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Open In

Indiana Magazine

**Over A Century
of Service**

How Rotary Serves
Hoosier Communities

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Open In Indiana

Our Mission

To promote the people, places and events that make Indiana a great place to live, work and visit.

Our Values

Honesty & Integrity

We're committed to conducting ourselves in a respectful and professional manner with all members of our community.

Innovation

We educate entrepreneurs on how to use online resources to better compete in a modern economy.

Supporting Local Entrepreneurs

We provide a welcoming place for entrepreneurs in the community to connect and learn.

Serving Our Community

We support local organizations who serve those in need in our community.

Featuring The People, Places and Events That Make Indiana A Great Place to Live, Work and Visit

Dear Readers,

Open In Indiana started as a way to promote small businesses owned by people we care about: our friends, our family and our community. Supporting small business means that you're helping those you care about raise a family, create jobs and grow Indiana's diverse local economy.

Though it may sound strange to start a magazine in the age of digital media, I believe there is still a need for something you can hold, flip the pages, and maybe most importantly, something you can take to the bathroom when your battery is low.

The Open In Indiana Magazine is a snapshot of the people, places and events that make Indiana a great place to live, work and visit. Each issue, we hope to introduce you to something new. Maybe a new favorite place to eat, something fun to do in your community, or a new artist or band that you share with friends.

This magazine is dedicated to everyone who has chosen entrepreneurship as a career path. Your efforts help make Indiana the great place it is. I'd also like to recognize my high school Journalism teacher, Mrs. Gillard and school newspaper advisor Mr. Sienicki. Even when it looked like I wasn't paying attention in class, the skills you taught were put to good use over the years, especially in assembling this publication.

I look forward to sharing each issue with you.



Ryan Henry

Ryan Henry, Idea Guy

Open In Indiana

ryan@openinindiana.com

Illustrator Features African American Figures

Tyeesha Bradley is an illustrator from Indianapolis with a Bachelor's in Fine Arts from Ball State University. During a recent interview on The Open In Indiana Podcast, Tyeesha shared her passion for featuring African American figures in her illustrations.

"I started out with my first coloring book (**Au Naturele**). I put about 30 sketches together and I used Amazon; at the time it was called Create Space, now it's Kindle Direct Publishing. I put together a coloring book, and published it for sale, and I would go to art shows and sell it."

"People loved it. I had people coming up to me at my table saying they followed my Facebook page, which I'd never had that happen before. It's very strange, and very uplifting, when you have people like

'yeah, I follow your Facebook page and I knew you were going to be here'. Like, OMG."

"My 2nd coloring book is called **Edify: A Black History Coloring Book** and that one actually won the **Best of Indy Award**."



Learn more about Tyeesha Bradley on The Open In Indiana Podcast at www.oii.fyi/tyeesha

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Over A Century of Service

How Rotary Serves Hoosier Communities

By: Ryan Henry

Let me start off by saying, I am a Rotarian. I'm the President-Elect and Membership Committee Chair for the Indianapolis East Rotary Club. Rotary has inspired me to find new ways to meet needs right here in the community.

Rotary International started in Chicago, Illinois in 1905 with 4 friends who wanted to share ideas, build meaningful partnerships and give back to the community. By following the principal of 'Service Above Self,' Rotary has grown to 1.2 million members worldwide who serve their community, one project at a time.

It's been over 100 years since the first Rotary Club was chartered in Indiana. In fact, Indiana is home to some of Rotary's oldest clubs. Rotary's strong commitment to serving others in the community has made a meaningful impact on the lives of Hoosiers. These examples are only beginning to scratch the surface.

Indianapolis, Indiana Riley Children's Hospital



James Whitcomb Riley was a famous writer, poet and member of the Rotary Club of Indianapolis. When he died in 1916, fellow Rotarians from across Indiana helped start the James Whitcomb Riley Hospital for Children in 1924 in his honor and raised \$276,000

to construct the Rotary Building, which served children with Polio. The original building still stands today at 702 Rotary Circle Indianapolis, Indiana 46202 as part of the IU School of Medicine on the campus of IUPUI.

Richmond, Indiana Starr Park Shelter

Rotarians from the Rotary Club of Richmond partnered with the Richmond Department of Parks and Recreation to help keep the park beautiful. Through a

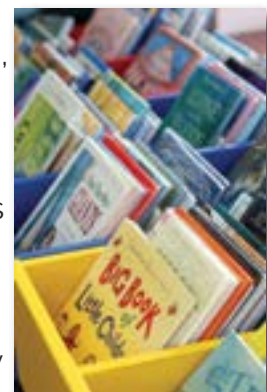


Picture Courtesy of
The Richmond Rotary

matching grant from the Rotary District 6560 Foundation, The Rotary Club of Richmond was able to build a new shelter at Starr Park, located at 315 N. 15th St Richmond, Indiana 47374.

Crown Point, Indiana Imagination Library

Started in 2016 by then Club President Katherine Chariton, The Crown Point Rotary Club and the Crown Point Community Foundation partnered with Dolly Parton's Imagination Library to help 400 children in the community receive a free book every month. The Dolly Parton Imagination Library is



a literacy program that sends children an age appropriate book every month from birth until the age of 5. To help the Crown Point Rotary get books into the hands of more children, you can make a donation at www.thecpcf.org/donate and add a memo that you're supporting the Crown Point Rotary's Imagination Library Project.

Evansville, Indiana Education Enrichment



Each school year, the Rotary Club of Evansville provides \$20,000 in grants to innovative classroom programs and offers mentoring to students in areas of vocation. The Rotary Club of Evansville also partners with the University of Evansville, University of Southern Indiana and Ivy Tech Community College to mentor college students. You can donate to the Evansville Rotary Foundation at

www.oii.fyi/evansvillerotary

Fort Wayne, Indiana Backpacks of Hope

With the Help of Rotarians Dale Basham, iPDG and Matt Howell from the Rotary Club of Muncie, Rotarians from across the country came together in Fort Wayne, Indiana to assemble over 500 backpacks for a local homeless-outreach mission, Backpacks of Hope. "Rotarians saw a need and sprang into action to help their community" Basham said during a recent interview. Backpacks of Hope was founded by Shelley, Jacob and Allison Septer in honor of John Zachery Septer and serves the Fort Wayne area. To learn more about Backpacks of Hope or to donate to their mission, visit www.backpacksofhope.org.



Picture Courtesy of
The Basham Group

A New Age of Engagement for Service Organizations

Basham and Howell, understanding the need for service organizations to modernize their community outreach and engagement, decided to do something about it. Howell and his wife Angie Rogers-Howell, owners of Farmhouse Creative, teamed up with Nate Spell of Three Media and Basham to create The Basham Group.

The mission of their new venture is to help organizations bring enthusiasm, passion and 'edutainment' to service projects.

"If we don't edutain people, we will lose people" Basham said. "The Basham Group is building a foundation for a new generation of world changers." They combine expertise in video production, print and digital media with Basham's signature energy and enthusiasm to keep members of your organization and your community connected, engaged and involved in your service projects.

The Future Looks Bright

Rotarians everywhere are looking forward to serving the community in 2020. And, I wouldn't be a very good Membership Committee Chair if I didn't invite you to check out a Rotary Club in your area. Visitors are always welcome at your local Rotary Club!

Membership in Rotary is open to everyone, regardless of race, gender, orientation or religion. The only requirement for membership is a desire to help make a difference in your community. To learn more about Rotary in your community, visit

www.openinindiana.com/rotary



Picture Courtesy of
The Muncie Rotary

2020 Events Calendar

January

National Mentoring Month

- 1 — New Year's Day
- 2 — 2:00 PM: Keystone Business Connections — Indianapolis
- 3 — 9:00 AM: Westfield Meetup — Westfield
- 6 — 11:30 AM: Carmel Small Business Leaders — Carmel
- 7 — 2:00 PM: Lawrence Meetup — Lawrence
- 13 — 11:30 AM: Fishers Connecting Success — Fishers
- 15 — 11:30 AM: Fresh Networking — Indianapolis
- 16 — 3:00 PM: Broad Ripple Business Connect — Indianapolis
- 17 — 9:00 AM: Westfield Meetup — Westfield
3:00 PM: Business Casual Mingle — Greenwood
- 17 — 26 — Indianapolis Home Show — Indiana State Fairgrounds
- 20 — Martin Luther King Jr. Day
- 24 — 4:00 PM: 4th Friday Meetup — Indianapolis
- 31 — National Inspire Your Heart with Art Day
- 31 — Feb 2 — Indiana Home Show Lucas Oil Stadium — Indianapolis

February

Black History Month

- 2 — Groundhog Day, Super Bowl
- 3 — 11:30 AM: Carmel Small Business Leaders — Carmel
- 4 — 2:00 PM: Lawrence Meetup — Lawrence
- 6 — 2:00 PM: Keystone Business Connections — Indianapolis
- 7 — 9:00 AM: Westfield Meetup — Westfield
- 10 — 11:30 AM: Fishers Connecting Success — Fishers
- 14 — Valentine's Day
- 14 — 23 — Indianapolis Boat, Sport & Travel Show — Indiana State Fairgrounds
- 17 — President's Day
- 19 — Fresh Networking — Indianapolis
- 20 — 3:00 PM: Broad Ripple Business Connect — Indianapolis
- 21 — 9:00 AM: Westfield Meetup — Westfield
3:00 PM: Business Casual Mingle — Greenwood
- 28 — 4:00 PM: 4th Friday Meetup — Indianapolis

Find Events In Your Community
www.OpenInIndiana.com/events

March Women's History Month

- 2 — 11:30 AM: Carmel Small Business Leaders — Carmel
- 3 — 2:00 PM: Lawrence Meetup — Lawrence
- 5 — 2:00 PM: Keystone Business Connections — Indianapolis
- 6 — Employee Appreciation Day
9:00 AM: Westfield Meetup — Westfield
- 8 — Daylight Saving Time Begins
- 9 — 11:30 AM: Fishers Connecting Success — Fishers
- 13 — 14 — Jay County Fiber Arts Festival Jay Community Center — Portland
- 14 — Pi Day
- 14 — 22 — Indiana Flower & Patio Show, Indiana State Fairgrounds
- 18 — 11:30 AM: Fresh Networking — Indianapolis
- 19 — 3:00 PM: Broad Ripple Business Connect — Indianapolis
- 20 — 9:00 AM: Westfield Meetup — Westfield
3:00 PM: Business Casual Mingle — Greenwood
- 27 — 4:00 PM: 4th Friday Meetup — Indianapolis



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The Importance of Branding for Your Business

By: Ryan Henry

Creating a brand is more than just finding the perfect name and designing an awesome logo. Your brand is the heart of your business. A great brand represents the heart and soul of why you're in business, what you're passionate about and something that nobody else can be, uniquely you. To create your own effective brand, ask yourself these questions.

What are you passionate about?

Think about your passion. Why did you decide to go into business in your industry? Most of us went into business for ourselves because we felt strongly about something. What are you able to do better than your competition?

What's your mission statement?

Define a mission statement. Your brand's mission statement is the summary of your values, goals, and dedication to your customers, as well as the products or services you provide. Your mission statement should be relatively short and give the reader a complete view of your brand.

Who's your ideal customer?

Determine your ideal customer. The foundation for building your brand is to be able to focus on your targeted audience. Specialize within your industry to appeal to your target audience. Specializing also allows you to focus on the parts of your business you enjoy most and transforms competition into partnership opportunities.

Once you've answered these questions...

Find your brand's voice. Your voice should complement your brand's values and mission. Keep it personal with your customers so they always feel their business is always important, but keep it consistent across all methods of communication and marketing. Your brand's voice should take on a personality of its own. After all, you are at the heart of your brand!

To read the full article, visit www.oii.fyi/branding

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