

2020 BEST *places to* WORK BLOOMINGTON

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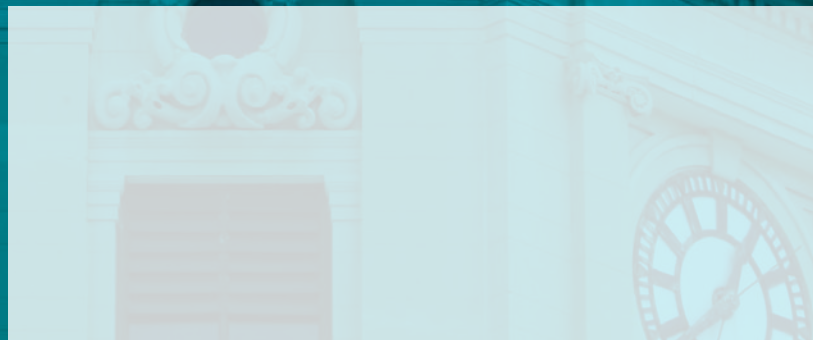
T H E M I L L

The Herald-Times

BLOOMINGTON ECONOMIC

BEDC

DEVELOPMENT CORPORATION



2020 BEST places to WORK BLOOMINGTON

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HONORARY MEMBERS

- Cook Medical
- Hanapin Marketing
- Weddle Bros. Construction
- Oliver Winery
- IU Credit Union



This is the third annual list of Best Places to Work Bloomington.

Out of more than 45 submissions, these companies were rated highest among their peers.

Each company had their employees fill out a survey as well as completing an employer survey. The scores were then combined, with the employee survey being weighted higher, to give each company a final score.

Bloomington is a great place, but not all great companies are easy to find.

This list helps ensure that those who want to stay in Bloomington know of all the opportunities available to them. It also allows Bloomington to showcase itself to people who want to move here, making it easier for them to find great companies and know their options.

On the list, you'll find the top places to work in Bloomington along with five honorary members—Cook Medical, Hanapin Marketing, Weddle Bros., IU Credit Union and Oliver Winery—who were named *Forbes*, *Fortune* or Indiana Best Places to Work.

This project was a collaboration between The Mill, the BEDC and *The Herald-Times*.

Based on Best Places to Work survey responses, we'd also like to recognize the following companies for:

BEST EMPLOYEE RECOGNITION PROGRAM

Hylant

BEST EMPLOYEE DEVELOPMENT PROGRAM

Bailey & Weiler Design/Build



3RD YEAR ON THE LIST/ AWARDED BEST EMPLOYER RECOGNITION PROGRAM

Hylant

Who are you and what do you do?

Hylant is one of the country's largest privately held insurance brokerages. We were founded in 1935 and are still headquartered in Toledo, Ohio. We offer complete risk management services, employee benefits brokerage and consultation, loss control, healthcare management and insurance solutions for businesses and individuals locally, nationally and internationally.

What's the single biggest reason employees stay with your organization?

Our employees stay with Hylant because of the culture of our organization. We want everyone to work hard between 8am and 4:30pm, so they can go home and be even better for their families. We also embody teamwork and understand that we as individuals and as an organization could not be successful without the person beside us.

What tips do you have for other employers to create a successful culture within their work environment?

Walk the talk. It's extremely easy to put words on a page or on a wall with values, but living the values on a daily basis is key. Show your employees they're appreciated, allow them to have fun, and help them focus on what's important to them both in the office (professional development) and outside of the office (personal goals, family focus, etc.).

Why do employees love working for your company?

The median tenure of Bloomington employees is over 15 years. We're family. One of our favorite times of the week is sharing breakfast every Friday morning.

Teresa Underwood stated, "What I love about my job is that Hylant stands by their values, Honesty, Respect, Family, Hard Work, and Empathy. During this pandemic they have shined with our clients, employees, and carriers. Their open dialog and action plans has kept employees safe while we continue our relationships with the clients."

What is a challenge you've faced in Bloomington?

As our business continues to grow, we continue to build relationships further from Bloomington. This can create logistical issues, but it doesn't overcome the benefits of working and living in such a great community.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

The relationships that people have and the openness to share thoughts and ideas. The insurance industry is very much a relationship business and we are always fortunate and humbled by new introductions and connections that are made, not only for our growth but also the connection we make to help other organization grow and thrive.

The growth that Bloomington is experiencing is encouraging. The leaders of our community are doing great things to bring new businesses and organizations to the community, which only allows us as a community and business to grow and continue to connect and build relationship with more people.

Has COVID-19 changed how you attract talent? Retain talent?

Our recruitment strategy has not changed due to COVID-19. Through this pandemic we have done our best to make sure that the health and safety of our employees is our top priority. Through this we've had employees working remotely since mid-March, and 95% are still continuing this today.

Overall, we will still be the same people with strong values, but we will embrace technology in ways that will help us support our clients in new and better ways.

Where do you see Bloomington in the next 5 years?

Bloomington will be an even more modern, connected, professional city that it has ever been. With the expansion of I-69, our community will continue to grow in population, infrastructure, and attract top organizations and talent. With this, we're certain it will never lose its character and charm.

With offices across the state, Hylant has been recognized as an Indiana Best Place to Work.





FIRST YEAR ON THE LIST

Rootworks



Who are you and what do you do?

We are the accounting and tax profession's premier firm-improvement organization, serving small to mid-sized accounting firms from across the country. In addition, we've developed a unique cloud-based front office platform that supports accounting firms with everything they need to create a proactive, high-performing and sustainable Modern Firm®.

What's the single biggest reason candidates join your organization?

It's difficult to narrow it down to one reason, but I would say that one of the biggest drivers is the opportunity to work with a group of creative, passionate and seasoned professionals who embrace the common goal of being the best they can be.

What do you do to create a place where people want to work?

Create a place that I, as the CEO, want to work. I highly value freedom and creativity, and the people we hire love that too.

How do you define culture? What drives culture for you?

I define culture as the collective beliefs and behaviors of the organization. I believe a healthy culture is created and driven by the decisions we make daily—and those decisions should impact your team and your clients in a positive way. Culture is not something that can be contrived, but is the result of all those decisions made over time.

Why do employees love working for your company?

In a word, most employees respond with "freedom." That is, the freedom to be part of company growth by bringing

new ideas to the table. The freedom to advance their position through hard work and education. The freedom to work from anywhere because we support virtual workspaces.

"These are all the things I love about working at Rootworks as well." – John Mitchell, Chief Brand Officer

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

Software is a dominating force in the world, and in our case, it creates a rich client experience. I see great opportunity to grow companies driven by technology innovations here at home.

What is a challenge you've faced in Bloomington?

We have team members from across the country, so we work to overcome the challenges that come with not being onsite together daily.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

I would say my connections with IU. I'm connected to many smart people at the university who offer advice and challenge me to do better.

Where do you see your company in 5 years?

We will be one of the top three most influential software vendors in the tax and accounting industry.

Where do you see Bloomington in the next 5 years?

We will continue to recover from the COVID crisis over the next few years, but I have confidence our small businesses will endure and that Bloomington will continue to draw people in as one of the best communities to work and live.



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SECOND YEAR ON THE LIST

Loren Wood Builders

Who are you and what do you do?

My name is Loren Wood, and my team and I design, build, and renovate homes and businesses in and around Bloomington.

What's the single biggest reason candidates join your organization?

We get more applications than we are able to consider. I hear two recurring themes in these applications. The first is that the candidate heard that LWB is a great place to work. The second is that the applicant has seen our work and heard of our reputation and wants to be a part of what we do.

What's the single biggest reason employees stay with your organization?

It's tough to narrow this down to one factor. I suspect that there are three major things that help us with employee retention. The first is that providing a highly positive working environment is one of our guiding principles and is an outcome to which we hold ourselves accountable, both individually, and as a company. The second is our commitment to paying a living wage and to ensuring that when the company is successful, the entire team benefits, through aggressive profit-sharing. Finally, we work collaboratively and have a somewhat democratic decision-making process, which empowers all of the employees to take ownership of our shared work.

What was the first thing you did to start creating a place where people want to work?

I think the first thing was just by establishing a reputation for building interesting and quality homes in Bloomington, however, always having a continued focus on our guiding principles as a base line and treating everyone with respect and dignity from day one was the part that made it a place where people wanted to work.

What tips do you have for other employers to create a successful culture within their work environment?

I think that first and foremost, they need to be intentional. There is no short-cut to creating and then maintaining a quality culture. You need to think about it, talk about it, and perform self-assessments to see how you are living up to your stated values and beliefs. Additionally, it matters who is on the boat! You have to hire people who are willing to share and promote your beliefs and values and, when necessary, you need to be willing to let go of the folks who are not able to contribute positively to your team and its culture.

Why do employees love working for your company?

"I personally feel Loren Wood Builders is the best place to work because of the companies leadership abilities alone. However, there is much more to it than that. Compassion towards LWB employees is another reason. Profound care lent



to their clients is unmatched by any other company I've ever worked for. Humanity on a level this entire country could learn from. Loren Wood Builders is a prime example setting marvel on how businesses can be successful, sustainable, and community invested. LWB is made up of outstanding individuals that all have extraordinary skill sets, utilizing all great minds to bring powerful design and solutions to all construction projects."

"LWB is a place that seeks, encourages, and acknowledges talent. This is done in a shared vision of respect; for people, your work, property, community, environment, and the future. At the risk of sounding contrived, I think we are trying to build not only better houses but a better world.

"There is no other place I want to be. This is an amazing place, it provides me with such a valuable/incredible group of people with great experience and a fantastic attitude. Love it!"

"We love the work and we love each other! It's challenging and rewarding every single day. I can hardly imagine working anywhere else."

"Back in the '80s and '90s Team building was the big thing in management. I've been involved in the management/ownership of several businesses. It was not until I worked with Loren at LWB that I actually experienced how powerfully and wonderfully a true team could perform. I feel grateful for my time there." – Rick McCanse (retired)

"LWB is the most generous group of leaders and most empowering crew I've ever worked with."

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

The construction industry (both residential and commercial) in Bloomington is vibrant and ever changing. I do see opportunities for growth in companies like mine, but I also see more and more competition. I believe that to compete successfully, companies are going to have to work harder and harder to stand out, competing for both work and for employees. Our approach to staying relevant is to constantly focus on continued improvement to our product, our processes, and our team. While I don't know exactly where Bloomington is headed in the next year or two, construction-wise, we are poised to pivot with the market and to rise to whatever challenges we face.

How would your company look differently if it weren't located in Bloomington?

I can't imagine our company outside of Bloomington. I

see my company as an extension of myself, so I would hope that I would be a similar person elsewhere. That said, I have lived my entire adult life in Bloomington, and it has certainly shaped me. There's no doubt that it has likewise shaped LWB. The community here in Bloomington is unique and pushes us to think outside the box. Likewise we are able to push our design narratives because this community embraces interesting aesthetics and values preservation.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

I would say that the single most helpful thing that I've encountered in Bloomington that constantly improves the way that we do business is the culture in the building and planning departments that works towards creating a collaborative environment with the building community, rather than one built around opposition.

I have heard horror stories from builders in other communities about how difficult it is to work with their municipalities to get projects approved. What I have experienced in Bloomington couldn't be farther from that. We are so lucky to have the leadership and the cultures that we have in City Planning, County Planning, and in the Monroe County Building Department. They are such a wonderful resource for everyone (homeowner or professional builder) who is working in this community.

Has COVID-19 changed how you attract talent? Retain talent?

It has impacted it, certainly. We lost two people who moved home to be closer to family. We have also had employees who lost loved ones to the disease. However, we had a huge influx of applicants, as well, which is understandable, given the massive number of people who are out of work.

Where do you see Bloomington in the next 5 years?

I can't easily speak to this. Bloomington has changed dramatically in the 25 years that I have lived here. It's hard for me to imagine that the next 5 won't bring considerably more change. Some positive changes that I've seen over these last few decades include the B-line trail system and more recently the Switchyard Park.

I hope that the next 5 years sees a slow down of the large-scale student housing developments and a shift towards rehabilitating some of the older residential neighborhoods, as students gravitate towards these newer apartment spaces.



4 SECOND YEAR ON THE LIST/ AWARDED BEST EMPLOYEE DEVELOPMENT PROGRAM

Bailey & Weiler Design/Build

Who are you and what do you do?

Bailey & Weiler Design/Build is a local builder and architectural designer of homes and commercial spaces. Partners Craig Bailey and Don Weiler started the business in 2005 and have steadily grown the business with an emphasis on local hiring and sourcing, creative designs and enduring quality.

What's the single biggest reason candidates join your organization?

We respect our employees – which is much deeper than simply being polite. It means that we respect their individuality, we reward them for a job well done and provide them with the opportunity to grow as people and members of our team.

What's the single biggest reason employees stay with your organization?

Our team has wonderful longevity because we seek opportunities for each individual to contribute and succeed as a valuable part of our team.

What do you do to create a place where people want to work?

We start by seeking out individuals that love to build, enjoy working with people and solve problems creatively. Every person brings unique talents and strengths to our team. Our challenge is to align them with the best opportunities to apply their talents and further their craft. Most importantly, we realize that work life must be balanced with relationships and passions beyond the work day.

How do you define culture? What drives culture for you?

Defining our culture starts with establishing the core shared values within our team. We reinforce the importance of these

values by recognizing crew members that demonstrate them through their actions and attitude on the job. Ultimately, our culture is driven at the peer level as our team members hold each other accountable for doing things the “Right Way. Every Day.”

Why do employees love working for your company?

“My favorite part about working for Bailey & Weiler is that since the day I walked in the door for my interview I was told we are a big family. After working here for a while, I can truly say that we are. I know I could call any of my co-workers at any time for anything.”

What is a challenge you've faced in Bloomington?

The two main challenges that we have faced are the availability of affordable build-ready lots to meet the demand for new single-family homes, and the competition for skilled tradespeople in the local workforce. To address the second issue, we have an internal training process that teams up our highly skilled carpenters with crew members that are new to the trades.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

The variety of thought and talent in Bloomington lends itself to creative solutions when people take the time to listen, learn and work together. When our company faces a challenge, it is helpful that we can reach out for guidance to a variety of people and organizations within our own community. While some of these resources may seem obvious (e.g., government agencies, BEDC, Chamber, etc.), we have also found counsel from competitors, non-profits and people

with experience in completely unrelated fields that see things from a different perspective. The citizens of Bloomington are a generous and talented lot that willingly lend a hand.

Has COVID-19 changed how you attract talent? Retain talent?

COVID-19 has impacted our operational processes more than other aspects of our business. Specific to the attraction of talent, we hired people during the pandemic that were attracted to our team culture and our ability to remain strong despite the challenges.

Where do you see Bloomington in the next 5 years?

If we can work together respectfully and earnestly to address the challenges and opportunities before us, Bloomington will continue to be a dynamic and welcoming town that is a world-class place to work, live and play.



A team of building professionals
dedicated to quality and craftsmanship.

Right Way. Every Day.

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&
WEILER**
DESIGN • BUILD

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St. John Associates



Who are you and what do you do?

My name is Alex St. John, I am the Owner and CEO of St. John Associates. I am a Bloomington native and feel privileged to lead and grow St. John Associates in my hometown.

What's the single biggest reason employees stay with your organization?

Our company culture! We really emphasize professional growth and work-life balance. To grow and expand the company, we look at how

each employee can grow within their current role. By helping each employee to expand and improve the work they are doing, the company succeeds. Our culture also emphasizes lifestyle and balance. Employees are given autonomy within their roles, unlimited time off, and plenty of opportunities to get to know their co-workers through company sponsored events. We hire people from all different backgrounds and offer a paid, comprehensive training program to make sure our team members feel fully supported as they grow their career at SJA.

What was the first thing you did to start creating a place where people want to work?

I asked for feedback! To improve the culture in an existing business, you first have to understand what has been working and what has not been working. When looking at the employee feedback, the two common themes we saw were around employees feeling like they weren't involved in strategic decision making and the struggle of our employees to balance the high demand of our industry with their daily lives. We listened to the feedback and made immediate adjustments.

How do you define culture? What drives culture for you?

Culture is the environment that an organization creates for its employees. I am driven to constantly build the best environment for employees to meet their professional goals and improve the relationships we have in the healthcare industry. When you have the right environment, integrity, strong teamwork, collaboration, and our collegial atmosphere happen naturally.

What tips do you have for other employers to create a successful culture within their work environment?

Lead by example. Culture is very much driven by the attitude and actions of the leaders of an organization. Creating a culture of competence and positivity starts with a leader setting clear performance expectations while also being willing to work with employees to achieve their goals and meet expectations.

If an employee left, what are the top three things they would miss the most?

"The greatest blessing of working at St. John Associates is the culture. It's unmatched. The company is driven by integrity, loyalty, and trust. I'm thankful for an environment that allows me to grow and experience a healthy work-life balance. We share in each other's successes. We lift each other up when we fall. We are a family."

— Suzy Cain, Director of Operations

1. The team!
2. The relationships they had with the physicians and employers in their market.
3. The comprehensive benefits

What is a challenge you've faced in Bloomington?

It's been challenging to hire employees who are currently living in Bloomington. Creating more opportunities for remote work has helped us address this challenge but nothing beats having everyone in the same space for daily work, meetings, and events.

How would your company look differently if it weren't located in Bloomington?

Being in Bloomington allows us to be very connected to each other on a community level given Bloomington's relatively small size as compared to a larger urban area. It also provides us access to an employee pool with a wide array of backgrounds.

Has COVID-19 changed how you attract talent? Retain talent?

Our entire business went remote in March and the company has been working remotely since. All of our meetings are virtual and we quickly purchased everything that the employees needed to maintain the same level of work at home. We hope to return to an office setting in early 2021 but want to continue take every precaution to protect our employees.

Where do you see Bloomington in the next 5 years?

I only see great things for what is to come in Bloomington. There is a huge opportunity for companies who work nationally but operate via phone-mail to set up shop in Bloomington. In Bloomington there is access to a skilled sales workforce and the ability for individuals to enjoy the many cultural amenities and small-town amenities. Offering additional office/co-work space near or in downtown will help in continuing to attract these organizations.



SECOND YEAR ON THE LIST

Cornerstone Information Systems

Who are you and what do you do?

Cornerstone Information Systems is a technology company working to automate and modernize the travel industry. We leverage our solutions to bring high levels of operational efficiencies and decision making to the megaliths of travel.

What's the single biggest reason candidates join your organization?

We strive to make the answer to this question “opportunity”. We hire across many different fields – from tech support and programming, to client satisfaction and customer service – and we don’t want any employee to feel “stuck” in a job when they join us. We have a culture of promoting from within, and if an employee joins us in an entry level technical support roll, they have the opportunity to work up to any branch of software development, systems engineering, client services, or more. Mobility can be difficult to come by in today’s workplace, and we want to give every one of our employees as much room to shine as possible.

What do you do to create a place where people want to work?

In order to support the above-mentioned transparency (literally and figuratively), we will occasionally deploy anonymous polls to our employees from time to time when a large decision is going to be made affecting all of us. The most recent poll was when the state of Indiana began lifting lockdown restrictions from COVID-19. We sent out a poll to our employees hosted by a third party (set to not collect any personal information or email addresses of responders). We wanted our employees’ honest feelings on the subject. Thanks to this exercise, we were able to formulate a plan to return to the office that best suited the entire population of Cornerstone.

Some of our employees were excited to return, and others shared many concerns with us. Because of this input, our company’s return to the office was kept strictly voluntary and is slowly ongoing so long as they are comfortable in the office environment.

Not every company wide poll is this formal. Sometimes

such a query might be brought up at one of our All Hands Meetings and an executive might just ask for a show of hands and discussion. But we do try to include our employees’ opinions on matters wherever possible.

What was the first thing you did to start creating a place where people want to work?

You build organization one hire at a time. Cornerstone culture has been honed and created by the people that work here that have helped develop and refine its principles and values. From the beginning respect but with the acceptance and encouragement of opinion defined the people we hired. We were looking for colleagues that hold their own in discussions and wanted to contribute. Our principle of “All problems welcome, but solution required” defines that opinions are great, but you better bring an idea on how to solve the problem. You are what you hear in business and we are passionate about solving problems and maintaining a culture of high functioning thinkers.

How do you define culture? What drives culture for you?

One of our greatest strengths at Cornerstone is the culture we have created and nurtured. Our culture is driven by strong values that include an openness and honesty to our work. A recognition that our best results are when we support each other and our work. We have strived to embody that openness in all senses. From open-office policies to the very construction of our building, we want all of our employees to feel like even our executives are within easy reach.

Since COVID, we have been trying to maintain a culture of family and openness even while we are all working remotely. Our COO Ron Childress spearheaded a “virtual water cooler” on every Tuesday and Thursday for employees to gather together in the middle of the day and simply chat, whether about work or not. Making sure we are all still connected and feel close to each other is a major priority.

What tips do you have for other employers to create a successful culture within their work environment?

We believe that growth as a philosophy should be part of all

“The people here are very much part of a family. We are personable, we care about our coworkers. For me personally, I enjoy my work and those I work with. Every day brings a new challenge or puzzle to solve.” – Josh

corporate DNA and culture. Business is not just about revenue and profits, even though it remains top priority. Business is also about the growth in our people and what we aspire to accomplish. There is no doubt that we are better off for the diversity of the people that we have at Cornerstone. We want to grow and develop a culture of inclusion that allows for different opinions and perspectives which help us grow. We have a rich history of employment and offering opportunities for employee growth. In a changing world where the only constant is change, our core beliefs, values and philosophies become the most important basis for attracting top talent to help grow Cornerstone.

For anyone looking to emulate our model: never stop focusing on growth in all aspects.

Why do employees love working for your company?

“The people here are very much part of a family. We are personable, we care about our coworkers. For me personally, I enjoy my work and those I work with. Every day brings a new challenge or puzzle to solve.” - Josh

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

Before the pandemic this would have been a tale of corporate consolidations among travel leaders, juxtaposed with new technological offerings to challenge the old status quo of the major travel Global Distribution Services.

COVID has immensely changed the travel industry landscape, and with it the technology that it uses. Cornerstone strongly feels like we are going to see a large uptick in interest due to our automation technology. While travel agencies have had to downsize, they will still have work to do – and our solutions will allow them to manage that work and keep their clients flying.

We are also uniquely poised to help in the travel industry’s re-imagining of how Travel Policy is deployed practically within a company’s day to day. We are launching a product soon to address this need.

Automation isn’t going to go out of fashion any time soon. Any company that builds a solid automation for a widely used manual effort is going to see growth. There are many opportunities out there for this kind of development, and we are happy to be part of the automation revolution.

What is a challenge you’ve faced in Bloomington?

Obviously, Bloomington is not the biggest city in the state. Nor in the country. While the college-town setting has been a major advantage for our tech company comprised of software engineers and systems programmers, the size and location of the city can also be at times a challenge. As a company serving a global client base, it can sometimes be difficult to explain to a prospective client in Germany or Hong Kong where we are located, and how a company in such a small location (compared to New York or Silicon Valley) can help

provide the best solutions on the market.

We have worked hard on our own reputation as an industry leader, and after existing for 27 years and weathering travel industry disasters such as 9/11 and various pandemics, we are proud to say that even though a new client might not know where Bloomington is ... that is rarely a hindrance to business anymore. And we daresay, they will learn about Bloomington by contracting with us!

How would your company look differently if it weren’t located in Bloomington?

If we were located in a more traditionally tech-related location (for example, New York or Silicon Valley), Cornerstone might not even be Cornerstone right now. Companies in those locations evolve, change, are bought, and die so quickly. Some thrive. Would we have been one of them? Hard to tell. But would we have been able to maintain the “small town” kind of culture of closeness and openness with all of our employees? Again, this is hard to tell, but it would likely have been extremely difficult.

Has COVID-19 changed how you attract talent? Retain talent?

The travel industry, which we serve, took an unfortunately hard hit from COVID-19. Some of our clients have furloughed or let go up to 90% of their employees. Some of our clients have asked for billing relief, and yet others have gone out of business or are being purchased by others. Revenue has been tight across the entire travel industry.

Thankfully, we provide a highly essential service to our clients that allow them to keep running even when down so many people.

Despite our challenges, we have been able to retain both talent and morale. All of our employees are also set up with home work stations furnished by Cornerstone run through company laptops, so they can all be productive in the comfort and safety of their homes. We believe that much of our success also been due to certain [laxities] that we have granted our employees during this time including extra paid vacation days, weekly hours to block time from virtual meetings whenever they need, and flexible work hours, extending the work day to “any 8 hours between 6am and 7pm”.

Where do you see Bloomington in the next 5 years?

Growing! Granted, when you live with a “growth mindset”, you tend to apply that to everything. But realistically, Bloomington is on a fantastic growth track that we would love to see continue (and to aid where we can). Bloomington is already home to a number of major tech players that service clients all over the country and the world. Besides Cornerstone, Bloomington is of course home to Hanapin Marketing, Solution Tree, Tristar, and so many more – and that list keeps growing thanks to Bloomington’s innovative population, university backdrop, and proximity to Indianapolis. We are excited to be a part of this community!



THIRD YEAR ON THE LIST

ISU The May Agency

Who are you and what do you do?

ISU The May Agency is a locally operated insurance agency founded in 1949, so this year we are celebrating our 71st business anniversary! The May Agency provides expert advice for all types of insurance including Business (restaurants, retail, construction companies, municipalities, schools, apartment properties, condominium associations, professional services and more), Home and Auto, Group Benefits, Individual Life and Health. The May Agency is part of two national insurance organizations: ISU (Insurance Services Unlimited) and Acrisure, which enables The May Agency to access virtually all specialty insurance markets.

What do you do to create a place where people want to work?

We have a friendly and relaxed atmosphere where employees are responsible for managing their workflow in the way that works best for them. Our standard work week is 37.5 hours and we have employees that work as low as 30 hours per week with access to full benefits. Working from home part of the time is also an option many employees take advantage of.

What tips do you have for other employers to create a successful culture within their work environment?

Recognize employees for excellent work. Allow as much flexibility as possible. Create clear expectations and work flows.

Why do employees love working for your company?

We do a lot of little things that help create a positive work environment such as often extending holiday paid time off to include a surprise extra day or two, "on the house" lunches, flexibility when employees are dealing with personal appointments, personal crises, and paid time off for bereavement. We have a close knit group that supports one another through the ups and downs of life. When asked why employees love working at The May Agency, a May Agency employee responded, "It's more than a place to work and we're more than just a group of people who show up inside an office. We're like a family and we can count on one another inside and outside the office."

If an employee left, what are the things they would miss the most?

Some of the responses to this question we received from May Agency employees were: The people I work with, the inviting atmosphere of our office, the benefits offered to employees, The May Agency clients, May Agency holiday parties where everyone tells funny stories, the flexibility The May



Lisa Slone



Paul May



Cheryl Terry



Sabrina Saylor



Allison England



Joyce Riggs



Chris LaRoche



Karen Pierce



Sarah Sterns



Joe Strauser



Lisa Hutsell



Clay Peterson



Sarah May







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HT-867943-1

Agency offers employees.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

Bloomington residents are aware of and committed to supporting local businesses. We make sure we are big supporters of our city and community. The May Agency provides support to more than 40 organizations in the community that include schools, community events and festivals, food banks, fire and police departments, public radio and television, arts programs, animal shelter, and homeless and domestic abuse shelters. Our customers notice that and in turn feel good about doing business with us.

Has COVID-19 changed how you attract and retain talent?

We were at full staff when things shifted to work-at-home and we were able to make the transition quite easily. We are now transitioning back to being in the office and seeing customers in person. We are still at full staff, so we have not had to hire anyone in the time since COVID-19 became an

"It's more than a place to work and we're more than just a group of people who show up inside an office. We're like a family and we can count on one another inside and outside the office." – Anonymous employee

issue.

Where do you see Bloomington in 5 years?

Bloomington is a progressive city and clearly experiencing a construction boom. As the town continues to have a more urban feel, we hope it never loses its small town appeal. The combination of culture and "big city" amenities along with "small town" charm is what makes Bloomington special. We hope that combination never changes.



Interior of Monroe County Courthouse.

Thank you

to our entire team for making

German American Bank

one of the

**Best Places to Work
in Bloomington!**

The success of our company is the result of the hard work, expertise and commitment of our people. They work tirelessly to deliver outstanding results for our customers and our communities and to fulfill the promise of local, responsive decision making. Thank you to the entire team for your loyalty and dedication to German American Bank, our customers and our communities!



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FIRST YEAR ON THE LIST

German American Bank

Who are you and what do you do?

Nick Shafer, Regional Senior Vice President, Retail Banking

What do you do to create a place where people want to work?

Consistent leadership and leading by example. EVERY. SINGLE. DAY.

I also really enjoy spending time with each one of our employees both in team and one-on-one settings.

How do you define culture? What drives culture for you?

Culture is the single most important part of truly having a successful team. The need for positive culture trumps everything. You can accomplish anything with healthy culture. Here at German American, I would define our culture as team oriented and mission driven to provide creative/helpful solutions to our existing and future clients.

Wanting to be part of the best team and being the absolute best bank in Bloomington drives culture in my opinion.

What tips do you have for other employers to create a successful culture within their work environment?

I believe employers and leaders in general need to spend more time focused inwardly with their respective organization(s). Companies and leaders tend to spend too much time focusing outwardly on who the next big client is going to be or where the next big sale is going to come from and they don't spend enough time investing into the people (team) that represent them day in and day out. The return on investment of pouring into your team as a leader is arguably the most important investment a company and leader can make. This type of investment creates an environment that leads to a sense of belonging and camaraderie on a team that really will evolve into a great culture.

Why do employees love working for your company?

"German American is an outstanding company that not only shows compassion for its employees, but the community as well. They strive to not simply reach up like most business, yet to reach out, which I believe is an attribute that sets them above the standard of regular banking." – Megan Holtsclaw,

Financial Center Manager, German American Bank

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

COVID-19 has certainly affected our industry over the past several months. As a result, I envision more and more people of all ages embracing technology to do their banking. I've observed some very "outside the box" thinking over the past several weeks and I'm excited to see how far we can stretch and evolve as an industry moving forward.

What is a challenge you've faced in Bloomington?

It's kind of a funny thing – yet our German American name might have been our biggest hurdle when we entered the Bloomington community. Some thought we were a German American restaurant or a German bank. It gave our local Bloomington team the opportunity to tell the history of our company – how it was formed in 1910 right here in southern Indiana in a town rich in German-American heritage and has grown to serve all of Southern Indiana and Kentucky.

Where do you see your company in 5 years?

German American Bank has a long history of success backed by strong values, so I see our company continuing to advance our mission to help individuals, families and businesses achieve greater prosperity and quality of life. We offer top rated customer-facing technology today and I see us expanding our technology offerings in the future. We also believe that banking is, and should be, a people business, so you'll see our local Bloomington team continue to develop strong client relationships while supporting our local community in ways which help Bloomington thrive so our people can prosper.

Where do you see Bloomington in the next 5 years?

Bloomington is a fun, diverse, compassionate and passionate city. I see the people continuing to work together to build upon the strengths of our community, while providing local solutions to local issues that might need to be tackled. I see more growth, more opportunity, and a bright future.

"German American is an outstanding company that not only shows compassion for its employees, but the community as well. They strive to not simply reach up like most business, yet to reach out, which I believe is an attribute that sets them above the standard of regular banking."

– Megan Holtsclaw, Financial Center Manager German American Bank



Habitat for Humanity team in winter 2019.



Habitat Data Specialist Jennifer Miers volunteers at Women Build in 2019.



Habitat for Humanity homeowner Angela Garbett helps rearrange furniture in the ReStore.



FIRST YEAR ON THE LIST

Habitat for Humanity of Monroe County

**every
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**creates the opportunity
for a better life.**

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 **btown_restore**  **monroecountyrestore**



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of Monroe County

**For donation pickup, visit
www.btownrestore.org.**

HT-867946-1

Who are you and what do you do?

We are Habitat for Humanity of Monroe County.

Our mission is to eliminate poverty housing by building decent, safe and affordable homes in partnership with qualifying families. Since 1988, our affiliate has been able to house nearly 740 people, including over 420 children.

What's the single biggest reason candidates join your organization?

The opportunity to have a positive, tangible impact on our community. As the least affordable place to live in Indiana, candidates recognize the critical nature of our mission.

What do you do to create a place where people want to work?

Appreciation for our people is always at the forefront and we work really hard to show gratitude in many different forms. As a workforce that is divided among three locations, we intentionally schedule meetings and social times for our entire team to gather, to create a greater sense of community and camaraderie. We understand the importance of family and offer flexibility when it comes to schedules.

How do you define culture? What drives culture for you?

Habitat's culture is an environment where our employees feel supported and are dedicated to actively engage in the mission or our organization. Our culture is driven by a high level of trust and respect, transparent decision-making at every level and the opportunity for individuals to set their own goals to advance a common strategy.

Why do employees love working for your company?

"In my role as director of marketing and communications,



Women Builders on site during the 2019 build.

I am given latitude and autonomy to think creatively and the safety to try new ways of doing things. We have an incredible team dynamic in our affiliate and everyone on our staff is hyper-focused on our mission and serving families. It is at the forefront of everything we do and instills a culture of collaboration and teamwork unlike anyplace I've ever worked before."— Theresa Lehman, Director of Marketing and Communications

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

There exists an abundance of nonprofits in Bloomington, but the work we are doing is critical. The wealth gap in our country continues to get wider, which means the number of people who need help affording the necessities will continue to grow.

What is a challenge you've faced in Bloomington?

It is no secret affordable housing is an issue in Monroe County; in fact, recent studies have shown that Bloomington is the most expensive place to live in Indiana. Twenty-two percent of Monroe County residents live in poverty and an individual earning minimum wage would have to work 100 hours/week to afford a two-bedroom apartment in Bloomington.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

The generosity of the individuals in this community makes it possible for us to do the level of work comparable to Habitat affiliates in large metro areas where they have access to major corporate donors. It is truly remarkable.

Has COVID-19 changed how you attract talent? Retain talent?

During this crisis our focus has been on helping the families and homeowners we serve at Habitat and also ensuring our staff are safe and cared for. We've been challenged to streamline our efforts and focus and have embraced technologies to allow team members to be productive while caring for themselves and their families.

Where do you see your company in 5 years?

As the cost of land and construction materials increase, Habitat will need to find innovative ways to continue providing affordable housing in Bloomington. We will need to find the intersection of affordability and sustainability that also continues providing volunteer opportunities, since volunteer labor is the main way we can build houses affordably, while engaging our supporters.



SECOND YEAR ON THE LIST

GP Strategies

Who are you and what do you do?

Founded in 1966, GP Strategies is one of the few truly global performance improvement companies. Serving more than 16 diverse industries, GP Strategies is a leader in sales and technical training, eLearning solutions, management consulting, and engineering services. Our commitment to crafting intelligent solutions and delivering extraordinary service helps us attract the brightest minds—professionals who are aligned with our core vision and values. Our services, solutions, and technologies empower companies to excel.

What's the single biggest reason candidates join your organization?

Although we are a global company, the Bloomington office maintains a sense of local community while offering global opportunities for prospective employees.

What's the single biggest reason employees stay with your organization?

One of the commonalities you will hear about working in the Bloomington office and GP in general is the people. The people are what makes GP Strategies the place to work. We have a strong sense of community and family feel.

What was the first thing you did to start creating a place where people want to work?

The GP Bloomington office focused first on building the community culture while trying to connect that to the greater virtual global community. Employees are aligned with managers and teams while being equipped with communication tools to help connect teams all over the world.

How do you define culture? What drives culture for you?

Culture for us is recognizing people's individualities and honoring individuality within our teams. Our goal has always been to build a community around that uniqueness while connecting to the broader GP population around the world. We work hard and also have fun, both at work and in gatherings away from the office.

What tips do you have for other employers to create a successful culture within their work environment?

Listen to your employees to understand what motivates them to come to work and ensure the company's mission is clearly defined. Provide opportunities for growth and development and encourage collaboration. Ensure leaders recognize how critical employees are to the success of the company.



If an employee left, what are the top three things they would miss the most?

1. A sense of connection to the team and the people,
2. the opportunity to do innovative work, and
3. flexibility and support for work-life balance

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

Disruption is commonplace in our industry, and

we expect more to come. With the ever-expanding range of learning technologies, we will continue to stretch and grow to meet client demand. Companies like ours benefit from platform partners in the learning space. There is a presence of platform partners here, and we expect growth to continue to evolve over time in Bloomington.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

One of the best things about Bloomington is the sheer variety of talent it attracts. Due to Indiana University and the town culture, we've found many bright, talented, and innovative people right here in Bloomington; people who are down to earth yet fiercely dedicated to delivering the best experience for our clients. It's these people who make the difference in our client relationships and deliver some of our most innovative solutions.

Has COVID-19 changed how you attract talent? Retain talent?

We've always had remote opportunities available, with interviews and meetings conducted virtually. It's just more pervasive now. We recognize the importance of personal connections and continue to find new ways to strengthen those connections despite not being in the same physical space.

Where do you see Bloomington in the next 5 years?

With Bloomington's lower-than-average cost of living, dedication to expansion and growth, and recognition for being a leading place for entrepreneurs and tech workers, we see Bloomington's footprint and notoriety growing exponentially. With the construction of the Certified Technology Park—which is being built right behind our Bloomington GP office—more and more tech companies will flock to Bloomington, providing opportunities for greater reach, innovation, and collaboration. We don't think it's too much of a stretch to say Bloomington will be declared one of the most innovative cities in America inside a decade.



Members of the Ardeo Education Solutions team volunteering at the Community Kitchen of Monroe County.



The Ardeo team helping out at the Hoosier Hills Food Bank.



THIRD YEAR ON THE LIST

Ardeo Education Solutions

Who are you and what do you do?

Ardeo Education Solutions partners with colleges and universities across the country to provide loan repayment assistance programs (LRAPs) that increase access to the life-changing power of higher education. By alleviating the negative impacts of debt for college-bound families, Ardeo helps students attend their college of choice, pursue their personal and academic interests on-campus, and repay their student and parent loans after graduation.

What's the single biggest reason candidates join your organization?

The main attraction for most new employees is our mission. We are committed to helping students and families access the life-changing power of higher education and we attract mission-driven candidates who are just as passionate about higher education as we are.

What's the single biggest reason employees stay with your organization?

Our team consistently cites our culture as a main reason for staying. In fact, in recent 1-on-1s with our new VP of Human Resources during her onboarding, many staff said that Ardeo is their favorite place they have ever worked. Our team culture is driven by our INSPIRE core values: Inspiration, Nobility, Service, Passion, Innovation, Respect and Excellence. At Ardeo these are more than words on a piece of paper – they are the fiber that binds us together and creates an environment where people feel valued and are encouraged to grow.

What do you do to create a place where people want to work?

Our colleagues like to work here because they know their work is making a difference. We strive to build a thriving team by attracting and retaining talented employees who want to make a difference - and we give them opportunities to do so. We are also committed to providing professional development, mentoring, and service opportunities that allow our colleagues to learn and grow, personally and professionally. We focus on total rewards that include market-competitive pay and bonus, benefits, perks, team events, recognition programs, and more.

Where do you see the future of your industry? Do you

see opportunities in Bloomington to grow more companies like yours?

While our organization is unique, the opportunity we address is great, and constantly growing. We anticipate strong growth in Bloomington and elsewhere, especially as Bloomington continues to grow and attract new talent and startups.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

We have been able to augment our team by utilizing interns sourced through Indiana University. We've also volunteered at various non-profit organizations in Bloomington, and our annual team retreat in Bloomington has become a crowd favorite, when our team loves to spend time on Lake Monroe, as well as sample the downtown and campus cultures.

Has COVID-19 changed how you attract talent? Retain talent?

It has changed how we work together over the last several months. We were a leader in shifting to work from home for all staff, before any state imposed stay at home orders, in response to employee safety concerns. We provided an initial stipend of \$100 to help with home office supplies and internet, and 2 subsequent monthly stipends of \$25 each to help with internet costs. We established a cross-functional team to create ways to stay connected, and host weekly discussion chats in Teams for all staff, and virtual video happy hours after work. We switched our weekly team call to a video chat, and have 100% attendance on Mondays. We have adapted to our new normal by leveraging technology to stay engaged, have allowed much flexibility in schedules to address childcare and other needs, and have been open and communicative about our return plans and safety protocols.

Where do you see your company in 5 years?

Over the next 5 years, we expect continued rapid growth due to increased demand for our product among students and families - as well as the expansion of our team to support that growth. We think every college will eventually offer a Loan Repayment Assistance Program (LRAP) to support students, both on campus and after graduation, especially as families continue to request this type of financial safety-net.

Bill C. Brown Associates



Who are you and what do you do?

My name is Ron Remak and I am the president and owner of Bill C. Brown Associates. I was an agent for 17 years and I then purchased the agency from my father-in-law, Bill C. Brown, in 1996. Our agency just celebrated our 61st year of service to our 12,000+ individual and 250+ group clients in Bloomington and surrounding counties and states.

What's the single biggest reason candidates join your organization?

I believe they join because for over 60 years, we have built a reputation in the community, with our clients and with our community stakeholders as an organization that truly tries to live out our mission of "A Promise to Serve" every day, on a consistent basis with tangible evidence that "A Promise to Serve" is not just a tagline or motto, but the focus of our attention.

What do you do to create a place where people want to work?

I think the vast majority of people want to be a part of something greater than themselves. More than ever, with the investment of time and emotional resources that our careers absorb, people want to have their organization be an extension of FAMILY. Above all, the individual and group clients that put their faith and trust in us, and well beyond all the awards and recognition our agency has been fortunate to receive, is the camaraderie, friendship, respect and love our Bill

C. Brown Associates family shares. It is such a GIFT for me to be a part of.

What was the first thing you did to start creating a place where people want to work?

When I purchased the agency in 1996 (after 17 years as an agent), I wanted to identify many areas that Bill C. Brown had utilized so well to make sure the rich tradition, reputation and foundation of our agency would continue. Then, over time, I wanted to help lead the organization to identify specific areas (products, carriers, services) that I felt we could help more people and at an even higher level. But, most of all, I wanted everyone in our agency family to know that we would ALWAYS strive to do the right thing . . . no matter what. I believe that TRUST and CONFIDENCE is earned over a period of time and should be time tested.

How do you define culture? What drives culture for you?

Culture is a combination of the consistency of our mission statement being lived out every day with every member (no exceptions) of our Bill C. Brown Associates family committed to what has earned us the community RESPECT I feel we have achieved. Culture is also in the HEART of every member of our Bill C. Brown Associates family when they walk in the door. We challenge them to ask themselves this question: "Today will my actions, attitudes and decisions add or take away from our 60+ year legacy?"

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

The future of our agency and our industry is very strong. Now, more than ever, individuals, families and businesses need leadership and advocacy to help them identify products, benefits and services that they need and desire to lead and love their families and employees. We feel very blessed that we have the opportunity every day with every interaction to positively impact the lives that surround us.

I believe there is room for other professional insurance and financial services agencies to develop in this community. Even with the market share that we have been able to service over the past 60 years, there is still a significant need for professional and ethical individuals and agencies to help the people in this community. In fact, we welcome and encourage other organizations (with like professional and community values) who provide similar services because there is always a need.

What is a challenge you've faced in Bloomington?

Although there are always changes in the overall business climate, the fundamental principles of staying focused and living out the essence of your mission tend to help the organization not only survive but thrive throughout the years.

Obviously the COVID-19 pandemic and the challenges it has produced has been a significant test to any organization. For us, besides the initial operational challenge to enable many of our agents and staff to work remotely, was to make decisions that kept the agents' and staff's physical and emo-

tional health our top priority.

Looking back now at the last three months, I am very grateful for the overall attitude, patience, flexibility and resolve our agency family has shown without any loss of commitment to serve our 11,000 individual and 250 employer groups, especially at a time when we are needed the most.

In our 60+ year history, it has surely been one of the most difficult but proudest moments that I can recall.

We also have been extremely proactive in identifying a significant number of not-for-profit organizations that are very needy of additional financial support and it has been our pleasure and blessing to step up to help with financial resources for their respective missions. I truly believe that, "to whom much has been given, much is expected."

How would your company look differently if it weren't located in Bloomington?

Great question. Because I was born and raised in this great community, I am not sure how objective I can be but I do believe that the formula of what has helped make our agency the one that it is, is a formula that would work in many other communities. However, working and building strong, mutually respectful relationships with so many people and organizations that make Bloomington so special is a GIFT!

Where do you see Bloomington in the next 5 years?

I believe that our community will continue to grow in a responsible and strategic way, allowing even more citizens and students to grow with a common purpose to be a part of a loving, caring community with a quality of life of which we can all be proud.

A Promise to Serve

2020
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Rock Paper Scissors, Inc.

Who are you and what do you do?

We are a PR firm for the music technology industry known for our out-of-this-world creativity, smart but accessible writing style, and for landing top level, business-changing media placements for our clients like the NY Times, Billboard, Forbes, TechCrunch, and hundreds of other outlets.

What's the single biggest reason candidates join your organization?

They get to play a special role in the music industry, staying on top of cutting-edge tech in music, and doing creative, intellectual work with clients around the globe.

What's the single biggest reason employees stay with your organization?

Our positive, collaborative work environment. Employees feel like they are part of a family, working together and supporting each other professionally and personally.

What was the first thing you did to start creating a place where people want to work?

The very first thing was to remove the chaos from a fast-moving, extremely creative team of people by streamlining procedures and creating systems for efficient, effective workflow. We restructured positions so that job descriptions made sense and that workloads were reasonable. The consistency put everyone at ease and freed them up from focusing on routine stuff to doing the higher level, super creative and intellectual work they excel at and need to do for our clients. Then we balanced the order out with openness and fun.

How do you define culture? What drives culture for you?

Culture is the defining values and philosophy behind everything we do. It's where we spend our time, focus, and energy each day, including how we interact with each other and how we choose candidates that will be the right fit for our team.

Our company culture is defined by strong communication, playful curiosity, optimism, high work standards, creative thinking, and kindness. We respect and welcome everyone's voice and ideas, and are good to each other, even when we disagree.

If an employee left, what are the top three things they would miss the most?

1. The people (super kind and seriously funny), the camaraderie, working with a team that really has each other's backs and focuses on working better together.
2. The joy of being part of the music industry in the special way that we are; getting to do interesting, creative, intellectual work.
3. The special things—the amazing office soundtrack (on vinyl in the office, on Spotify playlists at home), and the best tacos ever on pitch-in taco day when each person brings one



RPS staff outside the office on Fourth St, January 2020.

ingredient to share.

What is a challenge you've faced in Bloomington?

Other places – New York, Austin, Nashville, San Francisco, LA – are the usual places people go when they're in the music industry and music tech business. Until the pandemic when Zoom became the norm, we traveled a lot to network and meet clients in these mu-

sic and tech industry hubs. In the past, potential clients often assumed we were from one of these larger cities, and hoped to connect with us in person outside of conferences, but we've learned to use our Bloomington roots/location to our advantage.

Also, while we are well-balanced in terms of gender and ages, it has been challenging to recruit a racially and culturally diverse staff in Bloomington. This year we've started a PR Mentoring Network where we pair PR professionals from our team and around the country with Black, Indigenous, and People of Color PR students to provide guidance, career development, introductions, and entrepreneurial support. In addition to helping diversify our industry, we hope that this will help us diversify our own staff.

Where do you see your company in 5 years?

As we have grown from one person's passion to a 16+ person company, we have found that team bonding and shared organizational culture have been critical to keeping us all motivated and successful. Whereas before, it was about finding people to get work done, now it is about helping build a shared career world together. We would like to continue to see that experience continue to grow as we diversify our team and expand everything we can be.

Where do you see Bloomington in the next 5 years?

Bloomington is on course to continue its measured, steady path to innovation and creativity. All the parts exist right here, but with the dominance of I.U. and few medium to large companies to grow our economy, workforce, and connections with the wider world, growth just happens more slowly here. The quality of life is ridiculously high in Bloomington: few lines to stand in, little traffic, and by city standards—easy parking. The education is good, and when it's not totally humid or piled in snow, there are lots of great places to spend time outdoors. The new Switchyard Park and the B-Line connection to the Rail Trail are some of the best Bloomington has to offer. People will continue to be drawn to the quality of life for families, with just enough entrepreneurship to make it an interesting place to start a business or work remotely. We won't be another Boulder or Austin, because we will always be just beneath the radar for insane growth. We like it that way.



SECOND YEAR ON THE LIST

Electric Plus

Who are you and what do you do?

Tim Whicker – President/Owner

What's the single biggest reason candidates join your organization?

Reputation – live by our mission statement “to be the BEST electrical contractor...period.”

What's the single biggest reason employees stay with your organization?

Putting employees first.

What do you do to create a place where people want to work?

Open communication with all employees; Empathize safety and provide all PPE.

What was the first thing you did to start creating a place where people want to work?

Honesty; set an example of hard work and reward for job well done.

How do you define culture? What drives culture for you?

Collective achievement of meeting goals and being successful through teamwork.

Sharing success and set-backs with team members; learning from/and overcoming obstacles; and developing employees to achieve greater potential.

What tips do you have for other employers to create a successful culture within their work environment?

Celebrate employees and their contributions to the company's milestones and success.

Invest in employees and their ideas.

Why do employees love working for your company?

“It's easy to go to work every day and be empowered to make decisions that are fully supported by management.”

If an employee left, what are the top three things they would miss the most?

1. Caliber of employees/teamwork
2. Concentration on safety/training
3. Communication about the company and initiatives

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

Skilled electrical workers are high in demand throughout the construction industry. The future holds great promise for knowledgeable and highly trained electricians. Bloomington has proven to be a stable and ever-growing area for various sized projects.

What is a challenge you've faced in Bloomington?

Parking for our workforce, depending on project location(s). Availability of manpower during certain periods of time.

How would your company look differently if it weren't located in Bloomington?

Logistical issues; access to business partners and opportunities.

What is one of the most helpful things you've encountered in Bloomington that's improved the way you do business?

Cultivating relationships with contractors, other trades and businesses; attending local organizations' events and engaging employees to do the same.

Has COVID-19 changed how you attract talent? Retain talent?

Communication about safety/providing necessary PPE/training.

Concentrated effort on open communication and company policies and CDC guidelines.

Where do you see your company in 5 years?

Recognized as a leader in our industry; continued growth; focus on our valuing our employees that allow us to fulfill our mission.

Where do you see Bloomington in the next 5 years?

Additional business development and opportunities due to the location and accessibility to Bloomington. In addition to being a best place to work, Bloomington offers a close proximity to various places to relax and recharge to provide a balance in your professional/personal life.



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FIRST YEAR ON THE LIST

Cardinal Spirits

Who are you and what do you do?

Jeff Wuslich, President and Co-Founder

What's the single biggest reason candidates join your organization?

They like our work environment, we have flexible hours, we offer health insurance, we strive to treat everyone with dignity and respect.

What's the single biggest reason employees stay with your organization?

People like our team and being part of an organization that is trying to do good things in the community. We also have a really flat hierarchy, so everyone gets to voice their opinion and input. Our team also really likes our customers and regulars, and seeing and serving people.

What do you do to create a place where people want to work?

This has been an important idea since before we started the company. We always wanted to create a workplace where we ourselves wanted to work. We treat people like adults. We seek input. We recognize each other when someone does something great. We coach, and we are patient.

What tips do you have for other employers to create a successful culture within their work environment?

Treat your team like adults, and with respect, all day, every day.

Why do employees love working for your company?

"Cardinal is so special for a few reasons. We're a small, local, unique company that crafts a stellar product that we're all proud of and stand behind. Our core values that define us also set us apart. The two that come to mind are community and family. This company is always making efforts to support and be a hub of the local community. From hosting local music acts to donating hand sanitizer during this pandemic, we always strive to better ourselves by bettering the community we call home. Most importantly though, Cardinal Spirits is family. I have never been part of a business that seeks so many avenues to support its own. Promoting staff from within, providing health benefits, presenting educational opportunities, creating a safe place to work, and being able to

pivot during a pandemic to keep everyone financially afloat and only a few these aspects. This is why Cardinal Spirits is a place our staff loves to work." – Will Autio, manager

Where do you see the future of your industry? Do you see opportunities in Bloomington to grow more companies like yours?

We see more people drinking craft spirits because they directly support their local economy.

How would your company look differently if it weren't located in Bloomington?

Physically, we might have a second story on our building, and more parking, in a different city. Financially, less of our budget might go to the pre-treatment of water in a different city. And in a different city we might have a larger population to experience our bar and restaurant.

But it's hard to imagine what our culture, crew, and customers would be like in a different city - Bloomington has shaped us in a way that we love and we wouldn't trade that.

Has COVID-19 changed how you attract talent? Retain talent?

In mid-March, Cardinal Spirits pivoted to making hand sanitizer full-time — almost overnight. We hit pause on distilling spirits, and our bar/restaurant/tasting room closed. It was a huge transformation that required a hand from every single person on our team. We felt grateful that we could continue providing work to our employees, even if it wasn't the kind of work that they were doing just days ago, and we felt so proud of our team and how quickly they adapted.

During a stressful time like this, it might have been easy to let go of our core tenets and values, but we didn't. We strive to be a steadfast employer, and we think that our team values that.

Where do you see your company in 5 years?

We hope to be a leading craft spirits producer in the country — something that our team, our community, and our customers can be proud of.

Where do you see Bloomington in the next 5 years?

With a Cardinal Spirits cocktail in all hands (21 and over)!

"I have never been part of a business that seeks so many avenues to support its own. Promoting staff from within, providing health benefits, presenting educational opportunities, creating a safe place to work, and being able to pivot during a pandemic to keep everyone financially afloat and only a few these aspects. This is why Cardinal Spirits is a place our staff loves to work."

– Will Autio, manager

Honorary Members

The city of Bloomington is home to countless local businesses and companies that have been operating for years. That gives local residents an opportunity to work for businesses in just about any field they can imagine.

Every year, there are 125 businesses in the state of Indiana that are highlighted for how well they treat their employees by the Indiana Chamber of Commerce. There are businesses that earn different honors from other organizations as well.

Here are the five local businesses that were labeled as some of the best places to work at in the Bloomington community.



2020 FORBES BEST PLACES TO WORK

Cook Medical

Bill and Gayle Cook founded Cook Medical in Bloomington in 1963. They used a spare bedroom in their apartment as their first “factory” to build the three primary components for percutaneous catheterisation—wire guides, needles, and catheters. It’s become the second-largest employer in Bloomington, right behind Indiana University.

The company became the first to package needles, wire guides and catheters in the same set as the primary components for percutaneous catheterization. Started in the spare bedroom of an apartment, by the 70s, Cook expanded to Europe and Asia. By the 90s, Cook Medical introduced the world’s first intravascular coronary stent.

It’s divided into five business lines: resorts, property management, services, life sciences and medical devices. They also give back to the Bloomington community, including donating \$10 million toward the IU basketball practice facility project, which is now called Cook Hall.

The company generated \$2.4 billion in revenue last year (\$2.2 billion from Cook Medical) and employs 13,531 people around the world. They have 7,699 employees in Indiana alone. Bill Cook passed away in 2011 at the age of 80, but his company is still family-owned to this day.



2020 FORTUNE BEST PLACE TO WORK

Hanapin Marketing

Pat East started Hanapin Marketing over 15 years ago. The company started as experts in paid search, then expanded to paid social, programmatic and conversion rate optimization.

Hanapin Marketing is a digital marketing company that focuses on matching businesses with PPC ads. They also have their own blog called PPC Hero that has over 34,000 subscribers.

Some employees work remotely, but 75% work from Bloomington. They have up to 70 experts working for the company after starting with just one. Each Hanapin employee receives volunteer hours and opportunities to volunteer as a team each year. Those are provided as paid hours and have led to volunteer trips around the world.

In 2018, Hanapin was named the top place to work in Indiana out of 125 companies. Back then, they also had a 95% retention rate and a 6% turnover rate. They have \$1 billion incremental revenue created, a 2018 Net Promoter score of 68, and their longest client relationship has been for 13 years.



2020 INDIANA BEST PLACE TO WORK

IU Credit Union

IU Credit Union is one of the longest-operated local businesses as it's been in Bloomington since February 15, 1956. Employees of the Indiana University community founded the company because they wanted a safe, convenient place to save and borrow money at reasonable rates.

It now has members of over 67,000 with \$1 billion in assets. IU Credit Union has 10 full service branches throughout Indiana. There are on-site financial services to members in Bloomington, Gary, Greenwood and Fort Wayne. It's also now open for residents who live or work in more than 50 Indiana counties. It's one of the largest credit unions in the state.

IU Credit Union provides multiple financial services like mortgages, consumer loans, savings, business services, credit and debit cards and investment products, among others. IU Credit Union also donated \$5,000 to the COVID-19 Emergency Relief Fund through United Way of Monroe County.

Every year they give out college scholarships to in-state high school students as one of the multiple things they do in the local community. IU Credit Union President Bryan Price also recently spent part of his MLK day at the Hoosier Hills Food Bank.



2020 INDIANA BEST PLACE TO WORK

Oliver Winery

Oliver Winery started as a hobby for Indiana University law professor William Oliver back in the 1960s. This eventually led to him establishing a vineyard northwest of Bloomington. After the Indiana Small Winery Act passed in 1971, his business opened up in 1972.

After Oliver's son, Bill, took over the winery in 1983, sales continued to grow, and by 1990, they were selling 25,000 cases per year. The tasting room was built in 1997 after retail sales continued to climb.

Once Oliver Winery made major facility expansions in 2002 and 2007, it became one of the largest and most modernly equipped wineries in the eastern United States. Kentucky eventually became the first state outside of Indiana to offer Oliver wines in 2002. Now, Oliver Winery is 100% employee-owned and has been since 2006.

"I love the winery from the start, because of our people," HR Director Jessika Hane said. "We just have some of the best coworkers and employee owners you'll ever meet. I've made lifelong friendships, and I've met amazingly, bright, kind, and caring individuals who really band together to get a lot of stuff done."

2020 INDIANA BEST PLACE TO WORK

Weddle Bros. Construction

Weddle Bros. Construction was founded in 1946 and is still one of the main construction businesses in the Bloomington community to this day. They have five different companies to their name including: Weddle Bros. Building Group, WB Koester Construction, Weddle Bros. Design & Build, Weddle Bros. Highway Group and Weddle Bros. Transportation Services.

They're responsible for some of the most visited buildings on the Indiana University campus, including: Alumni Hall, Bart Kaufman Field, Forrest Quadrangle, Franklin Hall, Hodge Hall and Tulip Tree Apartments, among others.

They've also done construction for hospitals, the bio and

life sciences field, religious facilities, historic renovations and private and public schools, just to name a few. Weddle Bros. Construction also offers internships for college students, which have led to job opportunities across the entire company.

This is the sixth straight year that Weddle Bros. Construction made the list for the best places to work in Indiana. In 2018, they also earned two certificates of commendation from the Association of General Contractors of Indiana. WB Koester won one for 50,000 work hours or over with zero incidences and Weddle Bros. Highway Group also had a zero-incidence, rate with 10,000 to 50,000 work hours.



Local. Trusted. Serving You.

That's the Credit Union difference.

IU Credit Union is a local, trusted financial cooperative owned by its membership with the mission of serving the needs of its members.

We started a credit union and created a community.



To view the top ten reasons why you should join the IUCU team, visit

www.iucu.org



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