed to perform. It was not an emotional discussion, just the facts about what duties each desk needed to perform. It is not an emotional discussion, just the facts about what duties each desk needed to perform. I handed the little squares into the little squares into the little squares into the little squares. Each position. Our whiteboard was a success! It was great to see the improvement in office operations. From one-on-one meetings, we now have team meetings. From one-on-one meetings, we now have team meetings.

Looking at the historical numbers for the month of October in a seal, some interesting conclusions are drawn. The best month to be in the market, regardless of what the market was doing, is October. The best month to be in the market, regardless of what the market was doing, is October.

Coaching

For 20 years I have been teaching and coaching. I have coached thousands of clients. From casual, one-on-one meetings, we now have team meetings. From casual, one-on-one meetings, we now have team meetings.

One department didn’t communicate with another, and the company was losing money. One department didn’t communicate with another, and the company was losing money.

"What each individual investor should do now depends on their individual situation."
Join us for the Hendricks County Business Leader’s November Cover Party, and enjoy food, fun and networking, as we honor the August, September and October covers.

Tuesday, November 13th
5:30 to 7:30 pm

The Crown Room
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