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BUSINESS FOCUS Fall 2009



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A learning experience

Each issue of this magazine proves to be a learning experience for me. I hope it is for you, also.

This time around I learned a lot about our local companies that export. One of the more interesting things I learned was that despite a couple of decades of this country being in a global economy, there are just a few local resources to help business owners determine if exporting is right for them.



The United States Department of Commerce is still the go-to agency. The agency has a staff of three people who divide up the state. The trio's goal is to work with business owners to get them started exporting or to help them with exporting problems.

And the Small Business Development Center covers a five-county area in Mi-

chiana and its staff is willing to act as a liaison to other resources.

Over in St. Joseph County the Chamber of Commerce has a World Trade Council that is made up of people involved in international trade. They occasionally offer workshops and act as resources to business owners who seek them out.

One of the more interesting products being made in Elkhart County is the thermo-chamber for the MailDefender. The MailDefender is used to decontaminate mail that may be laced with biological weapons or diseases. Writer Sheila Selman tells us in this issue about that product.

Also in this issue is a story about a mechanic who converts vehicles to electric power. He is one of many local business owners who are leading us into the use of future technology.

— Roger Schneider, editor

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Engine of the future?

When Wil Cashen of Electric Motors Corp. of Wakarusa unveiled the company's electric-drive vehicle in August, the pickup looked like a typical vehicle, except for the modified grill.

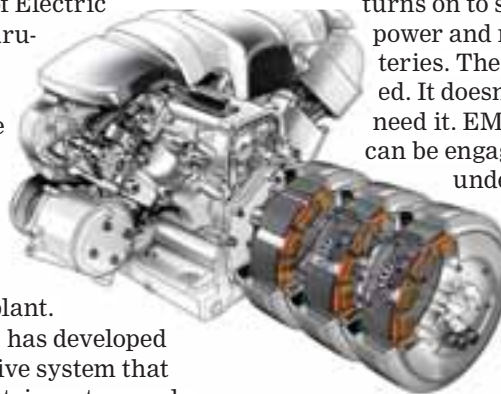
But under the hood was this powerplant. Electric Motors Corp. has developed a modular electric drive system that can link up to six electric motors and a small internal combustion engine. The small gasoline engine is used to power a generator to extend the range of the vehicle.

EMC says the engine can be installed in a wide range of vehicles, from small to very large.

How It Works

Here is how the company describes the operation of the engine:

"The EMC drive system is like a locomotive. Motors drive the vehicle using electric power from the battery pack. When the pack gets low, the engine



turns on to supply the drive power and recharge the batteries. The engine is isolated. It doesn't run unless you need it. EMC drive modules can be engaged or disengaged under software control to optimize efficiency and power, while minimizing fuel consumption.

"We can stack up to six motors, depending on the size of the vehicle. The larger the vehicle, the more motors necessary. These motors are liquid cooled to produce consistent power, which is 125 hp and 500 foot pounds of torque per motor."

The company contends its engine can get up to 105 mpg compared to the Toyota Prius system that obtains up to 51 mpg.

The EMC engine produces 54.8 horsepower compared to the Prius drive system that produces 56 horsepower, according to EMC.

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Local development agencies forming close ties to market Michiana

Curious as to what is happening in economic development these days? Regional partnerships are the big buzz word. We used to simply call this teamwork. It is not always easy to achieve, but is well worth the effort for the quality outcomes.



Heiden-Guss

Several counties in Indiana and Michigan are meeting and building alliances to help offset and defray marketing costs to attract new industry to our region. This effort has been under way for quite some time, but as all of us have been impacted by the global financial crunch, so has our not-for-profit budgets. Not every community is able to financially contribute to such an effort, but each county can participate in some way to help achieve the greater goal of working in tandem and marketing our region.

Nanotechnology conference

Recently, an invitation was extended by Project Future's Executive Director, Pat McMahon to attend the nanotechnology conference held at the University Of Notre Dame. This event provided those able to attend a fabulous opportunity to interface with the minds and genius of our future. This allowed local economic development corporations to better

grasp the magnitude of opportunity before us.

In addition, we routinely see and interface with the Chamber of Commerce of St. Joseph County Director of Existing Business Phil Damico, another strong ally and partner in the maze of economic development. Phil shares opportunities through his Economic Outlook Panel invitations to keynote speaking engagements to help those impacted through job loss and career enhancement programs.

Existing companies

Dave Ogle, director of Business Retention & Expansion with the EDC of Elkhart County, former publisher of The Elkhart Truth and chairman of the EDC Board of Directors, interfaces on regional and existing company needs. His efforts build on our understanding of corporations' needs and issues facing businesses today to make them sustainable for our future.

Through collaboration, economic development agencies continue to make significant strides and progress to market and service our region. Interest and activity for small to large business investments remains strong. Elkhart County typically is the first to be hit by economic changes due to our reliance on manufacturing and highly cyclical industry sectors. However, due to the diversity of new business announcements

valued at more than \$105 million and creating 2,600 new jobs since January, we see a promising future before us.

We have U.S. congressmen working across party lines to share and assist companies. There are also state and local elected officials working toward a common goal of growth and development. Chambers of Commerce are working regionally as a coalition to assist in legislation and removal of bureaucracy to assist businesses. All these efforts cause progress and help businesses exist.

Indiana is becoming a stronger competitive force for companies' relocation and expansion needs. Gov. Mitch Daniels and Mitch Roob, secretary of commerce, continue to aid and support development in our region and state through budgeting and lead generation. Elkhart County and Michiana remain fertile ground as we prepare ourselves as a regional force through infrastructure, education, work force and raise the bar for quality of life for our homes and employment.

Words of wisdom

In conclusion, we might remember the words of King David, "People could rise no higher economically, scientifically and politically than the level of their spiritual resources."

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

Gov. Daniels takes business prospecting trip to Asia

Gov. Mitch Daniels concluded his jobs mission to China and Japan Sept. 15 by meeting with businesses in Tokyo that employ thousands of Hoosiers to thank them for choosing to do business in Indiana and discuss any possible plans for expansion, according to the governor's office.

"We come here every year because Japan is far and away our best economic partner," Daniels said. "Whether it's business or the business of economic development, you've got to take care of your best customers."

Daniels met separately with executives from Toyota Motor Corp., Fuji

On the Internet

More information about the governor's trip may be found at: <http://www.in.gov/gov/asia09.htm>

Heavy Industries (owner of Subaru of Indiana Automotive) and NTN Driveshaft along with another company currently considering projects in Indiana.

"It's no accident that Indiana has been so well represented here each and every year," Daniels said. "Personal effort and personal contact matters really comes down to relationships. I think it matters all over the world, but maybe a little more so over here in Asia."

Daniels also met with a reporter for

a local Tokyo business publication to discuss his experience on Shinkansen, the network of high-speed railway lines in Japan, and the prospects for a high-speed railway network to be developed in the Midwest. The governor used the Shinkansen when he traveled to Tochigi Prefecture. He's also traveled on the railway on previous jobs trips to Japan.

While in China Daniels spoke in Shanghai to the mayor of the city and spoke at a dinner hosted by Cummins Inc. that drew many representatives of Cummins' suppliers in China, according to the governor's office.



First
of
many?

Photos by Monica Joseph

Kenny Gunkel and Keith Gunkel stand in front of the truck they switched from gasoline-power to electric at Lake Lube in North Webster.

Businessman builds electric-powered truck

By MONICA JOSEPH

North Webster business owner Thomas Rossell believes that a shift from reliance on gasoline engines and imported oil has to start at the individual level.

That's why he and two employees built his company's first electric vehicle and hope to find customers willing to have their own vehicle converted to electric.

Rossell and his wife, Susan, own Lake Lube in downtown North Webster. Rossell has long been interested in the potential of the electric car and he makes no secret of his distrust of "foreign oil."

In fact, he tries not to use gasoline at all. Along with the Ford F-150 pickup he converted to electric, he owns another truck that he converted to bio-diesel, which uses discarded cooking oil from local restaurants as fuel.

"The only thing that's gas is my boat," he said. "And as soon as I figure that out ..."

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Under the hood the electric pickup looks much different than a gasoline-powered vehicle.

Rossell said he understands that the change may take a while, but that it has to start somewhere.

"People are really afraid of giving up their gas engines," Rossell said. "But something is going to have to change. Change has to start here," he said, pointing to himself.

Rossell started his search for a way to convert to an electric motor on the

Internet. He found a class in North Carolina and he and two employees, Kenny and Kieth Gunkel, traveled there and took the hands-on course.

"We built an electric vehicle in three days," Rossell said.

They returned to North Webster, found a suitable used F-150 with a manual transmission and "went at it." The 20 shrink-wrapped batteries were installed under the bed of the truck. The total cost was around \$22,000, but Rossell said it could be done cheaper if lower-end batteries are used.

"We used top of the line," he said.

Working on the car between regular Lake Lube duties took a while, but now, Rossell cruises the town in his pick-up, which has a 50- to 60- mile range on one charge and can go up to 60 mph.

"This would make a great car for teenagers," Rossell said. "It has a limited range and you know they aren't going

See Electric on Page 6

Electric

From Page 5

to go out and go 100 mph.” He said the vehicle would also be suitable for anyone who just has a few miles to drive to work and run errands.

A gauge shows how much energy is being used during each drive. When going up a hill, the usage needle shoots up. When coasting down hill no energy is used. Amenities, including the radio and air conditioning, would use more energy, but Rossell said without a big, hot engine under the hood, he doesn't need air conditioning.

The pickup takes six hours to recharge and plugs into a 220-volt outlet (the same as a clothes dryer.) The batteries are the main continuing cost, Rossell said. They last six years.

“But battery technology is improving all the time,” he said.

Rossell's immediate goal is to begin converting older cars to electric for customers. He also wants to get the word out there that it is not a complicated process and people can even do it themselves if they choose.

His future goal is more lofty — he and Susan created a separate corporation Green Transportation Technologies.

“We hope to get grant money and start (an electric car) factory around here,” Rossell said.

Pros and cons of electric vehicles

According to the U.S. Department of Energy the positives and negatives of owning an electric vehicle are:

Positives

Energy efficient. Electric motors convert 75 percent of the chemical energy from the batteries to power the wheels compared to internal combustion engines' 20 percent.

Environmentally friendly. EVs emit no pollutants, although the power plant producing the electricity may.

Reduce energy dependence. Electricity is a domestic energy source.

Performance. Electric motors provide quiet, smooth operation and stronger acceleration and require less maintenance.

Negatives

Driving range. Most EVs can only go 150 miles (or less) before recharging. Recharge time. Fully recharging the battery pack can take 4 to 8 hours.

Battery cost: The large battery packs are expensive and usually must be replaced one or more times.

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It's best to register trademarks before counterfeiting occurs

By **JERRY GALLAGHER**
Barnes & Thornburg LLP

Counterfeit products continue to flood the global marketplace. In 2008, U.S. Customs and Border Protection seized foreign made goods valued at more than \$270 million for violations of various intellectual property rights. This represents nearly a 40 percent increase over the prior year. Just last month, Customs officials in Los Angeles seized a shipment of clothing bearing counterfeit trademarks with an estimated retail value of nearly \$4 million. Not surprisingly, counterfeit products produced in foreign countries also end up in markets other than the United States.



Gallagher

Enforce rights

Given this situation, businesses are finding it increasingly necessary to enforce their trademark rights. However, a business cannot stop counterfeiters if it has not taken the steps necessary to protect its rights. An effective trademark enforcement strategy requires that a business identify its most important marks, assess the marketplace and secure its rights in the appropriate jurisdictions.

Businesses should maintain a complete list of the trademarks and service marks they use. The list should be updated periodically to add new marks and remove those which are no longer in use and for which the business has no future intention to resume use of the mark. The list should also include marks which are not yet in use but which the business has plans to use in the future. In many

countries, including the United States, a trademark owner can begin the registration process before actually using the mark. Once the list has been completed, the importance of each mark to the business should be assessed. A house mark that is used on a wide variety of products is almost always a strong candidate for potential registration. Individual product marks should also be assessed. It goes without saying that the greater the sales volume of a particular product the more likely it is a candidate it is for registration.

Where to register

Once identified, the marks should be evaluated in connection with the geographic markets in which they are used. The sales volume of each product in a particular country should be the starting point. If possible, the countries from which counterfeit products are likely to emanate should also be determined. Considering these factors will help identify the appropriate countries for registration.

For example, if a product is sold only in the United States and there are no plans to expand the geographic scope of sales, it would make sense to register the mark only in the United States because a U.S. registration gives the trademark owner the right to stop others from using the same or a confusingly similar mark on the same or similar products in the United States, regardless of where the products were manufactured.

Similarly, if a product is sold in a limited number of markets, it may make sense to register the mark in only those countries regardless of the likely source of counterfeit product. However, if a mark is used in dozens of countries, it

may be better to register the mark both in the countries in which it is used and in the country or countries in which counterfeits are likely to be produced.

For example, if counterfeits will likely be made in China (which is the largest producer of counterfeit products according to U.S. Customs) registering a mark in China as well as in the markets in which the mark is used gives the trademark owner the option of addressing limited counterfeiting activities in the countries in which the products are sold and addressing more widespread counterfeiting at the source.

After the marks have been selected and the markets identified applications to register the marks should be filed with the appropriate trademark offices. In many instances, individual applications will be filed in each country.

A trademark owner can also file an application for an International Registration. This process lets a trademark owner file one application that results in protection of a mark in more than 80 countries.

Going regional

There are also regional trademark systems. For example, the Community Trademark system allows an owner to file a single trademark application and obtain a registration that is valid throughout the European Union.

Many countries also allow trademark owners to register marks with Customs. This allows the Customs authorities to seize counterfeit products at the port of shipment or destination before the product enters the market.

Despite the increasing number of counterfeit products, vigilant trademark owners can protect their rights and combat unscrupulous competitors. By carefully evaluating its trademarks and securing its rights in advance, a trademark owner can position itself to deal with problems in the U.S. and abroad.

Jerry Gallagher is a partner in the South Bend office of Barnes & Thornburg LLP. Gallagher concentrates his practice on obtaining, exploiting and enforcing patent and trademark rights. He can be reached at (574) 237-1156 or jerry.gallagher@btlaw.com.

Contact Customs to register trademarks

From **CUSTOMS AND BORDER PROTECTION**

The first step in obtaining intellectual property rights protection by Customs and Border Protection is to record validly registered trademarks and copyrights with CBP through the Intellectual Property Rights e-Recordation online system.

CBP's on-line recordation allows rights

owners to electronically record their trademarks and copyrights with CBP, and makes IPR recordation information readily available to CBP personnel, facilitating IPR seizures by CBP. CBP uses this recordation information to actively monitor shipments and prevent the importation or exportation of infringing goods.

Local exporters take advantage of global market

By ROGER SCHNEIDER

Products made in Elkhart County are being sent around the world to meet the needs of consumers and manufacturers.

Just what local products are being sent out of the country and how many are unquantified, but it is known that recreational vehicles are being shipped to Canada, auto parts are going to Central America and metal parts for ladders are being sent to Mexico.

These products are some of the many made by local workers and have an impact on the global economy.

An export player

Elkhart County's export numbers are absorbed into the larger state statistics. And Indiana is a major exporting state. According to the Indiana Global Export Report for 2008, the state was ranked 15th in exports for 2008. That ranking is below the 11th place mark the state held in 2007. It's not that the state's exports fell, it's just that they didn't grow as fast as other states' exports.

According to the report, Indiana exported \$26.5 billion worth of goods in 2008. That was a 2.1 percent increase over 2007. While there was growth, it was far below the national increase of 11.8 percent and the Midwest growth rate of 5.2 percent.

One small Middlebury company is helping to boost those export numbers. Home & Mobile Energy occasionally ships its solar energy equipment overseas. Leon Bontrager, president of the company, said he uses a shipping agent to get his products overseas.

"Most of the stuff we export we ship to an agent on the coast. Usually I tell the customer they have to have their own shipping agent and we ship it to a port," Bontrager said.

Recently the company shipped a solar

package to Nigeria. "It's just a standard shipment for us. If we actually ship it to Nigeria we would have to do all kinds of paperwork," Bontrager said.

By shipping his products to a port and using a broker, the customer has to fill out the customs paperwork.

Home & Mobile Energy has shipped products to Taiwan, Jamaica, Africa and Spain. When shipping to Canada Bontrager said the company's staff sometimes fills out the export paperwork.

The use of an export broker is not unusual for small businesses and is a move recommended by Mark Cooper of the U.S. Department of Commerce office in Carmel.

"Your freight forwarders, brokers, that is what they can provide. They can provide a source of information to ship the stuff.

"If they (the brokers) know what they are doing we work with them..." Cooper said.

The Department of Commerce has lists of approved shippers and brokers for most countries and will match up an exporting company with those, Cooper said.

The Department of Commerce has many other services for exporters and Cooper said business people interested in getting started in the export business should first visit the agency's Web site, export.gov, to get acquainted with the agency's resources and exporting

issues.

The Department of Commerce is the go-to agency for exporting, Cooper said. "We have offices in 107 cities and 90 to 100 countries globally. Nobody has a wider reach," he said.

Wherever there is a U.S. Embassy there is a trade office available to help with exporting issues, according to Cooper.

And he is an advocate for U.S. businesses getting into the export market.

"Ninety-seven percent of global business is outside the U.S. Hey. It's like your mother said when you were a kid, 'Don't put all your eggs in one basket.' It's now a global basket," he said.

There's still growth

Cooper realizes the rate of growth in Indiana exports has slowed because of the recent worldwide recession, but there is still growth.

Cooper is one of three employees in the Carmel office. The trio has divided up the state into northern, central and southern regions and work their territories. "We travel the state and meet with companies all the time," he said.

Being a native Hoosier, Cooper is proud of his state and wants its businesses to succeed. And he urges companies to consider exporting their products if they have something wanted by consumers in another country.

"This is just playing a little offense, not defense. We can compete. Made in

Finding help

For local business owners wanting to explore entering the export market, here are a few resources that can help.

The Small Business Development Center, South Bend (574) 282-4350 or www.southbendbcg.com

The Michiana World Trade Council of the St. Joseph County Chamber of Commerce (574) 234-0051 or www.sjchamber.org

Indianapolis U.S. Export Assistance Center, U.S. Commercial Service, U.S. Commerce Department, 11405 N. Pennsylvania St., Carmel, IN 46032 Phone: (317) 582-2300 Fax: (317) 582-2301 E-mail Mark Cooper, director: Mark.Cooper@NOSPAM.mail.doc.gov

the USA means something. I really believe we make good stuff. We have wonderful people who make them (products) and manufacture them. And those things are in high demand around the world," he said.

As the world's economies pull out of recession there are opportunities available to Indiana businesses, according to Cooper.

"The economy has slowed, but part of the way we come out of it is by looking farther afield, looking at other markets," Cooper said.

Top partners in trade

The top two export destinations for Indiana products are close — they are Mexico and Canada. Fifty-five percent of the state's exports are sent to those two markets.

During his travels around the state Cooper is often asked about "what's hot" overseas. "The truth of the matter is we make a lot of products in good sectors," he said.

The state's companies have advantages in medical equipment and aerospace products, for example, according to Cooper.

"But we limit ourselves if we think you have to have a high-tech product," he said.

All that is needed is determining a product has a market overseas, Cooper said.

Companies should not try to compete with commodity products overseas because those basic items can be produced with less expense and sold cheaper by in-country companies.

"How companies succeed is finding a market where they can succeed, where people want what they have got," he said.

A Goshen company is fulfilling that advice. Goshen Stamping manufactures metal parts for ladders. And some of those parts are shipped to Canada and Mexico. Werner Ladder Co. buys a lot of Goshen Stamping's parts for use in its assembly plant in Juarez, Mexico.

Steve Mueller, engineer at Goshen Stamping, said Werner is the company's largest customer. Werner sends three intermodal containers weekly to Goshen Stamping to be filled with parts. Those containers are then placed on semi-trucks and taken to Chicago where they are put on trains going to Texas. From Texas the containers are then moved into Mexico.

Gleason Products in Goshen is also exporting its products. Those include hand trucks going to Canada, Mexico, the Caribbean and Europe and truck exhaust caps being sent to a Caterpillar plant in South America.

Get a grant for trade shows

Thinking about exporting a product? To make initial contacts and get a feel for what is wanted and what is needed in your target market, attend trade shows.

The Indiana Economic Development Corp. will help you pay for your initial trade show effort.

The Trade Show Assistance Program provides financial assistance for small Indiana businesses to participate in international trade shows.

Funding

The maximum amount of funding is \$5,000, or 100 percent of exhibit space rental fees, whichever is less. Companies may not receive more than \$5,000 in funding per state government's fiscal year.

Funding for trade shows is limited to one show per company per fiscal year.

To receive this assistance, firms must:

- promote their company's products at an applicable trade show.
- located in or outside the United States; and

- certified by: the United States Department of Commerce Foreign Commercial Service; or the United States Department of Agriculture Foreign Agriculture Service; or recommended by the U.S. Commercial Services

- have an official company representative attend the show
- have less than 500 employees worldwide

- manufacture at least 51 percent of their product in Indiana

- provide market research for applicable market

For information on the Trade Show Assistance Program call (317) 232-8800

Indiana offers help overseas

From INDIANA ECONOMIC DEVELOPMENT CORP.

The Office of International Development has established six international offices in strategic locations throughout the world. Each office has a corresponding geographic international development specialist located in Indianapolis to facilitate communications between companies and overseas office staff. Indiana representative offices are located in:

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The worldwide business of protection

By SHEILA SELMAN

An Elkhart company recently made a big splash nationally when Boston-based BioDefense Corp. announced it is increasing production of its MailDefender III to meet federal demand.

BioDefense Corp. is ramping up production of its MailDefender III product to meet the demand of nearly 9,000 federal buildings complying with Homeland Security Presidential Directive 7 to make mail safe.

The key component of MailDefender is its thermo-chamber — and that's made in Elkhart by ThermoDyne.

Pat Heller, founder and director of engineering for ThermoDyne, 822 Middlebury St., said he expects to hire 75 to 150 people during the next 12, 24 and 36 months.

"People are not going to comply tomorrow," Heller said.

The numbers may not seem huge, but it's a big jump in payroll considering about 15 people work out of the Elkhart facility, with another 10 or so working internationally. If overseas associates are included, the number of international employees is about 30.

Going international

"MailDefender will be sold worldwide," Heller said. Two men from Scotland Yard, the English police agency, even visited ThermoDyne when BioDefense officials made their announcement of increased production. ThermoDyne itself exports a chunk of its products — about 15 percent — to countries around the world, including Canada, Mexico, India, Australia, Brazil, Italy, Finland, Germany, Spain and other European countries.

ThermoDyne has also received inquiries from Algeria and Russia.

"It's pretty easy to ship stuff now," Heller, whose been doing international business for seven years, said. People order products online, pay for it electronically and it's shipped without much hassle, especially since most items are subassembled components. "It's really

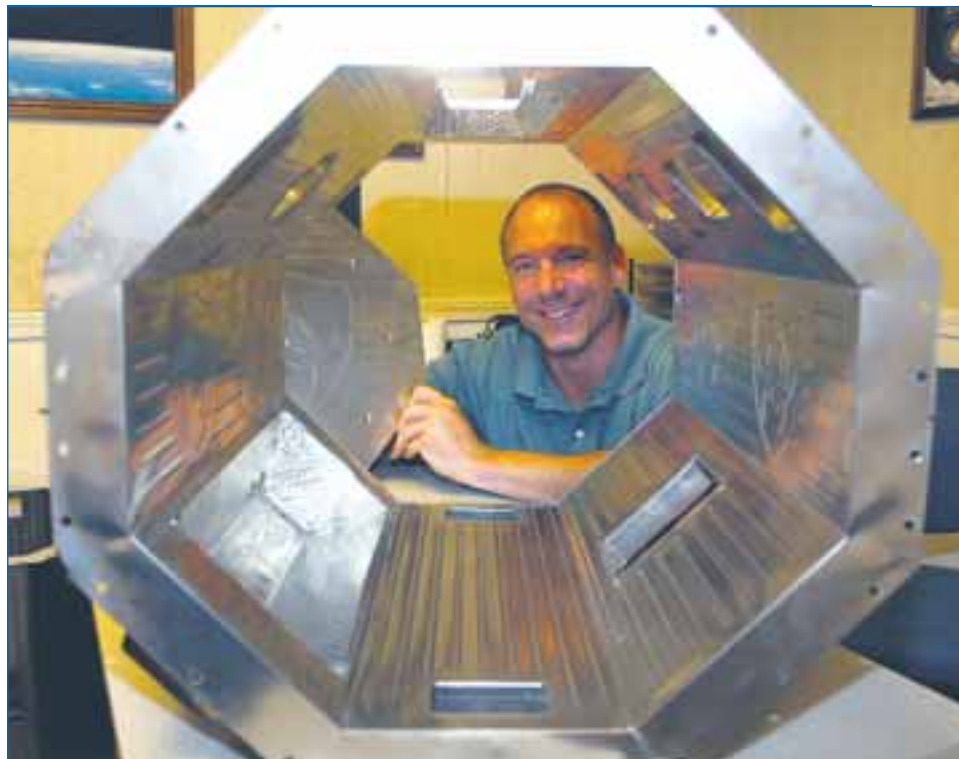


Photo by SHEILA SELMAN

Pat Heller, founder and director of engineering for ThermoDyne, displays the thermal core his company makes for MailDefender, a product of BioDefense Corp., Boston.

surprising" how easy international shipping is, he said.

Heller credits the Internet for making ThermoDyne known to the international market. Communication is better, he said. People can do everything in one e-mail and never talk to a person unless they want to. Although, he admits, there is a bit of slowness to communicate because of time zones worldwide. It may be the next day before an e-mail is answered.

ThermoDyne may become more globally known as MailDefender is installed at federal buildings around the world.

Heller said there's no other machine on the market that will allow these places to comply with the mandate. Other mail decontaminators are very large and use nuclear technology, he said.

MailDefender III uses microwaves, heat and a chemical spray to kill any biohazards that might be in the mail, including anthrax, smallpox, plague, e-coli, influ-

enza, HIV, botulism and the H1N1 virus (swine flu). It also will destroy drugs, including liquid cocaine, and any bio-pathogen — without damaging the mail. And user training only takes half a day.

MailDefender, an idea developed after the Sept. 11, 2001, terrorist attacks, is already being used at the United Nations, the Department of Defense, the Department of Justice and the Royal Saudi Embassy in Washington, D.C.

And since MailDefender has no competitors, that means BioDefense will be supplying a lot of MailDefenders to meet the mandate, which means more thermo-chambers, which means more jobs in Elkhart.

And the U.S. government isn't BioDefense's only customer. Foreign governments, private companies, banks and the like are on board, and there are other applications being pursued.

See ThermoDyne on Page 11

From your Chamber

Goshen

Social media now important

By DAVID DOUGHERTY
Chamber president

Bigger than going “Green,” faster than a speeding bullet, more powerful than a locomotive, it’s social media! OK, so that was a bad Superman correlation attempt.

Social media is one of the fastest growing sectors in business.

From banks to Chambers, organizations are trying to keep up with the times. Well, your Chamber is doing the same. As has been mentioned before, the Chamber has launched several new ways to communicate with you.

One of the latest forms that your Chamber is trying to communicate with you is our video updates on the blog. Periodically we will film a message for you to listen to. These videos will be short in time, less than a couple of minutes. However, they will be filled with the latest information from the Chamber that you need to know. For now, we will send an e-mail with a link to the blog, however, you can view our latest up-to-date information on any

of our social media outlets listed at the end of this story in the E-Sources block.

Even though business is still trying to figure out how best to use social media to benefit their business, your Chamber is “staying hip with the time.” As you have noticed, we have cut back to bi-weekly e-mails to ease the strain on your “inbox.” We see the social media avenues as the place to provide the most current up-to-date information without flooding your e-mail.

With less e-mails, the e-mails we do send should be more direct and precise. Some of them will still direct you to our social media pages, but will still have pertinent information in them.

Spend some time on our Web site, become fans and friends on Facebook, tweet us at the Chamber, watch yourself on YouTube, and definitely subscribe to the blog for all the Chamber information.

If you have suggestions on how we can utilize your social media sites, please let us know.

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ThermoDyne

From Page 10

Jobs?

Although ThermoDyne is not currently hiring, in the near future founder Pat Heller expects 75 to 150 jobs to be added. Heller said there will be a good range of jobs from entry level production to bringing in a few more people for the office to potential engineer positions. It’s a significant program, so Heller said he is looking for conscientious workers.

About ThermoDyne

Pat Heller founded ThermoDyne about nine years ago. It’s focus is on thermal technology.

Heller holds a bachelor of science degree in physics from Fredonia State University in New York and a degree in mechanical engineering from Tri-State University in Indiana.

ThermoDyne is an international operation, shipping products related to aerospace, military, automotive, industrial and other areas, to countries including Canada, Mexico, India, Australia, Brazil, Italy, Finland, Germany and Spain. He’s also had inquiries from Algeria and Russia.

Heller said that people call his company with a thermal-related problem and his team comes up with the solution.

About BioDefense Corp.

Boston-based BioDefense Corp.’s Chairman and Chief Executive Officer Michael Lu pushed for the creation of MailDefender after the terrorist attacks of Sept. 11, 2001.

Lu and Jonathan Morrone, senior executive vice president, were supposed to be involved in a meeting on the 78th floor of the World Trade Center on Sept. 11 but were running late. The delay saved their lives, and now they hope to save the lives of others who could be attacked biologically through the mail.

“Mail is a common touch between human beings,” Morrone said in a recent interview. “Call it a common vector. Mail, like any type of paper, very easily picks up types of flus and viruses. The terrorists have figured out how to attach weaponized bacteria.”

“We have a lot of support from the government,” Senior Vice President of Sales and Marketing Paul Jurberg added. U.S. Rep. Mark Souder of Indiana’s 3rd District, “Was an outstanding person for us to get to know,” he said.

From your Chamber

Nappanee

Care and Share auction will benefit many

By **LARRY ANDREWS**
Executive director

The Nappanee Area Chamber of Commerce members are pleased to announce they are busily preparing for the annual Care and Share Benefit Auction. This will be hosted by the Borkholder Dutch Village Auction Arena at 700 N. Tomahawk Trail in Nappanee.

Last year's event was a tremendous success and we are excited to promote this fun-filled event again. Liz Mullet, chairperson of the Care and Share Benefit Auction, says that the planning committee is excited about the new ideas that have emerged during their planning sessions. Even more people than last year are asking how they can become involved in this event. This event is a collaboration of many community members, with the common goal of benefiting our community.

This year's event will be on Saturday, Oct. 17. The day's events will begin at 8 a.m. with a biscuits and gravy breakfast. At this time, participants can also leisurely browse the auction items. The auction will begin at 10 a.m. followed by a haystack meal at 11 a.m. More than 600 items were sold last year and a similar outcome is expected this year. Just a



Nappanee Chamber photo

Quilts will be put up for sale Oct. 17 during the Care and Share Benefit Auction.

few of the items available to bid on last year were quilts, hand-crafted furniture, Amish meals, Nappanee retail gift certificates and much more. The planning committee has a goal of receiving \$40,000 from this event.

The Nappanee Area Chamber of Commerce is proud to promote this benefit auction. It is designed to: help market our Nappanee community and to replenish our local food banks and support Family Christian Development Center, Open Door and our local parochial op-

portunity schools. Each visitor is asked to bring along a bag of non-perishable groceries. Last year, a truck load of groceries were delivered to Nappanee's food pantries.

Liz Mullet said that the key to this event is community cooperation in order to make Nappanee a better place to live. Everyone in Nappanee and surrounding communities is working for a common cause.

Plan on attending the Care and Share Benefit Auction Oct. 17.

Wakarusa

Playground project will honor two local women

By **DEB SHIVELY**
Chamber secretary

At the heart of Wakarusa's Project Playground is a desire to honor the memory of two exceptional Wakarusa individuals who influenced and changed the lives of children: Diane Brown and Lisa Lengacher. Both women had tremendous hearts, especially for children, so what better way to keep the memory of their enthusiastic and fun-loving spirits alive than with a place for children to have fun and play.

With the collection of memorial monies, a Project Playground committee was formed in late April. Within six short months a consultant visited Wakarusa Elementary School and along with the children came up with the playground design. Many fund-

raising efforts began, including yard "flamingo flocking" and a "Playhouse" raffle. Committees were designed and assigned chairpersons, a benefit concert/ bake sale was held and with only weeks left until the Oct. 6 to 10 build, only 25 percent of the budget is left to be raised.

There are all kinds of sponsorship opportunities available to the community. They include kids handprint tiles, brick pavers, equipment sponsorship (i.e. a slide, bench or swing, etc.) and of course helping with the build itself.

Local churches have agreed to provide meals and area residents and businesses have donated tools. A lot has been accomplished in a short period of time.

For more information visit our Web

site: www.wakarusachamber.com. You don't have to live in Wakarusa to participate or enjoy the playground. In Wakarusa, visitors are always welcome.

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Economic indicators

Unemployment

U.S.

August	9.6%
July	9.7%
August 2008	6.1%

Indiana

August	9.7%
July	10.4%
August 2008	6.2%

Elkhart-Goshen

August	16.0%
July	16.8%
August 2008	9.1%

Michigan City

August	11.2%
July	11.4%
August 2008	6.0%

South Bend

August	11.0%
July	11.7%
August 2008	7.0%

LaGrange County

August	14.9%
July	15.7%
August 2008	8.4%

St. Joseph County

August	11.0%
July	11.8%
August 2008	7.1%

Kosciusko County

August	11.6%
July	11.9%
August 2008	6.8%

New construction building permits

Elkhart County

	July	August
Residential	9	14
Commercial	1	1
Industrial	0	0

City of Elkhart

	July	August
Residential	0	0
Commercial	2	2
Industrial	0	0

City of Goshen

	July	August
Residential	2	3
Commercial	0	1
Industrial	0	0

Employment cost index for March to June Civilian workers

Compensation	+ .1%
Wages/salaries	+ .1%
Benefits	- .2%

Private industry

Compensation	even
Wages/salaries	even
Benefits	even

Government

Compensation	+ .2%
Wages/salaries	+ .3%
Benefits	- .1%

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Bulletin board

Dr. Duryea rejoins Oaklawn

L. Elaine Duryea, D.O., has rejoined the Oaklawn staff after having previously worked at Oaklawn for more than 12 years.



Duryea

Dr. Duryea works with adults on an outpatient basis at both 330 Lakeview Drive, Goshen, and 2600 Oakland Ave., Elkhart. Board certified in adult psychiatry, Dr. Duryea specializes in mood disorders, anxiety disorder and post-traumatic stress disorder.

Dr. Duryea received her medical degree from Kirksville College of Osteopathic Medicine, Kirksville, Mo. She is a member of American College of Neuropsychiatrists and American Osteopathic Association. She was most recently employed with Eyerly-Ball Community Mental Health Services in Des Moines, Iowa.

Amber Miller, Cheryl Luke are promoted at Lake City Bank

Amber Miller of Goshen has been promoted to assistant vice president and commercial loan officer in commercial banking at Lake City Bank.



Miller

Miller will serve the bank's northcentral Indiana market.

She has been with Lake City Bank for 10 years. Her previous duties included serving as teller, commercial administrative assistant, credit analyst, loan administrator and commercial loan officer.



Luke

Miller graduated with a bachelor's degree in accounting from Indiana University-Purdue University of Fort Wayne. She is a member of the Kiwanis of Goshen, Career Women's Guild and LaCasa Help-A-House Fund-raising Committee.

Cheryl Luke has been promoted to assistant vice president and office manager at the bank's south and downtown offices in Goshen.

Luke's responsibilities include mak-

ing consumer loans and handling the financial needs of Goshen-area residents.

Luke has nine years of banking experience, including eight years with Lake City Bank. Her previous duties included positions as teller, customer service representative, assistant office manager and office manager.

She graduated from Central Community College in Columbus, Neb., with an associate degree in business management. She lives in Millersburg and attends Grace Community Church. She is active with Junior Achievement and is a member of the Goshen Chamber of Commerce.

Gleason production moves to Goshen

Gleason Industrial Products Inc., has moved the production of weather caps from its Fort Madison, Iowa, facility to Goshen. The consolidation in Goshen created 16 jobs.

The company's "Anthes" brand of weather caps, which are used on exhaust systems in the construction, agricultural, manufacturing and trucking industries, will be made in Goshen. The production requires fabrication, stamping, bending, forging and welding, powder coating and assembly and packaging, according to company officials.

The products are shipped across the United States and to South America.

Dave Ogle joins Economic Development Corp.

The Economic Development Corp. of Elkhart County has hired Dave Ogle as its new director of business retention and expansion. Ogle began his duties Aug. 3.



Ogle

Ogle and his wife Sue are lifelong residents of Elkhart County. He worked at Truth Publishing Co. Inc. from April 1981 to March 2008. He served there as sales

manager, advertising director, director of consumer sales, general manager and publisher.

He most recently served as director of Federated Media Engaged and coordinated the distribution of more than \$2 million annually in broadcast time, print and Internet space to benefit not-for-profit organizations.

He is a member of the board of directors of the Boys and Girls Clubs of Elkhart County, chairman of the board of directors of Greencroft Corp., vice chairman of the Greencroft Communities board of directors and is a member of the Oaklawn board of directors.

He previously served as chairman of the board for the EDC.

Ogle said about his new job, "From this organization's inception, I have had a real passion for making a difference in elevating the business community in Elkhart County. To have been given the opportunity to contribute at a higher level means a lot. As our history proves, Elkhart County is resilient and we will leverage our collective strengths to help move this place back to its position of prominence in the business world."

CrossRoads RV reaches milestone

CrossRoads RV, Topeka, has delivered its 10,000th unit from its Zinger plant. The unit was delivered in August to ExploreUSA RV Superstore in Plano, Texas.

The Zinger comes in travel trailer and fifth-wheel configurations.

MMA takes stance on banks' credit card policies

MMA of Goshen is waging a campaign to bring awareness to corporations of what MMA says is predatory credit card practices by some banks.

"The northern Indiana faith-based financial services organization believes universal default practices, bait-and-switch marketing, hidden fees, intentionally complicated contracts and similar tactics harm consumers and in turn hurt economic recovery efforts," MMA stated in a news release.

MMA's Praxis Mutual Funds filed three ballot resolutions at corporate annual meetings to attempt to address the issue. MMA officials said the resolution received 33 percent support at the Bank of America meeting; 28 percent at the Citigroup meeting; and 8.5 percent support at the JP Morgan Chase meeting.

"These percentages are high compared to the 3 to 5 percent shareholder resolutions normally receive and it shows this issue is resonating with many large investors," said Mark Regier, MMA's stewardship investing services manager.

Bulletin board

Go RVing marketing campaign has new co-chairman

Go RVing, a marketing program of the Recreation Vehicle Industry Association, has named Dicky Riegel, Chief Operating Officer of Thor Industries, to serve as co-chairman of the Go RVing Coalition. Go RVing is the recreation vehicle industry's national advertising and market expansion program.



Riegel

Riegel succeeds Don Walter, joining RV dealer Tom Stinnett of Tom Stinnett's RV Freedom Center (Clarksville, Ind.) as co-chairman of the industrywide coalition.

Walter, formerly of RV manufacturer Jayco Inc., recently resigned as Go RVing Coalition co-chairman upon his retirement from the RV industry. He had served as co-chairman since 2004.

"Don Walter was the consummate leader for Go RVing for the last five years," Riegel said. "His vision, steady hand and dedication to Go RVing were only surpassed by his passion for this hugely successful 12-year-old program. I am honored to follow in Don's footsteps and look forward to working with co-chair Tom Stinnett. Go RVing is one of the most important elements of our industry's rapid recovery from this economic slump and I am eager to play a small role in that effort."

Marketing chapter elects officers

The Michiana Chapter of the American Marketing Association has elected its 2009-2010 board of directors.

Serving as president is Alexandria Trusov, Elkhart Brass Manufacturing Co. President-elect is Kathleen Murphy, Consolidated Health Services. John Gaski, associate marketing professor at the University of Notre Dame, is secretary. Norma Sheldon, WCWW, is treasurer. Immediate past president is Thom Villing, Villing & Co. Inc.

Other board members include Monlee Lee, professor of marketing at Indiana University South Bend; Mike Huszar, visiting lecturer of marketing at Indiana University South Bend; and Tom Boyt, dean of business school, Valparaiso University.

Fall 2009

Martin Capital Management on Barron's list

Martin Capital Management LLP of Elkhart has been named to Barron's list of Top 100 Independent Financial Advisors for the third consecutive year.

Assets under management, revenue generation and quality of the firm's practice and other success factors are used to decide inclusion on the list, according to the company. The analysis is conducted by The Winner's Circle Organization, a division of Dow Jones and Co.

"In these incredibly challenging times, we are pleased to be recognized by the industry for an honor that endorses stewardship and integrity. Our entire team of partners and employees is dedicated to Martin Capital's mission of preserving and growing clients' wealth," said Managing Partner Todd Martin.

Martin Capital Management was the only firm in Indiana that made the list, according to the company.

Local companies honored for achievements

Three companies from Elkhart County were honored for being among Indiana's 50 outstanding second-stage companies during the Indiana Companies to Watch awards program, which was held Aug. 27 in Indianapolis.

Local companies honored were Elkhart-based Electronic Commerce Inc. (ECI), an employer services software producer, Livin' Lite Recreational Vehicles Inc., a recreational vehicle manufacturer located in Wakarusa, and Quality Hardwood Sales Inc., a hardwood component manufacturer based in Nappanee.

"From Indianapolis to Bluffton and Vincennes to Merrillville, these 50 Companies to Watch are as geographically diverse as the industries they serve," said Mitch Roob, Secretary of Commerce and chief executive officer of the Indiana Economic Development Corporation. "We appreciate the continued contribution these companies are making to the Indiana economy and look forward to future growth and job creation."

Electronic Commerce created the software "Empower," which is a prod-

uct designed for a variety of business uses, including employee recruitment, benefits enrollment and management, performance management, time keeping and payroll processing.

According to the company, Empower streamlines communications, automates workflow and enables users to perform a variety of administrative tasks with one system.

Livin' Lite Recreational Vehicles is a manufacturer of ultra light recreational vehicles — specifically "automotive campers" that can sleep six and be towed by passenger cars and minivans. Built entirely from aluminum and composites, Livin' Lite campers weigh 35 percent to 40 percent less than those made from steel and wood. They are also more affordable, retailing for about one-third the cost of conventional pop-up campers.

Quality Hardwood Sales manufactures a variety of hardwood components. The company manufactures products ranging from unique moldings to cut-to-size parts for the kitchen cabinet industry. Since 2001 the company has grown from a single-person operation to a production facility with more than 168,000 square feet.

The awards were presented by the Indiana Economic Development Corp., its Small Business Development Center network, Purdue University and the Edward Lowe Foundation.

Dance school adds music classes

Danceworks Academy, Middlebury, has expanded its services. The company is now offering music classes in addition to expanding dance class offerings.

In order to reflect these changes, owners Carlin and Jayme Yoder have announced the renaming of their business to The Music and Dance Academy.

"We feel there is a clear demand for high-quality music education in our community and by offering highly skilled instructors, who all have university training in music, we can provide a solution to this need."

Offerings will include private lessons for piano, guitar, cello, percussion and all brass instruments. Additionally, the studio will offer Kindermusik, a garage band program, introduction to music, choir programs and voice lessons.

The dance portion of the academy will expand to include hip hop, tumbling, and modern dance as well as continue to offer ballet, tap and jazz.

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