Talk v. Walk

It’s easy to talk value – law firms do it all the time. At Barnes & Thornburg, we’d rather walk it than talk it. It’s a distinction we share with our clients and embodies the same true entrepreneurial spirit of our Elkhart, Indiana clients. They like their matters staffed with less leverage and more partner involvement. They like their lawyering practical, efficient, and predictable. Measuring value not by time spent, but by results obtained. By how well we have walked their particular walk.

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Elkhart County has always been known as a manufacturing community – from Band Instruments (which are still proudly made here), to pills, to RV’s, electronic controls and a lot of products in-between. At one time we made cars, bicycles, and since the mid-1800’s we have been a major railroad hub. We have been fortunate over the years – one could say we have made our own fortune – to be able to bounce back from tough times. And we always have. At the height of Elkhart’s economic crisis when we had the highest increase of unemployment in the Nation, I was interviewed by a national TV company, sharing the forum with the Mayor of a Pennsylvania Steel town that had been in economic decline for 20-some years and was still suffering 20% unemployment. I remember saying – as diplomatically as I could – that Elkhart did not share the same fate as this city: we have always reinvented ourselves and emerged stronger for it. We have come back from that 21% unemployment to around 8.3% and are heading the right direction. Until the next economic crisis hits, then we’ll be fighting the same old battles. But then again, maybe not.

Two recent happenings in my view will have a profound impact on Elkhart County’s future: In the early 1990’s, a group of community leaders decided it would be a good idea to discuss who we are as a community and what we might want the future to be for Elkhart County. For perhaps the first time, concerned citizens from towns, cities and the County sat down together to share dialogue on these issues. Ten years later, the Horizon Project was formed to revisit these and other issues. Then several years ago, Horizon 2.0 was initiated to assess the impact of Horizon and determine the path forward. After many meetings and much discussion, Horizon 2.0 zeroed in on Education as the #1 issue impacting the current and future of Elkhart County’s citizens. Thus, the Horizon Education Alliance was formed, and today is a viable entity with a strategic plan, a business plan with measurables, and a staff to implement the Program of Work. With a focus on life-time learning and in collaboration with Elkhart County’s public school corporations, the mission is daunting but achievable. The Chamber’s Education Foundation and our Chamber are supporting this important initiative, both financially and collaboratively.

The second important event was the untimely passing of Elkhart native and entrepreneur David Gundlach. David’s legacy gift to the Elkhart County Community Foundation is now estimated to be nearly $150 million, which brings the Foundation’s total restricted and unrestricted assets to roughly $200 million. The impact of this gift will be huge, and under the capable leadership of the Foundation, careful analysis is underway to make sure that this fund is utilized in the most beneficial way. Our Chamber (among many other community organizations) has been told we will be asked for input into the methodology of the fund distribution.

To me, the timing of these two events is almost providential. Most of us who call Elkhart County home love this community. It is a great place to live, work and raise a family. It will be much, much better for our children and grandchildren should they choose to stay here. And there will be many reasons for them to want to.
Sell Smarter, Not Harder . . .
Why Salespeople Should Leverage Marketing

By Chad Root, President of Spearhead Sales and Marketing

I remember sitting across the table from my brother after eating Thanksgiving dinner at my parents. It was twenty years ago. We were recently out of college and had just started our careers. He was a mechanical engineer for an automotive supplier and I was a sales engineer for an industrial packaging company. I'll never forget it.

Him “You’ll never sell anything to me!”
Me “Why not?”
Him “Because I won’t answer the phone.” (I’m pretty sure he would have included “…or reply to your email” if we had email back then)
Me “But you buy a lot right?”
Him “Yep, $10mil a year” (proudly)
Me “Well, then I don’t need to interrupt you, I just need to be in the right place when you’re ready to buy.”
Him A blank stare as if to say “I suppose.”

It’s so true right? People hate being sold too. But, they buy things all of the time. As a salesperson, what makes more sense?

Option A: Standing in front of your store asking everyone that walks buy, “Hey, would you like to buy XYZ?” or if you’re in B2B sales, driving around to every potential buyer and interrupting people’s days with cold calls?

- or -

Option B: Use advertising, p/r and direct marketing to offer free help to potential buyers based on whatever it is they are trying to do. If you sell packaging, offer to re-engineer a box design to lower costs. If you sell flowers, offer to set-up an automated reminder for guys to remember their anniversary. If you want to attract interior designers, offer them a chance to win a design competition, and so on.

Of course, option B makes more sense. It gets buyers coming to you instead of you chasing them. If you would like help coming up with some creative offers of your own, download a free idea starter at www.spearheadsalesmarketing.com/ideas.

For consulting or marketing services, contact:
Chad Root
Spearhead Sales and Marketing
574-294-6900
info@spearheadsalesmarketing.com
223 S. Main St.
Elkhart, IN 46516
Montessori School of Elkhart Inc., One Montessori Dr., Elkhart, celebrated their 45th Anniversary.

A Good Neighbor LLC, 524 S Main St, Middlebury, unveiled their new product display.

Eastlake Terrace Senior Living Center, 3109 E Bristol St., celebrated their new parent company, Emeritus.

All Ribbon Cuttings and Ground Breakings are celebrated with a complimentary balloon bouquet from Bryan & Sarah Snyder and Lilly’s Party.

OmniSource Receives Fairbanks Beautification Award
Chuck Kelley, Yard Manager is pictured with Karin Frey and Rick Davis from the Beautification Council.

S P E C T R U M
E Y E W E A R G A L L E R Y
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50% Off Eye Exam*
10% Off Glasses, Sunglasses, & Contacts*
*The above discounts cannot be combined with any other offer, promotion or sale. Cannot be combined with insurance benefits.

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Goshen, IN 46526
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NEW MEMBERS...
Please extend a welcome to these new members!

A Good Neighbor, LLC
524 S Main St
Middlebury, IN 46540
(574) 825-1677
Fax: (574) 825-1368
www.agoodneighborclub.com
Brenda Dwyer
Heating/AC Contractors
Newspapers
Retail: General

Bethza Professional Makeup
Artist Studio
201 S Main St
Elkhart, IN 46516
(574) 343-7532
www.bethzacom
Bethzabe Seminario
Salon & Spa

Casey’s General Store
839 CR 6 E
Elkhart, IN 46516
(574) 206-0023
www.caseys.com
Kristin Spindler
Convenience Stores/Gasoline

Home Town Welcome Program
PO Box 251
Sturgis, MI 49091
(269) 651-7341
Fax: (269) 659-2113
htwprogram.com
Fred Gushwa
Marketing & Advertising

Industrial Metal Fab, Inc.
2806 W Sample St.
South Bend, IN 46619
(574) 288-8368
Fax: (574) 288-8360
imfonline.com
Kyle M. Beaudway
Aluminum & Steel Fabrication

J & N Stone, Inc.
905 E Waterford St
PO Box 442
Wakarusa, IN 46573-0442
(574) 862-4251
Fax: (574) 862-2944
www.jnstone.com
Jeff Lengacher
Stone Veneer Manufacturer

Legacy Heating and Air, Inc.
23821 Old US 20 E
Elkhart, IN 46516
(574) 349-4249
Fax: (574) 293-7990
www.legacyheatingandairinc.com
Tony Cook
Heating/AC Contractors

Michiana Dental Studio, Inc.
2100 Superior St
Elkhart, IN 46515
(574) 522-0368
Fax: (574) 522-0092
Vickie Vega
Dental Labs

RENEWING MEMBERS...
Our thanks to members who recently renewed!

Allegro Print & Imaging
Aluminum Trailer Company/
Motiv Trailers
ASA Electronics
Basher Children’s Home
Bittersweet Road Family Dentists
Bolt Document Management
The Borger Group, LLC
Braun Wealth Management
Group, LLC
Brown Mackie College - South Bend
Burnham & Beyler, LLP
Cardinal Buses, Inc.
Cargo Systems
CMI Enterprises
Comfort Suites - Elkhart South
Community Occupational
Medicine, LLC
Cope’s Carpet Cleaning, Inc.
Cressy & Everett Real Estate
Davis & Davis, PC
Elkhart Oral & Maxillofacial
Surgery, Inc.
EMS Group
Faith Mission of Elkhart, Inc.
Gaska Tape Inc.
Gaylor Group, Inc.

Gordon Food Service Marketplace
Greencroft Communities
Griffen P&H, Inc.
Growing Kids Learning Center
GVS Technologies, LLC
Heart City Health Center, Inc.
Hilton Garden Inn Elkhart
Holland Metal Fab., Inc.
Hop’s Quality Detail
& Window Tinting
Hull Lift Truck, Inc.
Humana Marketplace, Inc.
Hyatt Place South Bend/Mishawaka
Indiana Tech
Indiana Trust & Investment
Management Company
JJAMCO: Construction/
Fire & Water Restoration
Jordan Ford, Toyota, Scion,
Volvo & Preowned
Kobelco Compressors
Managing Indiana, Inc.
Lechliter Door Sales
& Service, Inc.
Life Center Project
of Elkhart County
Lochmandy Motors Sales, Inc.

Michiana Corrugated Products Co.
Palais Royale
Pinnacle Seating, Inc.
Prime-Time Specialty Vehicles, Inc.
R & R Regulators, Inc.
Gregory Robbins,
Pediatric Dentistry
Roofing Products International, Inc.
St. Joseph Regional Medical Center
Service Specialties
Shreiner & Sons, Inc.
South Bend Regional Airport
Speedgrip Chuck, Inc.
St. Joseph Paper & Packaging, Inc.
Jeffrey E. Steele, DDS
Swanson Staffing
TechnologyDrive.com
Texas Roadhouse
Trinity Consultants
United Cancer Services
of Elkhart County, Inc.
US Business Systems, Inc.
Weaver Furniture Sales
WFRN
Wingenuity Computer Service
Ziker Cleaners & Uniform Rentals

ANNUAL YEAR-END TAX
AND ACCOUNTING UPDATE

Crovew Horwath
November 14
7:45 am - 1:00 pm
120 South St. Joseph St
To register contact dana.halonen@crovewhorwath.com

Greater Elkhart CHAMBER

50 YEARS OR MORE
Bull Moose Tube Co.
EFP Corporation
Frager Gas Company, Inc.
Martin’s Super Markets, Inc.
River Oaks OB/GYN Associates, PC
Tom Nequin Chevrolet-Nissan-Cadillac-
Workhorse Custom Chassis, Inc.
Wells Fargo Advisors

25 YEARS OR MORE
AMS of Indiana, Inc.
Coffee Time/Water Time
Dan’s Service Center
Dometic, LLC
Farm Bureau Insurance Agency
Farmer Tank, Inc.
Dr. Donald C. Findlay
First State Bank of Middlebury
The Galaxy Diversified Inc.
Goodwill Industries of Michiana, Inc.
Homan Lumber Mart, Inc.
Lawmasters, Inc.
Marbach, Brady & Weaver
Markley Enterprise, Inc.
Mid-City Supply Company, Inc.
Northland Corporation
PNC Bank
Service Experts Heating & AC

20 YEARS OR MORE
Bristol Street Pediatric Assn.
Bruce Carter Associates, LLC
Standard Label Company, Inc.

15 YEARS OR MORE
Allied Waste Services
Comprehensive Dental Care, PC
Faegre Baker Daniels LLP
Fifth Third Bank
H & G Services
L & W Engineering
Regional Home Health Care, Inc.
The Samaritan Center

10 YEARS OR MORE
Advanced Heating, Inc.
Economic Development Corp.
of Elkhart County
Elkhart County Youth For Christ, Inc.
Ferret, Inc.
Indiana Community Bank
Kruggel, Lawton & Company, LLC
NaviGide Systems, Inc.
R-Way Trailer, Inc.
Bruce D Watkins, DDS, PC

5 YEARS OR MORE
CDR Construction
Cequent Towing Products
Mullets Garage/Auto Sales
Omni Source Corporation
Workmans Warehouse

1 YEAR
Brown & Brown General Contractors
Maple City Dispensing
Rachel A. Kidd Attorney at Law
Riverpointe Hearing Center/Craig E. Meyer, MD
SampleSolutions Group, LLC
Turning Point Counseling Services
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RE-CHARGED.
RE-INTRODUCED.

GET TO KNOW TODD ALLEN DESIGN
AT THE NEW tadesign.com

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STRATEGY
BRAND CONSULTATION
IDENTITY
DESIGN
MEDIA PLANNING
SALES MATERIALS
PUBLIC RELATIONS
3 Reasons You (Yes, Even You) Need An Ad Agency
by Steve Miller, Group Strategy Director at Todd Allen Design

Forget everything this issue says about marketing, advertising, and ad agencies. Who needs them! In this economy, the smart move is to make your salespeople the face of your company, and use free social media to build your brand. Let your competition waste their money on ad agencies! Right?

…Right?

Not exactly. It may sound smart at first, but it takes a toll you might not have bargained for in the long-term. Here at Todd Allen Design, we’ve spent the past 28 years working with companies from Elkhart to Paris (France, not Kentucky). We’ve seen tiny companies take over the world, and huge companies turn to dust.

One thing has always held true: The ones that use ad agencies tend to outperform the other companies that don’t.

The people at these other companies would never let a plumber give them Lasik surgery, or a dentist fix their car. Yet they’re happy to let a salesman design their marketing campaign in his spare time.

Don’t make the same mistake. Hire an agency of professional advertising experts, and 10 years from now you’ll still be thanking yourself. Here’s why:

1. Because even the best sales person isn’t perfect.
All salespeople share the same weakness: They’re people. People make mistakes, and those mistakes reflect on your company. For example, when your salesman is late for a meeting, customers don’t think “that salesman isn’t punctual.” They think “that company thinks I’m not important.” An ad agency, on the other hand, can help you build a brand that perfectly exemplifies your company. Every message is controlled, every error prevented. And as different salespeople come and go, your brand remains an ironclad beacon for customers; a reminder that your core values will always stay the same.

2. Because social media isn’t as helpful as you think.
Small businesses often rely on social media to reach new customers, and it’s easy to see why. It connects you to billions of people, and best of all, it’s FREE! However, before you make Facebook your entire marketing plan, we have two warnings for you. First: Facebook doesn’t help “new” customers find you. Most of them are existing ones who sought out your page after a purchase, not before. Second, don’t use Facebook as a stand-in for a real website, because it won’t let you show how your company is special. Just the opposite: It makes you look the same as your competitors, which won’t get you anywhere. Social media should be part of every marketing plan, but it shouldn’t be your plan. Sure, it may cost nothing—but you’ll get what you paid for.

3. Because you can’t afford not to.
Maybe you’re at the top of your industry, and didn’t spend a penny on advertising to get there. First, if that’s the case, congratulations. Second, let me ask you a question: If your significant other already loves you, should you stop talking to them? That would be silly, wouldn’t it? Well, having the lion’s share of customers and neglecting to advertise to them is pretty much the same thing. Just like your loved ones, customers never stop searching for reasons to stay with you. So when your competitor gives them reasons to leave you, they look to you to tell them why they shouldn’t. If you can’t (or just don’t), your competitor will steal their hearts. And your marketshare, too.

In short, treat your company’s image like the precious, fragile treasure that it is. Hire an ad agency, even if you don’t think you need one.

Especially if you don’t think you need one.

Todd Allen Design is an award-winning advertising agency in Elkhart, Indiana. To learn more, visit tadesign.com or call (574) 295-8866.
**Ambassador of the Month**

Brian Chamness
Harter Supply, Div. of DC Products, Inc.

> Twenty years from now you will be more disappointed by the things that you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.
> - Mark Twain

**Bashor Children’s Home** is a 501-C-3 non-profit child welfare agency affiliated with the United Methodist Church. They have provided help for troubled children and families through residential care, day treatment/alternative education, foster care, and more for the last 80 years. As a regional provider of services, they work with over 150 children daily from 22 counties and 3 different states. To learn more about Bashor’s community outreach and programs or to become a foster parent, visit: www.bashor.org or call (574) 875-5117.

With roots in banking prior to the Civil War, **PNC** has grown into one of the leading financial services organizations in the country. PNC provides consumer and small business banking in 15 states, with residential mortgage banking and corporate/institutional banking offices across the continental US. PNC advisers bring financial savvy, local knowledge and truly personal service to all of their banking relationships. Whether you’re an individual or an institution client, PNC can help you bank intelligently and easily. Start by going to: www.pnc.com.

The Ambassadors Council wishes to thank **Imagination Pro Media** for the great sound system they provide at the Biz-Ness Events.
Rediscover Concord Mall
Holiday Happenings!

Mall Holiday Hours
November 23, 12:01a-9p
November 24, 9a-9p • November 25, 11a-6p
November 26-December 14, Mon-Sat 10a-9p; Sunday 11a-6p
December 15, 8a-10p • December 16, 11a-8p
December 17-22, 8a-10p • December 23, 11a-8p
December 24, 8a-6p

Santa’s Surprise Visit and Storybook Parade
Saturday, November 17th • Parade starts at 11:00a • Photos with Santa until 7p
Children are invited to dress in costume as their favorite story book character. Kid’s Craft Time at Fresh Start Church 11a-1p

Santa’s Schedule

Santa Set Opens Friday, November 23
Monday-Saturday 11a-7p • Sunday Noon-5:30p
Christmas Eve Day 10:00a-4:30p

Photo Packages • Holiday Greeting Cards • Musical Photo Globes • Holiday Photo Frames • Photo Tree Ornaments

November
3 Celebration of Countries
10 Gifts of Art, Fashion & More Extravaganza
17 Santa’s Surprise Visit & Storybook Parade
22 Happy Thanksgiving
23 Christmas Celebration Kick-Off

December
3 Toys for Tots with WNDU TV and the Marines
8 Pet Photos with Santa
10 & 18 Milk, Cookies and a Story with Santa
13 Sensitive Santa (for special needs children)

Free Gift Wrapping Every Weekend Starting November 23
(Concord Mall purchases only)
Event Listing is Subject to Change
LEAN WORKSHOP
Staying Competitive in a Global Economy

LEAN is how we describe elimination of waste in your operation. YOU get to decide how LEAN you want to be, but to make this decision, YOU'll need some basic tools and an understanding of the 8 basic wastes. This knowledge and these tools, along with an all-day manufacturing simulation, is what you get when you join us for LEAN-101.

Tuesday, December 4
8:00 am to 5:00 pm (lunch included)
Elkhart Chamber of Commerce
Non-Member: $295
Chamber Member: $250
(a second person from the same organization may attend FREE)

Registration online at www.elkhart.org

OSHA
Fall Protection
Falls are among the most common causes of serious work related injuries and deaths. Employers must set up the work place to prevent employees from falling off of overhead platforms, elevated work stations or into holes in the floor and walls. Join us for a refresher on the often overlooked issue of fall protection.

Wednesday, November 21
7:30 am Breakfast / 8:00 Program
Matterhorn Conference Center
2041 Cassopolis Street, Elkhart
Brian Sebastian, Area Manager, Sperian Division of Honeywell
$9.00 per person includes breakfast. Payment is required in advance or at door.
RSVP for this meeting by Nov. 16
Register online at www.elkhart.org

TRANSPORTATION
16th Annual Transportation Reception
South Bend Airport
The Economic Impact and where should we go from here!
Special Guest Michael A. Daigle, A.A.E.
Executive Director,
St. Joseph County Airport Authority

Wednesday, December 5
5:30 – 7:00 pm
Matterhorn Conference Center
2041 Cassopolis St, Elkhart
Hors d’oeuvres and cash bar

This event has been made possible through the generous support of Marbach, Brady & Weaver; Rieth-Riley Construction Co., Inc.; Robert Weed Plywood Corp.; The Troyer Group, Inc.; and Wightman Petrie, Inc.

Members: $15 Non-Members: $25
Register online at www.elkhart.org

Legacy Heating and Air Delivers a Family First Way of Doing Business

Legacy Heating and Air, owned by the Cook family, has opened its doors in Elkhart to re-establish itself as the premier Heating and Air Conditioning service company in the Michiana area. With over 200 years of combined experience, Legacy Heating and Air has a history that dates back to 1945, when Vernon Cook began serving the Elkhart area as a furnace dealer. Since then, generations of the Cooks have continued to maintain a presence in Elkhart – serving the heating and air conditioning needs of the area.

In 1972, Cook introduced the Michiana area to “Planned Service,” the first prepaid maintenance agreement in the area. Planned Service steadily grew over the years as homeowners began to realize that maintaining their home’s heating and air conditioning system helped keep their equipment clean, in good working order and running at peak efficiency year-round. The company built a customer base of satisfied customers that exceeded 5,000 family and friends by the late 1990s.

In 1999, the Cook Company was purchased and became a part of the company “Service Experts,” along with other HVAC companies across the country. In mid-2012, however, the Cook family decided it was time to get back to the small family business where they could offer customers a better, more personalized approach, like they had done for so many years in Michiana.

Managed by Tony Cook and Billy Hoopingarner, Legacy Heating and Air holds true to its “Legacy” namesake, getting back to a “family first” approach, which includes serving customers on a personalized basis and making sure employees feel like part of the family and can provide for theirs.

Legacy Heating and Air offers a variety of services in both commercial and residential settings, and is eager to provide the best customer service to both new and old customers.

855-273-8444
www.legacyheatingandairinc.com
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<td>Lunch With Senator Coats, 12:00 – 1:00 pm Elcona Country Club, Bristol</td>
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<td>Biz-Ness After Hours, Hilton Garden Inn, Elkhart, 5:00 – 7:00 pm</td>
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<td>OSHA Council Breakfast, “Fall Protection,” Matterhorn Conference Center, 9:30 – 9:00 am</td>
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<td>Thanksgiving Day – Chamber Closed</td>
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<td>Staff – Member Visits</td>
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**NOVEMBER**

**CHAMBER CALENDAR OF EVENTS**

**SUNDAY**
- **Women’s Council Networking Luncheon**

**MONDAY**
- **SCORE, 9:00 am**

**TUESDAY**
- **Women’s Council Steering Committee, 9:00 am**

**WEDNESDAY**
- **Young Professionals Council, 8:00 am**
- **Bristol Business Council, 4:00 pm**

**THURSDAY**
- **Education Council, 7:30 am**
- **Environmental Conference, Lerner Theatre, 8:00 am – 4:00 pm**
- **Ambassadors Council, 4:00 pm**
- **SCORE Workshop, 6:30 – 8:30 pm**

**FRIDAY**
- **Transportation Council, 8:00 am**

**SATURDAY**
- **Coalition of Chambers, LaPorte, 11:30 am**

**11**
- **Executive Board, 8:00 am**
- **Government Council, 8:00 am**
- **Leadership Academy, 8:00 am – 5:00 pm**

**12**
- **Women’s Council Luncheon, Our Chamber Member’s Favorite Things, 11:30 am – 1:30 pm, Lerner Theatre**

**13**
- **Executive Board, 8:00 am**
- **Government Council, 8:00 am**
- **Leadership Academy, 8:00 am – 5:00 pm**

**14**
- **Women’s Council Luncheon, Our Chamber Member’s Favorite Things, 11:30 am – 1:30 pm, Lerner Theatre**
- **Business Recognition Council, 4:00 pm**

**15**
- **Transportation Council, 8:00 am**
- **Women’s Council Luncheon, Our Chamber Member’s Favorite Things, 11:30 am – 1:30 pm, Lerner Theatre**

**16**
- **Coalition of Chambers, LaPorte, 11:30 am**

**17**
- **Executive Board, 8:00 am**
- **Government Council, 8:00 am**
- **Leadership Academy, 8:00 am – 5:00 pm**

**18**
- **Biz-Ness After Hours, Hilton Garden Inn, Elkhart, 5:00 – 7:00 pm**
- **OSHA Council Breakfast, “Fall Protection,” Matterhorn Conference Center, 7:30 – 9:00 am**

**19**
- **Thanksgiving Day – Chamber Closed**

**20**
- **Biz-Ness After Hours, Hilton Garden Inn, Elkhart, 5:00 – 7:00 pm**
- **OSHA Council Breakfast, “Fall Protection,” Matterhorn Conference Center, 7:30 – 9:00 am**

**21**
- **Ambassadors Council Steering Committee, 9:00 am**

**22**
- **Ambassadors Council Steering Committee, 9:00 am**

**23**
- **Ambassadors Council Steering Committee, 9:00 am**

**24**
- **Ambassadors Council Steering Committee, 9:00 am**

**25**
- **Staff – Member Visits**
- **Staff – Member Visits**

**26**
- **Staff – Member Visits**
- **Leadership Council, 4:00 pm**

**27**
- **Ambassadors Council Steering Committee, 9:00 am**

**28**
- **Ambassadors Council Steering Committee, 9:00 am**

**29**
- **Young Professionals Luncheon, Lerner Crystal Ballroom, 11:30 am – 1:00 pm**

**30**
- **Environmental Council, 7:30 am**

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**Dec. 14 and 15, 2012**

7:30 pm

Sun. Dec. 16 – 3 pm

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$18 Adults

$15 Seniors and Students

$12 Children 12 and under
Soup of Success Empowers Local Women

Local women are transforming their lives in Soup of Success, a program of Church Community Services. This intensive job and life skills training empowers women through education and resources, builds self-esteem, develops independence, and improves quality of life.

Soup of Success participants come from all different backgrounds, but they share a genuine desire to overcome difficult life situations, including poverty. “I gave up on myself a long time ago. I was just working to get by,” said one graduate. “I now know I can achieve my dreams if I work hard, make the right connections, and present myself in a positive way. I thank Soup of Success for all this power and knowledge. It is a life gift that I will never forget.”

Another graduate said, “I have learned the importance of listening to myself, setting boundaries, and acknowledging my accomplishments. This has had a profound impact on my life today, and it will play an important role in fulfilling my hopes and dreams in the future.”

This unique holistic program includes group and individual support, education, career counseling, hands-on business skills, mentoring, and graduate follow-up. Women in Soup of Success also participate in a small business – a social enterprise – making and marketing gourmet food mixes, gift baskets, and greeting cards. All proceeds from product sales return to the program to cover training wages for the participants.

Soup of Success gift baskets make great personal or corporate gifts. The Elkhart County Convention and Visitor’s Bureau, Sanders Pianowski LLP, and SAPA International are just a few of the organizations who have purchased and given them. KeyBank has purchased greeting cards custom designed and hand-crafted by Soup of Success women.

By choosing to give Soup of Success products, you’ll make a positive impression, as you also give back to the community and empower local women taking steps into their futures.

To purchase:
- Visit Church Community Services Mon.-Thurs. 9-4 or Fr. 9-2. 907 Oakland Ave., Elkhart. (Dec. 4, 11, 18 until 7 pm)
- Visit Church Community Services Gift Basket Open House at CCS Nov. 3, 8-2, or Dec. 8, 9-1.
- Visit Soupsuccess.com

to help Church Community Services in other ways, contact Carol Willis at (574) 295-3673.

McGladrey LLP has promoted Ryan Matthys to Partner in its assurance services practice.

Nuway Construction has begun a new Corporate Office project for CrossRoads RV, a division of Thor Industries.

Spherion Staffing has been named the top licensee in the nation for FY 2012, recognizing numbers of placements and enterprise revenue.

Julie Wheeler, West View Florist, Inc., has completed two courses of floral design at the Southern California School of Design instructed by the Internationally recognized Phil Rulloda.
IOI® is committed to the people we serve and making a difference. Our expertise in payroll and HR administration helps our clients achieve greater efficiencies in managing payroll, human resources, time tracking, and so much more!

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