

# emphasis!

## The Sport of a Lifetime

### Sycamore Hills to host Junior PGA Championship

By Lauren Richwine

When was the last time you saw a 60-year-old doing gymnastics or dunking on 20-year-olds at the court? Most sports come with an expiration date but not so with golf! As Tim Frazier, PGA Golf Professional said, "Golf is a unique sport in that it's the sport of a lifetime. It doesn't matter when you start because you can pick it up at any point and play it through your life."

Golf is also clearly something Sycamore Hills has dedicated itself to. They've been ranked as one of the top 100 golf courses in the country all but one ranking since 1991 and encompass a total area of 212 acres. Perhaps that's part of the reason why the Junior PGA Championship is going to be hosted there this year.

"We were informed that the size of our city and marketplace was something the Junior PGA was very interested in. We weren't too big, but big enough and the Junior PGA was losing their host site. They wanted to keep it in the Midwest and were being told, 'There's this place in Fort Wayne you should take a look at'. After a site visit, it was decided that we would host the 35th Junior PGA Championship in August of 2010," said Frazier.

Don Hunter, General Manager of Sycamore Hills, participated in the walk through of the course during the planning stages. "We looked at the course and discussed where we might put flag locations on the green but I noticed nothing was being said about the condition of the course itself. I asked what additional measures we would need to take to prepare the course for the competition and the response we received was 'Nothing'. We were told the Championship could be brought to our course on the everyday condition."



A look at the beautiful and quiet Hole 12 of Sycamore Golf Course. The course encompasses a total area of 212 acres.

Sycamore Hills is currently building a large team of volunteers to ensure the event takes off with flying colors. A player's welcome dinner at Parkview Field is in the works as well as an ongoing search for a speaker at that event as well. "We couldn't be more excited to be a part of these Juniors' learning process, to help them build their winning habits and boost their confidence," said Frazier. "When these future superstars look back on their Junior Golf careers, we want the 35th Junior PGA Championship to be their number one Junior Golf experience. We know our course itself is going to be most memorable to them, so at this point we're just trying to put everything else on top of that."

For those who have yet to embrace golf as part of their lifestyle, there are reasons beyond pure enjoyment of the sport that might encourage participation. The aesthetic

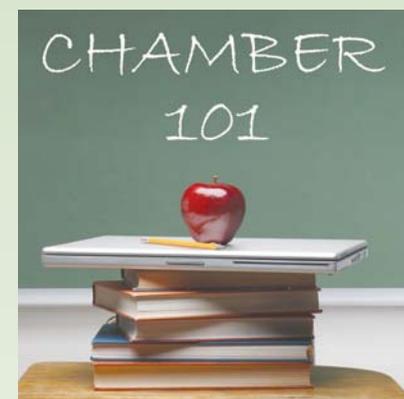
beauty and quiet of a golf course are motivation enough for some. Golf has also been known to help drop blood pressure levels and decrease stress. The walking involved in golf is an additional health benefit that involves movement without much strain. Add to that the business deals that often take place on golf courses and you can see why the sport has such a lasting legacy.

"We are totally focused on the golf experience," said Hunter. "We're not going in other directions worrying about whether the pool is leaking or the tennis court needs to be repaved. We're proof that when you focus in on one thing you can do something really great."

Not only does Sycamore Hills create jobs for the community, they also host and donate to

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### Back to Chamber Basics



The Chamber is going back to the basics. All new and current Chamber members are invited to Chamber 101 – a free breakfast event designed to present the basics of Chamber membership. Join us Thursday, July 29 from 8 to 10 a.m. at the Chamber of Commerce. We will review the benefits of Chamber membership and help you discover how you can utilize your benefits fully – we guarantee you will learn something new about your Chamber membership!

You will meet other Chamber members, Chamber Staff, and Chamber Ambassadors. Each member will have the opportunity to present their thirty-second "elevator speech" to all the other members in the room – an excellent exposure opportunity for your business. Also, bring plenty of business cards and sales material for display.

Physicians Health Plan and Office Depot will both be present to share about the substantial discounts they offer to all Chamber members – not only that, but Office Depot will be offering giveaways!

RSVP is required. Register online at [fwchamber.org](http://fwchamber.org) by Tuesday, July 27. Or, contact Lauren Voirol at (260) 424-1435 or [lvoirol@fwchamber.org](mailto:lvoirol@fwchamber.org).



# Nature's Fuel

## The beautiful alternative: a cleaner Indiana

As Nature's Fuel well knows, it's best to go back to the original blueprints of earth whenever possible. Keeping things natural is what they do best and Huntington is likely to be the next city to benefit from their knowledge and expertise.

Chamber member Nature's Fuel (NF) was founded in 2005 and is an Indiana Corporation. The focus has been to pioneer methods of processing complex mixed waste streams in an environmentally positive, carbon negative fashion and operate facilities that use those methods.

The company is currently debt free and is both owned and financed by private equity investors. The same year they were founded, NF filed for its first patent application concerning green fuel production from animal and agricultural waste streams.

"In early 2008, we reached an agreement with the City of Huntington to build a plant behind the Huntington Landfill to process Municipal Solid Waste (MSW), diseased trees, tires, non-hazardous industrial sludges, construction and demolition wastes, and non-hazardous industrial wastes," said Glenn Johnson, President and COO of Nature's Fuel. "Our plant will allow Huntington to accept out of county wastes for the first time and provide some additional revenue to the City."

Nature's Fuel has a 20 year lease with Huntington that includes two five year options that coincide with an intake and operating agreement. The project is seeing the active



A depiction of what the Huntington Nature's Fuel facility may look like. The plant will process Municipal Solid Waste (MSW), diseased trees, tires, non-hazardous industrial sludges, construction and demolition wastes, and non-hazardous industrial wastes.

support of many, including the Landfill Manager, the Mayor, the City Engineer, the Public Works Commission, the County Solid Waste District, the City Council, the County Commissioners, the Soil and Water Conservation Board, Huntington College, Saint Francis University, and the CARE Group.

CARE is a 3,500 person local environmental group that visited the Nature's Fuel Atwood plant, had several meetings with them, and has written letters of support to IDEM and the Governor for the Huntington project.

Since 2006, Nature's Fuel has operated a wood waste pyrolysis facility in Atwood, Indiana that generates green fuels for local industry and high quality bio-char as a low sulfur renewable fuel to co-burn with coal to clean up coal emissions. This facility is on a leased brown field site zoned heavy industrial between a rail line and old US 30. In the past this plant

was an environmental clean-up site.

"The plant in Atwood was initiated as a solid fuel R&D facility," said Johnson. "However, the high cost of farmland forced a change in the original business plan to make bio fuel from non food crops the company has filed patents on.

The facility was converted in 2008 into a RD&D pyrolyzation operation that now, in a full production mode, produces low-sulfur bio-oil, high quality bio-char, and low sulfur, renewable bio-gas. This plant produces very low sulfur bio oil and a bio char. We now sell this renewable oil at 90 cents to \$1.00 per gallon. We also receive a 50 cent per gallon bio oil rebate from IRS for each gallon shipped. "

There are many recent articles and publications on the tremendous benefits of bio-char produced by pyrolysis, including United Nations reports, U.S. Congressional

research, Time Magazine, Cornell University, etc. Since Nature's Fuel encourages the addition of tree clippings, diseased tree disposal, sludges, and other biomass that some landfills avoid, they believe that over 68 percent of the potential waste stream is organic, carbohydrate or cellulosic material that yields a bio-char that is supplemented by potassium (pot ash), nitrogen, and other soil nutrients and trace elements.

"Our stable and sterile bio char residue can be made into either renewable building products (cinder blocks, landscaping blocks, pavers, etc.), burned as a clean renewable fuel with or instead of coal, or used as bio-char for soil and fertilizer supplements. The bio-char produced at our Atwood facility is currently in trials with the renewables team at a major energy company in Ohio, where they will co-burn it in pulverized-coal boilers to make electricity," said Johnson.

A typical Nature's Fuel facility will add 75 to 120 direct jobs to a community and require many local support positions. Facility construction or build out will require at least 100 local construction jobs for up to seven months. Employees are paid well above the prevailing area wage, and typically live within five miles of the plant at the time of hiring. For plant purchases, local businesses are called upon first for competitive bids.

"We strive to be a good corporate citizen and supporter of the community we serve," said Johnson. "Although not a regulatory requirement for an operation that is not a 'major source emitter,' Nature's Fuel Huntington will install Continuous Emission Monitoring equipment and backups to assure we know what the emissions of every problematic material are— every hour of the day."

For more information on Nature's Fuel, visit [www.naturesfuel.net](http://www.naturesfuel.net).



# In Search of Self Image

## Fort Wayne company reaches out to women

Sometimes a product can literally turn a person's life around. Linda Keller has seen it many times within the history of her company, Self Image. Tears, smiles, and new leases on life walk in and out of her door every day. Not everyone is so richly rewarded for the service they provide but for Keller, the rewards didn't start until she'd walked through her own "dark day."

"I was diagnosed with breast cancer," said Keller. "After the operation I had one bad experience after another trying to find products that would allow me to feel like myself again. It was clear that there was a need that wasn't being met, a need I myself was finding difficult to meet. My husband and I discussed the idea of starting a business and I told him that I knew in my heart I could do it. I knew I had it in me to create a place where women could feel totally at ease and have someone helping them who used many of the products herself, someone who had been in their shoes and walked the same road." And thus, Self Image was born.

Self Image has offered mastectomy bras, breast forms and wigs to women who are going through breast cancer since 1995, along with a variety of other products. Because comfort and privacy are considered non-negotiable at Self Image, consultations and care are offered by private appointment only. They are also a HIPPA compliant and accredited Medicare facility and meet all of the 26 standards. Self Image accepts Medicaid and most insurances and files for all clients.

Keller states that she named the company to reflect what women are looking for. Once she found the products that worked for her, it was as if her self image had been restored. "The most rewarding part of all this is that I've helped so many women feel better about themselves. I've made a lot of friends, not clients, in my business. Getting to see women feel whole and good about themselves again is a privilege. It's incredibly difficult to wake up every morning missing a breast and not have the means to acquire or purchase a breast form. For that specific reason I have a



Self Image offers mastectomy bras, breast forms, and wigs to women who are going through breast cancer and has been in business since 1995.

program in place that supplies free breast forms and bras to select women who are without income or health insurance."

Falling through the cracks isn't an option with Keller. She doesn't want any woman to get up in the morning and not feel confident. The battle with breast cancer is hard enough, but what most don't realize is that a whole different battle begins once the cancer has been beaten: the battle to regain your self image.

"It's a huge physical and emotional battle," says Keller, "and what helps most is support from your family, church, friends, and anyone else who is willing. Being able to replace what you've lost so that the outward appearance is the same really boosts a woman's self esteem. Wearing a wig or a breast form can make your whole day better in knowing that people won't be looking at you and thinking of cancer."

It takes a special person to work in a field of this sort and Keller believes in that firmly. "If you want to start a business in an area that affects people deeply on an emotional level, then you need to do your homework and determine whether you yourself are emotionally in the right place to help someone who

needs that much support and attention. You need compassion and love to do this. It has to come from the heart. You've got to know how they feel and be able to relate, to empathize. It's demanding but it's just as rewarding too."

She encourages others who have dreams of improving an area of peoples' lives to pursue the dream, but reminds them to not be afraid of starting small. "I opened my business because I'm passionate about helping women," said Keller. "Fortunately the general public is very informed about breast cancer in general. However, we need to remember that breast cancer is not necessarily generational. Just because your mother never had it doesn't mean you can't. Stay up on your exams and be preventative as much as possible."

Her advice if you know of someone who is facing breast cancer currently? "Just be there and listen. Offer to cook a meal or to come over and sit or read a book together or listen to music together. Offer to go to the doctor's office with them or drive them to their treatment. Do a load of laundry. You just have to find ways to be there for them."

For more information on Self Image, visit [selfimageindiana.com](http://selfimageindiana.com).

## THE CHAMBER STAFF



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*The Mission of the Greater Fort Wayne Chamber of Commerce is to create a vibrant economic environment by supporting business, advocating on behalf of the business community, and fostering community partnerships to advance a common economic vision.*



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## Chamber Members Team Up

Wells Fargo gifted \$500 to the Financial Literacy program at Lutheran Social Services in order to serve 500 clients this year. Lutheran Social Services will be providing education called "Hands on Banking" to ECHO (Education Creates Hope and Opportunity) clients.

ECHO is a mentoring relationship between Lutheran Social Services staff and pregnant teens. This relationship is designed to ensure that a teen who becomes pregnant is able to stay in school.

Throughout the summer ECHO students will take lessons preparing them to be financially responsible. The education will be in the form of online training between Lutheran Social Services staff and the ECHO student.

The curriculum provided by Wells Fargo will provide students information on how to handle their finances once they are close to graduation.

For more information on this program contact Brienne Feeks, Financial Literacy Coordinator at Lutheran Social Services at (260) 426-3347.



## "Dancing" Star to Visit Fort Wayne

Francine's Friends recently announced that Carrie Ann Inaba will be this year's keynote speaker for their October 8, 2010 "Lunch With Friends" fundraiser. Carrie Ann, most recently of "Dancing with the Stars" fame, will be in Fort Wayne on Thursday, October 7, for a VIP reception with sponsors and other VIP "Friends", and then will speak at the luncheon on October 8 at the Allen County War Memorial Coliseum. Last year, over 500 women attended the 5th annual Francine's Friends breakfast and survivor makeover fundraiser. Corporate tables and event sponsorship opportunities are available.



Inaba

The mission of Francine's Friends is to make early detection of breast cancer available to every woman in Fort Wayne and surrounding areas. The Francine's Friends Mobile Mammography Coach travels to various community and business sites to bring mammography screening to every woman, including

those who might otherwise not have access or appropriate insurance.

On May 25, 2010, the coach made its 1000th site visit, and as of May 31, 2010, over 11,620 women have been screened and over \$475,000 to cover the cost of mammograms has been raised through annual fundraisers. Francine's Friends is also a recipient of the 2008 Health Care Hero Award, in the category of Community Achievement in Health Care.

Also at the October event — the lucky winner of this year's room makeover will be announced. Cindy Friend Lifestyle Studio has teamed up with Francine's Friends to give one lucky woman a room makeover for her home. Each woman in Allen County who visits the Francine's Friends Mobile Mammography Coach for a mammogram in November or December of this year will be eligible to enter a drawing for next year's makeover and the winner for this year will be announced at the October 8th luncheon.

To view a schedule of upcoming dates and locations, learn more about the mobile mammography program, or details about the October event as they become available, visit FrancinesFriends.org. To schedule a mammogram, call (260) 483-1847.

## Apartment Association Debuts Safety Web Site

With the arrival of the tornado and severe storm season in Indiana, along with the hot weather months and fireworks season and recent apartment fires in Fort Wayne, a new safety tip Web site is being introduced that is specifically tailored to apartment residents. "Make My Place Safe" is a joint venture between Chamber member Apartment Association of Fort Wayne-NE Indiana and the Fort Wayne Fire Department.

"MakeMyPlaceSafe.com is a resource to provide tips and information to make apartment homes a safe place for residents and their families," said Beth Wyatt, Executive Director of the Apartment Association. "We've compiled several safety tips apartment residents should be aware of and steps they can take to ensure their safety."

In addition to pages on weather safety, which include helpful information and tips related to severe storms and tornadoes, the new Web site also provides a variety of summer safety tips for handling various seasonal situations. Dehydration, sunburn and heat stroke are addressed, as well as instructions for dealing with insect bites, lightning and fireworks hazards.

Fire prevention and fire-related safety tips for apartment residents are also an integral part of the new Web site. These tips are especially timely in light of several recent apartment fires in Fort Wayne.

"Apartment fires can start in so many ways — from a flicked cigarette in dry mulch, to a curious child, or even a lint-packed dryer," Wyatt said. "We want to help give residents tools so they can be proactive in ensuring their safety."

The Apartment Association is sending out tools to help its members alert their new and existing residents about MakeMyPlaceSafe.com. These tools include flyers for apartment move-in packets and articles for resident newsletters. The Association also plans to partner with other community organizations to bring additional safety information tips to apartment residents. Targeted organizations include the Fort Wayne Police Department on crime prevention tips, and the American Red Cross on first aid and additional safety tips.

To obtain copies of the MakeMyPlaceSafe.com flyer, visit the Apartment Association offices (3106 Lake Avenue), email [bwyatt@aafw.org](mailto:bwyatt@aafw.org), or call (260) 482-2916.



## Job Growth Driven by Startups

When it comes to U.S. job growth, startup companies aren't everything. They're the only thing. It's well understood that existing companies of all sizes constantly create – and destroy – jobs. Conventional wisdom, then, might suppose that annual net job gain is positive at these companies. A study released in early July by the Ewing Marion Kauffman Foundation, however, shows that this rarely is the case. In fact, net job growth occurs in the U.S. economy only through startup firms.

The new study, *The Importance of Startups in Job Creation and Job Destruction*, bases its findings on the Business Dynamics Statistics, a U.S. government dataset compiled by the U.S. Census Bureau. The BDS series tracks the annual number of new businesses (startups and new locations) from 1977 to 2005, and defines startups as firms younger than one year old.

The study reveals that, both on average and for all but seven years between 1977 and 2005, existing firms are net job destroyers, losing 1 million jobs net combined per year. By contrast, in their first year, new firms add an average of 3 million jobs. Further, the study shows, job growth patterns at both startups and existing firms are pro-cyclical, although existing firms have much more cyclical variance. Most notably, during recessionary years, job creation at startups remains stable, while net job losses at existing firms are highly sensitive to the business cycle.

"These findings imply that America should be thinking differently about the standard employment policy paradigm," said Robert E. Litan, vice president of Research and Policy at the Kauffman Foundation. "Policymakers tend to focus on changes in the national or state unemployment rate, or on layoffs by existing companies. But the data from this report suggest that growth would be best boosted by supporting startup firms."

Because startups that develop organically are almost solely the drivers of job growth, job-creation policies aimed at luring larger, established employers will inevitably fail, said the study's author, Tim Kane, Kauffman Foundation senior fellow in Research and Policy. Such city and state policies are doomed not only because they are zero-sum, but because they are based in unrealistic employment growth models.

And it's not just net job creation that startups dominate. While older firms lose more jobs than they create, those gross flows decline as firms age. On average, one-year-old firms create nearly one million jobs, while ten-year-old firms generate 300,000. The notion that firms bulk up as they age is, in the aggregate, not supported by data.

## Chamber Web Site Opens Doors

When you are an integral part of the business world, perhaps running to that next meeting or tapping away at the keyboard to get your report in on time, things have a tendency to slip under the radar. Many Chamber members are unaware of the excellent exposure opportunities they automatically receive simply by being listed in the Chamber's member directory online at [fwchamber.org](http://fwchamber.org). In fact, one member states the Web benefits alone are worth becoming a member!

Becoming a member is like being handed a key to countless doors on the Chamber Web site. You can upload press releases or announcements that you want the public to know about. Your events can be added to our comprehensive Community Calendar with a link directly to your event page. Visitors to the site can search for your company by name or by business category, map your location, email you, and visit your own Web site directly from ours.

Of our top 150 members whose business profiles were displayed for the second quarter of 2010, the average number of displays was over 740. The top ten members who received direct traffic to their Web page through the Chamber's site received an average of 180 direct hits. And, of the top ten members mapped, the average was 96.

Beckman Lawson LLP was the top member both mapped and displayed for the second quarter of 2010. "Sometimes it's tough to get your message out in a crowded marketplace. The Chamber Web site is a great way to promote our firm to local businesses, which are the bulk of our clients," said Matthew Elliott, Managing Partner of Beckman Lawson, LLP. "In challenging economic times, Chamber membership continues to be a great deal. The Web site benefits alone are worth the price of admission."

Jefferson Pointe Shopping Center was the top member to receive Web traffic directly from the Chamber site. "We are thrilled about being the #1 organization viewed by those visiting the Chamber's Web site," said Chris Ford, Marketing Manager for Jefferson Pointe. "We are proud to be members of the Fort

### Business Directory

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Wayne Chamber of Commerce, and being a member truly has its benefits."

One Lucky Guitar had the fifth highest number of hits directly to their Web site from the Chamber's member directory. Owner Matt Kelley said, "As a marketing firm with a name that's less like a law firm and more like, well, a musical instrument retailer, our exposure on the Chamber's Web site is an effective way to make sure our new business communications are more about inspired, collaborative marketing campaigns and less about if we're a Fender or Gibson shop. (The answer is Fender for electrics, Gibson for acoustics, by the way.) For members, the Chamber serves as a strong partner in their efforts to tell their story and differentiate themselves."

All members of the Chamber are listed in the Web directory online at [fwchamber.org](http://fwchamber.org). To see what kind of Web traffic and referrals you are receiving, contact Teresa Royer at (260) 424-1435 or [troyer@fwchamber.org](mailto:troyer@fwchamber.org). Members can also download their own report by logging in at the Chamber's site and clicking "referral report."

## Huntington Bank Commits to Lending

Huntington Bank is committed to increasing the number of loans to small businesses through new lending guidelines and the hiring of 150 additional business bankers who will help small businesses navigate the lending process. Huntington estimates that approximately 27,000 loans will be made to small businesses over the next three years as a result of the bank's new initiatives, leading

to job creation throughout the Midwest.

"Small businesses are the engine for our economic recovery and future job growth in the Midwest," said Steve Steinour, chairman, president and CEO of Huntington Bank. "We know that small businesses generate 65 percent of new jobs, and we want to help our area recover

by jump starting small business hiring. It's clear that healthy small businesses foster growth and vitality in the communities they serve. We view this commitment as a significant opportunity at this stage of the overall economic recovery."

While it is the 24th largest bank in the country, Huntington ended 2009 as the 7th largest SBA lender in the country. The

bank also was the No. 1 SBA lender in four of the five markets it serves including Michigan, Ohio, West Virginia and Indiana in fiscal year 2009. Also in 2009, Huntington entered into a unique three-year partnership with the state of Ohio to provide \$1 billion to small businesses to retain and attract businesses as well as generate jobs. Huntington's **See BANK on page 6**



# Preparing for the Future

## Internship influences high school student

By Andy Schemm,  
Graduate Retention Intern

The purpose of the Chamber's Graduate Retention Program is to promote internships as a valuable tool for keeping Northeastern Indiana graduates in the area. Currently many of our best and brightest students are going away for school and instead of returning to the area with new sets of skills and ideas, they are relocating to other parts of the state or country.

It is the belief of the Graduate Retention Program that by promoting internships throughout our region we can showcase to students the benefits of this great community. Getting involved in a local business, whether in a paid or unpaid position, can show students that there are many outstanding, successful companies right in their back yard that want to hire educated, intelligent young minds.

A successful internship, even at the high school level, can not only teach a student valuable life skills but can also help a student discover his or her passions and what he or she may like doing. Even a "failed" internship can be productive; discovering something you do not like doing during an internship can save you time you might have spent getting an education in

that field. It may also save you years of grief from working in a job you don't enjoy.

Aaron Lers just completed his senior year at Carroll High School in Fort Wayne. For most students, this isn't the time to think about getting an internship. But Aaron isn't most students. This spring Aaron completed an internship at Subway in Churubusco. He began in September 2009 as a "sandwich artist" which was an unpaid position, hoping to gain work experience and extra training outside of school. Aaron has worked his way into paid hours, separate from his intern hours.

Aaron found out about the internship through Carroll Community Links, which offers half-day internships to high school seniors. He was interested in Subway because he enjoys the food and atmosphere. His main responsibilities included prepping the veggies, baking the bread, making sandwiches, cleaning, stocking, and even running the cash register.

Aaron was so good at his job that he had all the sandwich recipes memorized in one week! The job coach at Carroll High School and Pam,



Lers

the owner of the Churubusco Subway, were Aaron's mentors. Aaron says that both of them were incredibly helpful and would pitch in whenever he needed anything, and that the hands-on learning experience was beneficial to him. Aaron would absolutely recommend this internship to others because it could lead to a job, it's an excellent experience, and it helps to know what kind of work you enjoy before heading into the job market.

In the future Aaron hopes to become an auto mechanic. He might also look into doing WorkOne in other fields so that he can be shown other skills and gain even more confidence. Aaron's internship was a success because he excelled at the job and he had a

great support system. Overall, he felt that his internship helped open more doors and provided him with valuable work skills. Pam testifies that she saw Aaron gain not only work skills, but social skills, a growth in his vocabulary and a tremendous growth in confidence.

Here's Aaron's advice: "If you know what you like, pursue it and accomplish your goals."

### About Andy

Andy Schemm is the Chamber's Graduate Retention Intern for the summer of 2010. Andy's primary responsibility is to coordinate the Live, Learn and Intern event series. He attends Indiana University Bloomington and will be a senior this fall, studying political science.

## BANK

Continued from page 5

new small business initiatives are an outgrowth of Huntington's strategic plan completed last year with elements that include:

**Increased lending:** Huntington will lend \$4 billion to small businesses over the next three years in Ohio, Michigan, West Virginia, Pennsylvania, Indiana and Kentucky.

**Turnaround loans:** Many businesses suffered losses during the first part of the recession, which inhibited their ability to qualify for lending. If a business is experiencing a turnaround with several quarters of profitability and can provide reasonable projections, Huntington will include those results when evaluating loan applications.

**Increasing the number of experts:** Huntington is hiring more than 150 additional business bankers across its markets to aggressively call on small businesses to offer financial solutions to help those businesses grow.

**CEO Roundtables:** Huntington is launching small business CEO roundtables in Midwestern cities so that Huntington CEO Steve Steinour can hear directly from small business owners about the challenges they face and what they need to be more successful.

**Exploring government loans:** Huntington looks for every opportunity to approve each application. In addition to conventional loans, Huntington utilizes 15 different government-lending programs. For more information about Huntington's small business lending call (800) 480-2001 or visit their Web site at [huntington.com](http://huntington.com).

PHP, in conjunction with the Greater Fort Wayne Chamber of Commerce, is offering a discount up to 5% on employee health insurance. All you have to do is be a Chamber member or join today, and have a business with 2-50 employees that are eligible for coverage. Save money by staying local with your health insurance, courtesy of PHP. To sign up or find out more contact PHP at 800-982-6257 or call the Chamber at 424-1435.

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



The insurance your health deserves.



# Business Money-Saver

## Preventive pond care maintenance

By Carrie Sheets, Marketing Manager, Sanco Industries, Inc./Pond Champs

Keeping a pond looking pristine is a lot more work than most home, business, or property owners anticipate. Ponds are created for many different reasons; some out of necessity to capture and collect rainfall run-off, others are simply for recreation. Either way, there are several preventive steps pond owners can and should take to save money and ensure a healthy aquatic environment.

### Preventive Maintenance

What is preventive pond care maintenance anyway? There are three main actions that are considered preventive.

The first is using a colorant. While a colorant will make a pond pretty, it will also help water quality and clarity.

The second is bacteria. Adding bacteria to a pond neutralizes nitrates and phosphates, two things that will feed the growth of weeds and algae. The bacteria will also break down the dead material in the bottom of the pond and compete with weeds and algae.

The third action is adding an aeration system. An aeration system should circulate the bottom layers of the pond to the top. Be aware, it is a common misconception that fountains provide adequate aeration; an aeration system will sit on the bottom of the pond floor. This will keep the pond from being stagnant, keep water oxygenated, and most important, can help prevent pond turnover.

Colorants and bacteria are safe for the environment and have no restrictions after usage. Using all three preventive steps together creates an atmosphere difficult for weeds and algae to grow.

### Now Rather Than Later

I know what you are thinking... I thought I was trying to save money? Without preventive maintenance weeds and algae can overtake a pond in one sunny weekend. An overgrown pond can be harmful to the fish, cause foul odors, is unsightly, and can cost hundreds if not thousands of dollars to correct.

Once a pond becomes overgrown you will have to use the three preventive steps mentioned earlier, but you will also have to invest in large quantities of algacides and herbicides to get control of the growth. Algacides and herbicides tend to be much more expensive and some have restrictions for a period of time after usage.

All ponds are going to have weeds and algae. If you are already maintaining the pond with preventive actions like colorant, bacteria, and aeration it is much easier to control the growth with smaller amounts of regulated algacides and herbicides. Pond maintenance can be compared to dental maintenance... regular checkups cost a bit, but nothing like having ten cavities filled because you haven't gone to the dentist in two years!

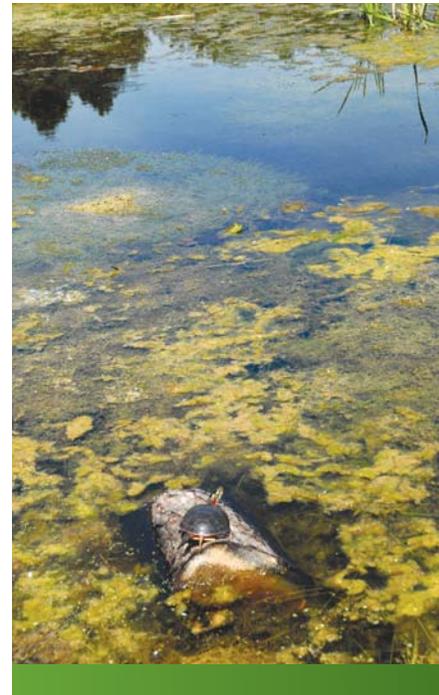
In the end, if you are actively maintaining your pond it can make managing growth much easier and cost effective. Keep in mind, it is not if algae and weeds will grow - it is when.

### About Sanco Industries

Founded in 1991 by Brett Zachary and Kevin Appenzeller, Sanco Industries is the leading manufacturer of aquatic products in the United States. It has its' headquarters and manufacturing facilities in Fort Wayne, Indiana and warehouse distribution facilities in Fort Lauderdale, Florida and Houston, Texas. Sanco's product lines are sold at farm ranch and garden dealers, hardware and home improvement centers, and through profes-



Keeping a pond healthy requires preventive maintenance, which ultimately can save a business owner hundreds, if not thousands of dollars.



An overgrown pond can be harmful to the fish, cause foul odors, is unsightly, and can be very costly to correct.

sional aquatic management companies. Sanco ranked #67 on the Inner City 100 2009 list for the fastest growing inner city businesses. For more information on Sanco Industries visit [sancoind.com](http://sancoind.com) or call (260) 426-6281 or (888) 697-2626.

## LIFE

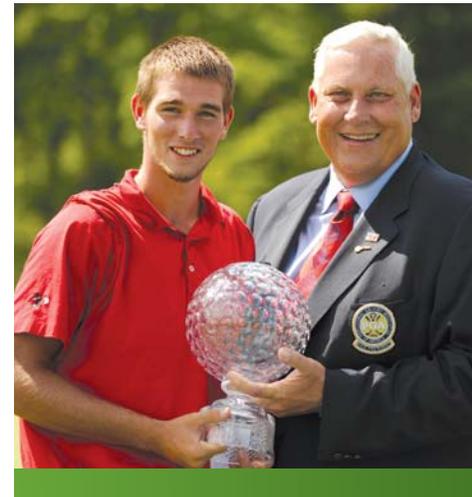
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multiple charities as another way of supporting the place they call home.

Ten Sycamore Hills experience packages are donated each year to assist in raising funds for various charities and hosting events such as the Junior PGA Championship attracts college coaches from around the country to watch players and possibly offer scholarships.

"This Championship is for the community," said Frazier. "We want to be remembered as a championship facility. It gives us more accreditation and makes us more attractive for future national championship golf events. Our members aspire to join this club because they want to take their game and the pleasure of golf to the highest level they can. What's unique about us is that we are a top notch and very warm and friendly place. It's an unusual combination that keeps people coming back. We're a private golf club and we're here for our members but we also want to create history in golf."

For more information on Sycamore Hills or to volunteer for the Junior PGA Championship, visit [www.sycamorehillsgolfclub.com](http://www.sycamorehillsgolfclub.com).



T.J. Vogel, the boys Champion of the 2009 Junior PGA Championship, accepts his trophy. Multiple winners of the Junior PGA Championship have gone on to lead successful golf careers as adults.



## Magazine Editor to Visit

Manufacturers and suppliers, join us for a special look into the orthopedic design and technology world! Join us Thursday, July 29 from Noon to 1 p.m. for an "Ask the Editor" Luncheon with Chris Delporte, Group Editor of Orthopedic Design & Technology magazine. Chris will lead an interactive discussion on orthopedic design and technology called "Today's Orthopedic Device Manufacturing Topics Roundtable."



Design & Technology magazine is bringing to Fort Wayne this fall. Orthopedic Design & Technology magazine will hold their fifth annual Orthopedic Design & Technology (ODT) Conference & Exhibition September 22-23 right here in Fort Wayne at the Grand Wayne Convention Center.

The conference brings together orthopedic finished good manufacturers, suppliers and surgeons for networking, general sessions, panel discussions, targeted conference sessions and select exhibitors. Attendees will network and learn from industry and technology leaders, as event speakers and attendees share their expertise from the orthopedics, spine and trauma medical device segments. The conference will focus on manufacturing strategies and engineering and design.

Lunch will be provided. Cost for this workshop is \$10 for Chamber members and \$15 for non-members. For more information contact Laureen Voirol at (260) 424-1435, ext. 266. To read more about Chris and to RSVP visit fwchamber.org. This luncheon is a precursor to a global event that Orthopedic

## Membership ROI

Every Chamber member needs to know just what they receive as a *return on their investment* in Chamber membership. That's why the Chamber has developed a piece specifically designed to enable each Chamber member to fully utilize their membership benefits. Membership ROI contains information on each department of the Chamber, as well as a detailed breakdown of each Chamber benefit.

Learn how you can take advantage of Chamber events and workshops, discounts, resources, and more. The goal? To help members make money, save money, and have a voice! Membership ROI is available to Chamber members online at fwchamber.org. Or, request the piece by email or in print form by contacting Joanna Jessup at (260) 424-1435 or jjessup@fwchamber.org.

## Energy Code to Impact Business

Join us at the Chamber on Tuesday, August 3 for an issue forum on the new Indiana Energy Conservation Code. Dan Gagen of Project Design & Management will present an overview of the new code, explain how it is applied to efforts on existing buildings, and identify specific areas that will impact the design, construction, and cost of new facilities, renovations, and maintenance of buildings. If you are planning on new

construction or redevelopment of an existing building, you need to know the impact this new energy code will have on your project. Cost for this issue forum is \$10 for Chamber members and \$15 for non-members. The program will take place from 8 to 10:30 a.m. at the Chamber of Commerce. Register online at fwchamber.org. For more information contact Melissa Beber at (260) 424-1435 or mbeber@fwchamber.org.

## Create a Cash Flow Explosion

Join the Chamber on Wednesday, July 28 from Noon to 1 p.m. for a Business Brown Bag workshop entitled "Cash Flow Explosion: How to Sell in Any Market."

Industry expert Dick Read of Sales Partners Worldwide will present. Learn how to control your #1 asset, build power and lasting confidence, gain market share while others retreat, and ultimately create a cash flow explosion.

Cost is \$5 for Chamber members and \$10 for non-members. RSVP is required online at fwchamber.org.

## Students Can Meet Defense Industry Leaders Tonight

Students and their parents will have a unique opportunity to connect with high-tech company leaders in the Northeast Indiana defense industry on Friday, July 23 from 5 to 7 p.m. at Indiana Tech. The event will be the final capstone of a week-long collaborative event between the Northeast Indiana Defense Association, the Greater Fort Wayne Chamber of Commerce and local educators called Industry to Educators Externship.

Educators from throughout the region will interact with local defense companies to better equip high school students for careers in high-tech industries. To further develop the workforce of Northeast Indiana by supporting the region's strong defense industry and encourage the area's youth into careers involving science, technology, engineering and math (STEM), students and parents will also be given the opportunity to directly interact with community leaders in regards to

education and potential careers. Defense companies including Raytheon, BAE Systems, Northrop Grumman, and ITT Defense & Information Solutions and more will be available for parents and students to discuss career options and ask questions. Local universities with science, technology, engineering and math (STEM) programs will also be present, as well as other clubs and organizations involved in STEM initiatives. The resource fair is entitled Engineers to Educators. The evening will provide an opportunity for students to connect with industry leaders and educators and get answers about what Northeast Indiana has to offer in terms of high-skill, high-wage jobs.

The event will take place at Indiana Tech in the Andorfer Commons and is free and open to the public. For more information contact (260) 413-9788 or visit [industry2educators.com](http://industry2educators.com).

## Register Your Team for Golf

Mark your calendars for the Chamber's 2010 Golf Outing! "Fort Wayne Famous: People, Places and Things that Put Fort Wayne on the Map" will take place Thursday, September 16, 2010 at Brookwood Golf Club. Team registrations and sponsorships are now available. Golfers can register as individuals or in teams of four (\$150 per person, \$600 per team) for a morning or afternoon flight. A variety of sponsorships are also available, ranging from \$200 Hole Sponsorships to a \$5000 Gold Sponsorship, as well as in-kind donation opportunities for our silent auction. There will

also be a special Meet Me @ 5 networking event that evening at 5 p.m. in conjunction with the Golf Outing, with hors d'oeuvres provided by Mad Anthony Brewing Co. Mix and mingle with the day's golfers as we close the day out in style.

Special thanks to our Golf Outing Silver Sponsor, Lutheran Health Network, and our Beverage Cart Sponsor, Mad Anthony Brewing Co.! For more information on sponsorships or to register to golf, contact Laureen Voirol at (260) 424-1435 or [lvoirol@fwchamber.org](mailto:lvoirol@fwchamber.org).

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