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**BUSINESS FOCUS** Winter 2008

Local RV makers  
**introduce**  
new models

John Roth  
markets a better  
**biologic** test

**Elkhart General**  
Using technology  
to monitor  
at-home patients

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## The RV industry shows its stuff

I had a very interesting December. I topped off the year by traveling to the Recreation Vehicle Industry Association's annual trade show in Louisville, Ky. I also spent some time with Goshen businessman and scientist Jonathan Roth. Both experiences were educational.



Many people in Goshen know Mr. Roth from his years spent as a science professor at Goshen College. He is now busy creating new products for the testing for microbes. His products are sold around the world.

He is an example of the many talented and inventive people in Michiana who are quietly producing innovative products.

The RV industry has been getting a lot of notice these days as manufacturers shed jobs. But down at the Louisville show everyone was positive and looking

ahead to better days.

The dozens of Michiana companies represented there were positioning themselves for recovery. New, lightweight RVs and accessories were getting a lot of notice. Also, traditional products, including beautifully appointed Class A motorhomes, have been improved. Many of those were on display in the Kentucky Expo Center.

I would be remiss if I didn't point out that with this issue we at Michiana Business Focus have completed our first year in business. We have learned a lot during this past year and I hope you have enjoyed reading about our local business people.

Please drop me a line or send me an e-mail to let me know what you would like to read about in our second year. I would like to hear from you.

— Roger Schneider, editor

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The Damon Avanti high-mileage Class A motorhome was introduced at the Recreation Vehicle Industry Association's trade show in Louisville, Ky. in December.



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### Business coach

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# Health Buddy keeps eye on patients at home

Article & Photograph  
Scott Weisser

Zoda Hobbs likes her buddy. "It's just a blessing for me," the Elkhart resident said. "I would be lost without it."

It?

Hobbs is a client of Elkhart General Home Care. "It" is the Telehealth Health Buddy. Home Care began offering the Health Buddy technology around three years ago.

"At that point, they were really scarce," said Miriam Hartman, a Home Care registered nurse and supervisor. "There was just one other agency here in the large area that even had anything close to it." The technology has now become more widely used.

Health Buddy is "an interesting

name," Hartman noted.

"Appropriate." Basically, the small appliance acts as a link between patients and their home care providers.

Health Buddy plugs into a telephone line and an electrical outlet. Patients are "asked," via words on a screen, a series of questions about their health status — "How do you feel today?" being one. Patients respond by pressing a button that corresponds to their answer — "good" or "poor," for example.

Follow-up questions are a possibility. If the initial question is whether a patient took all his or her medicines that day, a "no" answer will prompt a "Why not?"

Connecting lines link Health Buddy to a variety of health meters including a scale, blood pressure and

blood glucose meter.

"We also connect it to an oximeter, which checks blood-oxygen content in blood," Hartman said. "That is loved by the patients, the family in the home. It's mostly for a patient who has COPD (chronic obstructive pulmonary disease) or breathing problems. It's a very painless procedure. They just put an apparatus on their finger. Within seconds you can tell what the oxygen content is."

In addition to asking questions, Health Buddy guides patients through a daily check-up session that includes weighing themselves, checking their blood pressure, etc. The session wraps up with a trivia question (Example: How many rooms are in the White House? Answer: 122).

Two sets of information — the patient responses and that day's health update — are transmitted for review at Home Care.

Home Care has volunteers who go to patients' homes and set up Health Buddy. "(Health Buddy)" only disrupts the phone-line service about 30 seconds after the session is done," Hartman said. A nurse will then visit the patient the following day to provide an orientation.

Health Buddy, according to Hartman, "gives Daughter Sally peace of mind when she can't be with her mom or dad every day. They know somebody is watching over them."

Patients can call Home Care with questions — the number is listed in the Health Buddy screen. And Hartman said that if she notices something unusual in the transmitted data, she'll call the patient.

Health Buddy is not an emergency service or first-alert program.

## Reducing visits

"Our goal here when we took Health Buddy on as a service here was to be able to decrease the number of visits that we need to do for our patients," Hartman said.

"Many times, just by looking at the

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# Law firm adds service for manufacturing, logistics

South Bend law firm Baker & Daniels LLP has announced the establishment of an advanced manufacturing and logistics practice to work with hundreds of Indiana businesses directly related to and affected by these rapidly growing industries. Partner James S. Birge has been appointed to lead this industry-based group.

“Indiana is called ‘The Crossroads of America’ for a reason,” said Birge. “We are a strong manufacturing state, and one of the top states in the U.S. in terms of logistics infrastructure. We’re poised for continued development in the advanced manufacturing and logistics industry, and Baker & Daniels wants to help our clients be a part of that growth.”

The firm’s advanced manufacturing and logistics group is comprised of more than 20 attorneys with experience in the numerous areas of law affecting transportation, manufacturing, distribution, warehousing and packaging companies. The group includes corporate, economic incentives, regulatory, tax, labor and employment, litigation, intellectual property and international professionals. By pulling together this variety of experience, the group will be able to provide comprehensive services to manufacturing and logistics companies poised for growth throughout the Midwest, including in such niche practice areas as international trade regulations, bonded warehousing, tax incentives, federal contracting, outsourcing and product recalls.

“Indiana has more interstate highways than any other state in the country, a new international airport with one of the largest freight hubs in the U.S., and ready access to rail and water transportation,” said Baker & Daniels’ Chair and Chief Executive Partner Thomas C. Froehle Jr. “The development of this group provides us with the ability to serve an industry with extraordinary growth potential. Our team looks forward to helping businesses throughout the Midwest achieve that potential in the coming years.” ■



Miriam Hartman, a registered nurse and supervisor with Elkhart General Home Care, displays a Health Buddy and several of the health gauges that attach to it.

vital signs for the day, we can tell how they’re feeling and if there’s something going on.”

“It’s to have a heads-up on keeping (patients) out of the hospital and out of the doctor’s offices, which helps with the elderlies’ finances, etc.,” she said.

### Patients like it

Hartman discussed a Home Care patient who “swears by” Health Buddy.

“She had been in the hospital probably four times in two months’ time before we put her on this,” Hartman said. “She went, I believe, six, nine months before she went back in the hospital because we were keeping an eye on her. She went back in the hospital with kidney failure. I can’t prevent that.”

If Home Care has a patient

receiving other services, there is not extra cost to the patient for Health Buddy.

“If they just want (Health Buddy), then there is a small monthly fee,” Hartman said. “At this point, Medicare is not paying for it. I would think that with time, as they become more prominent and more widely used, that Medicare will probably start kicking in. Because it does cut down on Medicare costs because they don’t have to pay us so frequently to go out and do a visit.”

Hobbs said Health Buddy gives her peace of mind.

“If I feel bad, I can take my blood pressure and kind of guide me along here,” she said, later adding, “It’s just a daily routine I look forward to doing, really, because it helps me. It keeps you on track.” ■



# From Louisville

## RV industry showcases new and innovative products

Heartland RV of Elkhart had a prominent display at the Louisville recreational vehicle trade show. The company was one of dozens from Elkhart County that showed their new products at the show.

### Article - Roger Schneider

The Recreation Vehicle Industry Association held its annual show in Louisville, Ky. Dec. 2 to 4. The show is where RV companies show off their new models and where suppliers to the industry introduce many new products.

Elkhart County businesses were well represented at the show by dozens of manufacturers and suppliers.

Here are brief summaries on some of the new models and accessories at the show.

### New models

#### SunnyBrook RV

SunnyBrook RV in Middlebury introduced its Harmony lightweight product line. The trailers feature gel-coated fiberglass sidewalls, increased storage capacity, hidden hinges, pillow top mattresses and full extension drawer guides.

On the luxury fifth-wheel end, the company introduced its West Pointe line.

The West Pointe features a full body automotive paint scheme and finely appointed interior.

#### Jayco

Jayco in Middlebury introduced a new compact Class C motorhome and lightweight travel trailers in its Jay Feather line.

The Precept is the Class C motorhome. The Precept is powered by a Mercedes-Benz 3.0 L CDI six-cylinder turbo diesel engine tied to a five-speed transmission with overdrive. Jayco says the Precept has the best fuel mileage in the motorhome category.

Standard features on the motorhome include a 19-inch digital LCD high-definition TV, cable TV hookup and an Onan 3,200-watt Quiet Diesel generator with auto-changeover, halogen lighting in the interior, outdoor media center and Carefree patio awning.

Options include a 400-watt inverter, Diamond Shield paint protection film, front entertainment center with 32-inch LD HDTV, leather furniture, premium paint package, privacy night shades in

the windshield and driver and passenger windows and a satellite kit.

Jayco's new Jay Feather ultra light travel trailers are lighter, more compact and more energy efficient than previous Jay Feather models, according to the company.

The new Jay Feathers can be towed by most sport utility vehicles and mini-vans, according to company officials.

"We decided to build the new lighter weight Jay Feather model as part of Jayco's commitment to energy efficient products," said Sid Johnson, marketing director for Jayco.

#### Entegra Coach

Entegra Coach, which is owned by Jayco Inc. of Middlebury, introduced the first of its luxury products and added models to its other lines.

The Emblem fifth wheel trailer will be the new company's entry-level fifth wheel. The trailer features solid hardwood cabinetry by Amish craftsmen, and superior construction standards, according to the company.

The Emblem comes in 32- to 38-foot



SunnyBrooke's West Pointe fifth-wheel trailer.

lengths and has five floorplans available.

The exterior features high-gloss gel-coat fiberglass sidewalls and caps for ease of maintenance.

The company showcased its first of three Class A luxury motorhome brands, the Aspire.

The Aspire is a rear diesel-powered motorhome constructed on a Freightliner XCR or XCR tag-axle chassis. The coach is powered by a Cummins ISL 400 horsepower engine.

The Aspire is available in 40- or 42-foot lengths and five floorplans.

The Anthem is the company's mid-range Class A. The Anthem is built on a Spartan Mountain Master tax-axle chassis and is powered by a Cummins ISL 425 horsepower electronic engine tied to an Allison 3000 MH six-speed transmission and electronic shifter.

Another motorcoach being offered by Entegra Coach is the Cornerstone. It is a 45-foot Class A that features three slide-outs, and interiors in three wood choices — carmel glazed maple, Washington cherry glazed maple or coffee-latte glazed maple.

The Cornerstone also has heated granite bath flooring, a carpeted and cedar-lined wardrobe, a central vacuum system, electronic security and a hidden safe.

Entegra is entering the toy-hauler market with its Entimidator. The new toy hauler comes in two 42-foot, 5-inch models and two floorplans. There are several slide-out room options.

The Entimidator has a 102-inch wide body covered in high-gloss gel-coated fiberglass.

For getting the toys into the trailer, the Entegra features a spring-assisted

ramp door. The flush tie-down rings in the storage area are secured to the unit's steel frame. A welded steel storage compartment is in the unit's floor to keep tools and other objects stored safely out of sight, according to the company.

### Starcraft

Another Jayco-owned company, Starcraft RV, introduced 21 new products, which included fifth-wheel toyhaulers, towables and folding camping trailers.

Included in the new offerings were new, Autumn Ridge travel trailers. The line covers the range of RV buyer interests, from economical smaller sized units to larger full-featured trailers.

Autumn Ridge trailers feature aluminum exteriors, trussed roof rafters and all-weather rubber roofing.

The SE Autumn Ridge trailers have two large slideouts that enlarge living and dining areas.

The SE-DLX package adds deluxe features to the SE floorplans, according to the company.

Starcraft also has slimmed down

travel trailers and expandables in its Travel Star Sport Micro-Lite line. Every unit offered weighs less than 3,100 pounds to allow them to be towed by smaller vehicles.

But you will need a pick-up truck to tow the new Starcraft Homestead fifth-wheel trailer. Each of the Homestead models have at least one slideout to expand the interior room of the trailer.

Starcraft officials said the Homestead's roof can be walked on and has a 12-year warranty.

Another fifth-wheel offering from Starcraft is the Rock Star toy hauler. The Rock Star has a 12-foot, 4-inch interior cargo area for transporting ATVs, motorcycles or other items.

The Rock Star is 42 feet, 5 inches long and has an L-shaped kitchen, vinyl flooring and a 32-inch Sony digital LCD TV.

### Newmar

Newmar introduced a variety of new products and changes to existing products. One socially-conscious change is the introduction of its All Star 4188 motorhome that has a floorplan to accommodate people who use wheelchairs.

"Newmar is pleased to offer this specialty floorplan for consumers who have wheelchair needs," said John Sammut, Newmar vice president of sales and marketing. "We feel there is a strong market for this type of product and the All Star Mid-Engine Chassis is the perfect fit."

The 4188 has a Braun wheelchair lift and all the amenities a motorhome offers, with the difference of having room to maneuver a wheelchair inside.

Appliances have been moved to accommodate people with a lower reach.

Another addition to the Newmar line is the Dutch Aire diesel pusher motorhome. The Dutch Aire is built on a Spartan Mountain Master GT chassis with independent front suspension. The engine is a Cummins ISL 425 horsepower engine.

The Dutch Aire is available in seven



The Starcraft SE-DLX.

floorplans, three in 40-foot units and four in 43-foot units.

And if you have a lot of motorized toys, Newmar has a trailer to haul them in and provide you a place to stay. The Canyon Star 3920 is a Class A gas-powered toy hauler that has a new floorplan that features a full-sized bedroom.

## CrossRoads

CrossRoads RV in Topeka, a Thor company, has signed a licensing agreement with Field & Stream to produce park model cabins. CrossRoads will build the Westchester Park model cabin.

The Westchester features a cedar-sided exterior and a skipped-peeled pine interior. The trailer is 13-feet, 6-inches tall, making it towable to all regions of North America, according to the company.

CrossRoads is also building a 30-foot travel trailer that weighs 3,768 pounds. The SlingShot is towable by small sport utility vehicles and crossover vehicles, according to the company. The light-for-size feature comes from using an aluminum frame and lightweight components.

"We really challenged industry standards and the supplier community responded unbelievably. Most of the weight savings came through automotive and aerospace components and techniques never before used in this industry," said Larry Weaver, national sales manager for the SlingShot.



The Entimidator by Entegra Coach.

The SlingShot comes in 19- to 30-foot lengths.

## Dutchmen

Goshen's Dutchmen Manufacturing Inc. has several new lightweight products.

The company has been producing the T@B and T@DA teardrop trailers for



The Anthem by Entegra Coach.

several years. Now the T@B, the smallest offering in the line, has been added. The T@B weighs just 793 pounds. It is a basic teardrop that is built with modern materials.

At 11-feet, 6-inches long, the T@B has enough interior room for a double bed, above bed storage and full-width storage below the bed. The small trailer can be towed by just about every car on the road.

For those wanting a basic camping unit that packs into a weatherproof trailer, Dutchmen is offering its new Topo. The company calls the Topo a "crossover base camp." The description is accurate in that the outfit consists of two full-size beds, one that folds out and one contained within the trailer.

The beds are covered by a tent that extends away from the trailer and can provide more sleeping area or room to set up a dining or relaxation area. The trailer's door swings out and converts to a food preparation area that contains a sink basin with a manual pumped water faucet.

The unit weighs just 500 pounds and is equipped with bars on top that can

accommodate sport rack systems.

## Damon

The Damon display at the show was extensive and featured the company's Avanti motorcoach, which is shown on our cover.

The Avanti is Damon's fuel-efficient Class A motorhome. The Avanti is expected to get about 14 miles per gallon on the highway.

To achieve high mileage in a motorhome, the company made the unit shorter and narrower than traditional motorhomes. The Avanti also has a European look to its sloping front end.

The chassis is a Workhorse brand and the wheelbase is 208 inches. Overall length is 31 feet, 10 inches and the Avanti is 94 inches wide. The Gross Vehicle Weight Rating is 16,000 pounds.

The interior size is expandable when parked due to a kitchen slideout.

A 200-horsepower Maxx Force diesel engine powers the Avanti.

Also new is the Damon Tuscany, a traditional diesel-powered motorhome. The Tuscany is 40 feet, 6 inches long and sleeps five. Some of those sleepers can snuggle under the blankets on a king-size bed in the rear bedroom.

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The Tuscany is constructed on a raised rail Freightliner XC chassis. The motorhome is powered by a 360-horsepower Cummins diesel tied to a six-speed Allison transmission.

Damon's other new motorhome introduction is the Astoria. This motorhome is a bit shorter than the Tuscany at 38 feet, 10 inches.

Slideout expansion options include the bedroom, kitchen and living areas.

The Astoria is constructed on the Freightliner XC raised-rail chassis and is powered by a 340-horsepower Cummins diesel engine.

## Heartland RV

Heartland RV of Elkhart, which has been known for its fifth-wheel products, introduced its Cedar Ridge and Edge travel trailers.

The Cedar Ridge is designed for extended-stays. Features include a fiberglass cap with large windows, a sliding glass patio entry door, large kitchen, a residential-style refrigerator and appliances, and a king-size bed.

The Edge is a lightweight travel trailer that is designed to be towed by crossover vehicles and mini-vans.

But Heartland didn't forget its fifth-wheel fans. The company introduced

the Eagle Ridge, a luxury fifth wheel. The Eagle Ridge features a cherry wood interior. There are five floor plans for the unit that include luxury decors and cabinetry.

## Gulf Stream

The long time RV brand Gulf Stream, based in Nappanee, has a new Class C and Class A motorhome in its lineup.

The Class C is the Super Max, a unit that is powered by a 305 horsepower Cummins engine mounted on a Dodge Bullet chassis.

The unit has a loft overhead and European styling. The Super Max gets an estimated 14 to 15 miles per gallon.

The Montaj is Gulf Stream's newest motorhome. The Montaj is 30 feet long. It has a fiberglass roof and exterior walls, European-style interior, thermo-pane windows, a seven-foot interior height and a retractable residential loft.

The Montaj is expected to get 14 miles per gallon.

## Coachmen

The Coachmen RV group of Middlebury offered a new line of travel trailers called the M Series Ultralights. There are three models under 19 feet with weights ranging from 2,713 to 3,100 pounds.

The lightweight trailers greatly expand the number of vehicles that can tow them.

The trailers have aluminum frame construction, aluminum wheels, portable grills, LCD TVs and bike racks.

Coachmen also displayed two new floor plans for its Freeland Class C motorhome. The Freeland is constructed on a Freightliner Sprinter chassis and gets an estimated 17 to 19 miles per gallon from its Mercedes 3.0 liter, V6 turbo diesel engine.

The Freeland is about 25 feet long.

## Cikira RV

The Sturgis, Mich.-based Cikira concentrated on lightweight products.

The company introduced its Lux-Lite, a line of small ultralight fifth wheels and travel trailers in sizes of 21 to 23 feet long.

In the Lux-Lite line the company eliminated much of the wood used in traditional trailers and replaced it with plastic, which is much lighter.

Cikira's Retro-Lite line of travel trailers feature a retro look and utilize European alliances and new plastic materials to make them light weight.

Another Cikira lightweight line is the Cruis'n-Lite travel trailer. They come as small as 13 feet and as long as 21 feet.

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## New from suppliers

### American Technology Components

American Technology Components of Elkhart has introduced new 12-volt LED lights. The new lighting is a family of soft white LED lights that the company says can exceed 10-watt halogen bulbs' output while requiring only a quarter of the power.

### ASA Electronics

The Elkhart company ASA Electronics introduced new bulk packaging for Jensen LCD TVs in reusable containers. The packaging reduces material because six TVs fit in each container.

### ATD Inc.

Also in Elkhart, ATD Inc. has begun selling Delta T automotive ceramic insulation, which the company said controls heat and sound.

The company says the product is UV stable and is lightweight, durable and environmentally friendly.

### Atwood Mobile Products

Atwood's show presentations included an electromechanical leveling system for motorhomes and fifth wheels, an aluminum water storage tank, a new furnace and lightweight gas appliances.

The company is based in Elkhart.

### Burnstines Distributing

The company showcased the Xantrex Freedom HF electric inverter/charger that is designed to be used with smaller RVs.

The Elkhart company is also offering solar-powered products. The Go Power! products include battery chargers and a complete solar inverter system that provide days of power for RVs without the use of a generator.

### Dave Carter and Associates

This Elkhart company presented an indoor/outdoor media-docking center for iPods and iPhones.

### Fabric Services

New Abercrombie Textiles fabrics designed for RVs were displayed by this Bristol company.

### Kelcom Inc.

Gaskets are needed in all RVs and Kelcom was offering gaskets cut with water jets. The water jet process eliminates harmful emissions, according to the company.



Paul Steward of Elkhart Supply Co. shows the Flair-it water line connector to Mike Bunal and Jim Kaskey of Shurflo, Cypress, Calif. ESCO was among dozens of suppliers to the recreational vehicle industry that attended the annual RV trade show in Louisville, Ky.

### Midwest Sales

This South Bend company was displaying an in-wall AM/FM CD/DVD stereo system, grill speakers and an iPod docking station.

And if you like to take your wine with you while RV'ing, the company sells the Danby eight-bottle counter-top wine cooler. Also on display were the Danby beverage center, which holds 128 beverage cans, and a half-time oven which has convection and microwave ovens.

### Parkland Plastics

This Middlebury company had Durolox tile panels, which are flexible granite veneer panels, on display. Parkland was also marketing lightweight plywood for construction or

cabinetry and paneling for toy haulers.

### Vista Manufacturing

Flexible tape, low-voltage LED lighting inside tubing is the product this Elkhart company was displaying.

### Xantrex Technology

When your company name begins with an X, there is a good chance you will be mentioned last in lists like this one. Xantrex Technology of Elkhart was selling a lighter, smaller 1,000-watt inverter/charger. The Freedom HW 1000 unit, according to the company, features a modified sine wave output designed to run entertainment systems and appliances in RVs. The unit meets the UL 458 standard, according to Xantrex. ■

# Recession hurting RV industry

Article - Roger Schneider

**J**ust how bad off is the recreational vehicle industry? Depends on who you ask.

Optimism was bountiful at the recent RV trade show at the Kentucky Expo Center in Louisville, Ky. The sales staffs of local RV manufacturers were confident and said they were moving products, just more slowly than last year.

Yet the aisles at the show were uncrowded and sales staffs were often huddled around the greeting desks waiting for dealers to walk into their displays.

More scientific approaches to the RV question show the industry is in a serious skid.

The Recreation Vehicle Industry Association, which sponsors the trade show, reported Dec. 11 that attendance at the show was down 38.7 percent from 2007. And the attendance by dealers, who usually write new orders at the annual show, was down by 20 percent.

The RVIA also reports shipments of RVs were down 24.6 percent from 2007 from January to September.

## 2009 Outlook

The RVIA's 2009 projection is not good. If the recession continues the RVIA's trending expert, Richard Curtin, director of consumer surveys at the University of Michigan, expects another 25 percent decline in 2009.

Total shipments for 2009 are expected to reach 186,800. That would be the lowest shipment amount since 1991, according to RVIA's records.

"As the current recession is expected to affect all sectors of the economy, RV shipments are expected to be lower in 2009 as well," the RVIA stated. "Credit restrictions are causing RV buyers to delay purchases and RV dealers to keep inventories low. Sales in 2009 will be affected by high credit standards, falling employment and continued declines in household wealth and home prices."

## Seeking new market

If large, expensive motorhomes won't sell, then maybe smaller, lightweight trailers will provide sales in 2009. That seemed to be the idea of many RV manufacturers, who introduced new lightweight travel trailers, Class C and Class A motorhomes at the show.

As the vehicle-buying trend moves away from large pick-up trucks and sport utility vehicles because of higher initial costs and lower fuel mileage, the RV industry hopes to capitalize on that trend.

Trailers made with all composite materials were offered by several manufacturers. The composites were all similar and had harder plastic outer panels filled with Styrofoam-like material. The material makes for a strong, lightweight wall. Coupled with all-aluminum trailer frames, the new lightweights can be pulled by crossover SUVs and mini-vans.

## Long-term forecast

After 2009, things may perk up for the RV industry. Curtin reported to RVIA that households that own RVs will rise to 8.5 million by 2010. Also, "the current limitations on RV credit are expected to gradually diminish over time since RV owners are, on average, excellent credit risks," the RVIA stated.

## Optimism

"We had unexpected business," said Andy Wesdorp, national product manager of Carriage Inc. in Millersburg. "Dealers showed up that we hadn't prospected. We're optimistic about 2009." Wesdorp was quoted by RVIA on its Web site.

RVIA President Richard Coon, who has spent 30 years in the recreational vehicle industry, said, "We're a resilient industry that has a history of coming back stronger than ever, even after worse downturns than this one — the oil embargoes and high interest rates in the '70s, for example." ■

## RV shipments 1978 to 2007

|      | Units shipped | % change from prior year | Retail value (billions) |
|------|---------------|--------------------------|-------------------------|
| 1978 | 389.9         | -5.8                     | 4.077                   |
| 1979 | 199.2         | -48.9                    | 2.123                   |
| 1980 | 107.2         | -46.2                    | 1.168                   |
| 1981 | 133.6         | +24.6                    | 1.253                   |
| 1982 | 140.6         | +5.2                     | 1.879                   |
| 1983 | 196.6         | +39.8                    | 3.485                   |
| 1984 | 215.7         | +39.8                    | 3.485                   |
| 1985 | 186.9         | -13.4                    | 3.936                   |
| 1986 | 189.8         | +1.6                     | 4.031                   |
| 1987 | 211.7         | +11.5                    | 4.660                   |
| 1988 | 215.8         | +1.9                     | 4.955                   |
| 1989 | 187.9         | -12.9                    | 4.589                   |
| 1990 | 173.1         | -7.9                     | 4.113                   |
| 1991 | 163.3         | -5.7                     | 3.614                   |
| 1992 | 203.4         | +24.6                    | 4.411                   |
| 1993 | 27.8          | +12.0                    | 4.713                   |
| 1994 | 259.2         | +13.8                    | 5.691                   |
| 1995 | 247.0         | -4.7                     | 5.894                   |
| 1996 | 247.5         | +0.2                     | 6.328                   |
| 1997 | 254.5         | +2.8                     | 6.904                   |
| 1998 | 292.7         | +15.0                    | 8.364                   |
| 1999 | 321.2+9.7     | 10.413                   |                         |
| 2000 | 300.1         | -6.6                     | 9.529                   |
| 2001 | 256.8         | -14.4                    | 8.598                   |
| 2002 | 311.0         | +21.1                    | 10.960                  |
| 2003 | 320.8         | +3.2                     | 12.058                  |
| 2004 | 370.1         | +15.4                    | 14.700                  |
| 2005 | 384.4         | +3.9                     | 14.366                  |
| 2006 | 390.5         | +1.6                     | 14.732                  |
| 2007 | 353.4         | -9.5                     | 14.504                  |

SOURCE: RVIA

# From Goshen to

Jonathan Roth makes it easier to check for dangerous o

Article & Photograph - Roger Schneider

Inside a small building in the Goshen Industrial Park, test kits that have made the work of scientists and health care workers around the world easier are manufactured.

Those products are the result of research by Jonathan N. Roth, former professor at Goshen College.

Micrology Laboratories' products are used around the world, but here in Michiana, Roth said, many people have not heard of his high-tech company. "We are probably one of the best-kept secrets in Elkhart County as far as business goes," he said.

What Roth has created is a gelled medium for the testing of food and water for microbial bugs that can make humans sick, or even kill. One of his products, called Easygel, is sold to scientists, health departments and schools around the world.

## The old way

Before Roth came up with his better product, scientists had to mix and heat a concoction derived from red algae. That product is called agar and for 150 years it was about the only product scientists had to grow microbes on. Roth, who taught biology and other science classes at Goshen College, found mixing the agar formula, heating it to the proper temperature and then spreading it properly was a tedious process. Then one day while reading about one of his favorite activities, gardening, he read an article about how to make sugar-free jams and jellies. The article mentioned the use of a low methoxyl pectin that would gel without the stimulation of sugar.

He began thinking about how the low methoxyl pectin might be used to grow microbes. "It seemed like a good idea," he said.

"Maybe I could make a medium that didn't need to be cooked and pour it into a plate and it would gel," he said. "It sounded like an interesting idea."

While working full-time at Goshen College he made the investigation of his idea his second job. He recalled that in 1977 or 1978, he found a company willing

to provide him with small amounts of low methoxyl pectin. He then talked to a local businessman whom he had done some work for and they set up a partnership. Roth would do the research and his partner would take care of the business end.

Roth said he started making his Easygel and he tried to sell it to science teachers because of its ease of use in laboratory classes. He couldn't get any teachers to buy it. They all told him they were restricted to certain suppliers by school rules.

"So, it got sort of discouraging," Roth said of the many rejections.

Fortunately, Roth found the food industry was interested in his product for quality-control work. But, just as success was finding him, his joint venture went bankrupt.

"The bank took everything," he said.

Roth said that unknown to him, his first partner had leveraged their operation for another business he owned, which went bankrupt. Roth then began to seek help from different people to get his laboratory equipment back.

"I was ready to give up after checking all the leads I could think of," Roth said.

## A new start

But he made one last call. That was to Tom Corson of Coachmen. Corson was on the Goshen College board and Roth said Corson patiently listened to him for about two minutes before interrupting him and telling him he didn't know anything about microbiology, but he had a friend who did. That friend was Bob Rose, president of Miles Laboratories in Elkhart. Corson arranged a lunch with Rose for Roth.

"I laid everything out. I didn't paint a great picture," Roth said of his sales pitch to Rose. But Rose liked the new product and he and Corson became Roth's backers for a new company.

"I probably got the two best partners



anybody could have gotten," Roth said. He said there was no way his business would have survived without Rose and Corson helping to guide it.

He added, "It was some years before they got their money back."

The business began to grow while he was still teaching at GC. Easygel became widely used in the food and beverage industries and he signed up with a couple of distributors who marketed the product to the education field. That success got him noticed by one of his competitors,

# the world

s organisms



Jonathan Roth works in his lab at Micrology Laboratories.

3M. 3M had competing products and wanted to protect those, Roth indicated. “We were taking some customers away from them,” he said.

So, 3M decided to eliminate that competition by purchasing the portion of the business that produced products for the food and beverage industry. “They made us an offer we couldn’t refuse,” Roth said.

After the buyout he and his partners considered closing the lab’s doors. But they decided to form a new corporation  
Winter 2008

and go into the water testing business with the Easygel product.

A few years later 3M decided to relinquish its purchase of the food and beverage testing portion and paid off the Micrology partners and gave the business back to them.

“After we got it back we doubled the customer base. So it worked out OK,” Roth said.

There are also homeowners in Michiana who have one of Roth’s products in their homes. He said a

Florida company buys his test kit and repackages it and sells it as a mold test kit for homeowners. Those kits are sold at home improvement stores, including Lowe’s and Menards.

Roth has also created another screening agent that is used to detect the presence of *E. coli* and other coliform bacterium. He researched the use of dyes as indicators for *E. coli* and general coliforms and along with dye

See **TESTING** | Page 16

# Technology changes our lives

**E**very business you can think of has been impacted in some way through the tremendous advances in technology. Though I know this dates me, I can actually remember working in an office when the first fax machine arrived on the office scene. Sending paper via snail mail was all we knew at that time. The pace of business was deliberate, and everything took longer to move through the system.



Charrise McCrorey

Now, we're impatient when our internet connection slows and an e-mail takes 30 seconds to arrive rather than the usual 10 seconds. My, how things have changed. Back then, we could not have easily imagined the impact technology would have on the way we do business today.

As business owners in our small community, we depend on technology to give us global reach. We sell our products and services to people for whom we had limited access to before technology closed the distance gap for us. Our markets have grown and our possibilities have broadened because we can easily introduce our products through the World Wide Web.

Conducting market and product research has never been easier than it is now, through technology. If we want to know something now, we can Google it. Before the development of the net, we either went without the information or paid thousands of dollars for a researcher to compile the data we required. As a result, more products are developed at a faster pace. We simply have a way to create more momentum than ever before.

Information has become a thriving industry itself. Never before have we had access to so much information. There is a Web site for anything you can imagine. People who would be unlikely to open a brick and mortar business are empowered through the Internet to nurture their entrepreneurial spirit.

People are connecting in new, formerly impossible ways through the use of technology. Seth Godin, a prolific blogger and marketer, wrote a compelling book called "Tribes." In it he describes the way in which a following is created — a brand, for practical purposes — where like-minded people interested in

something particular will consume centrally located information. The "Tribe" mentality creates a movement in and of itself. The rules are simple: always create specific value and invite people to participate.

Web 2.0 technology has made it simple to get connected with anyone on earth. In order to stay plugged in, we use gadgets that become such a part of our lives that they sometimes seem like an additional appendage. It is now standard operating procedure to see a fourth-grader with a cell phone. Grandmothers are sending text messages. Generational gaps are shrinking when it comes to technology. This is an important development for business owners to consider — opening up new ways to market their products or services.

We have a multitude of choices as to the level at which we utilize technology in our business. Our computers are networked, with wi-fi available nearly everywhere we go. We use software programs designed to make everything easier and faster. We capture more

customer information now than ever before through survey tools and opt in programs. With technology, anything is possible.

All this being true, there is one component that technology cannot duplicate. It's vital to our growth and development — in fact, to our very existence. That component is human interaction. We crave it. We rely on human interaction for validation and feedback. We need laughter and eye contact. Our customers appreciate it when a human being is listening to their problem or concern. We desire a human touch.

Successful businesses understand this, and work to create an effective blend of human/technology interactions. Technology opens up a new world of possibility for human beings who've understood the need for connection from the beginning of time.

**Charrise McCrorey of Elkhart owns Emergence Business Coaching. Her Web site and blog can be referenced at [www.emergencebiz.com](http://www.emergencebiz.com).**

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# New business is born when like minds meet

Article & photograph - Jesse Davis

**A**my Walters and Colleen Wegener started out light years apart. One was an employee of a corporate art department, the other a children's ministries director at a local church. Now, as the well-oiled machine of W Design, they offer marketing and advertising services to businesses throughout Michiana.

"Our personalities complement one another very well. We are great friends and working together doesn't seem like work. It's kind of like getting paid to hang out together and dream," Walters said.

Wegener, 33, Goshen, and Walters, 36, Indianapolis, first met when Goshen First United Methodist Church hired Wegener as their media director. She had previously worked for Bath & Body Works, freelancing for about four years

before working full time as an art director for more than five years. Walters was in charge of kids' ministries for the church at the time.

After working at the church, Wegener was hired by Vera Bradley to work in its Fort Wayne office. Every day she spent two hours commuting back and forth. She finally decided the office was too far away after giving birth to her third daughter. During her maternity leave, however, she had begun talking with Walters about a possible business venture. Shortly after she left Vera Bradley, W Design was born.

Wegener credits her job with Bath & Body Works with preparing her for the business.

"I was under high pressure to produce high quality work with very tight deadlines and working with many critical eyes," she said.

For Walters, many factors were involved.

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"My ministry experience has taught me how to work with all kinds of people. And my educational experiences have helped with the business aspect of our company. My experience of having four children and a husband has taught me how to maximize my time and multi-task," she said.

The duo originally planned to focus their attention on not-for-profit agencies, including churches. They changed their minds after much deliberation and a lot of prodding from friends and customers.

"They told us, 'You have all this experience and talent, don't tap yourself into just one thing,'" Walters said.

"We just wanted to use our talents to the best of our potential," Wegener said.

W Design finally opened for business earlier this year.

Both being mothers, Wegener and Walters also appreciate the flexibility of working for themselves, which allows them to continue spending time with their children.

"(My children) are very supportive," Walters said. "I have taught my oldest two kids, Maggie and Mitchell, how to use some of our design programs, which they have both used on projects for school and 4-H. I think they also enjoy the fact that even though I am working, my schedule is very flexible and I am always available to them, which is very important to me."

Now, the two combine their forces to deliver a multitude of services to their clients, which include Goshen First Fridays, Wakarusa Children's Resale and, more recently, the soon-to-open

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# Testing

From Page 13

chemist Wilfred J. Ferguson, found a method to track them by their enzymes.

Their work resulted in a new product, Red-gal. Roth used that product for more research and found that general coliforms grew as pink/red colonies and E. coli grew as blue/purple colonies in the product. He patented his new find in 1993 and markets the new test as Coliscan. The patent is one of about 30 United States and international patents he owns.

The research work at Micrology Laboratories is continuing and is staying in the family. Roth's son Geoff, a chemist, has developed a new method for detecting the *Aeromonas* species of coliform bacteria. That coliform is found in the intestines of animals and is a potential health threat to humans.

According to information from the Roths, the pathogen is being tracked in some European countries and Canada. Micrology Laboratories sells its ECA Check product to the scientists who are tracking *Aeromonas*.

Roth said he and his partners have deliberately kept the company small. They employ 10 people.

The employees mix the chemicals used in the products, spread the products in culture dishes or package them in vials using specialized machinery. Then the products are shipped within 24 hours of an order being taken.

Roth is intrigued by microbiology and spends time in his small, windowless lab trying new techniques and processes. And all his work is aimed at making products that help people.

"That is the reason for living. We have something here that is making the world a better place," he said. ■

## Learn more about Micrology

- The company is located at 1303 Eisenhower Drive S. in Goshen.

- To learn more about Micrology Laboratories' products, visit the company's Web site at [www.micrologyla.com](http://www.micrologyla.com)



Colleen Wegener, left, and Amy Walters run W Design in Goshen.

Wellness Studio.

"My favorite project so far would be the set for Grace Community Church," Wegener said. "It's fun to work with different mediums and to bring the designs to life on a larger scale. I love seeing the kids' faces as they see their space transformed."

That creative aspect is so ingrained in the duo that they chose "design with juice" as their slogan.

"One of our favorite things is concepting and getting a project started, and that is what gets our creative juices flowing," Walters said.

Beyond their own enjoyment of the business, Wegener and Walters try to make a positive impact on the community and the world. Whenever they subcontract out any portion of their

work, they make an effort to hire a local business. In a more direct fashion, 10 percent of W Design's profits are donated to Asia's Hope, an organization facilitating orphanages, schools and development in Cambodia and Thailand.

As the company moves forward and continues to grow, the challenges they face will shift and change. Right now, though, they are focused.

"The biggest thing is just getting our name out," Wegener said.

In her spare time, Walters is a volunteer coordinator for Goshen Community Schools, finding volunteers for West Goshen Elementary School. She also serves as a swimming coach for Goshen Swimming Inc. Wegener does side work as a consultant for the Blue Gate Restaurant in Shipshewana. ■

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# Elkhart County's economic reality

**R**ecently I had the opportunity to speak as the keynote for the Purdue Extension Centers annual meeting. The audience?

Homemakers, agriculture folks, retirees, business people and elected officials. I was asked to share what and how do others see Elkhart County, Indiana.



Dorinda Guss

The task proved to be a beneficial exercise. As the marketing entity for the entire county, I had to place myself in the eyes of others from a national, regional and local perspective. It proved to be interesting as I engaged others to share their input on the same subject. How does the nation, region and county see themselves?

### Just a little farming

Nationally, most see Indiana as manufacturing and agriculture area. Truth is, Indiana is 2 percent farming and only 19 percent manufacturing. However, Indiana is the manufacturing capital of the country. Elkhart County's economic make-up is about 50 percent manufacturing and half of the manufacturing base is recreational vehicles.

What is the perception of our knowledge and quality of work force? Strong Midwestern work ethic, blue collar and too many illegals. The United States shows 12.6 percent change in population diversity, Indiana 3.5 percent and Elkhart County shows 13.9 percent. What is the concern? Elkhart County's population diversity is changing faster than Indiana or the U.S. This in turn causes language barrier and illegal immigrant issues. Please understand, we are not saying diversification is bad; however, it does impact communication, education and public policy issues.

Employment and Unemployment has and is a hot topic these days. Perceptions are we have high unemployment now and will have in the future. We are getting clobbered and are in real trouble. What is the current unemployment rate? Elkhart County's most recent is 12.4 percent. The state of Indiana unemployment is 7.1 percent. History shows a bit of a

reality check. In 1979 we were dealing with the Iranian revolution energy crisis we had an unemployment rate as high as 13.2 percent. In the early 1990s we were 7 percent when the industrial production and manufacturing trade sales decreased. Ten years later we experienced the Dot com bubble and 9/11 attacks and accounting scandals and we were at 4.7 percent and now in the global financial crisis. The reality is we are not alone. But, this would be a good time to look to self evaluation.

### Everyone is close

Perceptions are we are near Chicago, the toll road is an advantage, and we are average in comparison to the rest of the country. Elkhart County is within a one-day drive of one-third of the U.S. population. We have four exits to the I80-90 toll road, Indiana ranks first in highway miles; Elkhart County is the second largest UPS overnight, over the road distribution center in North America. Indiana ranks ninth in railroad mileage. Burns Harbor port has the most cargo on the Great Lakes. Indiana ranks 14th in water-borne shipping.

The bottom line is Indiana is a great central location and the state's logistics infrastructure is very good and getting better.

### We have low taxes

All right, let's discuss taxes. Perception on a national level is business taxes are lower than most places, but locals always think we have high property taxes. So, what is reality?

According to national tax and business rankings we look good. We rank first in the Midwest according to Forbes and the Tax Foundation as being a tax-friendly environment. Cost of doing business (including taxes) we rank first in the Midwest by Site Selection Magazine, CNBC and Chief Executive Magazine. We now also have AAA Bond rating through Standards & Poor.

Let us look how we rank according to jobs. We are first in U.S. company investment created jobs, as well as, first in the U.S. for attracting new jobs through foreign investment. The facts are, this is a very tax friendly state for business. Property taxes in Elkhart

County are lower than the U.S. average and lower than the Indiana average. There are some counties around us that are lower than we are.

Cost of doing business is perceived as being less. Also, Elkhart County's perceived mantra is "cheap is a virtue." Reality is Indiana's cost of doing business is the lowest of Midwestern states and lowest compared to the Eastern states. Indiana ranks second lowest compared to Western and Southern states.

How are we perceived by others in the ease of doing business? There seem to be a lot of entrepreneurs. Is it true? Yes, Elkhart County is the second highest producer (since 1976) of patents in Indiana. Elkhart County has 8.6 percent of the patents with just 4 percent of the population.

Educational opportunities are not very good from a national perspective. What are they... really? Elkhart County has plenty of educational and training opportunities, you just have to take advantage of them. Indiana ranks second in the Midwest and 19th in the U.S. for education of its work force. The ranking includes K-12 test scores and post-secondary opportunities.

### In summary

Elkhart County (and the world) is suffering right now but, Elkhart County and our region has many advantages.

- Good location.
- Good logistics infrastructure.
- Extensive manufacturing experience.
- Quality, educated and experienced work force.
- History of bounding back from bad economic times.
- Business-friendly state tax programs.
- Very high rankings for business-friendliness.
- Low cost of doing business.
- High in number of entrepreneurs.
- Good education and training facilities, locally and around the region.
- Low cost of living.

**Dorinda Heiden-Guss is president of the Economic Development Corp. of Elkhart County. ■**

# ECONOMIC INDICATORS

## Unemployment\*

### U.S.

|           |       |
|-----------|-------|
| November  | 6.7%  |
| October   | 6.5 % |
| Nov. 2007 | 4.7 % |

### Indiana

|           |       |
|-----------|-------|
| November  | 7.1 % |
| October   | 6.4 % |
| Nov. 2007 | 4.5 % |

### Elkhart-Goshen

|           |        |
|-----------|--------|
| November  | 12.4 % |
| October   | 10.7 % |
| Nov. 2007 | 4.5 %  |

### Michigan City

|           |       |
|-----------|-------|
| November  | 7.2 % |
| October   | 6.0 % |
| Nov. 2007 | 4.5 % |

### South Bend

|           |       |
|-----------|-------|
| November  | 8.0 % |
| October   | 7.2 % |
| Nov. 2007 | 4.6 % |

### LaGrange County

|           |        |
|-----------|--------|
| November  | 11.7 % |
| October   | 10.4 % |
| Nov. 2007 | 4.7 %  |

## Urban consumer price index\*

Percent changes  
from preceding month

|                           | May<br>2008 | June<br>2008 | July<br>2008 | Aug.<br>2008 | Sept.<br>2008 | Oct.<br>2008 | Nov.<br>2008 | 12 mos.<br>total |
|---------------------------|-------------|--------------|--------------|--------------|---------------|--------------|--------------|------------------|
| Food & beverage           | .3          | .8           | .9           | .6           | .6            | .3           | -2.1         | 6.0 %            |
| Housing                   | .5          | .5           | .7           | .0           | -.2           | .0           | -.1          | 3.1 %            |
| Apparel                   | -.2         | .0           | .8           | 1.0          | .0            | -1.2         | .2           | .2 %             |
| Trans.                    | 2.1         | 4.0          | 1.8          | -1.7         | -.7           | -6.0         | -10.9        | -10.4 %          |
| Medical care              | .1          | .2           | .1           | .3           | .3            | .1           | .2           | 2.7%             |
| Recreation                | .0          | .2           | .4           | .5           | .2            | .0           | -.1          | 1.9%             |
| Communication & education | .3          | .5           | .5           | .2           | .0            | .2           | .2           | 3.4 %            |
| <b>All items</b>          | <b>.7</b>   | <b>1.2</b>   | <b>.9</b>    | <b>-.2</b>   | <b>-.1</b>    | <b>-1.2</b>  | <b>-2.1</b>  | <b>.7 %</b>      |
| <b>Special indexes</b>    |             |              |              |              |               |              |              |                  |
| Energy                    | 4.5         | 6.8          | 4.0          | -3.2         | -1.7          | -9.0         | -17.8        | -14.3%           |
| Food                      | .3          | .8           | .9           | .6           | .6            | .3           | .2           | 6.2 %            |

## Employment cost index September 2007 - September 2008\*

|                                     |               |
|-------------------------------------|---------------|
| Private industry total compensation | +2.8 percent  |
| U.S. - Wages and salaries           | +2.9 percent  |
| Midwest - Total compensation        | +2.7 percent  |
| Midwest - Wages and salaries        | + 2.8 percent |

\* All figures from the U.S. Department of Labor/Bureau of Labor Statistics

## 2008 real average earnings\*

| Month     | Hourly  | Weekly   |
|-----------|---------|----------|
| January   | \$17.75 | \$598.18 |
| February  | \$17.81 | \$600.20 |
| March     | \$17.87 | \$604.01 |
| April     | \$17.89 | \$604.68 |
| May       | \$17.95 | \$604.92 |
| June      | \$18.00 | \$606.60 |
| July      | \$18.06 | \$608.62 |
| August    | \$18.14 | \$611.32 |
| September | \$18.17 | \$610.51 |
| October   | \$18.23 | \$612.53 |
| November  | \$18.30 | \$613.05 |



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### Notre Dame chosen as Business of the Year

The University of Notre Dame has received the 2008 Business of the Year Award from the Michiana Chapter of the Society for Human Resource Management. The award was accepted by Robert K. McQuade, associate vice president for Notre Dame's Department of Human Resources.

The University was cited for, among other things, its staff development and education programs, health care benefits, and a recent survey of more than 4,000 non-exempt employees of 50 Michiana organizations found, collectively, Notre Dame's non-exempt jobs are approximately 9 percent above market in pay.

Notre Dame was chosen for the SHRM honor from among 250 businesses in the Michiana region.

The Society for Human Resource Management is a professional association devoted to human resource management.

### WNIT adds staff

WNIT Public Television has hired Kelli Collins as account executive at the station. In this capacity she will seek corporate support for WNIT's local productions, online services, special events and other underwriting opportunities.

Collins earned a bachelor of arts degree in mass communication from Indiana University South Bend and previously worked at the Century Center in South Bend as a sales manager. She serves on the advisory council for the Young Professionals Network, on the advisory council for the Retired Senior Volunteer Program of St. Joseph County and teaches in the Junior Achievement program.

Jennifer Guesela has joined WNIT as the new membership and development associate. Her principal duties will be communication and correspondence with members and she will have other developmental and membership duties.

A resident of Middlebury for most of her life, Guesela graduated from Calvin College in Grand Rapids, Michigan with a bachelor of arts degree in business communications. She spent three years as a volunteer in community development in Mozambique, Africa. Guesela also has a background in human resources.



Erik Brenner and Bruce McCourt dig in at the groundbreaking for their new office building.

## Financial advisers building new office

**B**ruce McCourt and Erik Brenner, two local franchisees for Ameriprise Financial Services, broke ground in December for a new office building at the southeast corner of Hickory and Catalpa in Mishawaka to be built by Goshen-based Ancon Construction.

The two senior financial advisers, who operate their own businesses with Ameriprise, currently share rented office space at Edison Lakes. The new facility will house both practices and their 12 employees after its completion next May.

"There are several things about this building we're looking forward to," said McCourt. "From a marketing standpoint, it's good to have a permanent billboard. We'll have more efficient space for ourselves and our staff, and we'll have better parking. But most of all, this is important

because it shows stability, and it lets our clients know we're not going anywhere."

He noted that with today's harder economic times, more people are looking to financial advisers for assistance with their personal finances.

"Our customer base has grown, and we think that trend will continue," he said.

McCourt and Brenner have been in the financial advising business for 18 and 15 years respectively.

Ancon Construction is also staying busy, despite current economic conditions. In addition to the Ameriprise building, the company recently broke ground for a Communitywide Federal Credit Union branch in Plymouth and completed work on the new WSBT building in Mishawaka. Renovation work remains the mainstay of Ancon's business.

Lezlie O'Hara has joined WNIT Public Television as underwriting and sponsorship associate. Her duties will include sales of program underwriting and special events, and coordination of the station's online auction.

O'Hara is a graduate of Old Dominion University, Norfolk, Va., where she earned a bachelor of fine arts degree. She has more than 10 years experience in newspaper, radio and television, including sales, marketing, and event planning.

## Park Home Medical Equipment receives accreditation

Goshen Health System's Park Home Medical Equipment has received its award of accreditation status by the Accreditation Commission for Health Care Inc. for home medical equipment services.

Park Home Medical Equipment has been a part of the Goshen community for more than 35 years, supplying home medical equipment products from respiratory equipment to ambulatory aids.

ACHC, a private, not-for-profit-corporation, which is certified to ISO 9001:2000 standards, was developed by home care and community-based providers to help companies improve business operations and quality of patient care.

Accreditation is a voluntary activity where health care organizations submit to peer review of their internal policies, processes and patient care delivery against national standards.

"By attaining accreditation, Park Home Medical Equipment has demonstrated its commitment to maintain a higher level of competency and strive for excellence in its products, services and customer satisfaction," according to the ACHC officials.

## ND business masters degree ranked high by WSJ

The University of Notre Dame executive MBA in the Mendoza College of Business is ranked ninth for best return on investment by the Wall Street Journal. The ranking is based on data collected from a 2008 survey of executive MBA graduates from 27 U.S. programs and nine international programs.

"Of course, we're pleased to see objective proof of our programs' benefits," said Sharon E. Keane, director of Notre Dame Executive Education. "A financial return is important. But we always keep in mind that our true mission is providing a values-based education that develops

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leadership abilities and critical thinking. Notre Dame EMBA's who excel in their careers and set examples of ethical leadership are the true measures of our success."

The Wall Street Journal added tuition and out-of-pocket expenses to calculate the program's median total cost. The benefit or return was figured using graduate-reported median raise after completion of the program as the first-year salary increase. The Journal then added a 5-percent annual increase over the following four years, based on the average annual increase expected by compensation specialists and executive recruiters.

Notre Dame's EMBA listed a median total cost of \$82,250, an initial raise of 15 percent and a five-year projected salary of \$188,987. This calculates to a 135-percent rate of return.

"These data are particularly significant when self-funding has increased over the past five years, which makes the return on investment an increasingly important metric," said Barry Van Dyck, director of the Notre Dame EMBA program, referring to an industrywide trend of individuals shouldering the tuition rather than their employers. WSJ found that only 32 percent of executives currently are fully sponsored by their companies.

## Hose products added at Clean Seal

Clean Seal Inc. of South Bend announced recently that it is offering a line of rubber hose products to complement its lines of extruded rubber seals and gaskets.

According to Bill Dawson, vice president and general manager at Clean Seal, "Many of our seal and gasket customers use hose products in their manufacturing process. One request lead to another and we are now able to supply high quality hose products continuing to expand our customer base."

Vice president of sales and

marketing, Bill Dorton said, "Items like gas tank fuel fill hose and gas tank vent hose are used by several of our original equipment manufacturer customers. We're also able to supply premium fuel line, heater hose, air conditioning hose and a variety of other hose products at very competitive prices.

"We are now handling the California Air Resources Board compliant hose for those applications for a low permeable fuel line requirements. The low Perm Hose is a suitable low-permeation replacement for most standard SAE30R7 applications," stated Dorton. "We also are supplying the Carb Lev II Approved fuel injection hose for the extremely high temperatures generated by today's fuel injection engines." The product is designed for use in RVs, off road and mass transit (bus) Industries.

Clean Seal Inc. is a national manufacturer and distributor of weather stripping materials to the transportation, appliance, boating and recreational vehicle industries.

## Professor named to aerospace committee

Eric J. Jumper, professor of aerospace and mechanical engineering at the University of Notre Dame, has



Jumper

been appointed to a new National Research Council (of the National Academies) study committee. He will serve on the Materials Needs and R&D Strategy for Future Military Aerospace Propulsion Systems

committee.

National security agencies continue to improve the country's surveillance and interception capabilities, which requires aerospace propulsion to move toward the development of high Mach manned and unmanned vehicles. In light of this, the goals of the committee are to address the challenge of developing new materials for these vehicles and to determine appropriate directions that will allow the United States to maintain a leading edge in propulsion technology.

Among the propulsion systems to be reviewed by the committee are air breathing and self-contained fuel/oxidizer systems.

In addition, the committee will investigate opportunities to advance corrosion research, including materials degradation and mitigation. It will address fuel efficiency challenges at subsonic and supersonic levels and is charged with identifying the impact of current non-U.S. investments and reviewing timetables for the evolution of new materials.

## Elkhart Chamber has new officers, board members

Greater Elkhart Chamber of Commerce members elected new board of directors members for 2009.

The new members are Joseph D. Cataldo, CPA, Crowe Horvath, LLP; K. Jon Davis, partner, McGladrey & Pullen, LLP; Merritt Dilts, plant operations manager, George Weston Bakeries; Bruce G. Piekarski, marketing president-Elkhart, Horizon Bank; James E. Pettit, president, J.P. Industries Inc.; Teresa M. Shaffer, vice chancellor/dean, Ivy Tech Community College-Elkhart; Lori J. Skora, vice president facilities planning and development, Saint Joseph Regional Medical Center; and Darren Goodwin, Shultz Insurance Agency.

These board members were named at the Dec. 12 board meeting. They began their three-year terms on Jan. 1, with the exception of Goodwin, who earned a one-year term as a selected graduate of the Chamber's Leadership Academy.

Board officers were also elected for 2009, and include: Chairman Dan Oakley, president, Chase; first vice chairman Richard Paulen, partner, Barnes & Thornburg LLP; second vice chairman, Him Orbik, president, Nautic Global Group; treasurer, Brian Smith, co-CEO, The Heritage Group; secretary, Philip E. Penn, Chamber president; and immediate past chairman, Lain Downs, executive director, The Center, P.C.

Continuing Board members include: Cien Asoera, Edward Jones Investments; Jill Drajer, Manchester Tank; Donald Findlay, DDS; John Ganyard, Welch Packaging Group; Kenneth Jones, Wightman Petrie; Stephanie Leniski, Lake City Bank; Tami Long, Elkhart General Hospital; Christine Martin, Mutual Bank; Michael Plenzler, National City Bank; Lyle Ryman, Sign Image and Design; Robert Thatcher, Concord Mall, Ltd.; and Jack Woodworth, First State Bank.

Winter 2008



Members of the Springdale/Summerland sales and product development team with the award are, from left, Kyle Kwasny, Greg Pettine, Troy Nusbaum, Dustin Tavernier, Nick Eppert (product manager) and Tracy Fisher.

## Keystone's Springdale/Summerland division receives dealers quality circle award

Keystone RV Co.'s Springdale/Summerland division received the DSI Quality Circle Award from the National RV Dealers Association during the recent Recreation Vehicle Industry Association show in Louisville, Ky. The Award is based on results of a nationwide dealer satisfaction survey of RVDA member dealerships and ranks dealer satisfaction in the areas of

vehicle design and reliability, competitive advantage, communications, and sales and service support. Keystone RV Company is the nation's largest producer of travel trailers

and fifth wheels, with manufacturing facilities at its headquarters in Goshen, Indiana, and Pendleton, Oregon.

## Two at Troyer Group earn green designation

The Troyer Group Inc. of Mishawaka has announced that design associate Andrew Avara and Mike Reese, have both received the designation of LEED Accredited Professional by The Green Building Certification Institute.

Leadership in Energy and Environmental Design accreditation is earned by professionals who have successfully demonstrated the knowledge of green building practices required for successful implementation of the LEED

Green Building Rating System.

Avara joined The Troyer Group in the summer 2005 after completing an associate of applied science degree from Lincoln Technical Institute of Indianapolis.

After graduating with a bachelor of science degree in landscape architecture from Michigan State, Reese joined The Troyer Group in the summer of 2004.

"Having LEED Accredited Professionals shows our company utilizes sustainable design and is dedicated to minimizing the impact of new construction on the environment," Reese said.

The Troyer provides planning, design, and construction administration services.

## GDC receives award for product using recycled materials

Representatives from GDC Inc., received a crystal trophy for achievements in the category of “Recycling and Reuse” during a special Governor’s Awards for Environmental Excellence ceremony. The award was presented during the Association of Indiana Solid Waste Management Districts’ annual conference.

Goshen-based GDC, Inc. has developed a new product called Enduraprene, which utilizes a patented process to combine recycled tire material with recycled plastics. The resulting product, which acts similarly to brand new materials, is used to create parts for the automotive market.

The company has also developed tire-derived materials that can be used in asphalt paving, as well as consumer and agricultural applications.

“Our success with the Enduraprene product line would not be possible without the hard work and innovation put forth by all the people at GDC,” said Chris Miller, director of marketing and product Development.

“Additionally, the continued support of IDEM has allowed GDC to make strategic investments in new technology that has directly resulted in skilled jobs growth and waste reductions in plastics and rubber. Producing green products that reduce sources of waste gives a lot of job gratification alone, but being awarded the Governor’s Award for Environmental Excellence is really something that everyone at GDC is proud of.”

The Governor’s Awards for Environmental Excellence are open to all Indiana facilities, government agencies, individuals, and other groups that implement exemplary environmental projects with measurable results.

“GDC Inc. deserves this recognition for creating and implementing an innovative product that can be admired by the entire community,” said Indiana Department of Environmental Management Commissioner Thomas Easterly. “Its contribution toward protecting Indiana’s environment is a standard that we should all strive to follow.”

“GDC Inc. deserves this recognition for creating and implementing an innovative product that can be admired by the entire community.”

—IDEM Commissioner Thomas Easterly

## Dan Cory joins law firm



South Bend resident and University of Notre Dame alum Dan Cory has recently joined the staff of the environmental law firm Plews Shadley Racher & Braun LLP. The firm is based in Indianapolis and has recently expanded its South Bend offices, where Cory will be based as an associate.

## Owners of BOLT receive Employer of Year Award

The Indiana chapter of Association for Persons in Supported Employment presented its Employer of the Year Award to BOLT Document Management of Elkhart recently.

The award is in recognition of the employment opportunities BOLT has provided for people with physical disabilities. Jeff and Cathy Nelson, owners of BOLT, were present to receive the award.

BOLT was nominated for the award by Eden Gildea of AWS — the local agency responsible for placing and supporting several employees at BOLT in recent years. In nominating BOLT, Eden wrote about the Nelson’s willingness to accommodate the special requirements of their employees and for working to create positions designed around individuals’ strengths and weaknesses. Letters from several BOLT employees to the nominating committee were also instrumental in the selection process.

In receiving their award the Nelsons credited both the employees themselves as well as a strong working relationship with AWS as being instrumental in their success.

Jeff Nelson said, “AWS has worked very hard on behalf of their clients to

help us identify, define, and create opportunities for individuals within our organization. Both Eden and Angie (also of AWS) have worked hard with us to make these things happen. They have also been flexible and willing to think outside the box. The employees themselves are very reliable, dedicated, and hard workers. We have the distinct and continued pleasure of having them as a part of our business family and we are very proud of their accomplishments.”

BOLT Document Management provides document processing and scanning services as well as providing digital document imaging and content management systems to clients of all types and sizes.

## Plastic surgery center raises funds for charities

The Centre, P.C. plastic surgery practice raised \$1,800 to help support breast cancer awareness and provide hunger relief in Michiana during the holiday season.

During an open house at the Elkhart practice, \$400 was raised for the Secret Sisters Society, a local non-profit organization that provides mammograms for local women who can’t afford one. An additional \$300 was raised and donated to United Cancer Services.

A second open house, hosted by The Centre, P.C.’s Chesterton practice, raised \$600 for the St. Anthony Memorial Mammography Breast Center Fund, which provides mammograms to underserved women in LaPorte County.

In a third open house, The Centre, P.C. raised \$500 for the Food Bank of Northern Indiana, which provides meals for underserved people in Michiana.

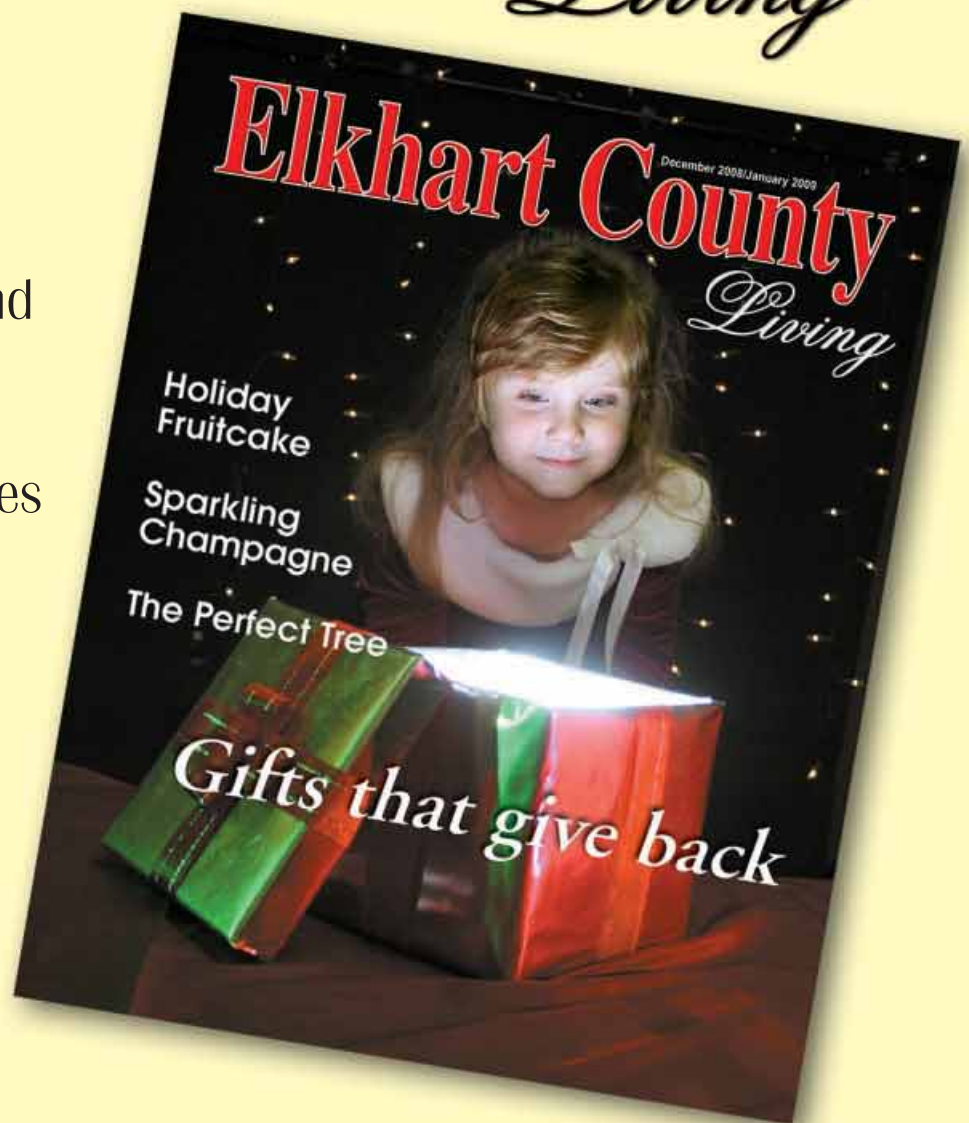
“Community involvement has always been important to us,” said Ronald Downs, M.D. and founder of The Centre, P.C.

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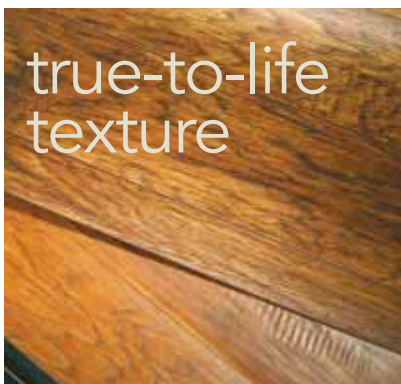


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