

INDIANA

hr 18 min

516 miles

OCTOBER/NOVIEMBER 2022

Which Direction to Follow

8 hr 48 min

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The mission of the Chamber is to be the leading resource for making connections that foster collaboration which serves and promotes efforts to strengthen the Greater Elkhart business community.

"Leading Business" is the bi-monthly magazine published by:



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Which Direction to Follow



PRESIDENT'S REPORT

Levon Johnson
President/CEO
ljohnson@elkhart.org

Recently, before heading to a meeting out of town to a place I hadn't been before, I did what so many of us do and typed the address into my GPS.

As I did, I thought to myself this is so much better than when I first started driving and would have had to have a road atlas to try to figure it out. It is better than looking up the directions on my computer, then printing out four pages of paper that I would have to read as I was driving.

You get the point. I think we all can agree that having that GPS voice tell us, turn by turn, which way to go is easier, more convenient, and safer than our previous options.

On this particular day there was still a decision to be made.

The GPS was giving me three different options to get to the same destination. The difference in the arrival times was 4 minutes.

I could take the highway route which was longer in mileage but would allow me to drive faster, avoid most stop signs and signals, but would provide limited scenery and more interaction with other drivers.

Traveling the route that would take me through the heart of multiple cities and towns was another option.

Going this way was the shortest route in mileage, would allow me to see the central business districts in other communities. For the time of year, I would see more people interacting with one another on the streets of the cities I would pass through. These directions also had the most turns and traffic signals.

The other option would have taken me through more rural settings because I would be driving backroads.

On this route the topography would take me past rivers, lakes, woods, and farm fields. The roads would be winding and have hills and valleys. There would be less need to deal with stop signs and signals. In addition, there would be far less traffic to interact with using this direction. However, this was the slowest route.

On this trip I was traveling by myself, so I got to make the decision.

But how would that decision have been made if others were going to be traveling with me? What if the trip was with my family, my colleagues, a visitor I was introducing to the area? What if I wasn't the one driving or if I was taking a ride share? What if I had the option to take a train, bus, or plane to my destination?

What's your point, Levon?

The influences on how a person, a group, a city, a region, or a state decides what direction to follow to create a healthy business environment and a vibrant community that provides opportunities for a great quality of life can be many and varied.

The great thing about living in this region is that once we decide our destination, no matter the directions we follow, I know we can get there from here.

There is little question that our region is emerging.

Indicators of this growth can be seen in the amount of investment and interest coming into our area from both private and public sources. It can be heard and seen in the ways that we talk about our area with pride and work tirelessly to address our challenges.

The key to reaching our destination is to look at all of our options.

And most importantly we have to keep moving towards where we are going.

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Member Celebrations



Elkhart High School unveils "**The Art Depot.**" The space offers a creative, nurturing after-school center for high school students, café, art studios, shop with locally made items and community classes. *ElkhartArtDepot.com*



The Garage Arcade Bar relaunches the new space and design at their "Super Mega Ultra Grand Reopening Expansion Pack" celebration with friends, good vibes and live music. *GarageArcadeBar.com*



Happy Birthday, **Hoosier Crane**! Celebrating 20 years! Beginning as a service company and continuing to be a service-oriented business, they recognize that great employees make a great crane service company. *HoosierCrane.com*



Welcome to Elkhart, **KC Layne Makeup & Lash Studio!** Owner Casie Smith marks the Grand Opening of her new studio with family and friends. She works to empower people to find their internal and external beauty. *KCLayneLashStudio.com*



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1143 Oak St, Elkhart, IN 574-266-7571 www.elkhartenvironmental.com

Alternative Fuel Vehicles and the Necessary Infrastructure

Speaker: Carl Lisek, Executive Director Drive Clean Indiana

Friday, December 9 8 am

Matterhorn Conference Center, 2041 Cassopolis St, Elkhart Register at Elkhart.org/events

 $\label{lem:constraint} \textbf{A breakfast hosted by the Transportation Council and Sponsored by:}$











Member Celebrations



Welcome to the new home for **Mario's Catering and The Brislo Bistro** at the corner of Bristol St. and Osolo Rd. Visit Lynda and the Crew for breakfast, lunch, beer, wine, private events and Boar's Head deli meats and cheeses. *MariosCateringInc.com*



Thrift at Woodland Crossing opens a location in south central Elkhart, engaging in the community with quality items at fair prices and monthly workshops. Learn about the store and work it supports with a visit to the shop or website. *Thrift.MCC.org*



Happy 75th Birthday **Mid-City Supply!** Founded in 1947 by Sam New and Mel Cohn, it was first located on Beardsley Avenue in the heart of downtown Elkhart. In 1972, they relocated to their current location on Industrial Parkway. *www.Mid-City.com*



The "Can-do Crew" at **Workbox Staffing** celebrates the fresh, renovated space. It's a welcoming place for clients – both employers and employees – to build relationships, find the best solutions and do business. *WorkBoxStaffing.com*

Active Shooter Preparedness

Learn the latest on how to prepare and react to this situation Speaker: Sgt. Ted Bohner, Indiana State Police

Wednesday, October 19 7:30 - 9 am Matterhorn Conference Center, 2041 Cassopolis St, Elkhart

An OSHA Council Training Breakfast Register at www.Elkhart.org Pre-registration required

Annual Sponsors

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Creative Safety Training Techniques

Speaker: Kevin Beswick, RMS Safety

Wednesday, November 16 7:30 - 9 am Matterhorn Conference Center, 2041 Cassopolis St, Elkhart

An OSHA Council Training Breakfast Register at www.Elkhart.org Pre-registration required

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Business Recognition Awards



EQ United has received a Business of the Month Award from the Greater Elkhart Chamber Business Recognition Council. Founded in 1913 in Elkhart, originally Days Corp was a delivery service with a horse and wagon. Jim Sproatt was creative and reached for things when others may not have seen it and one of his larger legacies became Equalizer Systems. They recently rebranded themselves as EQ United, which has two main divisions, EQ Systems & EQ Logistics. EQ Systems is focused on hydraulic lifting and leveling systems, as well as electric stabilizing options for the RV, horse trailer, motorsports, and commercial industries. EQ Logistics is primarily focused on public warehousing, with almost 1M square feet right now in warehousing. They also offer export packing/crating, woodcutting services and other complete

3PL offerings. The company began making their own cylinders in 2015, and are now in the Top 5 makers of Cylinders. EQ United is locally owned, with 4 main owners: COO Jason Loose, CFO Nate Carpenter, and members of the Sproatt family. EQ takes its community involvement and puts it in the hands of their 200 employees. What is important to their employees is important to them, including food drives, allocating money for employee-involved organizations, the annual Memorial Day Parade, choosing families for Christmas baskets, and employee well-being. EQ United has been a member of the Greater Elkhart Chamber since 1982.



Thursday, November 17 11:30 am Crystal Ballroom

Crystal Ballroom at the Lerner Theatre

The twelfth annual Favorite Things Luncheon is hosted by the Women's Council.
Invite a friend, client or colleague. Enjoy a relaxing, fun luncheon
and have the chance to WIN a Chamber Member's Favorite Thing!

(Gifts valued at \$50 or more). Register at www.elkhart.org.

Presenting Sponsor























Promote your company!

Favorite Things can get your company exposure! Showcase your business by sponsoring a gift from among your products and services and having your "commercial" read at the event. If you are interested in participating as a gift sponsor, contact Kathy at kcardwell@elkhart.org.

Business Recognition Awards

Flexible Concepts, Inc. located at 1620 Middlebury St, Elkhart, has received a Business of the Month Award from the Greater Elkhart Chamber Business Recognition Council. Flexible Concepts was started by Tim and Beth Gerstbauer in 1990 in a small facility near the airport in South Bend. The company moved to Mishawaka, and in 1999 purchased a property in Elkhart. Since then, they have added on to the facility three times, and purchased a neighboring facility in 2010. The second facility is for the government DOD contracts where they work on 60mm and 80mm mortar fins. Amy Brown, President, joined her parents at the company in 1990 while still in college. When her mom passed away in 2020, Amy took over for her mother. Her Dad stepped back from the day to day operations and they hired a VP of



manufacturing, Dave Werblo, to take his place. During Covid, she kept her staff working by remodeling the office area and adding a beautiful conference room dedicated to her mother. When they started in 1990 they had 5 employees. They currently have 115 employees and still have openings they are trying to fill. The company feels it is important to give back to the community, and work with E3 Robotics, Habitat for Humanity and Church Community Services. Flexible Concepts, Inc. has been a member of the Greater Elkhart Chamber since 2006.



MapleTronics, 2116 W. Wilden Ave, Goshen, has received a Business of the Month Award from the Greater Elkhart Chamber Business Recognition Council. Founded in 1992 by Wes Herschberger, MapleTronics is a full-service IT security and managed services company with offices serving Northern Indiana, Southern Michigan, Middle Tennessee, and Sarasota, Florida. Their solutions focus on four main areas: business security, stability, continuity, and support. Clients include large manufacturing companies and healthcare facilities, mid-sized business service providers, and educational institutions. With 2 private data center locations they are working to get more clients into modern cloud environments. They have recently stepped away from walk-in service and repair to focus more on

developing Advanced CyberSecurity Solutions. Originally operated out of a Radio Shack franchise, they moved to their current building in 2001. The company has grown to 68 full time employees and 2 student apprentices. Bret Stahly, Jon and Luke Morningstar, Adam Herschberger, and Wes Herschberger are all part owners of the company, and Jon Morningstar is the President. Maple Tronics is very active in the com-munity and works with non-profits and other organizations with golf outings, food drives and IT managed service grants. MapleTronics has been a member of the Greater Elkhart Chamber since 2007.



Fairbanks Award

We Impact Group has received a Fairbanks Award from the Business Recognition Council of the Greater Elkhart Chamber of Commerce. The award was for the Riverbend Building, located at 240 E Jackson Blvd in Elkhart. The Riverbend Building is home to several companies, including Community Foundation of Elkhart County, Lake City Bank, Edward Jones, Patrick Industries, We Impact Group, Bird in the Hand Restaurant and The Jackson Rooftop bar. The Fairbanks Award is given to recognize businesses that have made an outstanding contribution toward beautification of our community. We Impact Group has been a member of the Greater Elkhart Chamber since 2020.



Intrigue, Inspire, IGNITE Elkhart County

The Greater Elkhart Young Professionals will hold its eighth annual Intrigue, Inspire, IGNITE Elkhart County Dinner on Thursday, October 20, at the Lerner Theatre inside the majestic Crystal Ballroom, located at 410 S Main St, Elkhart.

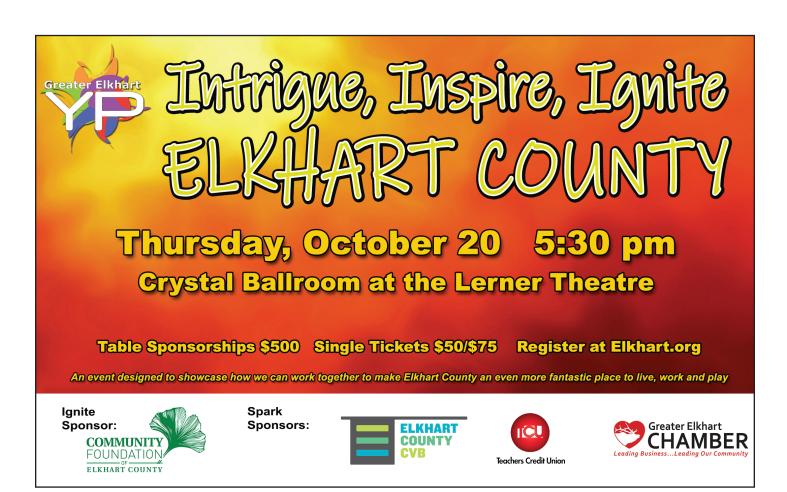
We invite you to hear from community leaders as they share their stories of career growth and personal development.

Speakers include: Council President Arvis Dawson, City of Elkhart; Willie Brown, Community Health Work/ Outreach Manager at Heart City Health; Nathan Overbey, Director & CEO of DAJ Pyramid Show; Liliana Quintero, Executive Director of the Northern Indiana Hispanic Health Coalition; DaVonne Kramer, Founder of Regality, Inc. and; Pete McCown, President of the Community Foundation of Elkhart County.

Our event speakers have been instrumental in igniting the fire within many. "This event promises to be an evening that will inspire all to continue the work in making Elkhart County an even more amazing place to call home," says Levon Johnson, President/CEO.

The Community Foundation of Elkhart County is the Ignite Sponsor, and Spark Sponsors are Elkhart County Convention and Visitors Bureau and Teachers Credit Union.

The event begins at 5:30 with networking. Table sponsorships and individual seats are available. Please register at Elkhart.org/events by October 13.



Celebrating Minority Business Excellence

On Thursday, November 10, the Chamber's Business Diversity Initiative (BDI) will host its annual award ceremony to honor the hard work, dedication and accomplishments of minority owned businesses in our community.

Members of BDI understand the unique challenges that minorities face when starting and growing a business. That's why they believe it is important to spotlight those who have overcome these obstacles and achieved success.

"This award ceremony celebrates Elkhart's diverse business community; it makes us stronger, more connected. When we shine a light on minority owned businesses it can inspire others to pursue their entrepreneurial dreams, too," says Levon Johnson, President/CEO.

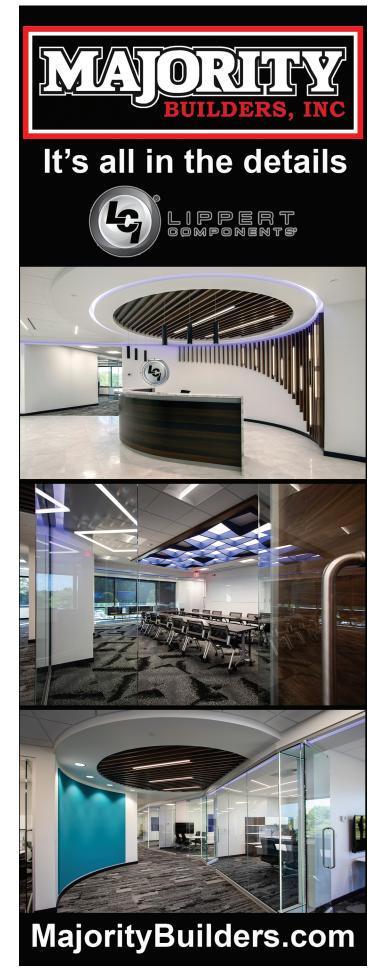
The event will provide a platform for entrepreneurs to network with leaders within their industry and celebrate this year's recipients in communications, community impact, finance, health, nonprofit, restaurant and service.

Karrah Herring, J.D., The State of Indiana's Chief Equity, Inclusion & Opportunity Officer, is the event's keynote speaker. Jose Rodriguez, Administrative Director at RV/MH Hall of Fame and Northern Indiana Event Center, will serve as emcee.

The Community Foundation of Elkhart County is the Presenting Sponsor for the event.

The event will be held at the Crystal Ballrom at the Lerner Theatre, and will begin at 5:30 pm with networking. Table sponsorships and individual seats are available. Please register at Elkhart.org/events.





NEW MEMBERS

AAA Valparaiso -John Hanley Agency

www.facebook.com/jhanleyagency 2502 Beech St, Ste 40 Valparaiso, IN 46383 (574) 849-1350 Michael Robinson *Insurance*

The Arena

www.facebook.com/thearenaelkhart 2401 Middlebury St Elkhart, IN 46516 (574) 226-3508 Dara Marquez Event Space

Referred by Business Diversity Initiative

Bag That Bag LLC

www.instagram.com/thatbagboutique PO Box 871 Elkhart, IN 46515 (574) 226-3268 Kim Dale *Retail: Specialty* Referred by Business Diversity Initiative

Barron Furniture

www.barronfurniture.com 2620 S Main St Elkhart, IN 46517 (574) 294-1828 Carina Barron Furniture: Manufacturer Referred by Business Diversity Initiative

Camco Manufacturing, LLC

www.camco.net 2912 Leer Ct Elkhart, IN 46514 (336) 668-7661 Adolf Lehner Recreational Vehicle: Accessories

Coco's Restaurante

www.facebook.com/ Cocos-Restaurante-361493857367085/ 910 Goshen Ave Elkhart, IN 46516 (574) 304-1287 Miguel Ruiz Restaurants Referred by Business Diversity Initiative

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20 YEARS

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15 YEARS

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10 YEARS

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5 YEARS

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1 YEAR

All-Phase Electric Supply Co., Inc. AMS Mechanical Systems Bill's Heating Inc. D321gner Space Inc. Lighthouse Leadership Group, LLC Placon Corporation Relevant Dealer Stealth Enterprises **Tube Form Solutions** Vahala Foam, Inc. ViviScape Software

Cubiletes Mexican Bar & Grill

www.facebook.com/cubisbarandgrill 4100 E Bristol St, Ste 1 - 2 Elkhart, IN 46514 (574) 333-3077 Doris Escobar Restaurants

Dave's Tax Service

2615 W Lexington Ave Elkhart, IN 46514 (574) 361-1101 David Sims, Jr. Tax Services: Business & Personal Referred by Business Diversity Initiative

El Fogon Restaurante y Taqueria

www.orderelfogonrestauranteytaqueria.com 1832 Cassopolis St, Ste A Elkhart, IN 46514 (574) 343-2997 Felipe Zendejas Restaurants Referred by Business Diversity Initiative

Eleven21 Lounge

www.eleven21lounge.com 160 Easy Shopping Place Elkhart, IN 46516 (574) 326-3807 Kanvass Williams Bar & Grill

Endeavour Commercial & Construction

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Ms. Nita's Apparel & Thangz

www.facebook.com/Ms-Nitas-Apparel-Thangz-105148841638595/ 915 Baldwin St, Unit 2 Elkhart, IN 46514 (574) 327-1028 Darnita Burnett Women's Apparel: Retail Referred by Business Diversity Initiative

Northwest Bank

www.northwest.bank 901 CR 6 E Elkhart, IN 46514 (574) 206-1211 Alan Hibshman Banks

Regality Inc.

www.regalityinc.org 1124 W Lexington Ave Elkhart, IN 46514 (574) 971-9004 DaVonne Kramer Leadership Development Training Nonprofit Organizations Referred by Business Diversity Initiative

RN Social Media Management LLC

www.facebook.com/ rnsocialmediamanagement 3506 Whitfield Ct Elkhart, IN 46517 (574) 389-6044 Leslie Nungaray Mondragon Marketing Referred by Business Diversity Initiative

Serenity Home Medical, LLC

www.serenityhme.com 1710 Leer Dr Elkhart, IN 46514 (574) 327-2357 Alessandra Malik Medical Equipment: Rental/Sales Referred by Emma Jordan, Specialized Staffing

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NEWS ABOUT OUR MEMBERS

Jeff Haradine has been named President of Barletta Pontoon Boats.

Berkshire Hathaway HomeServices Northern Indiana Real Estate has moved to their new location at 1101 Parkway Ave, Unit 100, Elkhart.

Rebecca Shetler Fast has been appointed as Chief Executive Officer of **CAPS** (Child and Parent Services).

Centier Bank has promoted **Ryan Bender** to the role of Assistant Vice President, Mortgage Loan Officer.

The Elkhart Education Foundation welcomes Juan-Carlos Alarcon as Director of Educational Programming.

JR Eyerly has been named General Manager at Elkhart Plating Co.

Genesis Products Inc. has acquired the Solid Surface division of **Native Hardwoods**, a manufacturer of hardwood and solid surface products.

Hawkins Water Tech received a Heart of a Hoosier Award recognizing their 55 years of service in Elkhart County.

Horizon Bank has promoted **Tab Browning** to Vice President, Information Security.

Hull Lift Truck is celebrating their 60th Year of service of providing material handling solutions to the Michiana community.

Todd Woods has been named Senior Vice President of Technology for **Interra Credit Union**.

NIBCO Inc. announces the promotion of **Sally Boyer** to Director, Marketing Communications.

Personnel Partners, Inc. has moved into their new location at 11590 McKinley Highway, Osceola.

New additions to the **Physicians Health Plan (PHP)** team include **John Court**, TPA Services Account Executive; **Connie Racette**, Small Business Unit Account Manager, and **Brian Steiner**, Account Executive.

Precision Garage Door of Michiana has moved to their new location at 3600 McGill St, South Bend.

Ron Sherck has joined **The Salvation Army – Elkhart** as Development Director.

Stephenson's of Elkhart Inc. has received the Governor's Half-Century Business Award for their more than 50 years of service and for demonstrating a commitment to serving the community.

Kelly Baker has been promoted to Recruiting Director at **TalentSource. Dakota Dempler** has joined the team as Professional Recruiter.

THK Law LLP has seven lawyers listed in the 2023 edition of US News Best Lawyers in America*: Thomas J. Hall, James M. Lewis, Greta Roemer Lewis, Malcolm J. Tuesley, Jennifer VanderVeen, Eric W. von Deck, and Elizabeth A. Klesmith. Eric W. von Deck has been named the Best Lawyers* 2023 Insurance Law "Lawyer of the Year".

Submit your company's news and information to marketing@elkhart.org

Ambassadors of the Month presented by J2 Marketing



John Snyder Office 360

www.office3sixty.com

"Being an Ambassador has been a rewarding experience. Not only have I made great friendships on the council

itself, but I've been introduced to a number of entrepreneurs making their own way in the Elkhart business community. It has given me better perspective and an appreciation for the hard work being done each day."



Tara Stahl
Berkshire Hathaway HomeServices
Northern Indiana Real Estate

www.BHHSNI.com

"I've been an Ambassador for about four years. I was briefly a stay-at-home mom, which helped me to really appreciate the

connections and networking opportunities being an Ambassador gives me. These interactions, both personal and professional, have profoundly impacted the way I do business, for which I am eternally grateful."

GIVE 'EM THE BUSINESS



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Sweet Oven Bakery

53252 Ash Rd., Granger, IN 46530 574-304-7148

CHAMBER EVENTS

7

BDI/Elkhart Chapter IBE Black Business Networking 5 - 9 pm

National New York Central Railroad Museum 721 S Main St, Elkhart

11

OSHA 10 Hour General Industry Training

October 11-12, 8 am - 5 pm Matterhorn Conference Center 2041 Cassopolis St, Elkhart

Front Line Leadership Training Series #3

The Communication of Leaders 8 am - 12 pm Greater Elkhart Chamber, 418 S Main St, Elkhart

OSHA Council Breakfast - Active Shooter Preparedness 7:30 am

Matterhorn Conference Center 2041 Cassopolis St, Elkhart

YP Intrigue, Inspire, Ignite Elkhart County Dinner

Crystal Ballroom at the Lerner 410 S Main St, Elkhart

Women's Council Wine Tour 11 am

Bus leaves from Greater Elkhart Chamber 418 S Main St, Elkhart

Front Line Leadership Training Series #4
Performance Management
8 am - 12 pm

8 am - 12 pm Greater Elkhart Chamber, 418 S Main St, Elkhart

Business After Hours Octoberfest - hosted by Senior1Care 5 - 7 pm Our Place on Main 126 S Main St, Elkhart

Root Cause Analysis and Accident Investigation Workshop 8 am - 12 pm Greater Elkhart Chamber 418 S Main St, Elkhart

Young Professional Cheers: Networking for a Good Cause
5:30 - 7:30 pm
The Corner Bar at Hotel Elkhart
502 S Main St, Elkhart

Creating Your Business' Marketing Plan 8:30 am Greater Elkhart Chamber 418 S Main St, Elkhart

Front Line Leadership Training Series #5 and #6
Team Work and Team Building
8 am - 5 pm
Greater Elkhart Chamber, 418 S Main St, Elkhart

BDI Celebrating Minority Business Excellence 5:30 pm Crystal Ballroom at the Lerner

Crystal Ballroom at the Lerner 410 S Main St, Elkhart

OSHA Council Breakfast - Creative Safety Training Technologies 7:30 am

Matterhorn Conference Center, 2041 Cassopolis St, Elkhart

Women's Council Luncheon Our Chamber Members Favorite Things
11:30 am

Crystal Ballroom at the Lerner, 410 S Main St, Elkhart

Business After Hours - hosted by Centier Bank 5:15 - 7:15 pm 100 S Main St, Elkhart

Front Line Leadership Training Series #7 and #8
Problem Solving and Continuous Improvement
8 am - 5 pm
Greater Elkhart Chamber, 418 S Main St, Elkhart

Front Line Leadership Training Series #9 Leading Through Change 8 am - 12 pm Greater Elkhart Chamber, 418 S Main St, Elkhart Join us for a great day visiting
Hartland Winery in Ashley, IN, and Tippy Creek Winery in Leesburg, IN
Includes Box Lunch on bus, Goodie bag, Door Prizes and Wine Tastings

October 21 11 am - 5:30 pm
\$70 members / \$85 non-members

Presenting Sponsor:

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