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Porter Regional Hospital is directly or indirectly owned by a partnership that proudly includes physician owners, including certain members of the hospital's medical staff.

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VISUALIZING THE FUTURE Dr. Chenn Zhou helps focus the region on research.



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CHARTING A PATH Women-owned Via Marketing in Merrillville opened in 1986.



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ADVANCING CARE Dr. Mary Nicholson leads in innovation and compassion.



Northwest Indiana
Business Quarterly
SUMMER-FALL 2012

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Every day, I get up knowing I have
the chance to help people.

It's the best alarm clock known to mankind.

Mostly, I try to offer comfort, and listen.

When people aren't feeling well,
they may open up. Or keep to themselves.

So I try to meet them where they are.

Admittedly, that's not high tech.

But I believe it's just as important.

**I am a Sister with Franciscan Alliance.
And I walk in the footsteps of St. Francis.**

Recipient of Northwest Indiana

Business Quarterly Healthcare Honors for

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of Franciscan St. Anthony Health-Crown Point

Volunteer Service by The Heart Institute of
Franciscan St. Anthony Health-Crown Point

*When St. Francis walked out into the world and began his ministry, he left
everything behind. It was a selfless act, symbolic of his desire to care for those
in need. Today, in the halls of our hospitals, we follow in the footsteps of a single
man whose timeless mission continues to inspire the 18,000 doctors, nurses
and health care professionals of Franciscan Alliance.*



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Dyer • Hammond

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Effective branding can help you boost this important metric.

Cover photo by Shawn Spence.

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Indianapolis Office
Publisher / Advertising & Marketing
GLEE RENICK-MAY

Michigan City Office
Editor
RICK RICHARDS

Contributing Editor
STEVE KAELEBLE

Administrative Assistant
REBECCA L. ISAACS

Editorial Assistant/Research
DENISE C. BUSCHMANN

Art Director
ANDREW ROBERTS

Contributing Creative Director
VICKY ROCKWELL

Photographer
SHAWN SPENCE

Contributing Writers

KATHY CABELLO • LAUREN CAGGIANO
JOHN CAIN • GAIL GESELL • SHARI HELD
MICHAEL J. HICKS • BOB KRONEMYER
MICHAEL PUENTE • MICHALINE TOMICH

Editorial Advisory Committee

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NICOLE MACKOWSKI • JANIS MORAN
ERIC SERVAAS • ELIZABETH SIMMONS
MARY WELLNITZ • LINDA WOLOSANSKY

Circulation
REBECCA L. ISAACS

New Media Intern
JANICE L. DIXON

Tech Support
KIT MALONE

e-mail
businessnews@nwibq.com

Web
www.nwibq.com

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MEMBER

PUBLISHER'S NOTE

Preparing the Region for the Future



Glee Renick-May

The infrastructure now in place will soon establish Northwest Indiana as a hub for advanced technology, thanks to the Purdue Technology Center in Crown Point and Purdue University Calumet's Center for Innovation through Visualization and Simulation. The South Bend area is also positioned with the MIND center housed on the Notre Dame campus doing extraordinary research. Read more in our cover story about how Dr. Chenn Zhou conducts virtual reality research to integrate technology and help businesses use it. Kathy Cortopassi's "Voice to Print Captioning" has forever changed the lives of those who have hearing loss. And Legacy Environmental Services takes on eco-projects such as developing a network of charging stations for electric cars and helping corporations to reduce their carbon footprint.

Women-owned businesses are contributing millions to our economy and are among the fastest-growing businesses in our country. Our annual "women in business" focus section inside profiles a few regional women-owned businesses sharing their stories of success and how they overcame obstacles.

The sluggish economy and the lack of jobs are the two critical issues being addressed this election year.

The challenge for candidates is energizing the voters, who, like myself, are questioning what is going on in Washington these days—and as a small business owner, remaining optimistic but with a wait-and-see attitude. Inside, writer Michael Puente talks with congressional candidates and examines the governor's race, discussing job creation and other critical economic issues.

Regional construction companies share how they have survived the downturn and are eager to bid on projects. Read more inside on "Surviving the Downturn." Institutions of higher learning also have positive news to report. More graduating college students will be better prepared for the demands of tomorrow's workforce. Writer Shari Held talks with leading institutions on how they are making it happen. Leadership Northwest Indiana launched the inaugural "Leaders as Heroes" awards gala back in May, honoring day-to-day community leaders. Read what they are doing every day that is making a difference in the communities they serve. And on that note, we also have a few to recognize for their contributions with our first annual "Health Care Honors" profiles.

Thanks for taking the time to read *Northwest Indiana Business Quarterly*. Enjoy our current issue!

—Glee Renick-May, Publisher

Around the Region

AGRICULTURE

The **U.S. Department of Agriculture** has closed the **Farm Service Agency** office in St. Joseph County because of federal budget cuts. The office was one of three in Indiana to be closed. Clients are being asked to use the FSA office in Marshall County. ... **Fair Oaks Farms** in Newton County and **Belstra Milling Co.** of DeMotte have announced a partnership to create an attraction that tells the story of pig production, the same way the Fair Oaks Dairy Adventure tells the story of milk production. ... **Fair Oaks Farms** in Newton County has announced that by this fall its delivery fleet of 42 trucks will switch from gasoline and diesel to a renewable fuel made from cow manure.

BANKING

KBW Inc. has named two region banks to its Bank Honor Roll for superior financial performance. They are **1st Source Bank** of South Bend and **Horizon Bank** in Michigan City. ... **Kristin Trapp** has been named vice president and regional manager for **Citizens Financial Bank** in Munster. ... **Kelly Mamouzelos** has been named Valparaiso Banking Center manager for **Citizens Financial Bank** of Munster. ... **Jason Rebar**, a business banking

relationship manager for **Citizens Financial Bank** of Munster, has been named director and treasurer of **The Association for the Wolf Lake Initiative**, a bi-state organization and land trust. ... **Jeff Stur**, senior vice president, retail loan management, has retired from **Citizens Financial Bank** in Munster after 40 years of service. He joined the bank in 1972 as a loan trainee.

ECONOMIC DEVELOPMENT

Area Development magazine has named two Northwest Indiana projects among the 10 best in Indiana. Receiving 2012 Silver Shovel Awards were **Canadian National's** expansion of the **Kirk Yard** in Gary, and **Fronius USA's** decision to locate its U.S. headquarters in Portage.

EDUCATION

The **University of Phoenix** has partnered with **Porter County United Way** to open a Success By 6 trail at the **Valparaiso Public Library**. This is the third trail in the region. Others are at Valparaiso's **Hilltop Neighborhood House** and Munster's **Centennial Park**. ... **St. Joseph's College** in Rensselaer is one of three Indiana independent colleges that will receive the 2012 **Ball Brothers Foundation Venture Fund** grant. The \$25,000 award

will fund a Hoophouse Farming Eduventure to support year-round greenhouse farming at the college. ... **Valparaiso University's** part-time MBA program has been recognized as one of the best in the United States by **U.S. News & World Report** magazine. ... **Purdue University Calumet's** School of Technology and **Mitsubishi Electric Automation** have formed a partnership for a new mechatronics engineering technology laboratory. The laboratory will contain five automation simulation rack unit stations, each valued at \$13,000. The stations were donated by Mitsubishi. ... **Valparaiso University** has announced that beginning this fall, it will offer master of ministry in administration and master of health administration degrees at its new Chicago campus. ... **Purdue University Calumet** in Hammond has received a \$5,000 scholarship to support an engineering technology student from **Summit Media Group**. ... The **Challenger Learning Center** in Hammond has received a \$3,000 grant from the **Lake County Retired Teachers Association**. ... A team of **Purdue University Calumet** engineering students placed third in the College Division of the **NASA Great Moonbuggy Race**. Team members were Benjamin Moul of Hart, Mich.;



Kelly Mamouzelos



Jeff Stur



Patricia Nowak



Maria Fruth



Brenda Rocha



Linda Satkoski



Matt Soellner



Matt Soellner

Maria Frebis of Murfreesboro, Tenn.; Philip Mann of Burr Ridge, Ill.; Mark Bauman of Goshen; and Kudjo Achem of Chicago. ... A team of **Purdue University North Central** students recently took first place in the **American Society of Mechanical Engineers Student Design Competition**. Team members were Pat Jarosak of Chesterton; Elizabeth Bennett of Hebron; James Morton of Chesterton; Ben Kienzynski of Chesterton; and Anthony Kueck of Valparaiso. ... Students in **Michigan City High Schools'** Wild Wild Wolves 3936 robotics club were able to receive a hands-on lesson in the use of the **da Vinci Si Surgical System** at **Franciscan St. Anthony Health** in Michigan City. ... **Purdue University Calumet** has named **Jane Mutchler** dean of its School of Management. Most recently, Mutchler was associate dean at **Georgia State University** and a professor of accounting. ... **Patricia Nowak** has been appointed chief of police for **Indiana University Northwest** in Gary. She is the first female police chief in the IU system. IU Northwest has 12 officers. Most recently, Nowak was with the East Lansing, Mich., police department.

ENVIRONMENT

Save the Dunes is marking its 60th anniversary this year. The organization is one of Indiana's oldest environmental groups. Its focus this year will be to protect the national resource of the **Indiana Dunes National Lakeshore**, support the Indiana Dunes National Lakeshore and **Indiana Dunes State Park**,

and improve water quality in Northwest Indiana. ... **South Shore Clean Cities** and **Ozinga Ready Mix Concrete Inc.** have completed a collaboration in which Ozinga will use two concrete mixer trucks that are powered by compressed natural gas. The trucks, which idle constantly, will not be emitting diesel fumes into the air when they do so. By converting to CNG, Ozinga said it will save about \$1.50 a gallon over diesel.

GOVERNMENT

The **Porter County Board of Zoning Appeals** has unanimously approved a proposal to build an 11-acre solar farm. **Portage Solar LLC** will operate the solar panel operation at Robbins Road and County Road 450 West. Energy generated by the site will be sold to **NIPSCO**. ... The **Northwest Indiana Regional Development Authority** and officers from **Gary** and the **South Shore Convention & Visitors Authority** recently marked the grand opening of the newly restored **Marquette Park Pavilion** in Gary. The \$28 million project restored the landmark pavilion on the Lake Michigan shore.

HEALTHCARE

Indiana University Health LaPorte Hospital has received an 'A' in patient safety by **The Leapfrog Group**, an independent, nonprofit organization. ... **IU Health LaPorte Hospital** has been recognized as 'Best in Class' for its diversity practices by the **Institute for Diversity in Health Management**, an affiliate of the **American Hospital Associa-**

tion. ... **Beacon Health System** is the new name of the parent company for the recently joined **Elkhart General Hospital** and **Memorial Hospital of South Bend**. ... **Brenda Rocha** has joined **IU Health LaPorte Hospital** as vice president, nursing clinical effectiveness. She is a graduate of **Sawyer College of Business, Indiana University Northwest, Valparaiso University** and **Governor's State University** in Illinois. ... **St. Catherine Hospital** in East Chicago has received an 'A' for patient safety from **The Leapfrog Group**. ... **Franciscan St. Anthony Health-Michigan City** has received an 'A' for patient safety from **The Leapfrog Group**. ... **Med-Point Express**, a walk-in health clinic, has opened inside **Memorial Hospital** in South Bend. It will offer treatment of minor health conditions for patients 2 years old and older. ... **Memorial Children's Hospital** in South Bend has announced the addition of **Wahaj Mustafa Zaidi**, a pediatric gastroenterologist. He completed his residency at **State University of New York's Syracuse College of Medicine** and has been a pediatric gastroenterologist at **Children's Hospital of New Jersey** and the **John Muir Medical Center** in Walnut Creek, Calif. ... **Shoreline Surgery Center** in Portage will be the newest addition to the **Porter Health System** when it opens in August. ... **Linda Satkoski**, CEO of **IU Health Starke Hospital**, is now chief operating officer for the **IU Health LaPorte Hospital** system, overseeing operation for the LaPorte and Starke County hospitals. ...

Merielelyn Stuber, patient safety officer at **Methodist Hospitals**, is the new president of the **Northwest Indiana Patient Safety Coalition**. She is a 23-year employee of the hospital. ... **Maria Fruth**, executive vice president and chief operating officer of **LaPorte Hospital Foundation**, has received the Liberty Bell Award from the **American**

Bar Association for her dedication to community service. ... **The Ultrasound Practice Accreditation Council** of the **American Institute of Ultrasound in Medicine** has re-accredited the ultrasound practice of **Memorial Maternal Fetal Medicine** in South Bend. ... **IU Health LaPorte Hospital** has announced several changes and staff additions.

Pauline Arnold is chief nursing and quality officer for **IU Health LaPorte**; **Don Yurkovich** is vice president of hospitality services at **IU Health LaPorte**; **Rosie Heise** is vice president of business improvements at **IU Health LaPorte** and **IU Starke County**; **Jared Beasley** is vice president of clinical and diagnostic services at **IU LaPorte**; and **Brian Donnelly** is vice president of strategy and ambulatory services for **IU LaPorte**. ... **Alice Blakesley** of **Memorial Hospital of South Bend** and **Safe Kids St. Joseph County** has received the Connie K. Gibbs Child Safety Advocate Award. She was honored for her dedication to the prevention of injuries and deaths among children. ... **Methodist Hospital** of Gary has received the Get With the Guidelines Gold Performance Achievement Award for Stroke Care from the **American Heart and Stroke Association**. This is the second year in a row **Methodist** has received the honor. ... **Medical Specialists Inc.**, an independent physicians group with 330 employees at 12 locations in Northwest Indiana, will be acquired by **Franciscan Alliance**.

The Region's Top Leaders 2010 & 2011 Who will make the list for 2012?

CEOs

Speros A. Batistatos
Joann Birdzell
David A. Bochnowski
Mark Chamberlain
John Davies
Gene Diamond
Craig Dwight
Mike Falk
James W. Fleming
Mark Maassel
Stephen A. Massa
Ian McFadden
Stewart McMillan
Christopher J. Murphy III
Pete Novak
Sarah Oudman
John T. Phair
Thomas F. Prisby
Michael G. Rippey
Julie Rizzo
Rick Rondinelli
Desila Rosetti
Rocco Schiralli
Michael E. Schrage
Laura Smith-Wynn
G. Thor Thordarson
Brad Toothaker
Theresa Valade
Linda Woloshansky

CFOs

Susan Bublitz
Loren Chandler
Jeffrey P. Costello
Mary Idstein
Jim Lipinski
Robert Lowry

COMMUNITY LEADERS

Howard Cohen
Heather Ennis
Andrew Fox
John Gorski
Noel Reitmeister
Sharon Sporman
May and Willie Thomas

INSURANCE

Andy Metsker has joined **Gibson**, a regional insurance broker in South Bend, as a loss prevention consultant in risk management services. ... **Matt Soellner** has joined **Gibson** as a loss prevention consultant in risk management services. ... **Theresa Burns** has received the Accredited Advisor in Insurance (AAI) designation. Burns is affiliated with **Gibson**, a regional insurance broker in South Bend. ... **David Walters** has received the Associate in Surplus Lines Insurance (ASLI) designation from the **Insurance Institute of America**. He is affiliated with **Gibson**, a regional insurance broker in South Bend. ... **Erie Insurance Co.** has awarded **Anton Insurance** of Valparaiso and Chesterton with its 2012 Giving Network Agency of the Year Award for community service. **Michael Anton Jr.**, agency principal, accepted the award.

Enter your nomination by going to
WWW.NWIBQ.COM

Deadline for entries is September 1, 2012



LEGAL

Robert F. Park, a partner with **Burke Costanza & Carberry** in Merrillville, has become a Fellow of the **American College of Trial Lawyers**. He is only the third actively practicing attorney in Northwest Indiana to achieve Fellow status. ... **Tuesley Hall Konopa LLP** of South Bend has opened a satellite office in Cassopolis, Mich. The new office will allow the firm to enhance its services to clients in southwest Michigan.

MANUFACTURING

Amsted Rail in Hammond has announced plans for a \$7.7 million expansion and renovation. The company manufactures springs for rail cars and has been in Hammond for 110 years. ... **Leggett and Platt Inc.** of Kouts has announced a \$275,000 expansion that will create 30 new jobs. The company is moving its Kentucky operation to Kouts. ... **United Technologies**, which operates **Sullair Corp.** in Michigan City, has announced it could sell the Michigan City operation as part of its effort to raise \$3 billion in cash to acquire **Goodrich Corp.** ... **Fronius USA** has announced that its new North American headquarters in Portage will be completed and operating by the end of this year. It will be located at the **AmeriPlex at the Port** complex... **Rodney Miller** has been named manufacturing engineer for **Schafer Gear Works Inc.** in South Bend. He will be responsible for engineering support for all gear manufacturing processes. ... **Jeffery Basham** has been named advanced manufacturing engineer for **Schafer Gear Works** in South Bend. He will be responsible for all advanced planning of new parts. ... **Glenmount Global Solutions** of Portage recently completed work on a flare gas pulp control room that was shipped by a special truck to the **ArcelorMittal Indiana Harbor** plant in East Chicago. ... **Sager Metal Strip Co.** of Michigan City will invest \$430,000 to add technology equipment to its plant. ... **Pactiv**

LLC of Griffith has announced it will close its operation this summer. The company manufactures bulk egg cartons and employs 48 people. ... **Selected Furniture LLC** will move its distribution and manufacturing operations from Chicago to Knox in Starke County. The company plans to invest \$1 million to renovate the 201,000 square foot former Rockwell

Building. ... **Korellis Roofing Inc.** has been recognized by **Firestone Building Products Co. LLC** with the 2012 Firestone Master Contractor Award. ... **ArcelorMittal** has completed a \$60 million upgrade of its 160-inch plate mill at Burns Harbor. ... **New Carbon Co.**, a South Bend company that provides waffle and pancake mixes to restaurants, hotels,

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David Walters



Rodney Miller



Sandy Gleim



John Sturgill

universities and other food service groups, has been sold to **PNC Riverarch Capital**. New Carbon has annual sales of \$30 million. PNC Riverarch is part of PNC Capital Group of Pittsburgh. ... The **Braun Corp.** of Winamac has begun producing Braun Taxi, a vehicle that will be fully wheelchair accessible. The taxis are now in use in New York City. ... **Patterson Logistics Services Inc.** has opened a distribution center in South Bend in a 208,000-square-foot building on Cleveland Road.

The Minnesota company also has a smaller, 52,000-square-foot office in the city. The company provides supplies to veterinarians and dentists. ... **Eric Foss**, a native of Lowell, has been named president and CEO of **Aramark** in Philadelphia. Most recently, Foss was in charge of **Pepsi Beverages**, a division of **Pepsi Co.** ... **Federal-Mogul** has announced it will spend \$22 million for new equipment for its South Bend operation. The company manufactures pistons for domestic and foreign automak-

ers. ... **Royal Adhesives & Sealants** of South Bend has acquired **Extreme Adhesives** of New Hampshire. The company manufactures adhesives and sealants for transportation, assembly, printing, packaging, lamination, and commercial and residential construction. ... **Wilson Industrial Sales** of Rensselaer has announced construction of a new 10,000-square-foot building that will add 15 jobs within three years. Wilson currently has 35 employees. The company distributes inorganic



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chemicals to a variety of industries. ... **Hostess Brands** of Dallas has announced it could close dozens of locations around the country, including four in Northwest Indiana, as part of a Chapter 11 reorganization with the U.S. Bankruptcy Court. The closings affect 53 employees at stores in Hobart, Merrillville, Michigan City and Munster. ... **MC Industrial** of St. Louis has opened an office in Portage. The company serves the petrochemical and steel industries with construction design and consulting. ... **Kuraray**, a Japanese company, has acquired **MonoSol LLC**, which has operations in Merrillville, Portage and LaPorte. The company manufactures water-soluble films for a variety of consumer and high-tech uses. ... **Karen M. Barnett**, president and CEO of **Valley Screen Printing** in Mishawaka has received the Jeffrey Butland Family-Owned Business of the Year Award from the **U.S. Small Business Administration**.

MARKETING/MEDIA

VIA Marketing of Merrillville has been recognized by the **Service Industry Advertising Awards**. It received a gold award for its Porters Restoration radio ad and a bronze award for its Hammond Port Authority logo/letterhead design.

NOT-FOR-PROFIT

Kris Pate has been named the new executive director of the **United Way of LaPorte County**. Most recently, Pate was with **Dunebrook**, a child abuse prevention advocacy group in Michigan City. ... **United Way of Porter County** has recognized veterinarian **Larry McAfee** as its 2011 Dorothy M. Porter Outstanding Volunteer Award recipient. ... **Caroline Shook**, executive director of **Housing Opportunities**, has been named the 2011 Outstanding Agency Professional by the **United Way of Porter County**. ... **Sandy Gleim** has joined the **Unity Foundation of LaPorte County** as vice president. For the past 11 years she was executive director of **Healthy Communities of LaPorte County**.

PROFESSIONAL SERVICES

Shawn Kelly, a registered landscape architect, has joined the **Duneland Group Inc.** in Chesterton. The firm provides engineering and surveying services. ... **William C. Hills** has been named CEO of **S/TEC Group Inc.** in Hammond. S/TEC is the parent company for **Superior Engineering LLC**, **Superior Engineering-Illinois**, **SEMAC**, **Superior Design-Build**, **Superior Engineering Technical Services**, **S/E Products**, **Water and Wastewater Associates** and **Superior Engineering Services Michigan**. ... **Carlisle Funeral Home** in Michigan City is now owned by **Geisen Funeral Homes of Northwest Indiana**. Carlisle has been in

rior Engineering-Illinois, **SEMAC**, **Superior Design-Build**, **Superior Engineering Technical Services**, **S/E Products**, **Water and Wastewater Associates** and **Superior Engineering Services Michigan**. ... **Carlisle Funeral Home** in Michigan City is now owned by **Geisen Funeral Homes of Northwest Indiana**. Carlisle has been in

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NOTEWORTHY NEWS BITS

Michigan City for 50 years and will now be known as **Geisen-Carlisle Funeral and Cremation Services**. ... **Kyle Lundy** has been named director of golf operations for **Sand Creek Country Club** in Chesterton. Most recently he was head golf professional at **Harrison Lake Country Clubs** in Kokomo. ... **John Sturgill** has been promoted to partner and stockholder for the Valparaiso office of **McMahon**, an engineering and architecture firm based in Neenah, Wis. ... **CDRN of Northern Indiana**, based in Crown Point, received several awards from the national **Certified Restoration Drycleaning Network** recently. It won the Century Club Silver Level and the Sales Per Household by Territory awards. CDRN specializes in textile restoration for the insurance industry. ... **Abonmarche**, an engineering and architecture consulting firm based in South Bend, will open an office in Portage. The company also

has an office in Fort Wayne and in Benton Harbor, Manistee and South Haven in Michigan.

REAL ESTATE

Two new tenants have been announced for **Toscana Park** in Mishawaka by **CBRE/Bradley. Tui Sei Bella**, a dance/fitness studio, and **Progressive Insurance** have opened offices in the commercial/retail plaza.

TECHNOLOGY

Ommyx Ltd., an Israeli company that specializes in monitoring systems for flood warnings, sewage systems, water tanks and fuel tanks, has opened an office in the **Purdue Research Park** in Merrillville. ... The **South Bend Redevelopment Commission** has approved a plan to convert a remnant of the former **Studebaker Complex** into a hub for technology research. **Union Station Properties**, which owns the

site, will receive \$6.1 million from the redevelopment commission to convert the seven-story building into technology offices. Union Station will spend \$10 million of its own money. ... **IV Diagnostics** of Valparaiso has opened a satellite office in the **Purdue Research Park** in Merrillville. The company develops, tests and markets diagnostic systems for cancer treatment.

TOURISM

White Lodging Services of Merrillville will manage the **SpringHill Suites** hotel in Bloomington when it opens next year. **KPM Hotel Group** owns the hotel, which will have 158 rooms. ... **Seven Peaks Waterparks** of Utah has acquired **Splash Down Dunes** of Porter, which has been closed since 2009. Seven Peaks plans extensive renovations, but said the water park likely won't be open until 2013. ... The **Dunes National Park Association** has been formed to support efforts to increase tourism to the **Indiana Dunes National Lakeshore**. The organization wants to raise funds to improve park facilities, including restoring the historic House of Tomorrow in Beverly Shores.

TRANSPORTATION

The **St. Lawrence Seaway Development Corp.** has announced that shipments thus far in 2012 are up 3.7 percent over 2011. Some 8.9 million metric tons of cargo have been shipped. Shipments through the **Port of Indiana-Burns Harbor** are up 6 percent ... **Gary/Chicago International Airport**, the **Canadian National Railway Co.**, and the **Regional Development Authority** have reached an agreement that will allow extension of the main runway at the airport. The \$166 million project will receive \$50 million from the RDA. ... **South Bend Regional Airport** has announced that **Allegiant Air** has added a fifth flight to Florida. The twice-weekly flights will go to **Punta Gorda Airport** in southwest Florida. ... **Calumet Harley-Davidson** in Munster has received the Harley-Davidson Co. Silver Bar & Shield

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Circle of Achievement Award for 2011 for product sales and customer service. ... **Armstrong Aeromod** of Itasca, Ill., has announced it will move its avionics test bed operation to the **Gary/Chicago International Airport**. The company is locating in facilities owned by the **Gary Jet Center**. ... **Dennis Hirsch**, owner of **Hirsch Ford** in Michigan City, has retired after nearly 50 years in business and sold his dealership to **Sauers Ford** of LaPorte. ... **John Clark**, the former CEO of the **Indianapolis Airport Authority**, has been hired by **Gary/Chicago International Airport Authority** as a consultant. ... **Anthony Kuk** has been named director of the **Port of Indiana-Burns Harbor**. Most recently Kuk was general manager for **Nexeo Solutions** in Chicago. ... The **Gary Jet Center** is a finalist for the **U.S. Secretary of Defense Employer Support Freedom Award**. The award demonstrates outstanding support of the **National Guard** and **U.S. Army Reserve**. ... **Gary/Chicago International Airport** has partnered with **Allegiant Airlines** to provide \$30,000 in marketing support to the airlines to promote its flights from Gary to Orlando, Fla. Previously, the airport agreed to commit \$75,000 to the effort. ... **Martin Associates**, a maritime economic consulting company, recently completed a study of the economic impact of the Ports of Indiana and its shows the **Port of Indiana-Burns Harbor** handled 56 percent more ship tonnage in 2011 than it did in 2010. Barge tonnage was up 75 percent. The state's three ports have an economic impact of more than \$6 billion.

UTILITIES

NiSource Inc. has begun work on a \$150 million natural gas pipeline in western Pennsylvania. **The Big Pine Gathering System** will move **NIPSCO** natural gas through the system to **XTO Energy Inc.** in Pittsburgh. ... **Northern Indiana Public Service Co.** has begun a project to provide a series of electric car charging stations in Northwest Indiana through

350Green LLC of Los Angeles. ... **Ian Rolland**, chairman of the board for **NiSource Inc.**, of Merrillville, was honored by **Gov. Mitch Daniels** with Indiana's **Sachem Award**, the highest honor the state can present to a resident. Rolland is the retired CEO of Fort Wayne based **Lincoln National Corp.** ... **NiSource Inc.** has been recognized by the **U.S. Secretary**

of Transportation for its pipeline upgrade projects. **NiSource** is replacing aging pipelines with noncorrosive ones. ... **Northern Indiana Public Service Co.** has announced a program for customers who want their electricity to come from renewable energy sources. **The Green Power Rate** will be slightly higher than the regular electric rate. **BQ**



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Innovating the Future

Northwest Indiana has been a brawny region for generations, with an image led by steel manufacturing. In the coming years, it may become just as famous for its brains.

BY RICK A. RICHARDS

Northwest Indiana is known for a lot of things – steel mills, urban sprawl and traffic jams, but soon the list could include being a hub for technology research and development.

Few people view the region that way, but cutting edge technology is being developed at the Purdue Research Park in Crown Point, at Purdue University Calumet in Hammond and at the MIND Center on the campus of the University of Notre Dame in South Bend.

Much of what is taking place is in its infancy, but the infrastructure has been put in place to encourage research and development that ultimately could lead to new industry in the region.

Joseph Hornett, senior vice president, treasurer and chief operating officer of the Purdue Research Foundation, oversees the Purdue Research Park in Crown Point. “One of our goals is to continue supporting economic diversity in Northwest

Indiana. We are doing this by recruiting high-tech companies to the Purdue Research Park of Northwest Indiana, providing competitive pricing for research and office space and providing unique partnership opportunities with Purdue.”

Currently, the Research Park of Northwest Indiana has 25 tenants specializing in life sciences, engineering, manufacturing, information technology, agri-science and energy.

While Hornett points out that steel remains the economic engine in Northwest Indiana, the effort at the research park is aimed at complementing steel. “We’re working to diversify the economy in this area and enhance the economic base.

“Our economy, our nation’s economy and our global economy is always changing and growing. An important aspect in staying strong economically is through technology research,” says Hornett. “We are working with officials and leaders in Northwest Indiana and throughout Indiana to help build the economy

through research, technology transfer and diversifying the economy.”

While all of the projects at the Purdue Research Park of Northwest Indiana have promise, Hornett says the one with the biggest upside at this point is agri-science. “It has shown a marked increase in recent years, as has IT, life sciences, energy and engineering. Manufacturing will remain strong.”

Dr. Chenn Zhou, interim associate vice chancellor for research and graduate studies and director of the Center for Innovation through Visualization and Simulation at Purdue University Calumet, is already finding practical applications for virtual reality research going on at the campus.

“Technology plays a key role in Northwest Indiana’s economy,” says Zhou. By focusing on how to integrate technology, how to apply its use and educating businesses about it, she is creating a platform for business expansion in Northwest Indiana.



ELECTRIFIED Lorrie and Carl Lisek's Legacy Environmental Services is developing a network of electric car charging stations. They're shown here outside NIPSCO headquarters.

COVER STORY

"We're working directly with companies to form partnerships in virtual design," says Zhou. Already, Purdue Calumet is working with NIPSCO on designing a virtual power plant in which to train employees and a virtual hospital to train healthcare workers.

In Gary, Zhou's lab is working on a virtual design to improve the city's transportation system and the airport.

"Absolutely industry is high tech," says Zhou. "It's how we remain competitive. It's a great tool for training on all levels. We're doing a lot of projects with companies around the world, and it's all being done by students. And when they're done, they tend to stay in the region."

That means Northwest Indiana is building a base of technology experts that will be attractive as new businesses look to come to the region. "I see this as the future of Northwest Indiana," says Zhou. "This region has image issues, but we're helping with that by using our technology to help design a new lakefront for the region."

It's in that vein that the Purdue Research Center of Northwest Indiana is nurturing small start-up companies. One is Voice to Print Captioning, a company owned by Kathy Cortopassi of Dyer.

Her background is as a court reporter, but Cortopassi wanted to expand what she did and using her ability to transcribe court documents has been working to create a technology that provides real-time closed captioning.

"As a court reporter, I felt I wasn't in charge of my own destiny. I depended on their schedule. This gives me time to be with my kids; it helps balance my life."

Among the services Cortopassi is working to perfect is real-time weather reporting, and real-time communication for things like church services, graduation ceremonies and weddings.

"What we're doing is making life accessible to everyone," says Cortopassi. "We took the time to learn



MAKING LIFE ACCESSIBLE TO EVERYONE Kathy Cortopassi's Voice to Print Captioning has been working to create a technology that provides real-time closed captioning.

something new, the disability culture. I learned sign language. I learned not to be afraid.

"I did this at a stage performance and afterwards a woman came up and hugged me. She said it was the best birthday present she could have. She loves going to plays but couldn't enjoy them because of a hearing loss. Now, she said her life was back."

By providing a small device for

people who need it, the captioning system is unobtrusive and simple to use. And while she loves helping others, Cortopassi also is doing the research for a highly personal reason – her first grade daughter has a hearing loss.

"I spent a lot of time dragging my feet on this," says Cortopassi. "I realize now there are new things you need to do, and when you learn them, it makes life more exciting."

For Legacy Environmental Services, the atmosphere at Purdue Research Park is a vibrant place to exchange ideas. "We were introduced to the research park through the Small Business Administration," says Carl Lisek, vice president of Legacy. He and his wife, Lorrie, the company president, are partners in the business.

"We made the move to this business nine years ago. We were a clean-up business and would come in after the fact. Today, we're in the business of working with companies to prevent cleanups.

"We're eco-partners with businesses and organizations in Northwest Indiana," says Lisek. "We help them become green and help reduce their carbon footprint." Among the clients for Legacy Environmental are schools, governments, NIPSCO, BP and Fair Oaks Dairy.

"The capabilities of Purdue Research Park have been a win-win

"Forty percent of all new jobs in Indiana will come from fast growing young firms like those being developed at technology centers in the region."

--Charlie McGill, Elevate Ventures

situation for us. By working with us and our monitoring technology, our clients received \$14 million in grants. Along with its Northwest Indiana operation, Legacy also has offices in Milwaukee, Wis., and Fort Myers, Fla.

"Our goal was to make a living by being green and Purdue has given us the tools to do that. They have helped us think bigger and helped us focus on our strengths.

"Our mission is to help companies be green, sustainable and profitable at the same time," says Lisek. Among the projects Legacy Environmental

is developing is a network of electric car charging stations that could make electric cars more plentiful on region roads, thereby reducing the carbon emissions of gasoline-powered engines.

A HEALTHY INNOVATION ECOSYSTEM

Charlie McGill, entrepreneur-in-residence for Elevate Ventures in Valparaiso, knows the importance of developing a solid base of technology research. In 1992, he founded Machine Tool Specialists, later leaving to become director of Valparaiso



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NIPSCO linemen during the late 1920s get prepared for work in the Angola District. These men, and thousands like them over the past 100 years, have helped bring electric service to hundreds of thousands of customers across northern Indiana.



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In August 2012,
NIPSCO celebrates its
100th year
of powering life
in Northern Indiana.

Economic Development and then as executive director of the Entech Innovation Center.

"It's important to have these centers of excellence, these centers of research in Northwest Indiana," says McGill. "A lot of people believe it just happens, but that's not true. It's necessary to have a healthy entrepreneurial eco-system in place for it to happen."

McGill says the people who come up with the ideas for new products and technology are just as important to the economy as skilled workers. "We need places for them to incubate their ideas. We need the cooperation of higher education, the media, and organizations like the Society of Innovators and investors."

While Northwest Indiana has

checked most of those items off its list, it has yet to develop a fully-funded and vibrant angel network of investors. "We're closing the gap on that, but we're not there yet," says McGill. "It's the last piece of the puzzle and it's the most essential."

McGill says Elevate Ventures, which has six entrepreneurs-in-residence in different regions of the state, is working with Indiana to provide advice and analysis to young entrepreneurs and help connect them with the experts who can help them thrive.

"This is really an economic gardening program," says McGill. "Forty percent of all new jobs in Indiana will come from fast growing young firms like those being developed at technology centers in the region."

Elevate Ventures, which manages the state's money for entrepreneurial development, has \$60 million to use. Currently, its limit for any company is \$1 million. "This is long overdue. The only condition we have in accepting the money is that the company brings in a CEO or director of marketing who has experience. We're teaching them that innovation is a team sport."

The combination of research and development in real world circumstance is no more evident than at the Midwest Institute for Nanoelectronics Discovery (MIND) in South Bend. Located on the campus of the University of Notre Dame, it is a partnership with Purdue University, Penn State University, the University of Texas-Dallas, Argonne National Laboratory, the National Institute of Standards, and the National High Magnetic Field Laboratory.

Managing Director Robert M. Dunn says the work being done at MIND has put South Bend on the map. "It has raised the image of Notre Dame and Purdue and the others involved in the projects going on here."

Dunn says MIND also is working with the city of South Bend to funnel start up business to the city's Innovation Park. Additionally, he says students from around the community, most notably from Ivy Tech,

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- Al Greek, City of South Bend

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are taking advantage of the research facilities and laboratories at MIND.

Arnold Phifer is director of external relations for MIND, and he said the effort is part of the vision of the Rev. John Jenkins, president of the University of Notre Dame. "When John Jenkins became president, he was interested in making it a great research university. One way we felt we could do that was to grow in technology."

While the primary mission of MIND is to create the next generation of microprocessors for computers, the research to get to that goal has spun off in many different directions.

One area is microfluidity in which small amounts of water are moved around on microchips to make them operate more efficiently. Phifer also says work is being done to create a portable real-time test for e-coli that can look for a single molecule of the bacteria. It has the potential to transform the food safety industry.



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THE NEW REALITY Dr. Chenn Zhou's Center for Innovation through Visualization and Simulation at Purdue University Calumet finds practical applications for virtual reality research.

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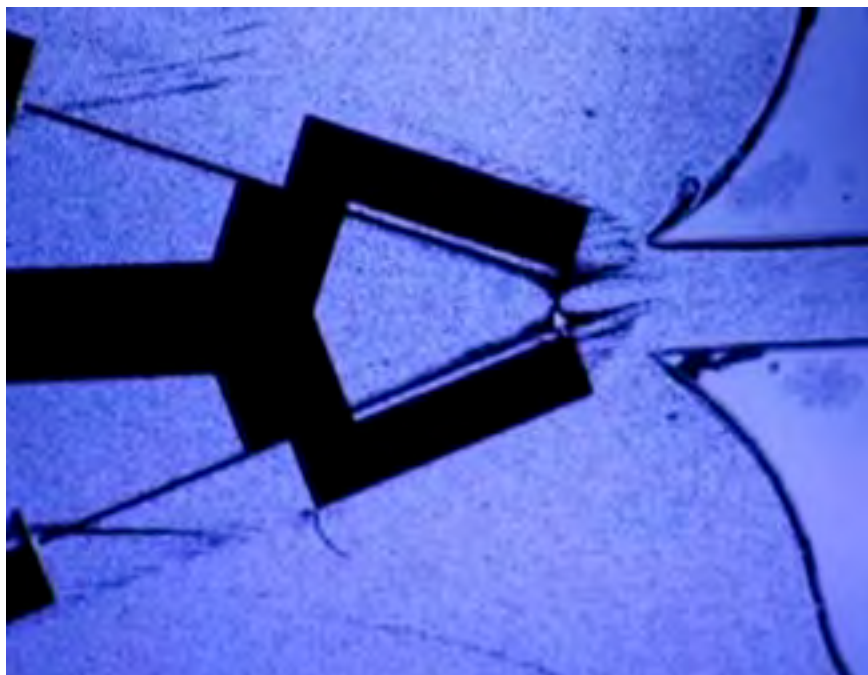
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COVER STORY

Researchers have also begun work in quantum tunneling, which is aimed at making semiconductors operate better by taking advantage of the behavior of electrons at the quantum level. Tunneling is described as electrons moving through – tunneling – solid material. While it seems impossible at the human level, researchers say it is normal behavior at the quantum level and would allow a current to flow through an object instead of over it.

Phifer also says one of the most remarkable discoveries could transform power generation, particularly in Third World countries. It is paint that generates electricity through small solar cells contained in the paint.

“By incorporating power-producing nanoparticles, called quantum dots, into a spreadable compound, we’ve made a one-coat solar paint that can be applied to any conduc-



FASTER COMPUTING Just one of the areas of research going on at the MIND Center at the University of Notre Dame involves microfluidity, in which small amounts of water are moved around on microchips to make them operate more efficiently.

tive surface without special equipment,” says Notre Dame researcher Prashant Kamat.

The paint can be made cheaply

and in large quantities. While it isn’t a major conductive source thus far, the surface of its possibilities have only begun to be discovered. **BQ**



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"Our ice cream is extremely rich. People said
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things people said I can't possibly do."

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Ballot Box

Candidates say jobs are the top priority—but how to create them?

BY MICHAEL PUENTE

In most general elections in Indiana, the race for governor would be the top attention getter in the field of candidates and races for state offices.

But not this fall.

The race for U.S. Senate between Republican Indiana State Treasurer Richard Mourdock and Democrat U.S. Rep. Joe Donnelly is being watched not only here in the Hoosier state, but across the nation and, in fact, the world.

That's because the winner will replace longtime and internationally respected U.S. Sen. Richard Lugar. The outcome could play a role in determining if Republicans take back the U.S. Senate in the fall. Mourdock beat the 80-year-old Lugar in the Republican primary in May.

Which candidate wins this race could be decided by the voter turnout for the White House.

It's likely that President Barack Obama won't spend much time campaigning or spending money in Indiana like he did four years ago, and that could impact the turnout for Donnelly.

Both Donnelly and Mourdock are getting campaign funding help from outside interests, but this race isn't the only one generating buzz.

The race to replace Gov. Mitch Daniels between current U.S. Rep. Mike Pence, a Republican, and one-time Indiana House Speaker John Gregg, a Democrat, will have arguably the most impact to everyday Hoosiers.

Races for the 1st and 2nd District Congressional seats in Northwest and Northern Indiana will also help shape economic policy for not only Indiana, but the nation.

Under Daniels' watch, Indiana's reputation nationally has been uplifted for economic growth and keeping taxes down.

Daniels himself was being courted as a possible vice presidential nominee on the Republican ticket before deciding to become Purdue University's next president.

But Indiana's rosy glow isn't without some pain. Manufacturing and unemployment continue to be troubling factors.

So how will candidates tackle job creation and economic development in Indiana if elected? From a state level, let's start with candidates for governor, Pence and Gregg.

"First and foremost, I think the next governor of Indiana needs job creation job one," Pence says. "As I've traveled around the state over the last year, Hoosiers say they want to see us move our state from reform to results. I believe we've made extraordinary progress over the last year. We've become, in many respects, the fiscal envy of the country. I think we can take our state from good to great."

Pence says he wants to increase private sector employment with an emphasis on manufacturing, agriculture, life sciences and logistics in order to find jobs for the 250,000 Hoosiers who remain jobless.

Pence plans to get there by enhancing career, technical and vocational career opportunities for high school students by engaging local employers and educators in "demand-driven" curriculum and by providing applied learning opportunities.

"Indiana has the third highest percentage in the country of high school-only graduates in our adult population. And, only 1 percent of high school graduates last year graduated with a core 40 with technical honors. We can do better," Pence says. "It's going to take marshaling all of the focus on state government to increase private sector employ-

ment and create new investment in manufacturing. We have the best educated and best skilled workforce in America."

Meanwhile, his Democratic opponent, John Gregg, echoes the call that job creation needs to be the state's main priority and having education play a leading role.

"That means investing in education and working to build the best workforce in the country," Gregg says. "That means giving Hoosiers a reason to have faith in their government again and that begins with bringing an end to the Washington-style politics of fighting just for fighting's sake and focusing on divisive social issues. ... We've got opportunities in this state in agriculture, advanced manufacturing, energy, life sciences and transportation."

Gregg says Indiana won't be able to attract good jobs without a well-educated workforce.

"The best ideas don't come out of Indianapolis or Washington, D.C. We've got to give teachers, administrators and folks at the local level a seat at the table. We need to use some Hoosier common sense and bring everyone to the table to work together instead of forcing mandates on our educators," Gregg says.

The other races will take the general election winner to the nation's capital to work for Hoosiers.

In Congress, representatives and senators have to craft legislation not only for their own district, but the nation as a whole in mind.

FIRST CONGRESSIONAL DISTRICT

In the First Congressional District race, longtime Democrat Congressman Pete Visclosky takes on Republican political newcomer Joel Phelps.

The district includes most of the



Former Indiana House Speaker John Gregg, Democrat for governor



U.S. Rep. Mike Pence, Republican for governor



Joel Phelps, Republican for U.S. House District 1



U.S. Rep. Pete Visclosky, Democrat for U.S. House District 1

counties of Lake, Porter, Newton, Jasper and Benton, along with the northwest corner of LaPorte County that contains Michigan City.

"I'm very aware that jobs and economy must remain our first priority because the recovery has been so tepid. And that the government of the United States does have a responsibility to invest in our infrastructure because that is what makes the private sector efficient and productive," says Visclosky who has served in the U.S. House of Representative for 27 years.

Visclosky hopes to increase jobs

not only in Northwest Indiana but across the nation through infrastructure investment.

Congress passed a massive highway bill in late June that hopes to salvage highway and transit programs thereby saving three million jobs for the next 2½ years.

Visclosky's bread and butter, however, is protecting steel jobs. As chairman of the Congressional Steel Caucus, Visclosky has pushed for a permanent steel import monitoring program, and works against unfair trade policies from countries such as China.

"China is a huge problem as far as

their unfair labor practices and no environmental standards. The Chinese manipulate their currency every day; that must stop," Visclosky says. "There would be less people in Lake and Porter county working in steel; in Chicago in steel; in Toledo in steel; in Pittsburgh in steel if we were not as aggressive in trying to enforce our trade statutes," Visclosky says.

Phelps is a married father of three boys who lives in Portage. He's an industrial engineer by trade.

"There are two things we do well in Indiana – make things and grow things. Here in Northwest Indiana,

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**Jackie Walorski, Republican
for U.S. House District 1**



**Brendan Mullen, Democrat for
U.S. House District 2**



**U.S. Rep. Joe Donnelly,
Democrat for U.S. Senate**



**Indiana State Treasurer
Richard Mourdock,
Republican for U.S. Senate**

we should be a manufacturing powerhouse. But it's going to take someone to be a cheerleader in Congress for Northwest Indiana," Phelps says.

Phelps disagrees with the focus of the Marquette Greenway Plan pushed by Visclosky. It's an initiative to clean up the region's lakeshore and develop improved access for visitors.

"Parks are nice, but I think we ought to attract business or a manufacturing base," Phelps says, adding he'll work hard to attract companies

willing to relocate or set up shop in Northwest Indiana.

"We need to develop our shoreline better. With all the incentives Indiana can offer, there's no reason we shouldn't be able to get businesses into those areas," Phelps says.

Visclosky says the Marquette Plan doesn't attempt to return all land off Lake Michigan back to public uses, only where it might make sense, such as the development of the Portage Public Marina.

Phelps says he'd also like to secure more federal dollars to develop the Gary Chicago International Airport. "We need a lot more federal money to make the Gary airport the center of intermodal transportation that it can be. If we could develop our strategic objective at the Gary airport, that could be like a new steel mill in Northwest Indiana. That would create an immense amount of profitability, jobs and opportunity for local businesses," Phelps says.

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2ND CONGRESSIONAL DISTRICT

In Indiana's 2nd Congressional District, Democrat Brendan Mullen faces former Republican Indiana state representative Jackie Walorski. The district encompasses most of north central Indiana and includes the cities of South Bend, Elkhart and Mishawaka.

Democrat Joe Donnelly currently fills the seat but is not running for re-election, instead opting for a run for the U.S. Senate.

Mullen, a West Point graduate who served in Iraq, says he wants to develop small business and force the government to stop giving money to bailout big banks.

"We need to make sure we close the loopholes that give our largest employers tax breaks for sending American jobs overseas," Mullen says, adding that his experience as operator of a small informational technology firm will help in creating jobs for his district.

"We are building a grassroots campaign to take on special interests and overcome partisan finger-pointing to solve the tough problems that face our state, our country and to create good jobs. Hoosiers want someone whose priority is to stand up for our middle class families and protect seniors and Medicare not millionaires and billionaires at the expense of everyone else," Mullen says.

Mullen says one way to help the economy in South Bend and throughout the nation is by developing a fair tax code.

"One that doesn't give tax breaks to the wealthiest Americans and oil companies when our deficit continues to grow out of control and ensures Hoosier workers and middle class families aren't paying a higher tax rate than millionaires," Mullen says. "As a small business owner and a father, I understand how challenging it is to grow a small business, make payroll, and provide health-care and other benefits for employees and still have enough left over to care for my family."

Walorski says she hopes to use her time in the Indiana legislature as a model for the U.S. Congress. It's the

same model, she says, that helped lower property taxes, keep unemployment in check and allow Indiana to have a triple A bond rating.

"I think the same model applies," Walorski says. "I think we have something to share from the state of Indiana when it comes to pro-growth and pro-business policies."

Walorski says small business will be able to grow and thrive if Presi-

dent Obama's Affordable Health-care Act is overturned by the U.S. Supreme Court. But the Court upheld most of the law in late June.

"When I talk to small business owners, the number one thing they say to me is stop the uncertainty. It's not that private industry doesn't have money to invest. They are unwilling to invest because of the uncertainty of 'Obamacare,'" Wal-



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orski says. "The uncertainty with healthcare premiums; the average healthcare premium increase was almost 45 percent.

"No one is willing to spend money or to invest or hire, expand or take risks until they realize that there is a plan. The uncertainty comes from red tape," she says.

Walorski says small business owners want less government interference with regulations, tax structure and a lack of permitting. "The number one thing people say is get this government off my back," Walorski says.

U.S. SENATE

As a U.S. Senator, policies are developed less to do with a specific geographic location and more with overall effectiveness for the entire country.

With that in mind, Republican Richard Mourdock says he wants to remove obstacles to job creation.

"I see it as a national job and what is causing business not to make investment today," Mourdock says.

"It's the uncertainty of government regulations with tax laws."

Mourdock says American business can adjust to just about anything but they must know what the rules are. "I believe we are on the verge of an American renaissance in manufacturing and business."

Mourdock says he's excited to support new technologies to help find oil and natural gas that can make the United States energy independent. But he says those technologies can't emerge by over regulation by the federal government in areas such as the environment.

"Government regulation, such as cap and trade, must be based on sound science, not just popular science," Mourdock says.

Democrat Joe Donnelly, the current U.S. Representative in Indiana's 2nd district, says his priority will be about jobs not politics.

"What we want to continue to do is create jobs in Indiana," Donnelly says. "We want to make sure that we

have a friendly environment for our business growth."

Donnelly, too, wants to ensure fair trade with other countries. "I want to make sure that we have fair trade, and not just free trade. We want to make sure the rules are the same for both sides. This has helped create jobs in the steel industry by stepping up and making sure that Chrysler had a chance to get additional loans that they have paid back. The mills in Northwest Indiana are extraordinarily busy because they are making so much steel for automobiles."

Donnelly has developed a multi-point jobs plan that includes developing the country's energy production and expanding educational opportunities while reducing government regulations.

"What we are trying to do is focus on the growth of small and mid-sized businesses and give them the opportunity to compete with anyone in the world," Donnelly says.

The election is Tuesday, Nov. 6. **BQ**

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A Woman's Touch

Across the region, thousands of businesses have a woman at the helm.

BY RICK A. RICHARDS

Surviving in business is tough no matter who you are. Toss in a sluggish economy, political uncertainty and a legislative landscape that could include higher taxes and it's a wonder anyone would want to take on the challenge.

Now, add to that the glass ceiling and it's easy to see why many women can find it stifling in today's corporate world. But some have shattered their glass ceiling by taking on the challenge of going out on their own.

According to the Small Business Administration, there are more than 2,000 women-owned businesses in Northwest Indiana. Their companies range in size from 500 employees to just one or two and have revenue of more than \$30 million to just a few thousand dollars.

And many of those are doing so in what would be considered a non-traditional field – trucking, construction, and in the case of Diana Corley, hardware.

KABELIN ACE HARDWARE

Corley is president of Kabelin Ace Hardware in LaPorte and has been in the family business since she was in the sixth grade. There was really little doubt she would someday be in the business, because it was something her father encouraged. Besides, she said, there were three daughters in the family and no sons, so what else was her father going to do?

When Corley graduated from Indiana University in 1983, it was the worst job market for college graduates until the current economy. "My dad made me an offer and I came back," says Corley.

"I was ready to come back and make that commitment. I majored in business and my dad encouraged me in high school as a sophomore to take

accounting. I really liked that side of the business, crunching numbers."

It paid off. When Corley came back to LaPorte, the company was expanding. At the time, it had stores in Michigan City and LaPorte. Today, Kabelin has seven hardware stores – two in LaPorte, in Michigan City, South Bend, Plymouth, Walkerton and Granger. The company also has a Commercial Supply division in LaPorte, and owns Roxy Music, a musical instrument retailer in LaPorte.

Corley says the company has more than \$16 million in revenue and 220 employees.

"We aren't a typical hardware store," says Corley. "We have housewares, gifts, toys, and there are a variety of divisions with crafts and other things."

Corley remembers her father never being concerned about whether a job should be held by a man or a woman. "He was a believer that if somebody could do the work, they should get the job."

Instead, the biggest hurdle for Corley was acceptance by customers. "Many times in the 1980s I had customers tell me they wanted to talk to a man. One experience I remember vividly was talking to someone about a lawnmower," says Corley. "I told them about the mower, but they said they wanted to talk to a man instead. At that time Sol Berkowitz ran our lawn and garden department in Michigan City. I grabbed him and told him what was going on and he was great. He walked over and told the customer, 'You know, she knows more than I do about these mowers.' What can I help you with?"

But even though Corley grew up in the business, she didn't get a free pass. She had to prove she knew the business. She had to continually

educate herself on the products the store sold and on how to deal with customers, employees and run the business.

What she learned then she's eager to pass on to younger women entrepreneurs. "You have to have good support and build a team. Don't try to do it all yourself," says Corley. "You're working late at night, you're working on weekends. That's what owning a business is all about. It's a 24-hour business."

Today, family members hold various positions in the company from vice president to store manager. It has created a dynamic mix that allows the family to remain close and feel a part of a growing company. "Being a family business is challenging but it's fun. I love doing what I do and working with my family. It adds a dimension of love and trust. You're going to have your fights, but you know people have your back."

This year marks Kabelin's 100th anniversary, a milestone of which Corley is especially proud. "Reaching this milestone means there is opportunity for the next generation."

MICHIANA BRICK & BUILDING SUPPLY

Jayne Flanagan is a nurse, but she's also the owner (with her husband, Barry) of Michiana Brick & Building Supply in South Bend. The company supplies a variety of custom bricks, pavers, custom stone and retaining wall supplies to contractors.

"I was looking to start a business and my dad said he could use some help at the brick yard," says Flanagan. That was in 2005 when she moved back to Indiana after 25 years in Florida. She began spending more and more time there and in February 2011, she bought the business from her dad, Gregg Gluchowski.



**"MANY TIMES IN THE 1980S I
HAD CUSTOMERS TELL ME THEY
WANTED TO TALK TO A MAN,"
says Diana Corley, president of
Kabelin Ace Hardware in LaPorte.**

While her husband is a partner, he is a software manager and it's Jayne who spends her time at the brick yard. Still, she spends two days a month as a nurse for local hospice. Flanagan's brother, Duke Gluchowski, also is a fixture around the brick yard when he's not busy with the Clay Township Fire Department.

Flanagan is busy getting the company certified as a woman-owned business enterprise through the Small Business Administration.

"At first when I started, a lot of the contractors blew me off. But I have thick skin and I learned to talk less and listen more. I started building relationships. I changed my attitude and I began proving myself."

For the 49-year-old Flanagan, the hard work is paying off. Contractors are now working with her and she regularly quotes prices for projects.

"I learned I had to appreciate their knowledge base. Sales are up 200

percent from last year." She says that while her dad still drops by the business, it's not as frequent as it used to be. "I think he trusts me more," says Flanagan.

But the growth hasn't been easy. The tough economy forced Flanagan to make some difficult decisions. She laid people off and she cut back on expenses. Today, the business has four employees and Flanagan is confident about the future.

"I am under a microscope because I'm a woman. People test me so I have to make sure I know what I'm talking about. But it's clear to me now that contractors respect me."

INDIANA MICRO METAL ETCHING

Leeanne Brekke, owner and president of Indiana Micro Metal Etching in Elkhart, did what a lot of people did when the economy went south – she and her husband, Dan, bought their own business.

He was involved in real estate, but when the market bottomed out, they began looking for something different. Leeanne had a jewelry business and thought the metal etching business would be a good fit.

It was. While she only spends a few days a month at the company to take care of the books, she still keeps close tabs on the company's operation.

"Six or seven years ago, I was a stay-at-home mom," says Brekke, who marvels at her transformation.

Indiana Micro Metal Etching is a specialized business that uses brass, copper, and stainless steel sheets of film in which a series of metal parts are etched using a variety acid baths. "The depth varies on each etching. It's very thin material," says Brekke. 40. "Never in a million years did I think I'd be doing something like this."

The small parts are used in computers, but Brekke also uses them



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in her jewelry business and they're used on scale model trains. For the future, Brekke hopes to adapt the business to handle the demands of nanotechnology.

One thing the company did to illustrate its ability to etch metal is make business cards out of brass. That led to a special job from the 9/11 memorial in New York. Brekke's company was asked to make a metal book listing all of the names of the victims of the terror attack on Sept. 11, 2011.

It was a tedious project, but the 18-page brass book is now on display in New York.

While working with her husband is a benefit, Brekke says it also can be a curse. "When we're making big decisions, sometimes we've kind of butted heads." In the end, they've reached a consensus and the company is moving ahead.

LIFE STRATEGIES

When Patricia Hoogestraat reached



"I WAS LOOKING TO START A BUSINESS AND MY DAD SAID HE COULD USE SOME HELP AT THE BRICK YARD," says Jayne Flanagan, a nurse who with her husband owns Michiana Brick & Building Supply in South Bend.

what she says was a crossroad in her life, she acted on her belief she could create a company that was "beneficial to employees while providing services to improve the lives of children, families and individuals."

That led to creation of Life Strategies, a Chesterton company that provides counseling services.

"I always wanted to be in mental health and psychology," says Hoogestraat, a South Dakota native



▲ Pictured above: Jeff Marsee, Jennifer Willis and Thomas Zic

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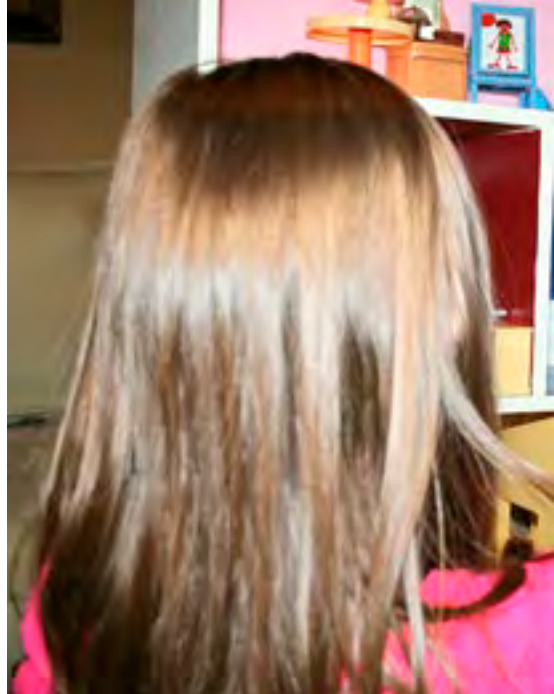
who received her degrees from the University of Sioux Falls and Purdue University Calumet.

Hoogestraat, 33, admits a big influence on her career was her parents' divorce when she was in high school. "I wanted to learn how to help other families. I'm interested in why people do what they do."

In addition to her office in Ches-

terton, Hoogestraat also has an office in Schererville and one in Wausau, Wis., which is where her husband lives. She splits her time between Indiana and Wisconsin.

Her business partner, Autumn Drummond, plays a big role in the company, overseeing much of the operation in Indiana while Hoogestraat is in Wisconsin. The year-old



company has 11 employees.

"We value a team approach and believe that we can provide better services to families by combining the unique talents of our team," says Hoogestraat. "By starting our own business, we gained creative control and freedom to develop the programming and systems that we were restricted from creating in our previous job."

Hoogestraat says she loves going to work every day. "For us, it's the freedom of being able to adapt. It's hard work. We ask a lot of questions and we can never assume that we know it all. To have your own business, you also need a lot of humility."

VIA MARKETING

When Julie Olthoff opened Via Marketing in Merrillville in 1986, it was a huge risk. Not a lot of women were taking the business plunge then, but she and a co-worker at another advertising agency decided they needed to go out on their own. She has since bought out her partner.

"Another lady and I went out for coffee to talk. We were afraid but ready for the challenge. We needed a \$50,000 loan to get started with typesetting equipment, but the bank wouldn't give us the money unless our husbands co-signed the loan."

Now 25 years later, Olthoff says she had no idea she would be where she is today running an award-winning advertising, marketing and public

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"I WANTED TO LEARN HOW TO HELP OTHER FAMILIES. I'M INTERESTED IN WHY PEOPLE DO WHAT THEY DO," says Patricia Hoogestraat, who started Life Strategies, a Chesterton company that provides counseling services.

relations agency with 15 employees.

"This is a dream that I never thought about as a little girl," says Olthoff, whose real background is art. In fact, away from the business, she still enjoys the challenges of pottery and ceramics.

She's willing to impart what she has learned over the years to other young women entrepreneurs. "If you think you're going into business to get rich, that you won't have to work and you'll achieve fame, you need to check your motivation," says Olthoff. "None of that is true."

As a business owner, Olthoff says it's not uncommon for her to still be answering the phone at 6 p.m. or later each night, long after employees have gone home. "Owning your own business isn't what a lot of people think."

While Via Marketing has been a success, Olthoff says it hasn't come without a few bumps in the road. "Have I been shut out because I'm a woman? I lost a client to an agency owned by a man because he was able to talk to the client on the golf course and in the locker room. Sure, I was shut out because I couldn't do that, but you just go on."

Via Marketing is a certified

woman-owned business enterprise, and Olthoff says she works hard to make sure her business reflects her clientele. She believes in pay equity and she thinks her biggest asset is her employees. "They have great ideas and provide good practical solutions in marketing. Today, this business has many more channels to choose from. You have to provide

good advice to help clients make it through all the various media out there. It's more complicated than ever."

Even though she's been in the business for more than a quarter of a century, Olthoff says she's still learning, and that's something she says all successful business owners should do. **BQ**



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Ladies, Grow Your Business

SBA can help with the financing for launch or expansion.

Restaurants, dental offices, funeral homes, personnel staffing agencies, health and beauty spas, clinical testing laboratories – what do they have in common? These Indiana companies are owned by women and they all have received SBA guaranteed business loans from their financial institutions in the past three years. Yes – they received these loans during the Great Recession.

Some of the women used the money to launch a new business. They needed money to lease a building, buy equipment or inventory, and have working capital to pay employees and everyday expenses until their sales turned to cash. Others built assets by purchasing major equipment or constructing a building to expand operations. Some of the money was used to expand sales in the lucrative export market. In the past two years, SBA guaranteed more loans in Indiana for start-up and expansion of restaurants than it has guaranteed in the preceding five years.

SBA guaranteed loans have financed many successful small businesses. In 1995, Denna Fyock received a \$417,000 guaranteed loan to construct a facility to be used for weddings, as well as business and community events. Denna proved to her bank that there was substantial demand for a wedding venue in Valparaiso, Indiana, and that she had the experience to deliver the special options and quality service that would cause brides to select her location for their events. While the majority of brides using Aberdeen Manor are from Indiana, Illinois and Michigan, through the years the venue has been selected by brides from across the country. One reason

is that Denna continued to build sought after elements to her business that enhanced the bride's pre-nuptial planning and help reduce the stress on the day of the event. She landscaped the grounds to offer garden weddings and she created an on-site bridal boutique, Affairs, which conveniently sells gifts, decorations, and apparel items brides need for their wedding festivities. In 2007, an authentic replica of an 1800s country church was constructed on the site. This meant that couples who wanted a church wedding could have both their wedding and their reception at the same location. Denna repaid her SBA guaranteed loan and continues her success with beautiful Aberdeen Manor.


Commercial lenders are looking for businesswomen who have guided their companies to produce new products and update existing merchandise to keep their customers buying. They want to see loan proposals and business plans with strong sales prospects, new delivery channels, or contracts with existing customers.

SBA encourages business lending through 90 participating Indiana banks, credit unions, and microloan intermediaries. If you lack collateral or your business is new, it may be difficult for you to get a commercial loan. SBA offers a guarantee of repayment for up to 85% of the loan to financial institutions as a major incentive for them to loan money to creditworthy business owners. The guarantee is for the financial institution. The borrower is responsible for repaying the entire loan amount.

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FUNDING HELP Denna Fyock got an SBA loan to build a facility for weddings and other events.

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Gail Gesell has served as the U. S. Small Business Administration district director for Indiana since 2003. She manages the delivery of agency programs, financial assistance, and business counseling to small businesses in 92 counties. She oversees administration of a total business loan portfolio that exceeds \$917 million; four Microloan Intermediaries; the Indiana Small Business Development Center (SBDC) network, SCORE and the Women's Business Center in Indianapolis.

Business World Taking Notice

Women business leaders are taking a proactive approach to educating themselves on the financial requirements, bid process and political aspects of business developments.

Women business owners are a unique breed—with characteristics that are both consistent and contradictory—and the business world is taking notice. On one hand, they may be strong and courageous in negotiating a business agreement with a client, yet subdued when dealing with a banker for a loan. Firm when dealing with a non-responsive supplier, then gentle with an employee trying hard to learn a new role. Understated in the limelight of recognition, while outgoing and energetic in business networking settings. These traits are helping women business owners fuel our economic growth—locally and nationally.

Women are creating work environments based on teamwork and collaboration, where knowledge

Women are creating work environments based on teamwork and collaboration.

sharing is emphasized in order to achieve high productivity. These woman leaders are fueling our economy—generating nearly \$1.3 trillion in revenues from an estimate of over 8.3 million women-owned businesses in the United States—that means 8,345,600. It is interesting to note that the traits of these women are underlined by their drive and commitment to succeed, regardless of the obstacles.

For many business owners, the

obstacles remain the same, regardless of gender—access to capital, bonding capacity, limited bidding opportunities and influence. These challenges are slowly being overcome as women actively seek out education and political clout. Women business leaders are taking a proactive approach to educating themselves on the financial requirements, bid process, and political aspects of business development.

At the local level, women-owned businesses are increasing in numbers. This is evident, as the local chapter of the National Association of Women Owned Businesses (NAWBO) has grown in membership. The Indianapolis chapter recently became the second largest chapter in the nation, only behind the Los Angeles chapter by a few dozen. As women business owners seek new and innovative ways to grow and increase their economic impact, NAWBO provides the avenue to influence through business advocacy and business development. Through collaborative seminars, bid previews and information sharing, members of NAWBO—Indianapolis are positioning their businesses for growth. In addition, they are increasingly participating in the political process through PACs, driving the message to our legislatures that women-owned businesses are a voice to be heard.

Women leaders in Indiana have leveraged strong position and are now represented at the national level by Billie Dragoo, as a member of the executive board of directors for NAWBO. In her role, Billie



IN A STRONG PLACE Women leaders in Indiana are represented at the national level by Billie Dragoo, a member of the executive board of directors for NAWBO.

is able to influence national policy through her participation in Washington, D.C., Small Business Association (SBA) summits and regular Capitol Hill meetings with our legislators. The drive and tenacity of our NAWBO members keeps women business owners in the forefront to ensure access to business opportunities for women-owned businesses.

Women represent a breed of business owners whose influence is evident. With their persistence and commitment, they are poised to propel our State and our Nation on to greater economic growth—and our nation is taking note. **EQ**

Kathleen G. Cabello, MBA, is president of Cabello Associates, a full-service marketing consultancy in Indianapolis.

Top Businesswomen

20 leading women-owned
businesses in Northwest Indiana.

1. **Janet Furman**, president, Dyer Construction
Dyer. \$32.7 million. 40 employees.
2. **Diana Corley**, president, Kabelin Hardware
LaPorte. \$17.2 million. 220 employees.
3. **Georgette Fairchild**, president, Carroll Chevrolet
Crown Point. \$15 million. 50 employees.
4. **Patricia Parchem**, CEO, Tri-Union Express
Griffith. \$12 million. 14 employees.
5. **Johanna Plank**, president, Hawk Enterprises Inc.
Crown Point. \$10.1 million. 40 employees.
6. **Janette Burkhardt-Miller**, CEO, Burkhardt Advertising
South Bend. \$9.6 million. 130 employees.
7. **Karen Lagrou**, owner, American Encoder Repair
Michigan City. \$9.5 million. 99 employees.
8. **Bettina Brown**, president, Performance Plus
South Bend. \$8.5 million. 500 employees.
9. **Melissa Neff**, president, Mechanical Concepts Inc.
Gary. \$8.2 million. 55 employees.
10. **Maryann Lacay**, CEO, Lacay Fabricating & Manufacturing
South Bend. \$8 million. 24 employees.
11. **Sandra Hurubeam**, vice president, Actin Inc.
East Chicago. \$7.6 million. 95 employees.
12. **Elizabeth Carlsson**, president, Calumet Flexicore Corp.
Hammond. \$7 million. 75 employees.
13. **Shannon Kaser**, president, Kaser Enterprises Inc.
Mishawaka. \$6.2 million. 85 employees.
14. **Eleanor Snemis**, president, R.A. Snemis Construction
Hobart. \$6 million. 18 employees.
15. **Ann Wilson**, vice president, Small Business Transportation Inc.
Merrillville. \$6 million. 27 employees.
16. **Leslee Young**, president, Young Bros. Trucking
Valparaiso. \$6 million. 20 employees.
17. **Charlotte Tuuk**, president, V&H Excavating
Hebron. \$5.5 million. 35 employees.
18. **Linda Fogus**, CEO, Circle "R" Mechanical Inc.
Portage. \$5.3 million. 40 employees.
19. **Janis Overbey**, president, Overseas Advantage Inc.
Crown Point. \$4.5 million. 5 employees.
20. **Maria Slager**, president, Office Interiors Inc.
Granger. \$4.5 million. 23 employees.

Source: *Small Business Administration.*



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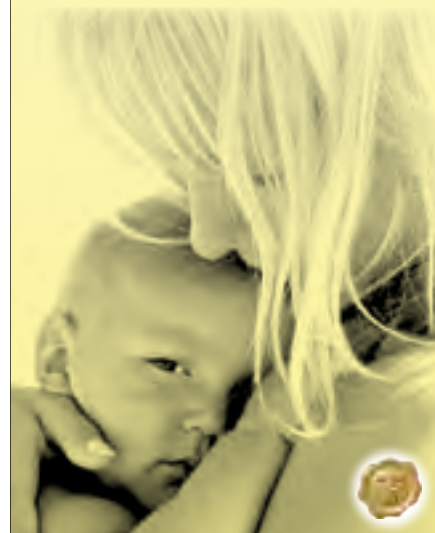
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Health Care Honors

Our readers suggest some of the region's standouts in medical care.

Thousands of people work in health care across Northwest Indiana, serving patients at hundreds of different sites of care. They're all helping patients get healthy and hopefully stay that way. We wanted to find out who is exceptionally good at doing so, and who serves the community with unusual empathy and dedication, so we asked our readers.

The result of our survey is our first annual compilation of *Northwest Indiana Business Quarterly* Health Care Honors. We're spotlighting providers whose work is advancing the field of medicine, who are outstanding in the care they provide, who go about their work with exceptional compassion, and who devote their time to improving quality of life across the region. Read on for their stories.

ADVANCEMENTS IN HEALTH CARE

Tom Galouzis, M.D.

More effective and successful cancer treatment is at the heart of the work of Dr. Tom Galouzis, general surgeon with the Franciscan Alliance. He was principal investor for a preclinical study on monitoring circulating tumor cells, or CTCs, in patients with metastatic cancer. The idea is that if you know a patient's CTC count before therapy begins, you can measure the change in CTC levels to determine whether the therapy is effective or not.

The concept makes use of the CTC Assay from IVDiagnostics, a Valparaiso-based designer of diagnostic tools, on whose advisory board Dr. Galouzis sits. The preclinical trial involved a dozen patients and covered both breast and colorectal cancer. The study suggests that each patient has a unique CTC



“SHE CONTINUALLY SEARCHES FOR NEW ADVANCEMENTS IN BREAST CARE” The Women's Diagnostic Centers that Dr. Mary Nicholson helped form are providing more comprehensive and compassionate care. Dr. Nicholson (right) is pictured with patient Shelley DeYoung.

count before therapy starts, and it's now leading to a pilot and pivotal trial sponsored by IVDiagnostics. According to the company's president and CEO, Frank Szczepanski—who submitted the nomination, “Dr. Galouzis should be noted as one of the clinicians in Northwest Indiana who really is making a difference in trying out new molecular diagnostics for the purposes of creating better patient prognosis and ultimately better cancer patient management.”

Mary Nicholson, M.D.

Cancer. It's one short word that strikes fear in the hearts of patients more than just about any other. And the time spent waiting to undergo diagnostic tests, and then waiting for the results of those tests, can be excruciating. Dr. Mary Nicholson knew there had to be a more compassionate way to care for patients. She's a fellowship-trained dedicated breast radiologist and medical direc-

tor of breast imaging for Community Healthcare System, and she was instrumental in forming the Women's Diagnostic Centers throughout the system.

What's so special about these centers? Technology, for starters, including advanced digital mammography with same-day results, breast ultrasound and non-surgical breast biopsies, along with breast magnetic resonance imaging biopsy for detecting breast cancer in high-risk patients. Following exams, Dr. Nicholson provides immediate results, allowing her to quickly address patient concerns and offer treatment guidance. Speeding the process is helpful when the diagnosis is cancer, so treatment can get going as soon as possible, but it's also a positive when cancer is ruled out quickly, bringing relief a lot sooner. But the changes didn't just happen. It required development of new processes that were innovative

enough to win the Chanute Prize for Team Innovation from the Society of Innovators of Northwest Indiana. The health system's breast cancer program has been accredited by the National Accreditation Program for Breast Centers. Says the nomination for Dr. Nicholson, "She continually searches for new advancements in breast care and is diligent in implementing those advancements to make a positive difference in the lives of her patients."

OUTSTANDING HEALTH CARE WORKER

Leelarani Chigurupati

Effective cancer treatment attacks the tumor, wherever it is. But truly complete cancer care is not just about the tumor, but the whole patient, because the cancer care experience has an impact that goes far beyond the tumor site. Leelarani Chigurupati, a registered dietitian, focuses on the nutritional aspects of oncology in her work for Methodist Hospitals in Gary and Merrillville.

Chigurupati is one of just 13 dietitians in the state to have achieved

board certification as a specialist in oncology nutrition. The Commission on Dietetic Registration awarded her that designation, which is based on meeting rigorous practice requirements and passing a certification exam. Oncology nutrition specialists work with those either diagnosed with a malignancy or a premalignant condition, or at risk for such a condition. The right nutrition is important for everyone, of course, but for the cancer patient it's particularly helpful. "There's a wealth of evidence that supports the importance of nutrition in cancer care, from prevention to treatment," Chigurupati says.

"She has very specialized knowledge in her area of expertise about the nutritional needs of oncology patients, which are very different from other types of patients as they are dealing with the side effects of radiation and chemo," Chigurupati's nominator points out. Optimal nutrition can support the cancer patient's immune function, reduce the risk of infection, help to rebuild body tissue, build strength, boost energy and help the patient better tolerate cancer treatment. In fact, the National Cancer Institute says malnutrition plays a role in as many as a third of cancer deaths.

Chigurupati provides cancer nutrition education every week to radiation and chemotherapy patients at both Methodist Hospital campuses. She also provides a lot of outreach at health fairs and other venues where she stresses cancer prevention through better nutrition. Her

knowledge is essential, but her bedside manner is a plus, too, according to the nominator. "The patients love her because she is very gentle, compassionate, reassuring and supportive. She encourages her patients and works very closely with their family members."

Richard C. Turk, D.O.

Some time ago, a couple took their daughter to the pediatrician, concerned about a black lump on her neck that was growing quickly. The pediatrician referred the girl to a surgeon, who recommended surgery. But the parents then consulted Dr. Richard Turk, who immediately asked "has she been around cats lately?" He recognized right away that the strange condition was an infection sometimes known as "cat scratch fever," and all it really needed was the right antibiotic.

"He has an uncanny ability to diagnose and treat that puts him above the rest," says Dr. Turk's nominator, an attorney who also knows something about medicine thanks to years of medical malpractice work. "Rich is an incredible diagnostician." How does one develop such a skill? His nominator believes part of it is a natural intellect, but part is also a dedication to keeping up with the medical journals, which he reads avidly.

Dr. Turk has been practicing medicine in Porter County since the late 1970s, when he finished up at the Chicago College of Osteopathic Medicine. He earned his board certification in family practice in 1991, and now practices with Porter Hospital from an office in Chesterton. Dr. Turk, originally from LaPorte, is from a medical family—his four brothers are also doctors.

Val Urello

Excellent health care could not happen without the work of talented practitioners, of course, but there are plenty of others who may or may not deal directly with patients every day but whose contributions are essential. Val Urello, who serves as

"COMPASSION, UNDERSTANDING AND LOVE OF PEOPLE" Amanda Elkins, LPN, is memory care coordinator at Rittenhouse Senior Living.



SPECIAL FEATURE

chief operating officer for the Schererville Immediate Care Center that is owned by Aberdeen Ventures Ltd., has made a mark through management style, mentoring, training and testing.

Prior to 2002, she oversaw a cardiology group that started small and blended into a larger group in Porter County, according to her nomina-

tor. "When both cardiac training and EMS education for pre-hospital personnel was in its infancy, she took on the added responsibilities of part-time teacher after her regular clinical management role, subsequently training most pre-hospital personnel in Porter County and overseeing the state testing of cardiac programs and EMS training programs dating back

to the 1980s. She left the cardiology group in 2002 and became involved with Immediate Care Center, an urgent-care clinic.

Says her nominator: "Val is known throughout Northwest Indiana and to many at the state level for the quality of her training and testing programs and the quality of her management style, mentoring new staff and allowing more senior staff to grow—over 30 years of dedication and continued enthusiasm in health care services."

COMPASSIONATE CARE

Amanda Elkins, LPN

Exceptional nursing is both a science and an art. The science part requires rigorous study and training plus continuing education that never really stops. The art is the human touch, the ability to deliver that top-notch, science-driven care with a level of empathy and compassion that sees each patient as an individual in a difficult place—not just a diagnosis.

Amanda Elkins, an LPN at Rittenhouse Senior Living of Portage, delivers well on both of those counts. As her nomination notes, "she is versed in everything from wound care to Alzheimer's dementia care, but that is not what makes her an outstanding health care worker." What makes the difference? "It is her compassion, understanding and love of people that takes Amanda to the next notch."

Elkins is memory care coordinator at Rittenhouse Senior Living, and has been a nurse working with seniors for more than a decade. She spends her days on the Memory Care Unit, focused intently on enriching the quality of life of those in her care through creative programming. Her compassion spreads beyond the walls of Rittenhouse, where Elkins is active in community programs, volunteering to help with community benefits, and even organizing a benefit for a coworker battling breast cancer. Says her nominator, "Amanda has the unique ability to turn the ordinary into extraordinary."

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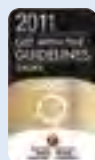
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“SHE IS VERY GENTLE, COMPASSIONATE, REASSURING AND SUPPORTIVE” Leelarani Chigurupati is a registered dietitian with specialized training and certification in oncology.

ing the needs of some patients in the Memory Care Unit, Elkins says, because “some are not able to tell you what the problem is.” The important thing is to approach each patient as an individual, and apply as much empathy as possible. “You have to personalize it—if I were feeling this way, or if this was my mother, how would I like to see this resolved?”

Mary Govert

Improving the health of a community certainly involves healing the sick and providing for those who need ongoing care. But it also means striving for economic and social justice and keeping watch over those facing threats that go beyond illness—threats such as domestic violence. That’s why the mission of Franciscan Communities extends to

the operation of St. Jude House in Crown Point.

“One of the major reasons women go to the ER is due to injuries from domestic violence—it is a health care problem,” says Mary Govert, the executive director of St. Jude. “It’s much more prevalent than people think. It’s underreported.”

It’s the job of Govert and a staff of about 30 to take in these victims of domestic violence, primarily women and children, some 400 or more every year. St. Jude House has eight bedrooms and can house guests up to six weeks, during which time they receive a variety of services, from legal assistance to medical help to preparation to keep themselves safe. “Sometimes people who get caught up in situations for a long time forget what a healthy relationship looks like,” she says. Similarly, the team at

the center may help some people to understand what domestic violence looks like, to help them realize they are in an unsafe situation.

“She and her team at St. Jude are some of the most compassionate people I have ever known and work in a field that is so very difficult,” her nominator says. “She herself is an advocate out in the community and interacts with many law enforcement agencies throughout Lake County. Mary is well respected in the community.”

COMMUNITY BENEFIT

Franciscan St. Anthony Health—Crown Point, St. Clare Health Clinic

When people think of health care organizations, many think of big, sometimes fancy hospital buildings and medical bills with an amazing number of digits. What a lot of people miss is the fact that most of the biggest hospitals around are not-for-profit organizations, and they really are *not* turning big profits despite those large-seeming bills—in fact, much of what they do actually loses money. They do those things anyway because they’re fulfilling a non-profit mission of caring for those in their communities; the legal term for those ways non-profits serve that aren’t expected to pay for themselves is “community benefit.”

In the case of Franciscan St. Anthony Health—Crown Point, the mission of caring for others is spiritually inspired, and the hospital features the typical array of services, such as cardiac, cancer, maternity, rehabilitation, emergency, surgery and neonatal intensive care. But it also seeks out and serves those who don’t qualify for government assistance through its St. Clare Health Clinic. The clinic offers non-emergency primary medical care that emphasizes prevention, early detection, health screenings, patient education and physical examinations, and also handles chronic disease management and assistance with medications. Rather than just service

those who are sick, the clinic goes the extra mile to keep vulnerable populations healthy, providing the kinds of preventive care that many people skip when they're having financial difficulties.

The care at St. Clare is provided by Franciscan St. Anthony Health—Crown Point, which coordinates a volunteer physician staff and a supporting crew of nurses, nurse practitioners, pharmacists, social workers and others. The hospital also donates a variety of services such as lab, diagnostic and radiology. The whole point has nothing to do with making money, but with living Franciscan values in the service of others.

VOLUNTEER SERVICE **The Heart Institute** **at Franciscan** **St. Anthony Health**

A cynic might wonder why health care providers would volunteer their time trying to help people stay out of their health care facilities. The fact is, people go into health care because of a passion for serving others and making a difference, and that passion carries over to their volunteer time, too. That's what drives the volunteer work conducted by the professional staff at the Heart Institute at Franciscan St. Anthony Health.

Staff members donate time out in the community providing a wealth of preventive care. They're out doing blood pressure, pulmonary function and asthma screenings, EKGs, educational outreach and other kinds of guidance. Since 2010, they've served some 6,000 people across Northwest Indiana, at multiple sites ranging from the Crown Point YMCA to the Lake County Fair to the Arcelor Mittal Employee Picnic to Centier Bank. Out in force are nurses, echo and cardio techs, radiologic technologists and respiratory therapists. Meanwhile, physicians such as Tim Mullally and Sunthorn Muangmang-suk volunteer time to the athletes of Crown Point High School, where the Heart Institute provides EKGs and other preventive services for young athletes. **EQ**



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Amanda Elkins, Rittenhouse Senior Living of Portage
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Legal Q&A

Our annual roundup of answers to business law queries.

BY MICHAEL PUENTE

Summer is the time for beaches, backyard barbeques and just having fun.

But it's also a time for Hoosiers to adjust to new laws passed by the Indiana General Assembly back in the spring.

Indiana has a host of new laws – namely a statewide smoking ban and a designation as a so-called right-to-work state.

Each summer, *Northwest Indiana Business Quarterly* asks local attorneys to help explain new laws.

RIGHT TO WORK

Indiana is now a Right to Work state. What does this mean for companies and how they chose to follow this new law?

Gerald Lutkus, Barnes & Thornburg, South Bend

"It's a pretty clear-cut law. When you negotiate a contract with a union, you can't have a provision in your contract that requires employees to be a member of the union. It's just a matter of eliminating those union shop clauses from the collective bargaining agreements.

"Contracts that were entered into before March 14 that includes a union shop clause will remain in effect until the contract expires or when a new collective bargaining agreement is reached. There potentially could be tension between guys who worked next to each other for a number of years and one of them decides to opt out. They could be called freeloaders and I do think there could be a lot of pressure put on them by the union.

"As an employer you've got the



"When you negotiate a contract with a union, you can't have a provision in your contract that requires employees to be a member of the union."

–Gerald Lutkus, Barnes & Thornburg, South Bend

right to control the operations. To the extent that during working hours, aggressive behavior between the unionized worker and the worker who opts out, you have to take your normal disciplinary steps to address that situation. I think the guys who do decide to opt out are going to be subject to a lot of pressure. The problem is you don't have much control over that outside the workplace.

"As an employer, you have a duty to protect both employees. That employee who decides to opt out, he has a right under the National Labor Relations Act not to be a member of a union. So, the employer has an obligation to be on alert for that kind of action."



"Employers must affirmatively advise all employees and prospective employees that smoking is not permitted in the workplace."

–Melanie M. Dunajeski, Drewry Simmons Vornehm LLP, Merrillville

INDIANA'S NEW STATEWIDE SMOKING BAN

What are the legal ramifications for businesses who don't want to follow this law and how are businesses to implement such a new requirement?

Melanie M. Dunajeski, Drewry Simmons Vornehm LLP, Merrillville

"For starters, businesses need to remove all ashtrays and smoking paraphernalia from any area considered a public place. Businesses also need to post a prominent sign at each public entrance to the effect that smoking is prohibited by state law.

"Presumably the legislature did not authorize or require businesses to physically remove a non-compli-

ant smoker, but advising a person to leave and then calling the police if they will not are well within the intent of this statute. Further, there is a process for confirming any exemption to the law that a business claims.

"The procedure and forms are available through the Indiana Alcohol and Tobacco Commission. Employers must affirmatively advise all employees and prospective employees that smoking is not permitted in the workplace.

"Employers can accomplish this through postings on their bulletin boards, making amendments to employee manuals, making announcements at meetings or sending e-mail notices designed to reach all employees. For prospective employees, a notice on a written application or a separate written notice would be advisable.

"The purpose is to design a notification process that will ensure that all employees are aware and remain aware that the workplace is a no smoking area. Employers can provide a smoking area for employees, but it must be outside of a structure and more than eight feet away from any public entrance. Fines for violations range from \$1,000 to \$10,000."

THE AMERICANS WITH DISABILITIES ACT

The ADA became law in the United States in 1990. Most people might assume the act deals with mainly providing ramps on sidewalks or elevators for wheelchair-bound individuals, but the act covers so much more ground and there is a steady stream of civil lawsuits aimed at enforcing the act. So what must companies do to comply with the ADA and what are the requirements?

Michael J. Hayes, Tuesley Hall Konopa, LLP, South Bend

"There are two broad categories of rules under the ADA: Those concerning employees and those concerning building accessibility. Indiana businesses generally have the most questions and concerns with the employment provisions of the act

and especially those concerning 'reasonable accommodations.' The ADA does not apply to businesses with 15 or fewer employees.

"Recent amendments to the law broaden the interpretation of what amounts to a protected disability. Almost anything can count. It's nearly impossible to describe how the ADA rules play out in specific employment situations because the law's requirements are designed to vary based on unique circumstances.

"For example, an employee with a heart condition who cannot stand for more than 15 minutes most likely has a disability under ADA definitions. If the employee works on a factory floor where standing for hours is the norm, the employer may need to accommodate her by adding a chair to her workspace. The risk to an employer who fails to participate in the interactive process or does so half-heartedly is civil liability. An employee can seek familiar remedies such as back pay, front pay, reinstatement, lost benefits, and the like."

The Americans with Disabilities Act was amended in 2008. What impact do those amendments have on businesses?

Richard W. Castleton, Burke Costanza & Carberry LLP, Merrillville

"Congress passed the Americans with Disabilities Act Amendments Act in 2008 to reverse several Supreme Court decisions that had been considered employer friendly. The ADAAA significantly expanded the definition of what constitutes disabilities, making it much easier for an employee to establish the definition of what constitutes disabilities, and making it much easier for an employee to establish that he or she has a disability within the meaning of the ADA. This means many employers will likely see an increase in requests for accommodations under the ADA."

"A common issue employers have difficulty with is finding a reasonable accommodation that will adequately address the needs of the employee,



"Recent ADA amendments to the law broaden the interpretation of what amounts to a protected disability."

—Michael J. Hayes, Tuesley Hall Konopa, LLP, South Bend



"Many employers will likely see an increase in requests for accommodations under the ADA."

—Richard W. Castleton, Burke Costanza & Carberry LLP, Merrillville

while at the same time minimizing the impact the accommodation will have on the business. This is particularly true when an employee is in a customer service position and requests an hour of leave on a daily basis, or the ability to arrive late to work on a regular basis. Employers should review job descriptions and emphasize that timeliness and regular attendance are essential functions of employment in these types of positions."

SOCIAL MEDIA

Many employers are now requiring job applicants to allow access of their social media accounts. Some states have clamped down on this practice. Is this generally considered good practice for a company to peek into someone's social media activities such as Facebook or Twitter, or is that

infringing on someone's personal activities?

Robert J. Dignam, Hoeppner Wagner & Evans LLP, Merrillville

"Many employers investigate social media activity of job candidates when deciding whether to offer employment. One prominent social media entity prohibits users from sharing password information, and



"Viewing prospective employees' social media activity may expose employers to claims of discrimination."

—Robert J. Dignam, Hoeppner Wagner & Evans LLP, Merrillville

considered suing employers who required prospective employees to share passwords so they could view the applicants' personal information.

"Although the invasion of privacy litigation was not pursued, viewing prospective employees' social media activity may expose employers to claims of discrimination under Title VII or other anti-discrimination laws, which also apply to the hiring process. If an employer determines a job applicant's age, religious affiliation, disability or membership in other protected classes, it could be accused of discriminatory failure to hire on those bases.

"The Indiana Civil Rights Law applies to employers of six or more employees and has similar prohibitions. Based on such concerns, Maryland became the first state to ban employers from requiring prospective employees to provide user names and passwords. Other states are expected to follow suit."

PROTECTING INTELLECTUAL PROPERTY

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come up with their ideas to get them to market. But in this global economy, how can one protect their intellectual property?

Nicholas J. Chulos, Krieg DeVault LLP, Schererville

"Intellectual property (such as trademarks, copyrights and patents) affects virtually every business in some fashion. In the global econ-


omy in which we operate, protecting intellectual property rights merits significant attention by businesses.

"Perhaps the most frequently-encountered form of intellectual property involves trademarks. A trademark is any word, name, symbol or device, or any combination of these, that identifies and distinguishes the products or services



"Trademarks can be surprisingly fragile, and businesses must protect their trademarks not only from infringement but also from misuse."
—Nicholas J. Chulos, Krieg DeVault LLP, Schererville

of a business from those of others. "Trademarks are commonly seen in advertising, displays, packaging, labels, literature and correspondence of a business. Trademarks are often among the most important and valuable assets of a business and a distinctive trademark allows a business to build public goodwill and brand reputation in the goods and services the business sells.

"However, trademarks can be surprisingly fragile, and businesses must protect their trademarks not only from infringement but also from misuse. Even if accidental, a misuse of a trademark can diminish the degree of protection to which a trademark is entitled and, in extreme cases, can even result in the loss of trademark rights altogether. The companies that own some of the most well-known trademarks in the world are both vigilant and vigorous in the protection and use of their trademarks. Protecting trademarks includes complying with a number of technical requirements, and proper professional guidance should always be obtained, particularly because trademark requirements can vary from country to country." 

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 Lori McLaughlin OF COUNSEL lmcLaughlin@kdllegal.com	 Jeffrey M. Montberg PARTNER jmontberg@kdllegal.com	 Julie A. Rosenwinkel PARTNER jrosenwinkel@kdllegal.com	 Laura M. Trimadell PARALEGAL ltrimadell@kdllegal.com

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After the Storm

Surviving the downturn in construction and real estate.

BY BOB KRONEMYER

Weathering the devastating economic downturn and subsequent anemic growth cycle has not been easy for most industries, but the construction and real estate sector has been particularly hit hard. To survive, several regional firms have sharpened their pencils through downsizing and concentrating on strategic planning. Maintaining a positive attitude, servicing the customer, bidding on smaller or different kinds of projects and expanding geographic reach are also vital.

"The first key is to right size your staff," says Jon Gilmore, president and CEO of Tonn and Blank Construction LLC in Michigan City. "However, you still need to keep your key people. What we're seeing, though, is that some of the companies that made it through the economic downturn are now having problems trying to grow again. Fortunately, we kept our key people all the way through the downturn. In other words, we trimmed the fat but not the meat."

Gilmore believes that this delicate balancing act will prove to be the correct move if the construction industry picks up because, in his opinion, "one of the biggest mistakes people made during the great times is that they thought they would never end." Likewise, they thought the bad times "would last forever."

The large general contracting and construction management firm has zero debt, yet cash in the bank. "It's much easier to survive when you don't have bank payments and worrying about if the bank is going to call in a note," Gilmore says. "We saw several contractors go out of business because the bank called in



"WE TRIMMED THE FAT BUT NOT THE MEAT," says Jon Gilmore of Tonn and Blank Construction, which got through the downturn with all of its key people in place and worked on such projects as a Franciscan Alliance hospital expansion in Indianapolis.

their notes. They had to close their doors that day."

Among the company's commercial, institutional and industrial projects over the past five years are three replacement hospitals: St. Joseph Regional Medical Center in Mishawaka, St. Elizabeth hospital in Lafayette and St. Francis hospital in Indianapolis. A new cancer center in Michigan City is also slated to open this summer.

Gilmore expects 2013 will be the best year for his company since 2010. "There is a lot of pent-up demand," he observes. Meanwhile, the firm is intent on servicing its customers and letting them know they are still around. "We've also done a lot of strategic planning with our customers, so when the day comes to start building, we don't have to

spend a lot of time on that portion of the project," Gilmore says. Such a strategy quickens the entire building timeline.

To survive, "the first thing is to trust God, the second thing is don't panic and the third thing is to keep working," says Sarah Oudman, owner of Treasure Homes Inc. in Wheatfield, Jasper County, although most of its residential construction is in Porter County, ranging from \$215,000 to \$325,000. Founded in 2009, while the market was slowing down, the company has completed one new home in Burns Harbor in 2010 and one total remodel near Rolling Prairie in 2011. The company expects to break ground soon on four new homes (three in Burns Harbor, one in Aberdeen).

Reducing nonessential expenses

such as office equipment and delaying software purchases has helped keep Treasure Homes afloat. "These investments make your life easier, but are not 100% necessary," Oudman points out. And during slow periods, concentrating on internal record-keeping and improving job costing can enhance the overall efficiency of a business. "This is a way to stay

productive and keep you on your edge," Oudman says. Increasing one's knowledge and skills are also beneficial.

Treasure Homes makes an effort to continually meet people. "Sometimes, when there is a slow period, you tend to isolate yourself. But we have found that participating in various organizations, like the chamber

of commerce, provides networking opportunities," says Oudman, who suggests that builders talk to people about what is new and exciting in the industry.

Oudman predicts gradual improvement in residential construction. "Certainly the low interest rates on mortgages are encouraging," she says. "I also believe that more people are becoming aware of the advantages that can be built into a new home as opposed to improving an existing home." These advantages include energy and water efficiency and improved indoor air quality (e.g., reduced allergies) for a healthier home.

Dennis and Sons Builders in Valparaiso handles both residential and commercial projects, which up until four years ago "served us well because when the commercial side was down, residential real estate was usually hot, and when the residential side was down, normally the commercial side was good," says owner Dennis Seramur. "By keeping a mix, we were lucky to stay busy throughout those years. But then in 2008, both sides of the business crashed and neither one has recovered."

The last major project for the general contractor was constructing the railroad depot at Taltree Arboretum & Gardens near Valparaiso, which was completed in 2008.

Seramur characterizes the current building environment as "extremely slow." Still, his company has survived by "taking any type of small job we can get our hands on," he says. These are projects that in better times the company would typically refer to a smaller contractor or not accept at all. The largest project the builder has completed this year is a \$30,000 remodeling of a Chesterton home that had been in foreclosure.

The general contractor has laid off people, reduced coffee consumption and maintained a lower temperature in the winter at its facility to decrease cost. "We've also been spending our savings, using a line

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of credit and some of our retirement to keep the doors open, hoping that things will turnaround,” Seramur explains.

Simply having a positive attitude can go a long way in creating goodwill. “Come in with a smile every morning and find a way to solve a customer’s problem,” says Jeff Brant, a partner at Brant Construction LLC in Schererville, Lake County, a full-service real estate company.

The company has been able to reduce some of its overhead expenditures; foremost, shaving the number of employees. Curtailing office space and investing in more technology (e.g., updating software) has also allowed for increased efficiency. Having a property management company that owns real estate generates revenue as well.

Earlier this year, Brant Construction completed a roughly 9,000-square-foot fabricating and manufacturing facility for Quintel Inc. (heat exchangers) in Schererville, Lake County. And this summer, a 35-bed, off-site student housing project at the University of Notre Dame opened. The company is also in the process of remodeling the Inn of Hammond in Hammond.

Larson-Danielson Construction Company Inc. in LaPorte has seen a major decline in business, starting about 2009. “In fact, we had several clients who stopped projects in progress,” recalls president Timothy Larson. Since then, the balance sheet has improved somewhat, “but not to the level it was back in 2006 and 2007.”

The general contractor for commercial, institutional and industrial has maintained its viability in part by more aggressively pursuing infrastructure projects, namely bridges (both state and county). The company has also marketed itself to a wider geographic area. Adjusting expenses to revenues have included letting go employees or trimming hours to part time.

In February, the company completed a new 200,000 square foot warehouse/main office for domes-

tic beer-distributor North Coast Distributing Inc. in Valparaiso and last fall the new Walmart Supercenter in Hammond. Ongoing projects include improvements to spectator areas (additional seating) and the plaza at Coveleski baseball stadium in South Bend and a new Toyota dealership in Schererville.

“We are working hard to improve

and maintain our competitive edge through increased productivity,” Larson says. This consists primarily of ensuring that field personnel have all the correct information. “We do our plan-ahead work so that work flows smoothly and we have fewer interruptions,” Larson conveys. “Interruptions in the construction business cost time and money.” ■

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BUILDING A REPUTATION The North Coast Distribution project from multiple award winner Larson-Danielson Construction Company.

Construction Honors

Area construction and real estate firms bask in regional recognitions.

We at *Northwest Indiana Business Quarterly* are proud of the recognition bestowed on area construction and real estate companies by their colleagues and the industry. Here is a sampling of honors received over the past 12 months.

The American Group of Constructors Inc., Hammond, 2011 Achievement award from Northwest Indiana Business Roundtable.

Brandenburg Industrial Service Company, Gary, 2011 Contractor of the Year from Northwest Indiana Business Roundtable.

Brown & Brown General Contractors Inc., Wakarusa, 2011 Award of Excellence from Michiana Area Construction Industry Advancement Foundation (MACIAF).

CBRE/Bradley, South Bend, employee Regina Emberton a winner of 2012 Salute to Business, sponsored by The Chamber of Commerce of St. Joseph County.

Commercial In-Sites, Merrillville, 2012 Best Commercial Real Estate Company from *Northwest Indiana Business Quarterly*.

Crane Industrial Service Co. Inc., Granger, 2011 Award of Excellence from MACIAF.

Indiana Earth Inc., Osceola, 2011 Award of Excellence from MACIAF.

Larson-Danielson Construction Company Inc., LaPorte, 2012 Commercial Project of the Year from Construction Advancement Foundation.

Larson-Danielson Construction Company Inc., LaPorte, 2011 Award of Excellence from MACIAF.

Larson-Danielson Construction Company Inc., LaPorte, 2012 Best Commercial Construction Company from *Northwest Indiana Business Quarterly*.

Martell Electric Inc., South Bend, 2011 Award of Excellence from MACIAF.

Middough Inc., Munster, 2011 Excellence award from Northwest Indiana Business Roundtable.

Midland Engineering Company, South Bend, 2011 Award of Excellence from MACIAF.

Midwest Tile & Interiors Inc., Mishawaka, 2011 Award of Excellence from MACIAF.

Ritschard Bros. Inc., South Bend, 2011 Award of Excellence from MACIAF.

The Robert Henry Corporation, South Bend, 2011 Award of Excellence from MACIAF.

Superior Construction Company Inc., Gary, 2012 Industrial Contractor of the Year from Construction Advancement Foundation.

Superior Construction Com-

pany Inc., Gary, 2011 Gold Summit Safety Award from Indiana Construction Association.

Superior Construction Company Inc., Gary, 2011 Excellence award from Northwest Indiana Business Roundtable.

Thatcher Foundations Inc., Gary, 2012 Sub-Contractor of the Year from Construction Advancement Foundation.

Tonn and Blank Construction LLC, Michigan City, Leadership and Education award from Construction Advancement Foundation.

Tonn and Blank Construction LLC, Michigan City, 2012 Historian of the Year (organization award), LaPorte County Historical Society.

Tonn and Blank Construction LLC, Michigan City, Excellence Award for Safety from Northwest Indiana Business Roundtable.

Treasure Homes Inc., Wheatfield, owner Sarah Oudman inducted into the 2011-12 class of The Society of Innovators at Ivy Tech Community College Northwest.

Walsh & Kelly Inc., Griffith, 2012 Highway Contractor of the Year from Construction Advancement Foundation.

Ziolkowski Construction Inc., South Bend, 2011 Award of Excellence from MACIAF. **BQ**

Workforce of Tomorrow

Area colleges take their cues from the real world.

BY SHARI HELD

Upcoming grads can breathe a little easier. Their odds of snagging a job upon graduation, while not as good as five years ago, are certainly better than last year. Statistics compiled by the National Association of Colleges and Employers and the Collegiate Employment Research Institute show hiring in the Midwest region is up 7.7 percent compared to 10.2 percent overall. While Indiana falls short of the national average, the state is trending in the right direction. Furthermore, hiring is up in most industries.

Northwest Indiana graduates are already experiencing the benefits of that trend. For example, the overall placement rate for 2010-11 graduates (with a 91.2 percent response rate) was 96.1 percent, up 3.1 percent from the average placement rate of Valparaiso University graduates for the past five years.

Job postings also are up. "Last year at PNC there were about 70 registered employers; this year there are 103," says Cynthia Roberts, Ph.D. and chair, Department of Business and Leadership, Purdue University North Central in Westville.

GIVING EMPLOYERS WHAT THEY WANT

Part of the reason grads are in demand is that they possess skills employers want: a solid base of knowledge in their chosen field, problem solving, flexibility, communication, obtaining and processing information, and planning and organization. They also want employees who are team players and quick learners.

"Colleges and universities are much more cognizant these days of what businesses are looking



EMPLOYERS ARE HIRING Job postings are up, according to Cynthia Roberts, Ph.D., at Purdue University North Central.

for," says Roy Austensen, Ph.D. and acting dean, College of Business, Valparaiso University. "They are expecting us to get students ready to hit the ground running ... and arrive fully prepared."

Valparaiso University recently created a new campus-wide writing program to provide an organized support system for students with writing projects. "We put this into effect to make sure they can write and to be able to prove it," Austensen says. Other colleges and universities are also ramping up writing requirements and availability of writing resources.

The core program at St. Joseph's College puts students through "intense experiences" to address the skills employers seek. "When you talk about a leg up, our alums tell us this really makes a difference," says F. Dennis Riegelnegg, Ph.D. and president of St. Joseph's College in Rensselaer. "We rely on this general education core program very heavily to give them high-level skills."

KEEPING THE CURRICULUM CURRENT

Educational institutions also are modifying their curriculums, emphasizing soft skills and creating new courses in anticipation of future job opportunities.

St. Francis University in Crown Point responded to a request from Franciscan Alliance, one of the largest employers in Crown Point, and will begin offering an associate's degree in Clinical Lab Science in 2013.

"It is projected that there will be a major retirement wave in these clinical lab scientist positions," says Matt Smith, Ph.D., and dean of the School of Arts & Sciences, St. Francis University-Crown Point. "Many hospitals even now are starting to see a shortage and are working to recruit students in this field."

Franciscan Alliance and other area hospitals will host students as they complete their clinicals in the intensive hands-on curriculum. "We are happy to meet [hospitals' and businesses'] needs now and in the future for clinical lab scientists, and we are hoping this provides a career pathway for students," Smith says.

St. Joseph's recently added an MBA program, an athletic training program and a paramedic program. The paramedic program, based mainly in Lafayette along with its nursing program, has been in place for two years.

"It has been a rather successful program for us that grew out of a statewide need that we saw coming," Riegelnegg says. St. Joseph's year-old athletic program was developed in response to the expansion of sports facilities and the emphasis on sports and fitness.

The Department of Business and Leadership at PNC utilizes gradu-

EDUCATION

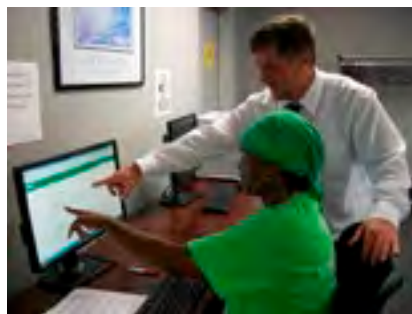
ates' and alumni feedback to help steer curriculum changes. "We ask them what they would have liked to have seen in the program, what they were really well-prepared for and what we should know going forward," Roberts says. Recent additions to curriculum include experience in human resource information systems and a social media marketing and branding course.

PNC is nimble in responding. "Even though we are connected to the main Purdue system we are able, on the local level, to offer new and experimental things as we hear that there is a need for it," Roberts says. This spring PNC rolled out a certificate in Organizational Administration. Designed specifically for non-business majors, it includes a smattering of budgeting, marketing and supervisory skills to make students more marketable.

The Women's Entrepreneurship Initiative has been a focus at St. Mary's College in South Bend since the college received a \$245,000 Small Business Administration grant to support women's entrepreneurship. "Much of that initiative has involved external opportunities, like working with low-income women in the community, but a big chunk of it has also revolved around curriculum," says Mary Ann Merryman, outgoing chair, Business Administration and Economics Department. "Entrepreneurship is a really hot area in business these days. Over the last couple years we've offered four brand new courses dealing in entrepreneurship."

The one that's garnered the most publicity has been the New Venture course where students learn how to launch companies and have the option of actually going on to start their own business. Student Hannah Hupp launched "Twist O'Luck," a green-colored citrus soda that has been picked up by Notre Dame and other venues.

St. Mary's also now offers a course in small business accounting systems for start-up companies and a small-business consulting course.



THE SKILLS EMPLOYEES REQUIRE David Gidcumb of Ivy Tech Community College in Gary says many of the skills needed to learn online happen to also be those needed for today's jobs.

One consulting team helped a hair salon integrate two software programs. "That saved the business owner hours of time every month by getting the information from one software package to talk to the other software package," Merryman says.

GIVING STUDENTS A HEAD START

Historically St. Joseph's has sponsored networking receptions where senior business majors could meet alumni and business professionals. Based on the program's success, the college expanded it to include students in all fields of study.

St. Joseph's Puma Pro program facilitates two networking receptions – one in Chicago and one in Indianapolis – each year. "Many times students end up getting jobs, but even if they don't, it gives them contacts they can use to create a network," Riegelnegg says.

PNC professors rely upon an informal network of connections developed from local professional organizations and professional relationships with community employers to give students a leg up on opportunities. "We hear about internships and job openings and we funnel that information to our career development department or pass it along to students we know would be a good fit," Roberts says. Companies are invited to hold their own recruiting days on campus, and starting this fall each college at PNC will hold its own networking night so students can connect with faculty and business professionals in their major.

Valparaiso University invites employers and business profes-

sionals onto campus so students can hear first-hand what employers expect. Sessions are open to sophomores, juniors and seniors. "They can act on the information they get in terms of their curricular choices and choices in terms of activities, work experiences and part-time jobs between now and the time they graduate," says Tom Cath, director, Career Center, Valparaiso University.

Students at St. Mary's College can participate in a first-year outreach program introducing them to the Career Crossings Office. "We educate students early on about career development being a process," says Stacie Jeffers, director. "It's not just an event that happens during senior year. They build the necessary skills before they get to the end so they feel more confident about their job search." More than 6,000 alums are active in the college's Alumni Resource Network and it also has an active LinkedIn alum group. "There are great resources already out there for students to take advantage of," Jeffers says.

GAINING REAL-LIFE EXPERIENCE

Perhaps nothing is more valuable for giving students a jump-start on their careers, than interactions with real businesses, whether that involves internships or special projects.

The College of Business at Valparaiso University has a partnership with Michigan-based Whirlpool Corp., with Whirlpool executives serving as guest lecturers at the undergraduate and MBA level. Last semester members of the Strategic Management class worked on a capstone project relative to Whirlpool's e-commerce business strategy.

Students conducted research and came up with solutions and suggestions, which they presented to a panel of Whirlpool executives at Benton Harbor. "The presentation was half-an-hour and they answered questions for another half-hour, defending, explaining and rationalizing their suggestions," Cath says. "In effect, they were consultants



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who came in to present their ideas.”

Whirlpool looks for smart, motivated people who can work in a collaborative environment and think through a process. Chris Richards, director Integrated Supply Chain Strategy & Solutions, Whirlpool Corp., says partnering with the university is a great opportunity for everyone.

“It provides students insight to real-world challenges that businesses face,” he says. “Often in the real world, you don’t get the luxury of just optimizing on one axis; it requires people to work together in teams in a collaborative setting, to deliver solutions that balance cost, service and quality.”

“From a Whirlpool perspective, we get a number of benefits. Working closely with the students we get a good look at future candidates, and they get an inside look at a large company like Whirlpool. The students also bring a unique perspective in not only the ideas/solutions they bring, but also the perspective they bring as future consumers of Whirlpool products. The students did a fantastic job at quickly understanding the issues as well as developing ideas that we plan to implement as part of that strategy.”

PNC’s Human Resources and Leadership degree programs feature similar capstone projects. In addition, many courses have embedded experiential learning components. “Every marketing course has students working on real projects in the community,” Roberts says. “They can make connections within the community while they are adding to their portfolio.” Service learning projects, such as the Voluntary Income Tax Assistance (VITA) program, also offer students ways to interact in the business arena.

St. Mary’s students also participate in VITA, and the college requires all seniors, regardless of major, to complete a comprehensive presentation. Business majors often do an in-depth strategic assessment of a company and a final presentation to a faculty panel. “When students



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"WE OFFER OPPORTUNITIES FOR STUDENTS WHO CANNOT ATTEND TRADITIONAL CLASSES," says Jennifer Khadivar, University of Phoenix associate campus director in Merrillville. Students can take a few classes in person if they choose, but most work is done online.


bring this up in interviews, employers can't believe it," Merryman says. "Students tell me time and time again, that the bulk of their interviews sometimes revolve around this project." St. Mary's students also gain invaluable real-life experience through competitions such as the Indiana Certified Public Accountants Society case competition and the National Team Selling Competition.

Internships are key to giving students an entry into the business

world. "Qualified graduates who have internship experiences have practical real-world experience and can make a bigger impact quicker," Whirlpool's Richards says.

"We work with non-profits in the local area to help them build their internship programs," Jeffers says. In return, these employers or non-profit organizations are able to recruit our students for internships, and some of them have converted their internships into full-time jobs."

St. Joseph's has an active, well-organized internship program thanks to a Lilly Grant. "This gives them opportunities over the course of the year to get real-world experience, receive a small stipend and have an opportunity to expand their network," Riegelneegg says. St. Joseph's also offers a program to provide education majors with field experience in the classroom during their first year. "Not everyone does that during the first year," Riegelneegg says. "Students get a sense of whether teaching is a career they would like over the course of a lifetime."

Valparaiso's College of Business requires students to do an internship and created a Manager of Experiential Learning position to provide support for students during the internship process. "Not surprisingly, many of our students go to work for those organizations," Cath says. "Certainly employers are using internships as a recruiting device." 

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STUDYING ON THE INTERNET The state of Indiana has partnered with WGU Indiana, a new virtual university where students interact with professors and each other online.

Learning Online

For a growing number of students, cyberspace is the classroom.

BY RICK A. RICHARDS

The landscape of traditional four-year colleges in Indiana hasn't changed all that much in the last half century. The same universities that were around then are here today.

But that doesn't mean the higher education landscape hasn't changed. There are more options open to students than ever, thanks to online technology. Students who found a traditional college experience didn't work for them because of a job or family commitments are signing up for college, this time using their laptop for a classroom.

Those students are, on average,

about a decade older than traditional college students, which means they're not as interested in the social activities of a college campus. Indeed, Gov. Mitch Daniels recognized that shift and his administration created WGU Indiana, a virtual university where students interact with professors and each other online.

"WGU Indiana gives working Hoosiers a great opportunity to obtain an affordable, accessible, high-quality online degree that meets the highest academic and professional standards," says Daniels.

Daniels says that philosophy won't change when he takes over as presi-

dent of Purdue University in January. "There is, as far as I can tell, zero overlap between the students who are going to go to Purdue University and those for whom WGU is the right fit, so I think these are really complementary institutions," says Daniels in a prepared statement.

Chancellor Allison Barber says an education through WGU is less expensive than a traditional four-year institution. In fact, she says, at \$6,000 a year, it's about one-third the cost. Additionally, she says the average age of a WGU student is 37 and more than 70 percent of them work full-time.

"I'm very passionate about this,"

says Barber, whose roots are as an elementary and middle school teacher in Merrillville. "One in five people in Northwest Indiana have enrolled in traditional higher education and haven't finished their degree. WGU allows them to keep their job, attend college and make it cheaper for them."

An online education allows people who couldn't otherwise afford to go to college to get a degree, says Barber. She points out that over the past 10 years, costs at traditional colleges have risen nearly 100 percent.

"We have more people in Indiana with college debt than we do with a college degree," says Barber.

"What I hope WGU does is advance our state. By 2018, it's predicted there will be 900,000 new jobs in Indiana, and of those, 500,000 will require post-secondary education. We have to do better because Indiana ranks 42nd in states with residents with college degrees," says Barber.

The Center for Business and Economic Research at Ball State University says only 28 percent of the state's 3.1 million workers have college degrees, compared to 39 percent nationally. Additionally, just 19 percent of all Hoosiers have a college degree.

In the two years WGU has been in existence, 2,600 people have enrolled. So far, 260 have graduated, but Barber sees those numbers climbing rapidly in coming years.

"Every one of our students is partnered with a faculty member who calls once a week to make sure they're up to date with their studies," says Barber.

She brushes aside the critics who say college is more than just class work. "Because our students are older, they're not interested in the social aspect of campus life. Eighty percent have been to college once or they're at a point in their lives where they don't need a fraternity or a football team."

Through online peer-to-peer communities, Barber says students are

able to interact with each other, just as they would at a student center or in a study group.

The University of Phoenix has been at online education for 25 years. It was founded in 1976 as a traditional college campus and today it has campuses and students across the United States. The University of Phoenix has created a unique mix of regional campuses where students can take a few classes if they choose, but most work is done online, says Jennifer Khadivar, associate campus director for Northwest Indiana in Merrillville.

The University of Phoenix has two campuses in Indiana and more than 200 across the country. Besides Merrillville and its 1,800 students, it also has a campus in Indianapolis, where about 4,000 students are enrolled, 70 percent of them female.

In Merrillville about 72 percent of the students are female. For both campuses, the average age of students is 34.

"We offer opportunities for students who cannot attend traditional classes," says Khadivar. "For the people who want to go to college today, we simply don't have enough bricks and mortar facilities to educate them all."

She points out that some major universities like MIT and Stanford are now offering online classes.

"Maybe someone is working full-time or has children and can't attend a traditional classroom. For them, we provide a dynamic and rigorous classroom they can attend on their laptop," says Khadivar.

The numbers speak for themselves, she says. Only 27 percent of undergraduate students enrolled today are in what is considered a traditional university.

"We think we're redefining what a traditional classroom is," says Khadivar.

At its root, she says any university should impart two basic skills to its students – critical thinking and collaboration. "Those are skills every employer wants," says Khadivar.

"We have such a tremendous

group of students enrolled. Our goal is to do what we can to help them get a college degree," says Khadivar.

Another pioneer in online education is Indiana Wesleyan University. Its traditional four-year campus in Marion has about 3,500 students. Online enrollment, however, is nearly 16,000 students.

Marlon R. Mitchell is dean of IWU's Northwest Indiana Region campus in Merrillville. The university also has campuses in Fort Wayne, Kokomo, Lafayette and South Bend, along with a campus in Naperville, Ill.

Mitchell says the online student profile for IWU is similar to other online universities. The average age is somewhere between 33 and 34, compared to 20 to 21 on a traditional campus.

"We've been working with adult learners for 25 years. We've learned to keep up on what adults desire in an education and we've made a shift on offering our classes," says Mitchell.

That shift has moved from classroom study to a blend of class work and online programs. "Our largest enrollment is for our health care, human resources, information technology and general business degrees," says Mitchell. "We're also seeing an increase in the number of students interested in counseling."

Because most of Indiana Wesleyan's students are older, Mitchell says the university has worked hard at providing flexibility so they can work their study time into their schedule. "That's why remote learning is so important," he says.

Years ago when online learning was first taking hold, Mitchell says an online degree was viewed by many as inferior to a degree granted by a traditional university. That has changed over the years because more online schools have become accredited and built a solid reputation.

"We work hard to maintain our accreditation," says Mitchell. "Our biggest challenge over the years was to smoothly get technology in place that would complement the human

capital we have in our instructors.”

Mitchell points to statistics compiled by IWU that show between 70 and 75 percent of its graduates remain in Indiana to work. He says that’s better than some traditional campuses in Indiana, where the retention rate can be as low as 20 percent.

Numbers from the Center for Business and Economic Research at Ball State University show that 58 percent of Indiana college graduates were working in the state for one year after graduation. But by five years after graduation, only 47 percent remained in the state.

“What we have allows our students to have the best of both worlds,” says Mitchell. “The technology allows us to create a diverse world for our students and our faculty. Any time there is change like this people get concerned and bad information gets out. Now that we’ve been at it awhile, people see how it works

and they’re comfortable with it.”

David Gidcumb also has seen an increase in the number of online students enrolling at Ivy Tech Community College’s Northwest campus in Gary. Gidcumb, the executive director of computer services and distance education, says Ivy Tech has made a considerable investment in computer hardware and software to accommodate students.

“We’ve found out that online is simply more convenient for many of our students,” says Gidcumb. “What we’ve learned about the skills required for online education are the same skills that are the bible for the workplace as well.”

This past spring semester, Gidcumb said some 50,000 students were enrolled, both on campus and online.

“We can’t afford to build new buildings like we used to. That’s why we’ve gone this route. We’re now seeing a lot of our students

using smart phones and tablets for online learning so we’re constantly updating our capability,” says Gidcumb.

Part of the reason for the uptick in enrollment, says Gidcumb, is the down economy. As people lose jobs, they want to become proficient in something else.

A side benefit of the online effort, says Gidcumb, is that it’s making the campus more “green” because it and students are using less paper and less ink to print reports.

Even though Ivy Tech has 14 regional campuses, Gidcumb said each has autonomy to provide classes that its students want.

“You know, we started as a vocational school, but we’ve come a long way,” says Gidcumb. “We’re providing a personalized, hands-on degree for our two-year and four-year students. Our reputation has skyrocketed in recent years because of this. People know about Ivy Tech.” **BQ**



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Unsung Heroes

Shining the spotlight on outstanding leadership.



IT'S IN THE WATER Through his work at NiSource, Daniel Plath makes long-term decisions that affect Northwest Indiana's water resources and environment.

BY LAUREN CAGGIANO

A community's unsung heroes are often the least recognized, but deserve equal credit as those in the limelight. That's the premise behind the inaugural Leaders as Heroes awards from Leadership Northwest Indiana.

"We do a great job of recognizing business success, entrepreneurship, innovation and contribution to quality of life in this region, but we have not celebrated outstanding leadership," says Keith Kirkpatrick, executive director of Leadership Northwest Indiana. "When people see great examples of how something is done well, they will follow it and appreciate it more."

"The top leaders, the big names in our region do get recognized in many ways. Yet the leader who, day after day, struggles with the challenges, shoulders the burden, and takes the risks, often are not noticed or thanked for all that they do for their communities."

Leadership Northwest Indiana operates under nine values which were considered throughout the award selection process: awareness, connectivity, boundary spanning, inclusiveness, courage, hope, engagement, active, and innovation.

EDDIE MELTON

Eddie Melton is manager, communications and community relations,

for Northern Indiana Public Service Co. He serves as a public affairs resource in Lake and Porter County, and manages company-wide community projects. He and his wife, Crystal, live in Merrillville with their four children.

As a community volunteer, he participates in numerous neighborhood projects, the latest of which was clean up day in Gary's Tolleston neighborhood.

"I believe the mentoring and emerging leaders programs I have developed are building blocks to the future of our community. I am excited to work with my peers from across the region to establish a more inclusive and diverse set of strate-

gies for leadership development,” Melton says.

D.E. “SONSHINE” TROCHE

Sonshine is executive director of Worthy Women Recovery Inc. She recently purchased a home for her “Worthy Women” and has been fundraising for its renovation. She was able to raise enough money in 2½ years to pay for the home in full. The home helps women make the transition from incarceration to active community citizenship.

“I truly do not see myself as a hero; however, when I shared the winning of this award with the ladies I work with in the LaPorte County Jail, I was astonished that so many of them stated ‘You are our hero Sonshine, because you are helping us!’ Winning the Leaders as Heroes Award validates the fact that many others are realizing that an addict’s life can change, and that many really want help,” says Troche.

SISTER PEG SPINDLER

Sister Peg Spindler, executive director of Sojourner Truth House in Gary, saw a need in her community and started work to address the problem of homelessness. Spindler



OPENING DOORS TO MENTAL HEALTH Tracy Traut of Porter County Family Counseling Center in Valparaiso finds that socioeconomic status can hamper a person’s ability to access needed services.

describes her journey over the past 15 years as “exhausting, exhilarating, and difficult.” Serving 1,500 people a month, she is fighting homelessness in a big way for all of Northwest Indiana region.

“Not only does (the award) show appreciation for my efforts in Northwest Indiana, but it gives me a glimmer of hope that the devastating issues of poverty and homelessness are becoming more visible and more cared about,” she says. “I could not have accepted this award but for my fantastic staff and volunteers who make the work of Sojourner Truth

House not only possible but successful, even transformational in the lives of our clients.”

Spindler finds housing for 50 to 60 women and their families per year and emergency food and personal items for more than 1,000 people a month.

DANNY LACKEY

Danny Lackey, coordinator of diversity programming for Merrillville High School, is known for breaking down barriers that stand in the way of people being successful in high school. A board member of the Race Relations Council of Northwest Indiana, Lackey has a passion for building a community through heightened awareness of issues of diversity among students, staff and faculty.

For example, this year Merrillville High School STAND (Socially Together and Naturally Diverse) students have provided “Challenge Ed Day,” modeled after MTV’s “If You Really Knew Me,” opportunities for more than 300 students at the high school, as well as giving students from eight others schools in the region the chance to participate.

“I truly believe that one of the greatest assets that we have here in Northwest Indiana is our diversity,” says Lackey. “When we truly acknowledge and embrace the uniqueness in others, we are able to also appreciate what everyone brings to the table and therefore



TRANSITIONS Keith Kirkpatrick of Leadership Northwest Indiana congratulates D.E. “Sonshine” Troche, whose Worthy Women Recovery Inc. helps women make the move from incarceration to active community citizenship.

enhance the quality of our own lives.”

BEN POLHEMUS

Ben Polhemus, 35, is pastor of Sacred Ground alternative worship at Liberty Bible Church in Chesterton. “I feel that the one thing I can do is care, love and encourage people. There are so many people that are looked down upon or forgotten in our society. I feel that every person has something to offer our community, and sometimes we don’t give them a chance.”

In spring 2011, he helped deliver clothes to families living in a trailer park near his home. He also spends time teaching, assisting the homeless and mentoring inmates at Indiana State Prison in Michigan City and at the Porter County Jail.

His long-term goal is for people’s attitudes to change about those marginalized in society. “When the walls start to break down, it makes for a better community,” Polhemus said.

DANIEL PLATH

For Daniel Plath, leadership is about collaboration and empowering others. As water program leader in NiSource Inc.’s Corporate Environmental, Safety and Sustainability Department, he makes long-term decisions that affect Northwest Indiana’s water resources, and environment. He works with environmental stakeholder groups, such as the Shirley Heinze Land Trust Board, the Quality of Life Council, the Department of Natural Resources Coastal Advisory Board and similar groups.

He may be best known for founding the Northwest Indiana Paddling Association, which has grown to 450 members since its 2009 founding. In 2010, it was awarded the Stroke of Achievement by the American Canoe Association, the national organization’s highest recognition.

“For me personally, it is something that I feel is as much an award for the entire Northwest Indiana Paddling Association as it is for myself.



GETTING INVOLVED Eddie Melton manages company-wide community projects for Northern Indiana Public Service Co.

It is as much an award belonging to people like Ken Stelter, Maggie Byrne, Gayle Macbride, Kenneth Nesbitt, Gina Darnell, Erik Sprenne and many others as myself.”

LARISSA HOYT

Indiana’s dismal child poverty rate is the driving force behind Larissa Hoyt’s work. She is family case manager supervisor in the Lake County office of the Indiana Department of Child Services. Her office celebrates when kids go home after being placed in foster homes due to neglect or other horrific circumstances.

Hoyt continually brings hope to the hopeless and she encourages staff and children to have courage despite the often terrible circumstances they face.

“Advocating for children and families can be a thankless task,” she says. “Many families just need some new skill sets and to learn better parenting skills. I believe this award helps showcase the work that social workers do and the impact they have on the community. When injustice is aimed at children, the cost to the community is too great to ignore,” she cautions.

ROBERT (BOB) H. CARNAHAN

For more than three decades, Bob Carnahan has volunteered his time, energy and talents as a public and community servant to improve the region. As a Cedar Lake town councilman, he has worked to find solutions to issues affecting the region – such as returning federal and state

tax dollars to the region and promoting economic growth.

Most notably he headed the Cedar Lake Complete Count Committee for the Census. The Census is important for the town, as for every person not counted, the town would lose \$8,260 over the next 10 years. Carnahan said the Chicago regional director selected his team as an instrumental part of promoting the

Census and he was asked to take the presentation to Washington, D.C.


TRACY TRAUT

Tracy Traut is among those trying to save the world – one client at a time. As executive director of Porter County Family Counseling Center in Valparaiso, she has seen a correlation between socioeconomic status and a person’s ability to access needed services.

“It has become clear to me that offering a full range of community-based alternatives is more effective than emergency room treatment or no treatment at all. Without choice and the availability of quality, affordable treatment options, people with mental illnesses or substance abuse issues are unlikely to engage in treatment or to participate in appropriate and timely interventions,” she says about her agency’s work.

The nonprofit executive says the award serves a reminder that the work she has done for five years “means something.”

“The award means I am doing the right work, in the right place at the right time. I am thrilled, honored, humbled, amazed and grateful. (You) don’t have to be one of the ‘big guns’ to make a difference.”

Supporting Leadership Northwest Indiana and the event were NIPSCO and *Northwest Indiana Business Quarterly* as Diamond sponsors; Citizens Financial Bank as Platinum sponsor; and The Times Media Co., Southlake Limousine Service, Allan and Frances Katz, McShane’s Total Graphic Solutions and The Ross Group as Gold sponsors. 

Arts at Miller Beach

Special district aims to revitalize economy and quality of life.

BY JOHN CAIN

The Miller Beach Arts and Creative District was founded just a year ago for the purpose of revitalizing the economy and quality of life in Miller Beach and Gary by focusing on the arts. The goal of the district is to attract artists and businesses through efforts that promote the advantages and environment of Miller Beach with its location on Lake Michigan, the neighboring national park and its diverse population. Miller is blessed with a unique natural environment and has a long tradition of attracting and promoting artists and people who appreciate what they create.

The Arts and Creative District has been defined as an area surrounding Lake Street running from U.S. 12 to the Indiana Dunes National Lakeshore on the north end of Lake Street. The District has a goal of completing two major capital projects: the old Miller Drugs building – now the Marshall J. Gardner Center for the Arts – and Market Hall with 30 exhibit spaces and an aquaponic garden, to be situated between the South Shore Rail Line and the old Miller School, currently the home of South Shore Dance Alliance.

In the meantime, the Miller Beach Arts & Creative District has already developed an Arts Series designed to bring visitors to Miller Beach. The primary components of the Arts Series include Pop-Up art exhibits and a weekly farmer's market as weather permits, April through November.

There are three remaining Pop Up Art events to be held this year on Aug. 11, Oct. 13, and Dec. 8. Artists working in all types of media including, but not limited to, painting, photography, sculpture, fashion design, and video are accepted into each show through an on-line



POP-UP ART The Miller Beach Arts & Creative District hopes the works of Leona Jurincie and artists will bring in visitors.

application. The Aug. 11 show is called “Emerging Perspectives” and is being produced by the Calumet Artist Residency, whose goals are to provide quality living and studio space for artists, incorporating community outreach, in Miller.

The Oct. 13 show is being coordinated by the Master of Arts in Administration and Policy Program at the School of the Art Institute of Chicago. The Dec. 8 Pop-Up will feature Jon Langford and Damon Locks, both musicians, as well as visual artists, who will be exhibiting and performing at the same time.

Dance and music are represented at each event through the participation of students from the South Shore Dance Alliance and various musical guests in performances at Miller Pizza and other venues. Artist exhibitions are spread throughout venues on Lake Street provided by local businesses, professional offices and organizations. The centerpiece of Pop-Up Art events is the Marshall J. Gardner Center for the Arts, recently donated to the Miller Beach Arts and Creative District for the purpose of creating exhibition and artist studio space, as well as an official

home for the District.

South Shore Arts reminds you to visit the online Regional Art Calendar at www.SouthShoreArtsOnline.org. The Regional Arts Calendar lists all local arts happenings in Northwest Indiana, and is a great place to plan cultural activities for the week or month ahead. The calendar lists exhibits, concerts, plays, lectures, film series, dance performances and more, all taking place in or near your neighborhood. You can access the calendar by visiting the South Shore Arts home page and then clicking on Regional Art Calendar on the menu on the left side of the page.

Don't forget the South Shore Arts Facebook page where you can also keep up to date on exhibit schedules and opening receptions, class sign-ups, outreach programs and special events. Local artists also post their events and share local art experiences. The arts truly are alive in the Northwest Indiana. **BQ**

Find out more about area arts activities and events by watching John Cain on Lakeshore Public Television's "Eye on the Arts," every Thursday evening at 9 p.m. on Lakeshore News Tonight.

On the Run

Summer weekends are filled with running events, both serious and fun.

BY RICK A. RICHARDS

As soon as the spring thaw arrives, so does the running season. By the time summer arrives, there isn't an empty weekend on the calendar for a 5K or 10K run someplace in the region.

Organizations like the Michiana Runners Association, the Calumet Region Striders and the Chicago Area Runners Association all promote running events, some for serious competitors and others simply for fun and fitness.

It's impossible to know precisely how many runners there are in the region, but it's safe to say there are thousands of them. There are enough, in fact, that two major running events – Leon's Triathlon in Hammond and the Sunburst Races in South Bend – have become among the major events of their kind in the nation.

On top of that, the region sits in the shadow of the Chicago Marathon, one of the world's premier running events. Since 1990, it has been organized by Hammond native Carey Pinkowski, a star runner at Hammond High School and at Villanova University under legendary track coach Jumbo Elliott.

"Leon's Triathlon is an opportunity to showcase Northwest Indiana," says Jason Sands, director of sports development at the South Shore Convention and Visitors Authority. "It's broadcast on Comcast Sports, and that means it will be seen in 25 million households in the country."

With some 700 participants this year (the event is run the first weekend in June), founder Leon Wolek has been a part of each event since the first one in 1983. "Back in the day, things were different. Triathlons were just getting started and no one knew a lot about them. Today, they're having a major impact in



THE WINNER Moses Mosop of Kenya won last year's Chicago Marathon in record time.

communities and we have a lot more people involved in active lifestyles."

Wolek has been around Northwest Indiana all his life. He's a graduate of River Forest High School and says the triathlon that bears his name is a way to promote the region. "I'm very humble and honored to be a small part of it," he says. "I'm so humbled because Northwest Indiana has pulled together to promote it."

The cities of Hammond and Whiting, along with Lake County and a host of corporate sponsors like Fair Oaks Dairy and T&H Timing have gotten involved. This year's event featured world-class triathletes, including winner Ben Knute of Arizona, one of the leading contenders to be on the U.S. Olympic team in London.

"We haven't gotten a lot of overnight stays with the event yet," says Sands, "but the impact on the region with the television coverage really enhances people's view of the region and raises our profile. It shows off Wolf Lake Pavilion, our lakefront and some of the unique neighborhoods in Northwest Indiana. This is an opportunity to create an event that brings thousands of visitors to

the region who spend money and help stabilize our economy."

The Sunburst Races are the first, and so far, only marathon in Indiana. Besides that distinction, finishing the race inside Notre Dame Stadium has been a draw that has lured some 10,000 people to participate.

Molly Sullivan, race director for Sunburst, has been involved for the past decade. The race is sponsored by Memorial Hospital, and Sullivan explains it's part of Memorial's mission to promote a healthy lifestyle, something the Sunburst Races do.

Along with a marathon, there's also a half marathon, 10K run, 5K run and a 5K walk. "It really brings people into the community," says Sullivan.

The races are held the first weekend each June in conjunction with the annual reunion weekend at the University of Notre Dame.

"Notre Dame wanted to do something to promote the university and the community that wasn't on a football weekend. They decided that reunion weekend would be a good time," says Sullivan.

The partnership with the university has proved beneficial to both, giving the race a unique backdrop and providing a major event for Notre Dame graduates and their families in which to participate.

"It is a huge boost for the community. It's great for fitness and it shows off Notre Dame and the great neighborhoods in South Bend," says Sullivan. "And while the runners are in town, it boosts business at restaurants and hotels."

Sullivan points to an economic impact study of the event that shows Sunburst brings in \$750,000 to the local economy.

Sunburst has turned out to be good for Memorial Hospital, too. In addition to promoting a healthy life-

style, the event has raised thousands of dollars for its Children's Hospital. This year's race helped pay for a specially equipped pediatric ambulance.

"We've gotten phenomenal reviews from participants and the community. The participants love finishing in the stadium. It's a huge draw for us," says Sullivan.

Since 1990, the organization of the Chicago Marathon has been led by Carey Pinkowski, a Hammond native. But he's quick to point out he can't do it alone and needs every one of the 12,000 volunteers it takes to put on the annual event.

Add in 36,000 participants and some 1.7 million spectators along the 26.2 mile route, and it's easy to see why the Chicago Marathon is a world-class event. "Absolutely this is one of the world's great running events," says Pinkowski, who ran in the event back in 1984, finishing in a time of two hours and 20 minutes.

"Transforming 26.2 miles of heav-



HEALTHY ATTENTION Leon's Triathlon has grown to become a major national event, putting the region in a positive spotlight.

ily used city streets into a marathon course isn't easy. We get help from literally every city department in Chicago," says Pinkowski.

This year's marathon is scheduled for Oct. 7 and is sponsored by Bank of America. The marathon is a major part of the bank's outreach in Chicago, says Diane Wagner, senior vice president for media relations at Bank of America. "There is a big charity component to the marathon. About 10,000 of our runners are running for charity. Since 2002, we've raised \$85 million for charity."

Beyond that, the impact of 36,000 runners and more than 1.7 million spectators creates an economic impact of \$171

million annually for the city, according to a University of Illinois study.

"For the first marathon, all our runners stayed at one hotel," says Wagner. "Now, they're staying at 36 hotels in the city and suburbs."

Pinkowski says the outreach the marathon does in the community, including Northwest Indiana, helps organizers find out how many people from the neighborhoods and suburbs are involved in the event.

"We've learned that 25 percent of our participants each year have never been to Chicago before," says Pinkowski. But many of the participants and volunteers have taken part before and do so year after year.

Being a part of the organizing effort, Pinkowski says he doesn't get the opportunity to run in the event any more, but that doesn't mean the competitive itch to run isn't still there.

"You know, I would like to do it again someday, and I think I will. I just don't know when." **BQ**

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Rocky Road Ahead

Demand for consumer goods slowing down.



BY MICHAEL J. HICKS

The economy of Northwest Indiana faces some difficult challenges through the coming year. The single biggest factor facing the region is an impending slowdown for the demand in consumer goods that will reverse the trend of recovery the region has so recently enjoyed. The dominance of manufacturing in counties in the region suggests that the remainder of 2012 and 2013 will be a difficult period for residents and businesses of Northwest Indiana.

Europe is now in recession, with almost every new forecast revising downward the projections for the continent. While Germany's growth hovers at near zero, other large continental economies such as the United Kingdom and France are clearly seeing all the signs of a recession, with rising unemployment, declines in home values and declining consumer sentiment.

Elsewhere the story is worse. In Greece, many Balkan states, Italy, Spain and Portugal residents face depression-like performance in their economies. In Greece, the monetary system has begun to crumble, with barter replacing the exchange of currency as Euros migrate out of the country.

In Spain, the unemployment rate hovers near 25 percent, which is modestly worse than the U.S. experienced in the darkest months of the Great Depression. The variability in economic performance across the continent strains the monetary and diplomatic union and will increase cross border migration.

Growth in China is near recession levels, as it is in Brazil and India. This source of emerging market demand

for American made goods will temporarily slow, and in Canada, our largest trading partner, the government has announced it is preparing for a fresh recession.

Response to this slowdown has

near zero real growth in the first half of 2013. As recession strikes, the demand for motor vehicle parts, steel and metal products, electricity, and transportation services will slow. Manufacturing firms will reduce

The recession of 2012-13 will be milder than most. Firms are especially lean, with reduced and productive labor forces.

been varied. In Europe, the central bank and most governments struggle to secure the viability of the monetary union. In China, a stimulus package that rivals the 2009 United States stimulus has been enacted, in Brazil interest rates are at a record low, and throughout the remainder of the world, central banks work to ease monetary policy.

Exports account for a significant share of economic activity in the region. While supply chains are hard to track with great certainty, it is likely that 15 to 20 percent of all the consumer durable goods manufactured in the region eventually find themselves exported to Canada, Europe, China or South America. Even a slight tumble, which now seems inevitable, will challenge profitability of firms and lead to lessened demand for workers and intermediate inputs.

While manufacturing looks robust in Northwest Indiana – and its fundamentals surely are – the slowdown that is spreading across the globe will not leave the region untouched.

While recent forecasts by Ball State University for manufacturing output show continued growth through 2012, these same forecasts indicate

hours, and in some cases idle shifts. They will purchase fewer raw materials and services from local vendors, who will also face reduced demand from workers whose take-home pay is lower. This recession will be apparent in the region by winter.

Reduced factory orders will be especially pronounced in the volatile automobile market, and for firms providing machinery, tools and dies and other equipment for businesses. These sectors, which are the leading or second largest employer in each of the counties in Northwest Indiana, will struggle well into 2013.

The recession of 2012-13 will be milder than most. Firms are especially lean, with reduced and productive labor forces. These businesses and those which provide them financial services are flush with cash reserves. There is no bubble economy in place, so the downturn should be among the more modest in history. That will be sore consolation however, as unemployment rates rise and new jobs become again scarce in the region. **EQ**

Michael J. Hicks, Ph.D., is director of the Center for Business and Economic Research and associate professor of economics at Ball State University in Muncie.

Share of Mind

Effective branding can help you boost this important metric.

In boardrooms across the nation, CEOs and their teams discuss the metrics of success. A key measure often analyzed is Share of Wallet, the percentage consumers spend on you vs. your competitors. Rarely discussed, though, is Share of Mind. It is an easy metric to determine and correlates directly to sales.

Increasing Share of Mind is the direct result of effective branding, and it involves far more than billboards or new letterhead. Branding is storytelling, and we all know the best stories are the ones that immerse us completely. The good stories take up a space in our minds, are easily remembered and are often shared.

The most memorable stories engage all of our senses. Sight, sound, touch, smell—these elements bring a story to life. By effectively branding a company, this story is told in 3 dimensions. Good branding takes up space in a person's mind by fully integrating a customer's experience, by shaping every customer touch point to create a positive and consistent experience.

Share of Mind increases when restaurants understand that architecture enhances the taste of a meal. Share of Mind grows when professionals acknowledge that interior design sets an expectation for quality of service. Share of Mind multiplies when B2Bs represent themselves with mature design. Powerful branding is a fully immersive experience—one that extends to every interaction.

To increase Share of Mind, you must ask: How does our logo speak to the core truth of who we are? Does our space reflect our mission? Have we created an environment that engages our guests and empowers our employees? How do we train



MAKING YOUR BRAND STAND OUT It needs to be simple, concise and memorable, says Michaline Tomich of Mixdesign.

these employees to embody our mission? How do we make our advertising authentic and ensure that our new rollout embodies our brand?

Ask yourself this, "What is the benefit of using our company?" the answer may be "we provide this great service" or "this fine product x". But you need to dig deeper. "What is the benefit of that benefit?" Why is our particular service important to the customer? How does it ultimately make them feel and why is this important? Therein lies your true differentiator. You need to find that differentiator and then bring it to life through experiences and touch points that establish you as being true, real, believable, and reliable. This experience can happen by design.

In today's marketplace, consumers see many messages every day. The brand that stands out is the brand that is simple, concise, meaningful and ultimately, memorable. "Determine the benefit of your benefits"

and simplify that with a defined story. Whether you are a restaurant franchise, a corporate office or a new online concept, design an experience your employees feel honored to work within that reflects your brand's interest. Then, acquire people that believe in your story. Once your customers experience the passion, the people and the design of all these efforts, they will feel the effects of the brand and ultimately gain passion and emotional ties. Effective branding leaves that mark, tells that story, creates that experience, and increases Share of Mind so that Share of Wallet will follow. **EQ**

Michaline Tomich is the CEO of Mixdesign, a branding firm (and WBE) in Schererville, celebrating 10 years of national and regional brand building. Along with her husband, Jared, she is the co-founder of The Halo of Hope Foundation, an organization dedicated to assisting children with cancer.

Inspiration Wood



"The team at Inspiration Wood has gone above and beyond to make the accommodations fit our needs in every way. Their attention to detail and sincere desire to help make our meeting a success has made the planning of our retreats stress-free for my assistant."

Stewart G. McMillan, President, Task Force Tips, Inc.

"The facilities were perfect for our gathering, allowing us an opportunity to think in an inspirational and relaxing country setting, surrounded by the beauty of an Indiana spring. The staff at Inspiration Wood were cordial, attentive and available throughout our meeting and the food was terrific."

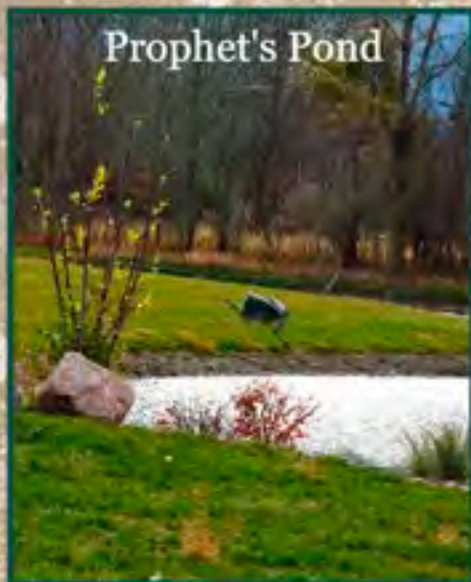
Mark A. Heckler, President, Valparaiso University

219-983-9922

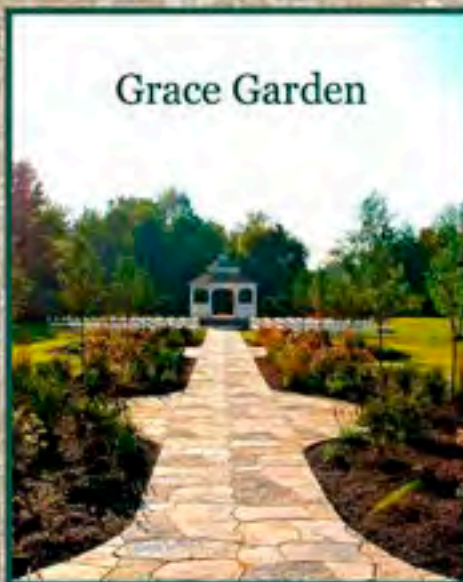
www.inspirationwood.com

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Prophet's Pond

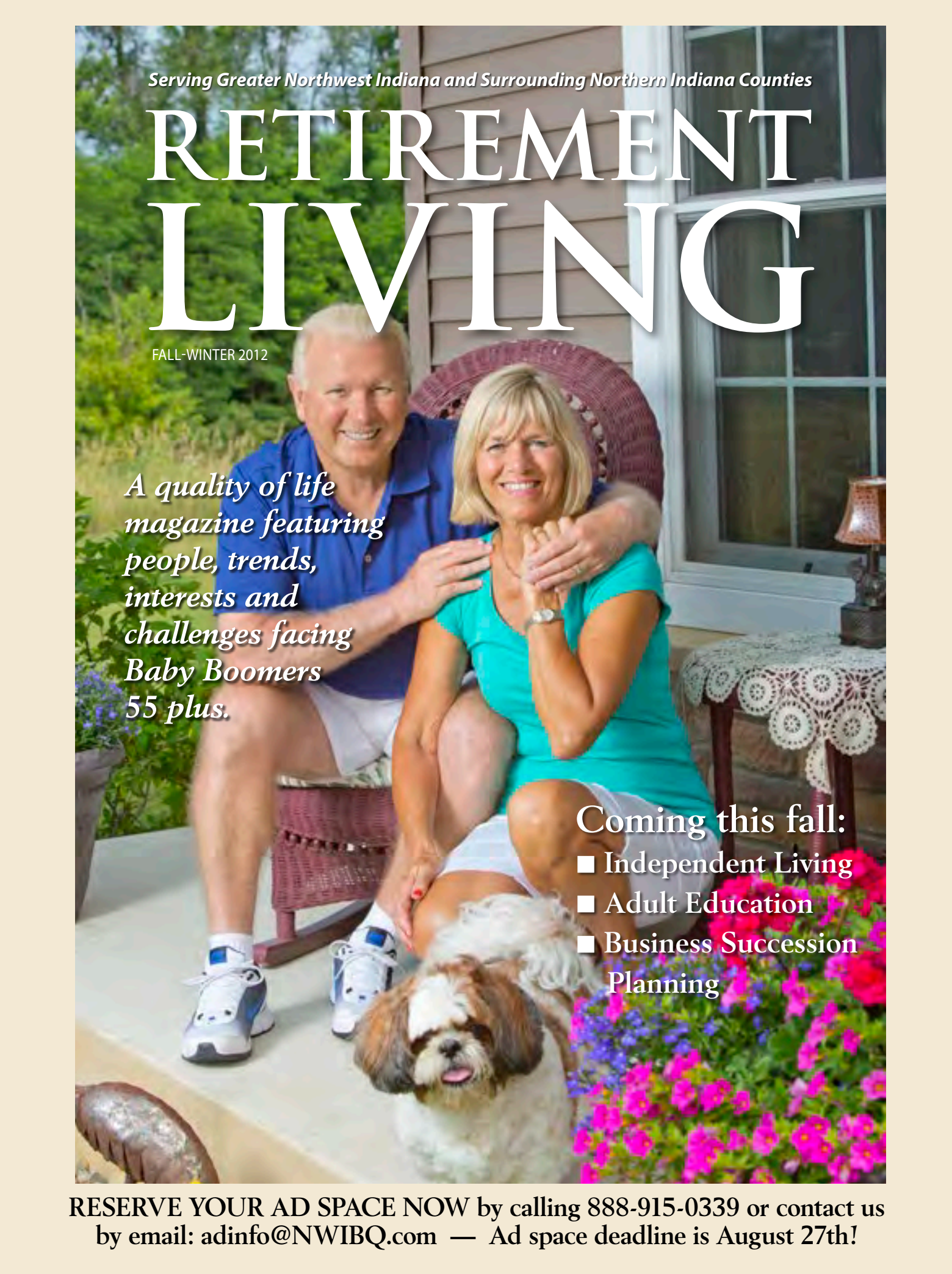


Grace Garden



The Gathering Room



A photograph of a smiling couple sitting on a porch. The man is wearing a blue polo shirt and white shorts, and the woman is wearing a teal top and white shorts. They are both smiling at the camera. A small dog is sitting on the porch in front of them. The background shows a house with a window and some greenery.

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A.



B.

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