

OVER &

Beyond

Honoring the employees who are making a difference within our community.

A supplement of the
Journal Review

“Get Hooked on Froedge’s”

FROEDGE’S, INC.

CELEBRATING 75 YEARS!



Thank you to our amazing team for always going over and beyond. We appreciate you each and every day.

- Loyal & Diana Bell

- Tune Ups
- Batteries
- DOT Inspection
- Brakes
- Radiator Flush
- 24 Hour Towing
- Oil Changes
- Engine Replacement
- & Recovery

**SEE US
FOR YOUR
COMPLETE AUTO
& TRUCK CARE**

700 Covington St, Crawfordsville | (765) 362-0966



How to hang on to your best employees

If you own a business, you likely know that skilled and hard-working employees are an invaluable asset. Unfortunately, these employees are the ones most likely to be approached by your competitors with tempting offers. Here are a few tips to help you create a positive work environment that will make your staff want to stay.

Provide opportunities for advancement

Talented and ambitious employees are often driven by a desire to achieve their full potential. If their opportunities for growth dwindle, they may wonder if it's time to seek a new challenge elsewhere. You should also consider paying staff to attend seminars and workshops. This shows that you're invested in their professional development.

Take their ideas into consideration

If an employee approaches you with a strategy to improve the company's services or productivity, listen to their proposal and seriously

weigh its merits. In addition to providing you with a fresh perspective, this shows your employees that their insights and opinions are valued. Another way to promote this type of open communication is to regularly ask staff for their input.

Show your appreciation For a job well done

Taking the time to recognize an employee's hard work and success is a simple way to boost their morale and strengthen their dedication to the company. While a simple thank you can suffice, consider rewarding employees who go above and beyond. You could give them tickets to an upcoming show, a bottle of wine, a meal from a local restaurant or a paid day off.

Finally, if you're concerned that an employee isn't satisfied, ask them what would make them happier. Oftentimes, a simple adjustment can make all the difference.

WITHAM

H E A L T H
S E R V I C E S



CONGRATULATIONS

to ALL Witham Health Services Employees.
They are all Shining Stars!

HELPING YOU STAY SAFE AND WELL.

WITHAM PEDIATRICS

407 E. MARKET STREET | 765-362-8075

WITHAM PHYSICIAN SPECIALTY CENTER

2062 LEBANON ROAD | 765-362-7337

Five benefits of employee volunteering programs

What if planting trees, running a 5K or preparing a meal for a homeless shelter was all part of a day's work? Employee volunteering programs give staff the chance to escape the office for a day and help out in the community. Such programs benefit employees, employers and the community. Here are five key advantages they offer.

1. **Boosting morale.** Employee volunteering programs provide employees with rewarding experiences, allowing them to simultaneously feel proud of themselves and their company. Teams that partake in such initiatives together become stronger and more cohesive.
2. **Developing skills.** Volunteering is an effective way of building leadership, teamwork, collaboration, communication and problem-solving skills.
3. **Enhancing company image.** Customers and clients appreciate companies that make a positive difference. Increased visibility in the community is an excellent way to encourage new business.
4. **Attracting the best talent.** Companies that volunteer in their community become more attractive to potential employees. This is especially true of the younger generation, who highly value volunteerism.



5. **Making the community better.** Whether the initiative is cleaning up litter, improving the lives of those less fortunate or making an elderly person's day, employee volunteer programs make communities better.

When companies adopt employee volunteer programs, they reap major rewards for themselves and their employees. Making a positive impact on the community at large is just one of the many advantages of these programs.

A recent Gallup poll found that companies who took part in employee volunteering programs increased profitability by 16%, general productivity by 18% and customer loyalty by 12%.

Thank you to our CEL&P employees for your dedication every day to powering our community!



10 tips to support small businesses

(BPT) - The COVID-19 pandemic has been difficult on small businesses. Whether it's a local eatery, service provider, retail store or another type of business, when you shop small, you're supporting a real person who is striving to keep his or her entrepreneurial dream alive.

"Small businesses are the heart of our country and Ball-Æ home canning products business," says Kris Malkoski, CEO of the Food Business Unit at Newell Brands. "We have been moved by the love our small business customers have shown their communities this past year. Still many small businesses are facing hardships and they need our support now more than ever."

You can personally help make a difference by considering 10 simple ways to support small businesses:

Shop now: No need to wait for a sale or special event. By shopping now you're putting much-needed funds into a small business that is depending on income each month to make ends meet and keep doors open.

Reverse shopping: Rather than thinking of the recipient and then where to shop for a gift, think of the shop first and then the recipients that would most like items from that particular business.

Go online: For small businesses that offer e-commerce options, be sure to consider online orders that ship directly to your home. This is a safe and convenient way to support your favorite businesses.

Shop in person: For businesses with physical locations, visit shops in person if you can use proper safety measures. If you know what you want, many businesses let you order ahead and opt for curbside or doorway pickup as well.

Consider gift cards: Not sure what to buy? Gift cards are always one of the most desired gifts, so if you need to send a little love to a loved one, wrap up a gift certificate in a beautiful card and



feel good about your present choice.

Leave reviews: Online reviews can make a big difference for small businesses in expanding clientele. Go online and leave rave reviews for your favorite stores and why others should support them as well to help spread the word.

Be vocal: In addition to online reviews, talk up your favorite small businesses among friends. From independent restaurants to local service providers, use your voice as a powerful tool to build their reputation and support growth.

Partnerships: Look for small businesses who partner together to offer products or services that complement each other in packages, such as a gift basket bundle featuring your favorite local treats. You'll support multiple businesses at once and often get a discount compared to buying separately.

Double up: For businesses like independent coffee shops or bakeries, consider a larger order. For example, go with that grande latte and order two dozen cookies to share with your neighbors.

Be patient: Small businesses are dealing with a multitude of challenges these days, from supply chain holdups to sluggish shipping and beyond. Your kindness is valued and your patience is crucial during these times.

"Actions big and small will help make a difference," says Malkoski. "This is our time to give back to the businesses that help build our culture and communities, and we at Newell Brands want to give back too."

INSPIRED BY YOU

Your health and safety are our top priority. At Franciscan Health, we are here and ready for you. **Always.**

**THANKFUL AND INSPIRED BY YOU
BECAUSE YOU MAKE A DIFFERENCE!**

FranciscanHealth.org

Inspiring Health



Franciscan HEALTH



4 tips for becoming a star employee

Being a first-class employee earns you praise, promotions and raises. Here are four things you can do to stand out at work.

1. **Take initiative.** When you take steps to contribute to the success of your company, you set yourself apart from your peers. Put forward ideas and seek out challenges. Bring solutions instead of problems to your boss and see if you can take work off his or her plate.
2. **Keep learning.** Take a keen interest in your professional development and look for opportunities to acquire new knowledge and skills. This could be through classes, training courses, workshops or conferences. Also, be eager to learn from your co-workers, especially those with more experience than you.
3. **Seek feedback.** Take criticism about your work gracefully and proactively seek out feedback on your performance. Constructive criticism can enhance your performance by showing you where you have room to improve.
4. **Build relationships.** Having good relationships with your co-workers facilitates collaboration, creates networking opportunities and helps you feel more happy and secure in your job. Remember that professionalism is important too. Treat all your co-workers with courtesy, respect and kindness.

Finally, always make sure to do your best work. By adding value to the company, you'll make yourself invaluable.

YO



Thank You

We're not #1... You Are!

Jeep



DODGE



17

ORK



Thank you to our outstanding staff for the hard work, dedication and determination that you bring to York every single day.

Stop by to see us today!

765 S. STATE RD. 231, CRAWFORDSVILLE, IN • 765.362.1600
WWW.YORKCHRYSLERDODGEJEEP.COM



Thank YOU

to our entire staff for going above and beyond
to serve our patients and community.

*Serving
& Supporting
the community
since 1984.*

CRAWFORDSVILLE
HOMETOWN DENTAL

510 E. Market, Crawfordsville | 765-362-6692

Thank you to our
employees for always going
**over and
beyond.**



Residential • Roll-off • Commercial 

765-359-1610 • 43 W 700 N, Crawfordsville | *Serving Lafayette as well!*

THANK YOU

to our caring and knowledgeable staff for always going over and beyond. Your hard work and dedication have made Davidson Greenhouse and Nursery into what it is today.

SPRING IS RIGHT AROUND THE CORNER!
STOP BY AND SEE US FOR ALL YOUR GARDENING NEEDS!



3147 East Ladoga Road, w, IN

(765) 364-0556

How small businesses can support and help each other grow

Small businesses play a vital role in economies across the globe. The Small Business Administration says small businesses — which are defined as firms that have fewer than 500 employees — comprise 99.9 percent of all businesses in the United States. Small businesses may be defined differently elsewhere in the world (in the European Union, small businesses are defined as firms with 50 or fewer employees), but they are no less valuable to their economies.

Because of the key role small businesses play, including employing millions of people throughout the world, it is essential that small businesses thrive and prosper. There is much the public can do to help small businesses be successful, but there also are steps small business owners can take to assist one another.

- **Pass along opportunities.** As a business owner, if you come across a resource or an opportunity that may not be the ideal fit for your own company, consider sharing the information with another small business owner or recommending another firm that might make for a more suitable partner.

- **Promote one another.** Make sure there is a prominent and visible collection of business cards or promotional materials available in your facility. For example, if you are a local real estate agent, you can promote and recommend mortgage brokers, home inspectors, interior designers, and moving companies. If you own a store, enable other businesses to advertise their own stores and services.

- **Organize networking and meeting opportunities.** Networking and meeting with others in the industry is a great way to share ideas to see what may be working for others and what is



not. Networking meetings also provide great opportunities to work on potential collaborations.

- **Consider sharing resources.** Certain businesses may benefit from sharing facilities, equipment or even supplies and other resources as cost-saving measures. This also may open up opportunities to collaborate.

- **Use one another's services.** One of the simplest ways to help another small business is to be their customer. This is the ultimate show of support and can help validate your recommendation.

- **Explore co-branding or co-marketing.** Some businesses support each other by working together. Finding ways to work together can be effective, especially in similar industries. For example, pet store owners can work exclusively with a nearby dog trainer, and both can market their services together.

- **Start a social media group.** A small business with social media savvy can be the administrator/moderator of a local group that encourages other businesses in the area to frequently post and advertise their businesses.

Small businesses can work together to support one another so these vital cogs in the economy can flourish.

Thank You

TO OUR CARING AND DEDICATED STAFF FOR CONSISTENTLY GOING OVER AND BEYOND.



100 Bickford Lane, Crawfordsville, IN
765-362-2000

WWW.BICKFORDSENIORLIVING.COM



Brian and Heidi Myers have capitalized on Gould Body & Paint's biggest strength:

ITS PEOPLE.



607 Waynetown Rd, Crawfordsville, IN | Phone: 765-364-1067 Fax: 765-364-0925



How local businesses give back to their communities

Small businesses are booming. Information from the Small Business Administration and the U.S. Census Bureau's Annual Survey of Entrepreneurs says that small businesses, or firms with fewer than 500 workers, accounted for 99.7 of businesses in 2016, the most recent year for data. Firms with fewer than 100 workers accounted for 98.2 percent of companies. In Canada, 97.9 percent of businesses were small as of 2017, with more than half concentrated in the Ontario and Quebec provinces.

Thanks to their influence and reach, small businesses have the potential to impact local communities in numerous ways.

- Small businesses employ local residents. The Statistics Canada Labour Force Survey indicates companies with fewer than 100 employees employed 69.7 of the population in 2017. According to the SBA's Office of Advocacy, small businesses accounted for 61.8 percent of net new jobs in the United States between 1993 and 2016.

- Small businesses are innovative. The SBA notes that small businesses represent about 96 percent of employer firms in high-patenting manufacturing industries. That suggests that small businesses are full of new ideas.

- Small businesses support local charities. Many local businesses give to charity, particularly local charities. Some donate money while others may offer their professional services or event spaces, each of which can be particularly helpful to local communities.

- Small businesses contribute to



community identity. Small businesses contribute to the charm and character of a town or city. Many local businesses make up the fabric of Main Street, and towns are known and loved for the businesses that have endured.

- Small businesses help the environment. Shopping locally means consumers do not have to travel far to get their goods and services. The United States Environmental Protection Agency's research report on walkable downtown centers found small businesses encourage walking and cycling, helping to reduce air pollution from vehicles.

- Small businesses keep money in communities. Local businesses keep disposable income and tax money within their communities. Business tax money remains local and can support schools, roads and municipal services.

Local small businesses are the life force that keeps cities and towns prosperous and humming along. Such establishments help build a sense of community and forge lasting relationships.



TODD BARTON
MAYOR

"On behalf of the City of Crawfordsville, I would like to thank the Crawfordsville Fire Department, Crawfordsville Police Department, and the Community Paramedic Program and their COVID-19 testing site operation along with the many city employees who helped work the testing site. This has truly been a community-wide team effort all the way around and I'm proud of the role the City of Crawfordsville has played in the efforts to manage the pandemic locally."



City of
CRAWFORDSVILLE

101 W MAIN ST., CRAWFORDSVILLE, IN





Ben Hur

HEALTH &
REHABILITATION

1375 South Grant Ave.
Crawfordsville, IN 47933
(765) 362-0905

THANK YOU

*to the staff, nurses
and physicians of Ben
Hur for their continual
dedication, hardwork,
and for always going
above and beyond.*



THANK YOU

**TO EACH OF OUR EMPLOYEES
FOR YOUR UNWAVERING HARD
WORK AND DEDICATION TO
SERVING OUR COMMUNITY
EVERY DAY.**

-SHAWN STORIE, PUBLISHER



Journal Review