

# The SOUTH CENTRAL Business Connection

A PUBLICATION OF THE REPUBLIC AND THE TRIBUNE

FALL 2022

## STARTING WITH STYLE

Studio Shag Salon  
under new ownership

ALSO INSIDE

» ASURION TECH  
REPAIR AND  
SOLUTIONS

» WILLIAMSON RV

PRE-SORTED  
STANDARD  
US POSTAGE PAID  
COLUMBIA, IN  
PERMIT NO. 200

Agresta, Storms & O'Leary PC would like to congratulate  
**Abigail Anderson** on successfully passing the CPA exam.



**ABIGAIL ANDERSON, CPA**

726 Washington St, Suite 200  
Columbus, IN 47201

-AND-

1407 Corporate Way, Suite 103  
Seymour, IN 47274

- Audit & Assurance
- Tax Services
- Business Consulting
- Entrepreneurial Accounting Services

**812.657.3455**

**812.376.3061**



[www.asocpa.com](http://www.asocpa.com)

# YOUR LOCAL BUSINESS EXPERTS



Contact us for all your  
**Commercial Banking** needs.



**Karl Kissinger**  
SVP Business  
Services



**Jonas Howell**  
VP Business Services



**Jacob Evans**  
AVP Commercial  
Loan Officer



**Hayden Shuffet**  
Portfolio Manager



**Amanda Young**  
Treasury  
Management Officer



**Brad Davis**  
Chief Credit Officer

[Centra.org/business-contact-us](https://centra.org/business-contact-us) | 800-232-3642



Federally Insured by NCUA.  
Equal Housing Opportunity.







#### COMMENTS

Comments should be sent to Keely Spitler, The Republic, 2980 N. National Road, Suite A, Columbus, IN 47201 or call 812-379-5624 or [kspitler@aimmediaindiana.com](mailto:kspitler@aimmediaindiana.com).

#### ADVERTISING INFORMATION

Call 812-379-5652.

All content ©2022 AIM Media Indiana. All rights reserved. No portion of this publication may be reproduced in any form without permission from the publisher, except as permitted by U.S. copyright law.

Stock images provided by Adobe Stock.

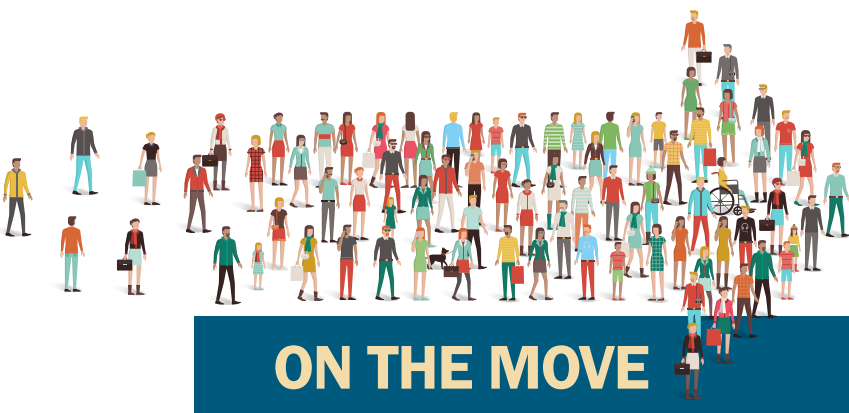
- 5 On the Move
- 9 Around the Water Cooler
- 13 Unhappy Workforce
- 17 Asurion Tech Repair & Solutions
- 22 Studio Shag Salon & Boutique
- 28 Williamson RV Rentals

#### ON THE COVER



Brittany Gonzalez, owner, poses for a photograph at Studio Shag Hair Salon.

Photographed by Carla Clark



**DANIEL SCHUMACHER** Schumacher joins Toyota from Komatsu, where he served as Global Director of IT Applications and Digital Innovation. Schumacher has more than 20 years of IT experience with previous roles in various

■ Toyota Material Handling recently added **Daniel Schumacher** to its executive team as the company's new Director of Information Technology.

technological pathways. He has experience within and outside the material handling industry.

Learn more about Toyota Material Handling at [ToyotaForklift.com](http://ToyotaForklift.com).

■ Elevate Ventures announced that **Christopher Day**, after an extensive national search, has been hired as CEO to succeed Chris LaMothe to lead Elevate's next stage of growth. Day assumed the role on July 18.

Day's background in building and exiting companies, investing his own dollars in growing companies, co-

founding an investment banking firm, and engaging in public policy has positioned him to take on the multi-faceted role, said Barbie Wentworth, CEO of Miller Brooks, and a member of the search committee.

During the past 25 years Day has co-founded or launched eight businesses in industries including artificial intelligence, billing software, utility hardware, broadband, entertainment, investment banking and real estate. He has participated in \$600 million in transactions and delivered four-fold cash-on-cash returns to his investors upon exiting the companies. He most



**Ryan Burchfield, CFP®**  
Financial Advisor  
(812) 378-0611



**Lisa Duke**  
Financial Advisor  
(812) 378-2012



**John Hayden, AAMS®**  
Financial Advisor  
(812) 378-0475

**Edward Jones**  
MAKING SENSE OF INVESTING

1922 100 2022



**Paul Dayment**  
Financial Advisor  
(812)-378-0022



**Bob Lewis, AAMS®**  
Financial Advisor  
(812) 378-5495



**Andy Mann, AAMS®**  
Financial Advisor  
(812) 378-1018



**Heath Johnson, AAMS®**  
Financial Advisor  
(812) 378-0022



**Lonnie Tate**  
Financial Advisor  
(812)-378-1018

*Thank you,  
Columbus!*

[www.edwardjones.com](http://www.edwardjones.com)  
Member SIPC



**Drew Robbins, AAMS®**  
Financial Advisor  
(812)-376-3439



**David Luken**  
Financial Advisor  
(812) 799-7488



**Eric Robbins, CFP®**  
Financial Advisor  
(812) 342-8193



**Jim Ostermueller, AAMS®**  
Financial Advisor  
(812) 376-0370



**David E. Weiss, CFP®**  
Financial Advisor  
(812) 375-9160



## ON THE MOVE

recently served as co-founder and CEO of DemandJump, a leading artificial-intelligence-powered marketing strategy platform.

Day also has served on boards of private and nonprofit organizations — currently the Indiana Technology & Innovation Association (founding member), Indiana Chamber of Commerce and TechPoint. Day is frequently requested to speak about policy formation in SaaS sales tax, Next Level Funding and Venture Capital Investment Tax Credits.

■ German American Bancorp, Inc. announced the appointment of **Diane Medley**, executive chairman of Mountjoy Chilton Medley CPAs and Advisors, to its corporate board of directors effective July 1.

Active in public accounting since 1981, Medley co-founded Chilton & Medley in 1988 and Mountjoy Chilton Medley LLP in 2010. MCM CPAs and Advisors is the largest CPA firm in the region and 76th largest professional and financial services firm in the United States with six locations across Kentucky, Indiana, and Ohio. As the former managing partner and co-founder of the firm, she was the first woman in the region to hold this position.

She has recently been elected to serve as chairman of the Kentucky Chamber of Commerce for the 2022 term after serving in various capacities on its board.

A Meade County, Kentucky native, Medley graduated from the University of Louisville with a bachelor of science in commerce, receiving highest honors. She was the class valedictorian of the School of Business and Outstanding

Senior in Accounting. She serves as Finance Chair, Executive Committee Member and Board Member of the University of Louisville Board of Trustees as well as Finance Chair and Board Member of the University of Louisville Health, Inc.

■ **Joe Kirsch** has been named Horizon Bank's Market President for Central Indiana, assigned to the Horizon Bank office in Indianapolis.

He has more than 28 years of financial experience including former roles as regional president, market executive, private banking and wealth management, retail and small business lending.

Kirsch earned his bachelor of science degree from Butler University and a master's of business administration of Indiana Wesleyan. He is a wealth management specialist and a graduate of ABA School of Commercial Lending.

**Anthony Lara**, Senior Commercial Loan Officer, has relocated to the Johnson County market. He most recently worked the past three years at the LaPorte location.

Lara has 36 years of experience in commercial banking where this includes the roles of a commercial loan officer and special assets manager. He earned a bachelor of science degree in finance from Indiana University. Lara is a member of the Horizon Bank Diversity and Inclusion Adviser Business Resource Group and a Rotary Member.

For more information, visit [horizonbank.com](http://horizonbank.com).



SAMANTHA THARPE

■ Indiana Farm Bureau Insurance announces that **Samantha Tharpe** has joined the company as an agent. She is in the Columbus office located at 221 Chestnut St. She has completed

Indiana Farm Bureau Insurance's professional insurance training program.

Tharpe resides in Columbus. Outside the office, she enjoys reading, shopping and spending time with friends and family. She received a bachelor's degree with a concentration in speech and hearing science from Indiana University-Bloomington.



MIKE GREIWE

■ JCBank Vice President of Retail Mortgage Lending Mark Maloney has announced the hiring of **Mike Greiwe** as retail real estate lending officer based out of Greensburg, also covering southeastern

Indiana.

With over 20 years of mortgage lending experience, Mike covers the Decatur County area and will be located at the future Greensburg banking center. A graduate of Greensburg High School, Mike enjoys spending his free time with his family and friends. As a member of the YMCA, he is an avid exercise enthusiast who enjoys traveling and





# BUSINESS LOANS TO ADDRESS THOSE THREE LITTLE WORDS

## **Open for business.**

Whether on a small sign in a store window or heard in the hum of a busy factory floor, those three little words are motivation.

Horizon Bank Business Advisors get that. So we come alongside business owners to understand the future they imagine and the challenges they face today. To have honest conversations about goals, then provide the tailored, sensible lending advice to achieve them.

Reach out today to learn more about our business lending solutions.



888-873-2640 | [HorizonBank.com](https://HorizonBank.com)





rehabbing homes.

For more information, visit [www.jcbank.com](http://www.jcbank.com)

■ First Financial Bancorp (Nasdaq: FFBC) held its annual meeting of shareholders, during which **Gary Warzala** was elected to a one-year term as a new member of the First Financial board of directors, effective immediately.

Warzala is a security and risk management executive advisor with Gartner, Inc. Before joining Gartner in 2019, he served as chief information security officer to Fifth Third Bank, PNC Bank, and Visa International.

Warzala is a board member of the Economic Crime & Cybersecurity Institute of Utica College, and the INTERalliance of Cincinnati. He also serves as an industry advisory board member for the University of Cincinnati.

Warzala replaces John T. Neighbours, a member of First Financial Bancorp's board of directors since August 2015, who previously announced his retirement from the board.



**RANDY BUSH**

■ Lawrence Simmons, Horizon Bank's Vice President, Mortgage Loan Sales Manager, is pleased to announce the hiring of **Randy Bush** as a Mortgage Loan

Advisor. He will be working out of the branch located at 942 U.S. 31, Greenwood, Indiana.

Bush has over 20 years of mortgage lending and sales and leasing

experience. He is involved with the Loyal Order of Moose, Fraternal Order of Eagles and is a BNI Membership Committee Member.



**GARY BELSKE**

■ Cummins Inc. announced the election of **Gary Belske** to its board of directors.

"I am thrilled to add Gary to our board of directors," said Tom Linebarger, chairman and CEO.

"Gary will enhance the strength of our board with his leadership experience, knowledge of a broad range of industries, and deep expertise in financial reporting that can augment the rigor and transparency of our financial processes."

Belske had a 38-year career at Ernst & Young before retiring in December 2016. In his most recent role as Ernst & Young's deputy managing partner and chief operating officer, he was responsible for the overall strategy and operations for the Americas, where he oversaw business in 16 countries with approximately \$15 billion in revenue, 50,000 employees and 4,000 partners. Prior to that, Belske served in other key leadership positions at Ernst & Young and worked with several of the firm's largest global clients.

Belske has extensive board experience, having served on Ernst & Young's Americas and U.S. boards for a decade. He also currently serves on the national board of College for Every Student and on the Board of Trustees at Rockhurst University. Since retiring from Ernst & Young, he has served on the Board of Williams

Marston, an accounting, tax and valuation advisory firm.

## — Staff Reports



# AROUND THE WATER COOLER

## Centra named one of top credit unions

Centra Credit Union has been named by Forbes as one of Indiana's top credit unions. The article "America's best credit unions in each state" ranks Centra in third place in Indiana. According to Credit Unions Online, more than 130 credit unions have their main offices in Indiana.

To identify the top credit unions in each state, Forbes, along with Statista, performed in-depth interviews with more than 26,000 respondents in the United States. These respondents were asked

to provide an overall satisfaction score and answer a variety of other questions about their banking relationship.

The questions in Forbes' survey evaluated trust, customer service, digital services and more. According to Forbes, "just 3.4% of credit unions across the country made the cut for the best-in-state rankings."

## Hoosier Net creates new network

INDIANAPOLIS — Hoosier Net, LLC, a consortium of internet service providers, announced that it has

received investment from Accord Telecommunications Collaborative, LLC, a service provider composed of 21 Rural Electric Membership Cooperatives (REMCs) and telephone cooperatives. This will make Hoosier Net the first Indatel statewide network composed of both telephone companies and electric cooperatives.

The investment comes at a critical time for Hoosier Net, as federal and state authorities prepare to distribute billions of dollars in broadband grant funds under the Infrastructure Investment and Jobs

**DON'T SETTLE FOR EPOXY... DISCOVER THE SULLIVAN'S DIFFERENCE!**

**CALL TODAY FOR YOUR FREE, NO OBLIGATION ESTIMATE!**

**LOUISVILLE** 502-369-2161  
**S. INDIANA** 812-952-9769  
[sullivanconcretecoating.com](http://sullivanconcretecoating.com)

**\$500 OFF**  
 Any Concrete Coating Project of 1,000 Sq. Ft. or More

**\$250 OFF** 750 Sq. Ft. or More

**\$125 OFF** 400 Sq. Ft. or More

With coupon only. Not valid with any other offers. Expires 5/31/23.

**TRANSFORM YOUR CONCRETE IN JUST ONE DAY!**

**GARAGE FLOORS || PATIOS & WALKWAYS || BASEMENT FLOORS || POOL DECKS || RESIDENTIAL, COMMERCIAL and INDUSTRIAL**

**SEE THE SULLIVAN'S DIFFERENCE!**

**Before**

**After**

**Before**

**After**

**Before**

**After**

**Designed for Ultimate Durability. 1 Day Expert Installation. 15 Year Manufacturer's Warranty. That's the Sullivan's Difference.**

As an Authorized Penntek Dealer, we offer the most advanced technologies available on the market for floor coating systems. Our chip system offers stylish, durable floor options in a variety of patterns and colors.

- ✓ 4x Stronger than Epoxy
- ✓ Will Not Chip or Peel
- ✓ Superior Concrete Coating Technology
- ✓ Easy to Keep Clean
- ✓ 100% Antimicrobial, Antibacterial and Easy on the Feet

**CUSTOMIZED CONCRETE TO MATCH YOUR LIFE STYLE.**

# AROUND THE WATER COOLER

Act's Broadband Equity, Access, and Deployment (BEAD) Program.

Hoosier Net and Accord are collectively owned by 35 service providers. With Accord's investment and partnership, the collective will be able to leverage integrated and complementary assets to achieve statewide scale and facilitate broadband deployment in rural areas.

Hoosier Net provides owners, telecommunications providers, and direct commercial clients such as hospitals, schools and government organizations with high-speed fiber-optic backbone capabilities. For more information, visit [hoosiernet.com](http://hoosiernet.com).

## Subaru dealer donates blankets to Franciscan patients



FROM LEFT, STACY DICKERSON, NATALIE WISSEL, TOM KING, MICHELLE NEES, MANDY KALWAY FRANCISCAN HEALTH CANCER CENTER, ANNABETH STEM (LEUKEMIA & LYMPHOMA SOCIETY) AND ANDY THIMLAR (DREYER & REINBOLD).

INDIANAPOLIS — Patients at Franciscan Health Cancer Center now have something to warm up with while undergoing treatment and at home, thanks to Dreyer & Reinbold Subaru and The Leukemia

& Lymphoma Society (LLS).

Representatives from the Greenwood, Indiana-based auto dealer recently visited the center to deliver 80 blankets to be distributed to patients. The Dreyer & Reinbold team also brought 30 art activity kits for the children whose parents are undergoing bone marrow and stem cell transplants.

The donations are part of the "Loves to Care" program, a health-focused initiative of Subaru's national philanthropic platform.

The blankets will be presented to patients undergoing treatment at the Franciscan Health Indiana Blood & Marrow Transplantation (IBMT) unit. The program is one — and the first — of only two facilities in Indiana offering full-service transplant care, including bone marrow and stem cell transplants. The unit specializes in treating leukemia, Hodgkins or non-Hodgkins lymphoma, multiple myeloma and other blood disorders.

## Sprague hotel wins IHG award

INDIANAPOLIS — Holiday Inn Express & Suites Indianapolis — Noblesville received the IHG Hotels & Resorts 2021 Spirit of True Hospitality Award for the second straight year. The award was presented in Las Vegas.

The hotel is owned by Sprague Hotel Developers, which operates hotels in central and southern Indiana, including in the Columbus area.

Sprague Hotel Developers is owned and operated by Janeen M. Sprague and the hotels are certified Women's Business Enterprises by the Women's Business Enterprise National

Council. For more information, visit [spraguehotels.com](http://spraguehotels.com).

## SCIAHU receives Gold Certification

SCOTTSBURG, Ind. — The South Central Indiana Association of Health Underwriters was recently recognized with a Gold Certification.

The association received the award as part of the National Association of Health Underwriters Chapter Certification Program, which is an ongoing program that recognizes excelling chapters throughout the calendar year.

The association represents 100,000 professional health insurance agents and brokers who provide insurance for millions of Americans.

## Quaff ON! Pour House opening in Nashville

NASHVILLE — The very first Big Woods location on Molly's Lane in Nashville is getting a new life.

The Quaff ON! Pour House will take up residence under the original timber frame, embracing the brewing roots that started it all while highlighting the Quaff ON! Brewing Co. branch of the BWQOHT, Inc. brand family.

Big Woods Restaurant Group, LLC will run operations for the Pour House, which will become the first dedicated showcase and tap room for Quaff ON! since its 2012 founding.

The space has been updated with additional taps. In addition to beer, the venue will also offer craft spirits from sister brand Hard Truth Distilling Co. and an appetizer-centered menu.

The Quaff ON! Pour House will be a 21-and-older venue. The space will offer indoor bar and table seating, as well as seasonal outdoor seating.

## Toyota observes National Forklift Safety Day



**PHOTO PROVIDED** **TOYOTA MATERIAL HANDLING IS OBSERVING NATIONAL FORKLIFT SAFETY DAY.**

Toyota Material Handling (TMH) celebrated National Forklift Safety Day 2022 by reinforcing the importance of creating and maintaining a culture of safety for forklift operators. In 2021, the North

American material handling industry exceeded 330,000 unit sales, an all-time record.

To promote operator safety training, Toyota Material Handling is offering free site survey audits to recognize and support each operation's unique needs.

National Forklift Safety Day, sponsored by the Industrial Truck Association, is an annual event that serves as the focal point for forklift manufacturers to educate customers, policymakers, and government officials about the safe use of forklifts and the importance of proper operator training.

Operator training is also available on request from any one of the more than 230 Toyota dealer locations in the U.S. TMH also created a resource library of forklift safety information that can be accessed by visiting [ToyotaForklift.com/Forklift-Safety](https://ToyotaForklift.com/Forklift-Safety).

For more resources, visit

[ToyotaForklift.com](https://ToyotaForklift.com).

## Trautwein to speak at SCIAHU meeting

The South-Central Indiana Association of Health Underwriters (SCIAHU) will have its monthly meeting on Thursday, June 9th at the Mid-America Science Park in Scottsburg.

The local SCIAHU chapter will welcome Janet Trautwein, NAHU's executive vice president and CEO as guest speaker at 10 a.m.

SCIAHU is a local chapter of the National Association of Health Underwriters (NAHU). NAHU offers its members a multitude of educational opportunities, including advanced designation programs, continuing-education classes, and online learning.

## Jackson County CHAMBER

The Jackson County Chamber began in 1931 to support the business needs of its members and the community. Today we offer a wide variety of benefits, events and networking opportunities to help cultivate and support your business.



Join us in working each day to make our tomorrows even better!



812-522-3681



[info@jacksoncochamber.com](mailto:info@jacksoncochamber.com)



[www.jacksoncochamber.com](https://www.jacksoncochamber.com)



# AROUND THE WATER COOLER

## Ivy Tech receives NACEP accreditation

INDIANAPOLIS — Ivy Tech Community College's dual credit programming is now accredited by the National Alliance of Concurrent Enrollment Partnerships. NACEP is a national accrediting body that ensures both the quality of college in high school programming, as well as the alignment of the programming with on-campus academic policies and procedures.

Dual credit courses are college courses taught to high school students by a high school teacher who is credentialed to teach at the post-secondary level. Students who participate in dual credit receive both high school credit and college credit when enrolling in these courses. With more than 60,000 high school students and 445 partner high schools, Ivy Tech is the largest NACEP-accredited program in the nation.

Ivy Tech previously had its dual credit program approved through the Indiana Commission for Higher Education.

## New Pharmacy in Hope

WindRoseRx — Hope, located at 645 Harrison Street, Hope, Indiana, will open for business on Monday, May 23, 2022. The drugstore is the town's sole pharmacy offering personal service to all customers, access to common and hard to find medications, and free US mail delivery of medications (not including controlled substances).

"I am pleased to announce Mark Rueth and Teresa Turner will lead our new pharmacy serving the needs of both our patients and the communities we serve," stated Scott Rollett, CEO of WindRose Family Pharmacies and WindRose Health Network. "Both have an exceptional background in

pharmacy and customer service. This coupled with a passion for helping people will prove very beneficial for our patients, medical providers, and the Hope community."

## Ivy Tech Community College Receives Low-Income Community Investment Award

The Novogradac Journal of Tax Credits has awarded Ivy Tech Community College with an award for its community investment of the Automotive Technology Center. The Journal recognizes organizations that have made exceptional qualified low-income community investments (QLICs) in the past year with the Novogradac Journal of Tax Credits Real Estate QLIC of the Year Award.

Ivy Tech's Automotive Technology Center was made possible through a variety of automotive and community partners, including a \$1 million gift from the Indianapolis Auto Trade Association, which provided a jumpstart on the fundraising for this project. It was also made possible through its New Market Tax Credit partners: Cinnaire, PNC Bank and the City of Indianapolis.

The Ivy Tech Automotive Technology Training Center houses classrooms, training labs, student commons, faculty offices, and corporate labs for Ivy Tech's manufacturing partners. Students can pursue one of many certificates and degree programs such as diesel electronics, electric and hybrid vehicle, auto body technology, automotive service technology, diesel heavy truck technology and motorsports technology as early as this fall.

— Staff Reports

**SIMPLY THE CHOICE FOR YOUR PROFESSIONAL SURVEYING SERVICES**

ALTA/NSPS Surveys	Boundary Surveys	Property Subdivisions
Elevation Surveys	Topographic Surveys	House Stake-Outs
Construction Engineering	Pool Stake-outs	Elevation Certificates
Classified Forest & Wildlands Applications		

[www.meekscompany.com](http://www.meekscompany.com)

 **MEEEKS & COMPANY**  
PROFESSIONAL SURVEYING

**812-657-3082**  
1004 16th Street Columbus, IN 47201

IN-35106962

# An Unhappy Workforce Can Cost Money.

## How to Turn Things Around

STORY & PHOTO BY STATEPOINT



Amid the Great Resignation, the pandemic-era phenomenon of employees leaving their jobs, new research studying employees in the United States, the United Kingdom and Ireland are shedding light on how employers can retain their staff and keep them happy.

“Unleashing the Human Element at Work: Transforming Workplaces Through Recognition,” a new research report by Gallup and Workhuman, reveals that currently, only about one-third of employees say their employer has a formal recognition program, and 81% of senior leaders say recognition is not a major strategic priority for their organization.

Industry experts define a culture of recognition at its most basic level as one in which gratitude, praise and appreciation are freely given and regularly received in an authentic and equitable way throughout the organization.



- Business
- Medicare
- Group
- Health
- Automobile
- Homeowners

911 25th St. • Columbus, IN  
**812.372.8456**  
[www.zellerinsurance.com](http://www.zellerinsurance.com)



IN-35113743



*Celebrate  
with us!*



@CallihanPhotography

300 Washington Street, Columbus, IN 47201  
(812) 376-2681 | [thecommonscolumbus.com](http://thecommonscolumbus.com)

IN-35097702



The data suggests that not embracing this ethos is a missed opportunity. Indeed, Gallup's analysis of the study data shows that an organization of 10,000 people with an already engaged workforce can save up to \$16.1 million in turnover annually when they make recognition an important part of their culture. What's more, employees who feel recognized are more likely to be engaged and feel loyal to their organization.

"The data clearly shows that when recognition is genuinely embedded in workplace culture, people feel its full impact — they feel seen, valued and motivated to put in a little extra effort," says Dr. Meisha-Ann Martin, senior director of People Analytics and Research at Workhuman.

Employee recognition doesn't just have an impact on work performance though, it also has an insulating effect that can help shield employees from burnout and support their overall well-being. More than 70% of employees who have good recognition experiences at work rate their lives more positively overall and are more likely to be "thriving" in their everyday lives compared to those who are not being fully recognized.

But Dr. Martin advises companies to consider how they go about recognizing their employees. The study found that more than half of employees who say the recognition they receive at work is not authentic or equitable are actively looking or watching for new employment opportunities. Further, two in

five employees say they are not receiving enough recognition from leaders at their organization — only a few times a year at most — when the bare minimum for positive impact is at least a few times a month.

Recognition of employees is not only useful for retention, it can assist with recruitment too, say analysts.

"In today's competitive talent marketplace, the power of employee referrals cannot be understated. Yet, only 28% of employees in this study strongly agree they would recommend their organization as a great place to work. Organizations that acknowledge employees through strong cultures of recognition can boost this figure to 68%," says Ed O'Boyle, Gallup's global practice leader. "When organizations celebrate employees' successes and contributions, those employees pay it forward and become brand ambassadors."

To read the full report and learn more about Workhuman, a leading global provider of technology solutions, analytics, expertise and services to build human-centered workplaces, visit [workhuman.com](http://workhuman.com).

"Recognizing employees is a simple way organizations can demonstrate their commitment to their employees and inspire them to feel connected, confident and cared about, and in today's climate, it's no longer a nice-to-have program but rather a business imperative," says Dr. Martin.





ADOBE STOCK

*“The data clearly shows that when recognition is genuinely embedded in workplace culture, people feel its full impact — they feel seen, valued and motivated to put in a little extra effort.”*

*Dr. Meisha-Ann Martin,  
senior director of People Analytics and Research at Workhuman*



**Norma Childers**  
812-374-4250

**Michael Driscoll**  
812-569-5718

**Your Real Estate Experts**  
COMMERCIAL AND RESIDENTIAL

**CNP Realty Group**  
Making Dreams Come True


**Call Today for  
Expert Service.**

CNPRealtyGroup.com

**Servicing all of  
South Central Indiana**



IN-35111104



**You didn't work this  
hard to worry about  
the unexpected.**

Let a local independent agent  
help you cover all you've  
built, so you can worry  
about your business.



**Johnson-Witkemper, Inc.**  
**Insurance Services**

305 Washington Street • COLUMBUS, IN  
812.372.7829 • JWInsurance.com

***Auto-Owners***  
**INSURANCE**

LIFE • HOME • CAR • BUSINESS

IN-35111385

The ubreakifix by Asurion business which is in the process of being rebranded as Asurion Tech Repair and Solutions located at 1663 North National Road, Columbus, Indiana.



# KEEPING YOU CONNECTED

## Fast-growing device repair shop arrives in Columbus

STORY BY TOM JEKEL  
PHOTOS BY CARLA CLARK

A new technology-repair player is breaking into the Columbus market.

Known as ubreakifix by Asurion when it opened a store along National Road in March, the chain is rolling out a name change to Asurion Tech Repair & Solutions.

One of about 830 stores nationwide, starting with the company's 2009 launch in Orlando, Florida, the Columbus operation is one of three repair shops owned and operated by franchise partners James Kennedy of Bloomington and Mike York of Seymour.

Their entry into the device-repair sector began with a store in Seymour that opened in June 2019, followed by a new store in Bloomington in January of this year and two months later with opening of the Columbus store at 1663 N. National Road.

The Columbus shop is located along one of the city's heaviest traveled thoroughfares.

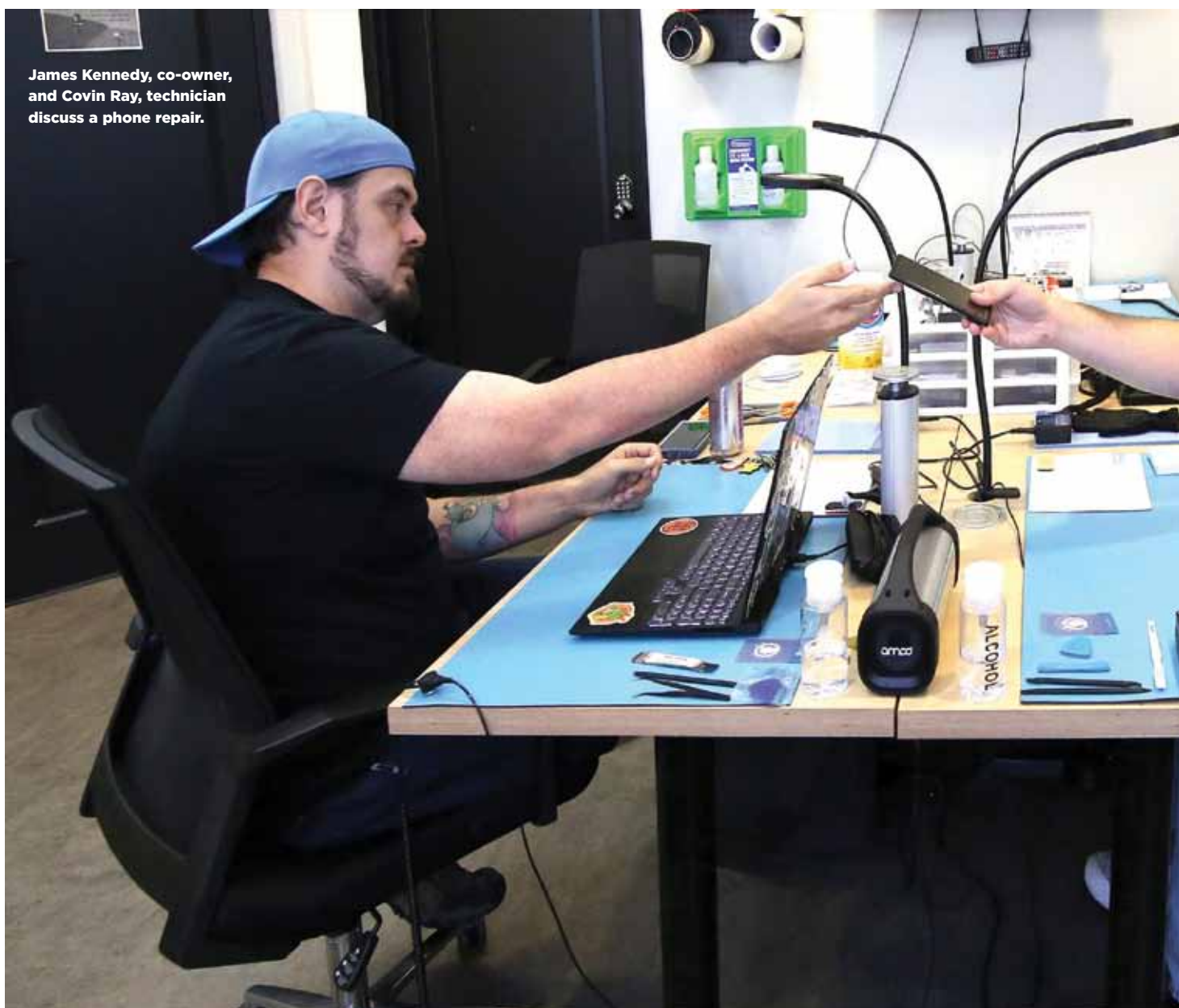
"We wanted to be close to all of the phone carriers; near the largest local electronics store, Best Buy; and GameStop for video games," said Kennedy, who expects to hold a grand opening soon in Columbus.

Several facets of the business set Asurion apart from competitors, said Kennedy, the operating partner who shuttles between the three southern Indiana locations to oversee them.

One example is the fast-growing chain is open every day of the week — unusual for a small repair shop.



James Kennedy, co-owner, and Covin Ray, technician discuss a phone repair.



“We are here for the users of technology, who need their devices seven days a week,” said Kennedy, who joined Asurion in Seymour in June 2020 as a remote technician.

Asurion also offers free diagnostics. With this service, Asurion determines whether a device can be repaired before the customer faces any costs. Each repair quote details the full cost of parts and labor before the job gets underway. If the cost is greater than the item is worth and not cost-effective to repair, the customer faces no out-of-pocket cost, Kennedy said.

Another customer benefit is a one-year warranty on repairs compared to 90 days that some competitors offer, Kennedy said.

And if a problem does recur within the one-year warranty period while the customer is out of town, Asurion will repair the item at any of the stores across the country — except in instances where an electronic device is dropped and breaks.

Asurion uses replacement parts provided by partners Samsung and Google and technicians can often replace parts that can

boost functionality or extend the life of the device, Kennedy said.

While Asurion specializes in same-day repair of personal electronics such as smartphones, tablets and computers, customers can get updates on jobs that take longer by logging into the Asurion national website and learn the status of their repair, Kennedy said.

An additional benefit available is a subscription service, AsurionHome+, which provides 24/7 customer support from technicians who can remote in to your computer and correct problems. The service costs \$24.99 a month and includes unlimited photo and video storage.

Just four months after joining Asurion, former cross-country truck driver Kennedy was promoted to Seymour store manager in October 2020. He became owner/operating partner of Hoosier Daddies LLC, the local Asurion franchise name, in August 2021 with business partner York.



“We are here for the users of technology, who need their devices seven days a week.”

*James Kennedy*



**James Kennedy,**  
co-owner, of Asurion  
Tech Repair and  
Solutions.

## James Kennedy

**AGE:** 33

**FAMILY:** Wife Brandy; children Natalie, 16; Xavier, 3; and Alexander, 1.

**HOMETOWN:** Charleston, Indiana

**RESIDENCE:** Bloomington since 2021

**EDUCATION:** Ivy Tech Community College, A+ certification in computer networking, 2020.

**CAREER:** Previous jobs in retail, including management, and cross-country truck driving. Started with Asurion in June 2020 as a remote technician; promoted to Seymour store manager in October 2020; became owner/operating partner of Hoosier Daddies LLC, the local Asurion franchise name, in August 2021 with business partner Mike York, operating stores in Bloomington, Seymour and Columbus.



**They can fix almost anything with a power button. James Kennedy, co-owner, with a vintage Coca-Cola tape player and an original Nintendo Game Boy to be repaired.**

Kennedy does all of the marketing, hiring, training, staff direction and payroll for the Asurion stores in Columbus, Seymour and Bloomington. York, who also oversees 22 Papa John's pizza locations in Indiana and Illinois, pays invoices and does the device-repair LLC's banking.

Asurion entered the Columbus and Bloomington markets during the COVID-19 pandemic, when many individuals began working from home and began relying even more heavily on their laptops and smart-phones for business purposes — in addition to using their technology to connect with friends and family.

The Hoosier Daddies franchise employs 17 workers among the three stores, including a local store manager for each.

Each technician undergoes Major 3 training, enabling them to repair Samsung, Google and Apple devices. They also take a Wireless Industry Service Excellence exam for cell phone repair. Afterward, technicians work toward A+ certification for installing, customizing and operating personal computers.

Kennedy received his A+ certification after attending classes at Ivy Tech Community College.

Besides their core specialties in smart-phones, tablets and computers, Kennedy said his technicians enjoy the surprises that a customer occasionally brings through the store.

"It's the weird stuff that gets us excited," he said.

One recent example was a red-and-white Sears 1954 portable eight-track player brought into the Seymour store.

"Taking it apart was interesting," Kennedy said.

Older technology relied on rope pulleys, for example.

"I haven't had to replace a rope yet," he said.

A different customer brought an original Nintendo GameBoy unit from 1989 into the Columbus store for repair, trying to get it going again.

Technicians found corrosion in the motherboard, and were cleaning it and checking contacts to see if they could get it started.

They also replace record-player needles and have repaired a vintage Pacman cabinet.

Asurion will actually repair anything with a power button, from drones and hoverboards to light-up Christmas sweaters.

"We love doing the weird stuff," Kennedy said.





**The Asurion Tech Repair and Solutions vehicle and building located at 1663 North National Road, Columbus, Indiana.**

---

## Asurion Tech Repair and Solutions

**PRODUCTS AND SERVICES:** Same-day repair of personal electronics such as smart phones, tablets and computers — including cracked screens, water damage, defective speakers, battery problems and HDMI ports. One-year warranty and pricing guarantee on repair work. Products for sale include device screen protection, chargers and portable batteries.

**LOCATION:** 1663 N. National Road, Columbus, among about 830 stores nationwide.

**PHONE:** 812-657-7523

**EMAIL:** ColumbusIN@uBreakiFix.com

**CORPORATE WEBSITE:** [www.ubreakifix.com](http://www.ubreakifix.com)

**LOCAL STORE HOURS:** Monday-Saturday, 10 a.m. to 7 p.m.; Sunday, noon to 5 p.m.

**BUSINESS MEMBERSHIPS:** Chambers of commerce in Bloomington and Columbus, plus Business Network International.



**Brittany Gonzalez, owner, add highlights to Mende Fox's hair at Studio Shag Hair Salon and Boutique.**



# Starting With Style

Studio Shag Salon  
under new ownership

STORY BY BARNEY QUICK | PHOTOS BY CARLA CLARK

When a new owner assumes the helm of a business, she does so with her own style. Some start making drastic changes right off the bat; others take some time to get a feel for what has made for the business's success so far, what kinds of products, services, branding and staff dynamics have worked.

Brittany Gonzales, who bought Studio Shag Salon in December 2021, has gone the latter route.

"I'm still doing baby steps," she says. "We've already added a few things, such as eyelash extensions and body waxing. I'd like to add some more services, such as nails and pedicures, but I'm still learning how things have been operating."

Studio Shag celebrated the transition with a grand opening on July 16 that included a Columbus Area Chamber of Commerce ribbon cutting, a drawing and refreshments.

The westside salon was established in 2013 by Tim Emmert, who is still on board as a stylist.

"I already knew Tim and had done some classes there," she says.



**Mende Fox has highlights added to her hair by Brittany Gonzalez at Studio Shag Hair Salon and Boutique, 3780 W Jonathan Moore Pike, Columbus, Indiana.**



“We’ve already added a few things, such as eyelash extensions and body waxing. I’d like to add some more services, such as nails and pedicures, but I’m still learning how things have been operating.”

Brittany Gonzalez

She’s been styling hair since 2006 and teaches in the C4 cosmetology program at McDowell Education Center. Prior to buying Studio Shag, she’d worked at a salon on the city’s east side.

What appealed to Gonzalez was the fact that it was the only locally owned salon on State Road 46 and was in a high-traffic area that includes popular eateries such as Koi, Papa’s Grill and Chicago’s Pizza.

Emmert’s career began in 1978. He’s been involved with high-end fashion shows and has styled hair for many television personalities.

A significant portion of Studio Shag’s clientele comes from the lakes on or just beyond the city’s west side, as well as people from Brown County and Bloomington. Gonzalez notes that the salon even gets business from Louisville due to its proximity to Interstate 65.

Because there are so many nationalities represented at the lakes, Studio Shag has a diverse demographic which has enhanced staff’s styling versatility. Gonzalez also emphasizes that it’s a family friendly operation and clients come in all ages.

Studio Shag doubles as a small boutique, selling clothing such as shawls, jeans, sweaters, rompers, dresses and jewelry from a number of vendors, mostly out of California. Gonzalez selects items to carry by looking online.



Goat milk soap for sale at Studio Shag Hair Salon and Boutique.



Studio Shag Hair Salon and Boutique,  
3780 W. Jonathan Moore Pike, Columbus, Indiana.

---

## Studio Shag Hair Salon & Boutique

**LOCATION:** 3780 W Jonathan Moore Pike,  
Columbus, IN 47201

**PHONE:** 812-799-1895

**WEBSITE:** [www.studioshaghairsalon.com](http://www.studioshaghairsalon.com)





Among area businesses that Studio Shag has partnered with is W.C. Elliot Farm, a Shelbyville-based maker of handcrafted goat milk soaps. These come in such scents as Orange and Honey, Raspberries and Cream, and Avocado.

The interior has a British theme. Union Jack imagery adorns the walls. That's a feature Emmert brought with him from a salon he'd been involved with in Atlanta. Gonzalez says that she'll continue with it for the time being, as it's distinctive, and customers associate

it with the Studio Shag experience.

The eight stylists work for themselves and rent booth space. While some occasionally work on Mondays, the salon advertises its hours as 9 a.m. to 5 p.m. Tuesdays through Saturdays.

The hair product brands that the salon uses and sells on a retail basis are Kenra, Paul Mitchell and Matrix. Reps from those companies visit regularly and keep staff apprised of the latest offerings. Cosmoprof, a nationwide distributor with a local store in Eastbrook Plaza, and State Beauty Supply in Bloomington

also supply products to Studio Shag.

Stylists take training from Kenra and Matrix and also at trade shows around the midwest. Staying abreast of trends has been part of the Studio Shag ethos from the beginning.

Gonzalez speaks of her move into an entrepreneurial role with a mixture of excitement and appreciation for the support she's received from those who have been at the salon for a while. So far, she's displayed a steady hand as she puts her own mark on its identity.





**Studio Shag Hair Salon and Boutique, 3780 W Jonathan Moore Pike, Columbus, Indiana.**

**Brittany Gonzalez, owner, poses with her daughter Rosa Macedo Gonzalez in jackets that are sold at Studio Shag Hair Salon and Boutique.**



Justin and  
Kathryn  
Williamson with  
son, Carson

# RV RENTALS ON THE RISE

STORY BY BARNEY QUICK | PHOTOS BY TONY VASQUEZ

Local business  
offers alternative  
to tent camping

.....

Kathryn and Justin Williamson picked the right moment to turn their avocational interest into an entrepreneurial venture.

They love camping, and now they are riding the crest of the RV-rental wave. Williamson RV Rentals has been enjoying phenomenal growth since they founded it in August 2019.

"We got into it for personal reasons," says Kathryn. "We had been tent campers. The last time we camped in a tent, it snowed, and I said, 'I'm done with that.' So we needed to have a Class C motor home (which has additional living space hanging over the cab) to go camping with friends."



They rented one, and soon discovered that there was a market for RV rentals. It operates in a similar fashion to the Airbnb business model.

They began their business out of their Scipio home. They moved to their current location, with a parking lot big enough to accommodate the 36 units currently in their inventory, in April 2021.

Taking the leap involved career switches for each of them. Justin had been an aircraft mechanic and Kathryn had been in agricultural sales.

The industry was already well enough developed when they got started to have a couple of well-patronized platforms, outdoorsy.com and RVshare.com, which was how the Williamsons began their marketing effort.

They now have their own website. The About Us page explains the concept, saying, “It’s simple — when you aren’t using your camper, we rent it out for you — taking care of all the details of marketing, rental, cleaning and delivery, while you just have to sit back and earn money!”

Their inventory includes a mix of travel trailers and Class C and Class A (flat-nosed) motor homes, along with a couple of fifth wheels. Brands include Jayco, Starcraft and Thor.

They only own a few of them.

“That’s what allowed us to grow so quickly,” says Kathryn.

“In a hotel room, you close the door behind you. You get to know your neighbors at a campground.”

Kathryn Williamson

---

## Williamson RV Rentals

**LOCATION:** 2706 US-31, Seymour, IN 47274

**PHONE:** 812-216-5640

**WEBSITE:** [williamsonrv.com](http://williamsonrv.com)

The inventory to rent includes a mix of travel trailers and Class C and Class A motor homes, along with a couple of fifth wheels.







“We didn’t have a big capital outlay.”

She adds, “And yes, I’m always looking for more vehicles.”

The industry is large but still growing. Kathryn notes that many people don’t realize rental is an option.

The market represents a wide array of demographics, all having in common being “campers who don’t want to sleep on the ground.”

Many customers are local, but also come from Indianapolis, Louisville and Cincinnati.

“The travel trailers range in weight from 3100 pounds to 9000,” she says. “I mention that because if a customer isn’t comfortable with towing, we offer delivery.”

Customers have a variety of uses for the vehicles.

“We rent anywhere from two to three nights at a local campground to two to three weeks out west. A newlywed couple rented one for their honeymoon.”

In addition to the Williamsons, staff consists of an office man-

ager and two part-time cleaning people.

While the couple still lives in Scipio, they are increasing their involvement in Seymour. They attend church there, and 10-month-old Carson (who, by the way, according to his mom, “loves camping already”) attends daycare there. The business is a member of the Seymour Chamber of Commerce.


The Williamsons are clearly doing something right. The testimonials page on their website boasts over 70 5-star reviews culled from Outdoorsy, RVshare and Google.

What does Kathryn find most satisfying about being in the RV rental business?

“The stories,” she replies. “Kids get excited talking about places they see. While the RVs have a lot of technology on them, it really is a put-away-your-phone-and-tablet kind of experience.”

It fosters community among those who travel that way.

“In a hotel room, you close the door behind you. You get to know your neighbors at a campground.”



## Top-rated financial technology backed by customer service excellence.

You confidently take charge of your dreams and goals and want to work with a bank who can help you be successful. We combine top-rated, customer-facing technology with a talented, customer-focused team to deliver service excellence.

Our Commercial Bankers will listen to your needs and help grow your financial strategy with services to:

- **buy, build, or expand your business**
- **increase your cash flow**
- **manage money efficiently**
- **reduce processing costs**
- **conveniently access the financial information you need to make critical business decisions**

Let's talk about your business goals.



Jeremy Foster

Andy Jaisle

Kim Bennett

Mike Sorrells

Scott Ballard

David McNichols

Jason Schroer

Ashley McCreary

Gary Everroad



### German American Bank

Banking | Insurance | Investments

Member FDIC

\*All loans subject to credit and underwriting approval.

Columbus • Seymour • North Vernon • Greensburg  
(812)372-2265 • [germanamerican.com](http://germanamerican.com)

# Business banking built for *your* business.

Business Checking and Savings | Commercial and Business Lending  
Business Online Banking | Remote Deposit<sup>1</sup> | ACH Originations  
Business Debit and Credit Cards<sup>2</sup> | Night Depositories | Merchant Services  
Positive Pay Fraud Protection | Health Savings Accounts | Employer Retirement Plans<sup>3</sup>



**Ashley Abner**  
AVP, Commercial Banking,  
Treasury Management  
AAbner@JCBank.com



**Jim D. Gray, Jr.**  
Vice President,  
Commercial Banking  
JGray@JCBank.com



**John Grossman**  
Vice President,  
Commercial Banking  
JGrossman@JCBank.com



**Jim Haberfield**  
Vice President,  
Commercial Banking  
JHaberfield@JCBank.com



**Emily Mowery**  
Commercial Banking,  
Treasury Management  
EMowery@JCBank.com



**Dave Richardson**  
Vice President,  
Commercial Banking  
DRichardson@JCBank.com



**Michelle Schaefer**  
Vice President,  
Commercial Banking  
MSchaefer@JCBank.com

# JCBank

[JCBank.com/Business](http://JCBank.com/Business)

Equal Housing Lender. Member FDIC. <sup>1</sup> Funds may not be available for immediate withdrawal. <sup>2</sup>  
Subject to credit approval. Not all borrowers will qualify. <sup>3</sup>