



Issue: MAY 2011  
•  
www.whitleychamber.com  
•  
The Chamber  
Ambassador Team Congratulates  
**STAR Financial Bank**  
May's Business of the Month!

We're Making an IMPACT! Whitley County Chamber of Commerce Monthly Newsletter

## Have You Ever Thought About What the Whitley County Chamber Could Accomplish? *“What do Rhett Butler, Charles Lindbergh, Miss America, and Al Capone have in common?”*

The recent political conflict between the Obama Administration and the U.S. Chamber of Commerce has thrown a new spotlight on an old communication problem. Local chambers of commerce, although they predate the U.S. Chamber by nearly a century and a half, often are assumed to be part of the U.S. Chamber, or otherwise under its direction. They aren't. They are independent.

During the pre-election controversy this year, it was clear that many people, including many chamber members, did not know this fact. They believe that U.S. Chamber President Tom Donohue and his colleagues on H Street directly or indirectly control all that local chambers do. But Donohue and his staff don't exercise such control, nor do they want to.

Few people think about what chambers do locally. For example, who knows that Elliot Tiber, president of the Bethel, N.Y., Chamber of Commerce, secured the permit for Woodstock?

It was also a local chamber – the Business Men's League of Atlantic City – that came up in 1920 with the idea of a festival to keep tourists in town after Labor Day. Pretty women in beachwear would turn out to be the centerpiece of the annual event. We have that business group (now called the Greater Atlantic City Chamber) to thank for the Miss America Contest.

Was Charles Lindbergh's plane called The Spirit of Enterprise (the U.S. Chamber's tag line)? No, the flying bucket of bolts was, of course, The Spirit of St. Louis. The president of the St. Louis Chamber came up with the name in order to promote the great river city. And why should Lindbergh object? The chamber president also raised most of the money for the aircraft.

And who sent out the promotional brochure that enticed the first movie producer to southern Cali-

fornia in 1907? It was the Los Angeles Chamber of Commerce. In nearby Hollywood a chamber was later active as well, helping re-fashion the famous Hollywood sign out of a decaying advertisement for a real estate development called "Hollywoodland."

Moreover, there's a guy in a suit present next to the glamorous celebrities who get their photos taken when their stars are set in the Hollywood sidewalk. Who is that business man? It's Leron Gubler, president of the Hollywood Chamber of Commerce, which invented and maintains the Walk of Fame.

Most of the thousands of things that local chambers have done and do are far removed from the big national issues that embroil the U.S. Chamber. Sure, most of the chambers in the country agree with and support the lion's share of the U.S. Chamber's positions. Although the goals are often the same, the priorities, issues, methods, leadership and, importantly, ownership are not.

Local chambers have shown themselves perfectly able to get into fights of their own, without orders from a non-existent chamber of commerce command center.

Was it the national chamber's president who financed the Florida and Alabama, the ships that terrorized Union merchants during the Civil War? No, it was George Trenholm, one of the most active members of the Charleston (SC) Chamber of Commerce. As president of the chamber, Trenholm had asked for a thorough federal charting of the waterways around the Charleston harbor. The survey provided valuable navigation information that became critical when Trenholm emerged a decade later not only as privateer king of the Confederacy but also as chief sponsor of blockade runners. (Some believe he was a model for Rhett Butler in *Gone with the Wind*.)

But it wasn't as if all chambers were Confederates. It was the New York Chamber of Commerce that furnished a cash reward of \$25,000 to the captain and crew of the Kearsarge, which finally sank the Alabama.

There have been other times when local chambers have performed roles worthy of national headlines. During Prohibition, a liquor wholesaler named Al Capone was seen as bad for business by the president of the Chicago Association of Commerce, Colonel Robert Isham Randolph. In an act of some courage, Randolph personally warned Capone and created a chamber subcommittee, popularly called the "Secret Six," that engineered Capone's downfall. The Six hired a consultant named Alexander Jamie to gather information, especially financial information, on Capone. Jamie brought in his brother-in-law, Eliot Ness, to help. Capone later credited the Secret Six with taking him down."

(Does this make you consider what the Whitley County Chamber might accomplish?)

Excerpt from an article by Chris Mead, is senior vice president of the American Chamber of Commerce Executives. He is working on a history of local chambers of commerce in the United States. Read the full article on the web at <http://www.newgeography.com/content/001881-the-other-chambers-commerce>



### Chamber Bucks – A Gift for Any Occasion!

Chamber Bucks make a wonderful gift all year long. Chamber Bucks can be used at participating businesses in Whitley County! They come in denominations of \$5, \$10, and \$25, and can be ordered ahead of time for pick-up through our office or website.

## Congressman Marlin Stutzman Hosts Job Fair & Small Business Summit

Join Congressman Marlin Stutzman on Thursday, May 19th from 1:00 – 5:00 pm at the Walb Student Union on the campus of IPFW for a Job Fair and Small Business Summit. This is a great opportunity to network with employers, search job opportunities and showcase your business. To reserve a booth for the fair at no charge, contact Congressman Stutzman's Fort Wayne office at 260-424-3041 or e-mail joseph.knepper@mail.house.gov . Or join the Congressman at 2:30 for the Small Business Summit! Spaces are limited, so contact them soon for your booth!

## Leadercast Date Approaches

"Voices of Change," a unique one-day leadership development event, will be held on Friday, May 6th at Warsaw Community Church at 9:00 am. This event will be held live via satellite where you will be able to hear speakers like Dave Ramsey, John C. Maxwell, Muhtar Kent (CEO of Coca-Cola), Robin Roberts (Good Morning, America), Dan Cathy (COO Chick-fil-A, Inc) and others! Registration and check-in begin at 8:00 am and tickets are available at [www.silveus.com](http://www.silveus.com) or by calling 574-268-0188.

## Women's Business Forum

SCORE and the city of Angola are partnering to provide a Women's Business Forum at Trine University on Thursday, May 19, 2011. The keynote speaker will be Jamie Rose, a renowned photojournalist whose work has graced the front pages of major international news and magazine publications.

Other workshops will be held by local women in business from Kendallville, Fort Wayne Chamber, and Trine University as well as others. To see the workshop offerings and register for this event, visit [www.womensbizforum.org](http://www.womensbizforum.org).

## Whitley County Farmer's Market Begins on May 7

Farmers Market begins Saturday, May 7 from 8 am – 12 pm on the Columbia City courthouse square. Vendor applications are available and

may be obtained by contacting the chamber of commerce or visiting our website at [www.whitleychamber.com](http://www.whitleychamber.com). For further details, you may contact market master Chris Lilly at 260-271-9222.

## Pathfinder Kids Kampus Annual Golf Outing May 25

Pathfinder Kids Kampus Child Care Center in Huntington will hold its 20th Annual Golf Outing on Wednesday May 25. The fundraising event, sponsored by David Culp and Company, will take place at LaFontaine Golf Club, 6129 North Goshen Road, Huntington. Registration and a lunch sponsored by Saint's Peter and Paul's Catholic Church and SMS Benefit Advisors begins at 11:30 A.M., with a 12:30 P.M. shotgun start.

To register for the Golf Outing, stop by Kids Kampus™ located at 435 Campus Street, Huntington, register online, or print off a registration form at [www.kidskampus.org](http://www.kidskampus.org) . For questions regarding the golf outing please call Pathfinder Kids Kampus at (260) 356-0123.

## Brian Steiner Qualifies for Golden Eagle Award

The Leading Producers Round Table (LPRT) of the National Association of Health Underwriters is proud to announce that Brian Steiner of PHP has qualified to receive the association's prestigious Golden Eagle Award.

The Golden Eagle Award is the highest recognition bestowed upon an individual who has demonstrated professional excellence in the sale of health and disability income insurance.

## The Domino Effect of Whitley County

Cost for each session is \$2, bring company handouts and business cards!

- 1st Thursday schedule: 11:30 am – 1:30 pm at Big G's Restaurant
- 3rd Thursday schedule: Same time, location rotates between Mountaintop Coffeehouse, Churubusco & Brownstone on State in South Whitley.

Brownstone: April, June, August, October, December – Mountaintop: **May**, July, September, November

## Welcome New Members!

### ALLPRO Towing

#### Dwayne Knott, President

2305 E. Cardinal Drive, Columbia City, IN 46725

Phone: 260-248-8300

Towing Services, Roadside Assistance

### Goody's #5159

639 Countryside Dr., Columbia City, IN 46725

Phone: 260-244-6202

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

### Indiana Pony Parties

#### Shannon McCoomb

8400 W. 100 S., Larwill, IN 46764

Phone: 260-723-4314

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

Corporate and birthday events, pony parties

## Welcome Back Renewing Members For 2011!

Bob Evans

Brownstone on State

Gene Reeg Motor Sales

Joe Cochran Agency, Inc.

Ruich Bros.

Stevens Forwarding

The Oaks

Whitley Manufacturing Co., Inc.

## Classes Offered

### "Simple Steps for Starting Your Business"

A comprehensive series of workshops to help you test your new business idea and get you started on the right path. Includes free one-on-one counseling. Presented by the SCORE Chapter and the Fort Wayne Chamber of Commerce. Session 1 is free, Sessions 2-5 total cost - \$125. Call 260-422-2601 to reserve your place!

Session 1 – FREE – "Start-up Basics" – May 3, 4-7pm

Session 2 – Business Concept – May 10, 4-7pm

Session 3 – Marketing Plan – May 17, 4-7 pm

Session 4 – Financial Projections – May 24, 4-7 pm

Session 5 – Funding Sources & Next Steps, May 31, 4-7pm

## Chamber Golf Outing Scheduled for August 25!

One of the most fun chamber events of the year is our annual Golf Outing and we don't want you to miss it! This year's event will be held on Thursday, August 25th at Eel River Golf Course. Stay tuned for more information and registration forms coming soon!

## Unbelievable savings on long distance charges...

Only 4.9¢ per minute/anytime

- for business & home -

No catches - No gimmicks

No monthly charges!

**NORTHEASTERN REMC**  
A Touchstone Energy Cooperative

Call 1-877-649-2020

**PROFED**  
CREDIT UNION

545 N. Line St.  
Columbia City, IN  
260-244-7222

[www.profedcu.org](http://www.profedcu.org)

# Member Press Releases!

## BABE Raffle Fundraiser Continues Until May 12

Tickets are still available for the BABE fundraiser: raffle tickets for a travel voucher valued at \$1,254! This voucher can be used for airfare, rail tickets, cruise or other travel packages through Odyssey Travel. Tickets are \$10 each or 3 for \$25 and only 400 will be sold! Proceeds will go toward the BABE program (see our Business of the Month article). Call Shawn Ellis at the BABE office at 244-2820 or you can reach her by e-mail at [bedsandbritchesetc@embarqmail.com](mailto:bedsandbritchesetc@embarqmail.com). Call today!!!

## Woodlands Senior Center Pancake and Sausage Breakfast

Come one, come all for the Woodlands Senior Center Pancake and Sausage Breakfast to be held on Saturday, May 7th from 6:30 -10:00 am! No tickets are necessary! Cost is \$5 for adults and \$3 for children ages 6-12. 5 and under eat free! You can find the Senior Center at 710 Opportunity Drive across from Bones Theatre.

## STAR Financial Hosts Continuing Legal Education Seminar

On May 18th, STAR Financial will host its fifth annual Continuing Legal Education Seminar for attorneys from 9 am – 5 pm at the Allen County Public Library, downtown branch. Seminar attendees can earn 6 CLE credits, including one hour of ethics pending final approval.

Charles D. "Skip" Fox, IV will address topics such as recent developments and new tax legislation, charitable planning and more. Registration fee is \$225 for the first attendee of any firm. Additional attendees will receive a 10% discount. Registration is due May 12, 2011 and may be obtained by calling Marjorie Kurtz at 260-428-7036

## JuneStar "Lives on Track" 5k/10k

Saturday, June 11th will be the first running of the "Lives On Track" 5k and 10k at Morsches Park. Registration will be from 8 – 9:30 am with race beginning at 10 am.

Costs are as follows:

- 5k: \$15 by 6/1/11, \$20 after this date
- 10k: \$20 by 6/1/11, \$25 after this date
- Family of 5 in the same household for the 5k- \$50 (additional family members add \$10)

For more about the work of JuneStar and a printable registration form, visit [www.junestar.org](http://www.junestar.org). Plus, follow the details on Facebook!

## Join Us For Our Next Networking "After Hours"

The next Chamber "After Hours" will be sponsored by DeMoney-Grimes Funeral Home at their location (600 Countryside Dr.) on June 28th, 4:30 – 6:30 pm. Mark your calendar now to attend and look for more details soon!

## Parkview Whitley Foundation Announces Event Dates

Mark your calendar for these three events coming later this year!

- July 21 – Hot Tamale Golf Classic at Eagle Glen Golf Course
- October 20 – New Parkview Whitley Hospital Grand Opening
- October 30 – 2nd Annual Pumpkin Run at the New Hospital

## Parkview Whitley Hospital "Heartbeats" Spring Health Fair

"Heartbeats," Parkview Whitley's annual spring health fair returns on Saturday, May 7, from 7:00 – 10:00 am in the lower level auditorium of the hospital at 353 N. Oak St.

Screenings will include:

- Blood Chemistry 17 (\$20) – Assesses the health of the major organs as well as cardiac risk. A 10- to 12-hour fast is recommended. Water is permitted.
- TSH (\$20) – A blood test for the thyroid.
- PSA (\$20) – A blood test for the prostate.
- Hemogram (\$8) – A blood test for anemia / iron.

Other screenings and additional healthcare information will include:

- Balance checks
- Bone density
- Height / weight / blood pressure
- Skin Cancer
- Long-term care
- Foot exams
- Sleep study
- Smoking cessation
- Shoulder exams

Also featured will be a visit by Francine's Friends Mobile Mammography Coach. For women who have insurance, the breast Diagnostic Center (BDC) will bill their insurance. If a woman does not have insurance but is able to pay, the BDC offers a reduced rate if payment is made on the day of service. Funding is available for women who do not have insurance or resources to pay.



**OB/GYN Michelle Harrison, MD, joins Northeast OB/GYN Whitley**

Obstetrician-Gynecologist Michelle R. Harrison, MD, has joined Northeast OB/GYN Whitley, located in the Lehmburg Building, 333 North Oak Street, Columbia City. Northeast OB/GYN Whitley is a member of Parkview Physicians' Group.

Dr. Harrison will begin seeing patients on Monday, May 2. Her office hours are Monday, Tuesday, Wednesday and Friday, 9 a.m. to 5 p.m. To schedule an appointment with Dr. Harrison, call (260) 248-9090.



## Physicians Health Plan (PHP) is pleased to announce that Carrie Marion

has joined its staff as the Executive Director of Health Services. Carrie brings over 30 years experience and a vast knowledge of case and disease management to PHP.

**Ava Lillmars** has recently rejoined PHP as the Manager of TPA Services. Ava has an extensive background in the insurance industry, including directing benefit administration, supervising a fully insured block of business, and managing and coordinating special contracting and administrative requirements for specific health insurance products.

## Other Promotions!



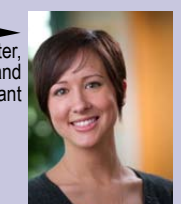
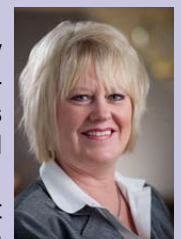
**Teresa Bair, Director of Sales and Marketing**

**Michelle Kearns, Marketing and Brand Manager**



**Shanon Porter, Marketing and Sales Assistant**

**Carmen Parker, Community Relations Coordinator**





Message from  
Chamber President, Sara Lochner-Goff

## Member 2 Member!

Just a few weeks ago we held our first "Your Chamber, Your Business" orientation. I was thrilled that everyone who came said they learned something new about the Chamber. I was also saddened, because a few of our long time members learned something new, too. To me that means we need to improve our communication in letting you, our members, know ALL the benefits and value of Chamber membership. So that will be my goal for the remainder of the year, to inform our members what their chamber membership provides.

This month we are highlighting the Member 2 Member program. This program offers discounts and savings to members, from members. In this month's newsletter, we have included a listing of the Member 2 Member discounts and hope you take advantage of these offerings. Adding value and referrals are two great benefits of being a Chamber member, this program offers both of these opportunities. We would like to add more Member 2 Member offers to this list. If you are a member and you would like to be included in our Member 2 Member program please call the Chamber office at 248-8131, or send me an e-mail at sara@whitleychamber.com.

As always, thank you for being a part of the Whitley County Chamber of Commerce, where together... we are working for members, through members.

*Sara Lochner-Goff*  
Whitley County Chamber President

### Member 2 Member! BENEFITS

- CENTURYLINK—exclusive discounts to chamber members, including long distance service discounts and DSL offers.
- Physicians Health Plan (PHP) offers a discount program on insurance premiums to chamber member businesses with 2 to 50 employees. Contact us for more information.
- Constant Contact E-Mail Marketing – Save 20% on a 6 month pre-pay and 25% if you pre-pay for 12 months if you are a member of our chamber.
- Sigler- 4-10% off your custom printing needs. Including, but not limited to, business cards, banners, signs, promotional items, etc...
- Whitley County YMCA- free week offers for members and employees of Chamber members.

www.whitleychamber.com

## IMPACT

The official publication of the  
Whitley County Chamber of Commerce  
PH: 260.248.8131  
FX: 260.248.8162  
www.whitleychamber.com  
2011 Board of Directors  
Chairman: Mike DeFreeuw  
Vice Chairman: Jennifer Zartman Romano  
Treasurer: Randy Holler  
Secretary: June Keiser

Whitley County Board Members:  
Bob Koontz, Kim Balsler, Scott Gabriel,  
Carrie Hoffman, Jim Horne,  
Tina Houser, Jim Landrum, Jack Moore,  
Dennis Norris, Jorell Tucker,

Chamber Staff:  
Sara Lochner-Goff, President  
and Michelle Culbertson  
Administrative Assistant  
Newsletter Production:  
Graphics: Peggy Ewing- ADS, Inc.

## GOLD MEMBERS

The insurance your health deserves.

PRRST STD  
U.S. POSTAGE  
PAID  
Columbia City, IN  
Permit No. 203

Whitley County Chamber of Commerce  
201 N. Line St.  
P.O. Box 166  
Columbia City, IN 46725



**WHITLEY COUNTY  
CHAMBER  
OF COMMERCE**



Your Chamber's Mission...  
Whitley County Chamber of Commerce works to enhance the quality of life in our community by leading, supporting and facilitating business.

# 2011

## MAY/JUNE CALENDAR OF EVENTS

**MAY 6, FRIDAY- Leadercast** – Warsaw Community Church, 9:00 am. See newsletter article for more details.

**MAY 7 , SATURDAY**

**6:30 – 10:00 AM – Pancake & Sausage Breakfast** – Woodlands Senior Center. Adults - \$5, Children 6-12 - \$3, 5 & under- free.

**7:00 – 10:00 AM – “Heartbeats” Health Fair** – Parkview Whitley Hospital, Lower Level Auditorium. See newsletter article for details.

**8:00 AM – 12:00 PM – Farmer’s Market Opening Day!** Lots of special things to see and do! Downtown Columbia City on the Courthouse Square.

**MAY 18, WEDNESDAY**

**9:00 AM –5:00 PM-STAR Financial’s Continuing Legal Education Seminar** for attorneys – Allen County Library downtown branch. See newsletter article for more information.

**8:45 AM – Ribbon Cutting and Grand Opening** – Goody’s (Shopping Center by Kroger’s)

**11:30 AM – 1:00 PM – “Facebook and Your Business” Seminar** – Eagle’s Nest Event Center. \$15 for Chamber members, \$20 for non-members. See the insert in this month’s newsletter for all the details!

**MAY 19, THURSDAY**

**1:00 – 5:00 PM – Congressman’s Stutzman’s Job Fair at IPFW**, Walb Student Union. See article in newsletter for details.

**Women’s Business Forum** – Trine University. See article in newsletter for details.

**MAY 26, THURSDAY**

**8:00 – 9:30 AM and 11:30 – 1:00 PM –“Power of the Purse”** – choose your session to attend. See insert in this month’s insert for details!



For further details on these events or other events in our area, contact the chamber at 260-248-8131.



Whitley County Chamber of Commerce  
201 N Line St., PO Box 166  
Columbia City, IN 46725

<http://www.whitleychamber.com>

"Founded by physicians.  
Not for profit.  
Devoted to customer service.

You're sure you're a health  
insurance company, right?"



It's easy to become jaded about health insurance. Especially in these days. But at PHP, we don't do jaded. You see, PHP was founded by doctors with a mission to treat our customers just the way they would treat their patients. And we're not-for-profit, so our focus is on you, and your care, not our bottom line. Give us a call or visit us online and find out what makes PHP different from most other health insurance companies.

800-982-6257

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



The insurance your health deserves.

Join us for an introduction to...  
**'The Power of the Purse'**

**Thursday, May 26**  
8:00 -9:30 a.m.  
or 11:30 to 1 p.m.

Located at:  
The Government Building  
Conference Room  
(located downstairs)

*Dottie Cole from the Investment Center  
will be providing a light breakfast  
at the first hour and lunch at the second hour.*



The  
Power  
of the  
**Purse**

***THIS IS A FREE EVENT!***

***Imagine the productivity and energy of a few friends sharing what they know,  
seeking out information, putting their heads together to solve problems  
and motivating each other to move ahead.***

Together, we can take personal responsibility and help each other move ahead.  
We realize that to truly make a difference in the world, it takes a positive vision.

Money clubs are an incredible way for women to get together to achieve their money dreams and support each other on their journey to prosperity. The support of other money club members provides a sense of community and belonging. With the help of friends to keep them on track, women can help each other in a powerful, productive way.

The money club is not your grandmother's investment club.

Unlike narrowly- focused investment clubs, money clubs focus on learning the dynamics of money, incorporating a 360 degree view of women's financial lives. In money clubs members discuss their money truths and dreams, encourage each other to meet savings goals, reduce debt, budget their expenses, educate children, and plan for a happy, productive retirement. In meetings, members discuss a wide variety of financial topics as they support their friends in moving away from their fears and towards their financial goals.

You don't have to know much about money to join a club -  
you just need a desire to improve your relationship with money.



WHITLEY COUNTY  
**Chamber**  
of COMMERCE  
*Together... working for members, through members*

For more details contact the Whitley County Chamber of Commerce  
PH: 260.248.8131 • FX: 260.248.8162  
[www.whitleychamber.com](http://www.whitleychamber.com)

# Using Facebook for Your Business

Below are just a few Facebook topics that will be discussed during our presentation.

- What's happening on Facebook and why a business should consider a Business presence
- Importance of a [custom Facebook landing page](#) for brand awareness
- Value of having a "Like" the page strategy
- Opportunities for lead capture call-outs that tie into e-mail marketing lists
- Strategies for wall posting to increase interaction and visibility in fan's news feeds
- Understanding the new fan page layout and tools for Fan Pages
- 



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

Troy Rumpfelt has been leading [Digital Hill](#) for 15 years. With degrees in Electric Media and Graphic Design from the Univ. of Florida Troy brings over 15 years of web design, e-commerce, and e-marketing experience to the Digital Hill team. He now focuses on new product development and has been a key component to the success of Facebook applications such as TabSite.com.

[Mike Gingerich](#) brings over 10 years of experience in web development and Internet marketing to the table, having created and implemented marketing strategies and web applications across many industries enabling clients to expand their reach, gain market share, and extend their brand awareness. Mike also consults with more than 75 organizations in matters of Internet marketing, SEO, social media marketing, web design, Facebook apps, e-commerce tools and analytics.



[TabSite](#) is the Facebook application division of Digital Hill Multimedia, a web design and Internet marketing firm in Indiana. **TabSite was named one of the 12 best Facebook Page Apps by TechCrunch** in 2010. With over 27,000 users globally, TabSite is a leading tool for small and medium sized businesses to use to customize and manage custom tabs on their Fan and Place Pages.

Mike Gingerich, Web Consultant  
**Digital Hill Multimedia, Inc.**  
888.537.0703  
574.537.0703  
877.537.4544 (toll free fax)  
[mike@digitalhill.com](mailto:mike@digitalhill.com)  
[www.digitalhill.com](http://www.digitalhill.com)



See our Facebook Fan Page App...



Rated by [TechCrunch](#) as of 1 the 12 Best Ways to Customize your Facebook Page!

**Wednesday, May 18, 2011**  
**11:30 am – 1:00 pm**

Located at:  
**Eagle's Nest Event Center**

**Chamber Members: \$15**  
**Non-Members: \$20**

**RSVP by May 16, 2011**  
online at [www.whitleychamber.com](http://www.whitleychamber.com)  
or 248-8131 • [office@whitleychamber.com](mailto:office@whitleychamber.com)



# Business *of the* M O N T H

**Awarded by the Whitley County Chamber of Commerce Ambassador Team**

*Congratulations! BABE of Whitley County, Inc.*



## **B.A.B.E. of Whitley County, Inc.**

Located at:  
**301 N. Main St.,  
Columbia City, IN**  
Phone:  
**244-2820**

The Whitley County Chamber of Commerce is proud to honor Beds and Britches, Etc..., fondly known to the community as BABE as the business of the month for April. BABE is a local non-profit which provides goods and services to all pregnant women and all families in Whitley County with children between the ages of birth to 5 years. Executive Director Shawn Ellis, along with her 3 employees and approximately 20 volunteers, has grown this organization since its inception in 2001 in order to provide infant/toddler-related items through a coupon incentive program.

BABE staff, volunteers and board members seek to meet the families "where they are" with a mission to encourage them in their growth toward stronger and healthier families. By providing diapers, wipes, cribs, high chairs, etc... as well as connections to local agencies and services, BABE's goal is to see that all families in Whitley County get a healthy start. And in order to meet the growing demand, satellite programs have been launched in Churu-

busco and South Whitley as well. This growth brought about the move to the new and larger location they now occupy on the corner of Jefferson and Main St.

For all they do in the community and for the "little people" of Whitley County, we are pleased to present them with this recognition and Dairy Queen Grill & Chill will be gifting them with an ice cream cake as well! Attending the awards presentation was (in no particular order) Shawn Ellis, BABE Executive Director; BABE staff and members of the Board of Directors, Sara Lochner-Goff, Chamber President; and Chamber Ambassadors Tina Houser, LT Foundations & Real Estate; Jennifer Zartman Romano, Talk of the Town; Kristi Maloney, Sycamore Village & BABE board member; Jo Robertson, Midwest America Federal Credit Union; Cari Wells, 1st Source Bank; June Keiser, J&J Insurance Solutions; Lee Aumsbaugh, Aumsbaugh Flooring; and Randy Holler, Crossroads Bank.



**Next Issues Business Of The Months: May – STAR Financial Bank**

*\* If you would like to nominate a Chamber member as Business of the Month, please submit a short synopsis via fax (260.248.8162) or email ([www.whitleychamber.com](http://www.whitleychamber.com)).*