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WINTER 2021 | MAGAZINE

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GREATER LAFAYETTE MAGAZINE

Editor

- Carol Bangert

Art Director/Graphic Designer

- Kara Bishop

Marketing Director

- Michelle Brantley

MISSION

Greater Lafayette Magazine captures the spirit and vitality of the people who call Greater Lafayette home and what it means to live, work and thrive here. It tells the region's success stories, from business expansions, entrepreneurship, leadership and philanthropy to quality of life, arts and cultural events. Our hope is that readers of Greater Lafayette Magazine will become active participants in the world around them and join in our mission to make Greater Lafayette the place where progress, creativity and community come together.

AUDIENCE

Greater Lafayette Magazine serves as the leading quality-of-life and business trade publication for the area. Leveraging our award-winning team of writers and designers, Greater Lafayette Magazine attracts a diverse group of readers who are engaged in the community as consumers, visitors, business leaders, volunteers, residents and future residents of Tippecanoe County. This publication is for anyone that appreciates a good story that not only reveals something new about our community but offers insight and pride for the place we call home.

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337 Columbia St., Lafayette, IN 47901
(765)742-4044
greaterlafayettecommerce.com
Contact: (765)742-4044
info@greaterlafayettecommerce.com

VOLUME 2, ISSUE 1

Goodbye 2020, hello 2021

As this issue of Greater Lafayette Magazine goes to press, we bid farewell to a more than challenging 2020

and set our sights on 2021, which, quite honestly, looks like a giant question mark from here. COVID-19, which overran 2020 like a tsunami, is still front and center in our lives, but there is much for which to be hopeful and grateful, and I choose to believe that 2021 will see the return to some semblance of "normal."

With that optimistic outlook in mind, we've filled the pages of the Winter 2021 issue of GLM with familiar faces and destinations, and with opportunities to spread our wings a bit and celebrate the many accomplishments we've seen in Greater Lafayette – starting with our cover story on Copper Moon Coffee. The Gutwein brothers took a good thing – coffee – and have turned it into something special and unique to Greater Lafayette. (Page 30)

If the past year has taught us anything, it's that the time is now to try something new or even out of our comfort zones. If you're looking to tap into the inner artist in you, check out a small selection of the myriad art galleries and shops that offer classes in everything from ceramics to watercolor. (Page 14)

Now's also a great time to take a tour of West Lafayette's new Wellness Center. This sleek, new facility invites health and sports enthusiasts of every level and features a pool, basketball courts and workout studios, for starters. Situated in Cumberland Park, the center is just steps away from a 5K trail that winds through the park for those looking for an outdoor excursion. (Page 22)

Here at GLM, we like to talk about food, and in this issue we round up area restaurants that serve up soups that will bowl you over (sorry, it's been a long year ...) And in case you're interested, tomato basil appears to be a popular option around here. (Page 18)

Finally, Greater Lafayette Commerce, which publishes this magazine, led the rollout of a new Greater Lafayette brand in October, one full of energy, ready to promote Greater Lafayette businesses and entrepreneurs and to encourage and inspire everyone to support local business. (Page 8)

Welcome to 2021! It's going to be a great year.

Carol

Editor, Greater Lafayette Magazine



Greater Lafayette Magazine Editor
Carol Bangert and Art Director
Kara Bishop



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features

ON THE COVER:

Copper Moon Coffee is grounded in Lafayette and embraces innovation

Photo by Christine Petkov

Next level brew
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From Editor Carol Bangert



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Greater Lafayette Commerce launches new brand, big plans | page 8

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Purdue fans find a new way to cheer the Boilers | page 46

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BY ANGELA K. ROBERTS
PHOTOS PROVIDED BY
GREATER LAFAYETTE COMMERCE



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Living expansively:

Greater Lafayette unveils unified brand

When you think of Greater Lafayette, what comes to mind?
A growing startup culture and world-class manufacturing?
Accessible arts and recreation for varied interests? Friendly
neighbors and excellent public schools?

For the members of the Greater Lafayette Marketing Coalition (GLMC), these qualities and more boil down to this core message, which marketing professionals call a brand promise:

“Greater Lafayette is where progress, creativity and community thrive, so you can live expansively.”

More than two years in the making, the unmasking of the brand — unveiled in the Long Center in October to dispersed guests sporting an assortment of understated and glittered masks — includes new social media accounts, a video, a set of Greater Lafayette logos and a fresh website in a saturated palette of purple, green, orange, blue and teal. The stories that the visuals and the text tell are all designed to send the message that Greater Lafayette is not just a place that we come to; it’s a place where we want to stay.

Roots in the GE deal

Greater Lafayette’s brand is rooted in part in lessons learned from a major business development deal.

“We continue to hear stories of people who came here and thought they would stay for a while, but they never left,” says Cindy Murray, Lafayette city clerk. “When we were going through the process to bring in GE, what they used to choose our community, it really began to hit home that we needed to market ourselves to compete in a global economy for global talent.”

When the GE plant was built, she says, corporate officials stayed at the Holiday Inn Lafayette-City Centre and participated in a community scavenger hunt. Afterwards, the visitors met with Lafayette Mayor Tony Roswarski and remarked that they didn’t know the region had so much to offer. Murray says that the mayor and his staff realized that they needed to tell the Greater Lafayette story in an entirely new way. “It’s all about people, the quality of life for people that makes them give Greater Lafayette a chance,” she explains.



A phased process

In May 2018, Greater Lafayette officials invited firms to bid on developing a comprehensive strategy. Ultimately, they chose Ologie, a firm that has worked with Purdue University in the past.

“They are a true branding agency who helps companies with clear, compelling and consistent strategy,” says Emily Blue, senior manager of brand, advertising and sponsorships at Purdue, who has been intimately involved in Greater Lafayette’s branding process.

The firm completed a deep dive with both qualitative and quantitative research, including an audit of economic development plans and communications materials, discussion groups and interviews with key stakeholders, and an online survey of the community. Among the constituents queried: corporations, businesses, K-12 schools and higher education, community and nonprofit organizations and government organizations.

Strategy and creative

The Greater Lafayette Marketing Coalition formed in February 2019, bringing together representatives from the City of Lafayette, the City of West Lafayette, Tippecanoe County, Visit Lafayette-West Lafayette, Purdue University, the Purdue Research Foundation and Greater Lafayette Commerce. One of the group’s first decisions



greaterlafayetteind.com

was to ask member organization Greater Lafayette Commerce to coordinate the project and brand management for the coalition. Greater Lafayette Commerce promoted its marketing director, Michelle Brantley, to the role of project leader and brand manager.

Once the discovery process was complete, it was time for phase two, strategy. Against the backdrop of its research report, and with GLMC in a collaborative role, the firm identified key audiences, outlined key messages and defined a brand personality — how that messaging should look, feel and sound.

As phase three, the creative, began, GLMC again engaged in a competitive process, choosing Toledo, Ohio-based Madhouse Creative for the video, and homegrown advertising firm Dearing Group for website development. Officials also began training a small group of Lafayette business professionals, executive directors and community leaders — “An ambassador group to generate excitement,” says David Byers, Tippecanoe County commissioner.

A community on the rise

Collectively, the identity is designed to meet three main goals: increasing the talent pool by retaining and attracting a citizen workforce; spurring economic growth by attracting business investments and elevating quality of life; and increasing positive perceptions of the Greater Lafayette region. All of that can be summed up in the nearly five-minute video, starring a former NBA dancer and her husband.

“We were challenged to tell our story as a community on the rise in an exciting way,” says Brantley. “We’re focused on prospective employees, businesses and others that we are seeking to attract to our area.” That required several messages, borne out of the constituent research: what kinds of value-added transplants get when they relocate here, how Greater Lafayette often exceeds newcomers’ expectations, and why the region is a great place to do business.

All that, and they were shooting during a pandemic.

True fiction

After crafting a narrative, the Madhouse Creative team decided to cast a couple living in the same household so that they could shoot up close and still adhere to infection control protocols. Strategic camera angles allowed the two main characters to be shot in view of others while socially distanced from them. Filmed in August, many of the scenes take place outside.

The main character, an advanced manufacturing professional from a big city, interviews with several local companies before joining the crew at Subaru. While out running one day at the Celery Bog, she meets an agricultural tech entrepreneur. From dates at the Bryant, to bike rides, to a city hall wedding and walks with a baby stroller, we see the couple meet, fall in love — with each other and the community — and set down roots here.

Even in its fiction, the story should ring true to those who are familiar with Greater Lafayette, from the many familiar sights and sounds to the feelings that it evokes. As the protagonist muses, “When I moved here, I was looking for change. But what I found was home. This is the rich, full life I’ve always wanted. Each of us, every single person in our community, is what makes this place... greater.” ★



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PHOTOS BY CHRISTINE PETKOV

The Greater Lafayette Brand Launch Event *Un-Masking The Greater Lafayette Brand*

**Event Note: This event was planned and executed within the COVID-19 state and local guidelines, approved by the Tippecanoe County Health Department, and all protocols were followed to provide a safe evening for all guests.*

The Greater Lafayette Marketing Coalition held a scaled back brand launch event on Monday, Oct. 26, hosting a group of elected officials, corporate, university and civic leaders, and brand ambassadors.

The event was planned in two parts to disperse guests and maintain COVID-19 protocol. GLMC partnered with restaurants and The Long Center for Performing Arts to provide a safe and entertaining brand premier event. Guests were asked to select their restaurant of choice and enjoy a four-course meal before the premier. Mixing and mingling at the restaurants was discouraged. Each venue was unique, providing guests with live entertainment and surprise swag bag deliveries during the dinner party experience.

After dinner, guests made their way to the Long Center for the brand premier, where they were treated to a red-carpet experience complete with a Greater Lafayette Walk of Fame. Again, mixing and mingling was minimized and guests were directed to their socially distanced seats. The program began with a dazzling performance of the Greater Lafayette brand narrative by Dance Dynamics. It was followed by short segments that revealed the elements of the new brand, including brand colors and logos, Greater Lafayette Magazine, the website and brand video.

We encourage readers to view the video at greaterlafayetteind.com, the home page of the Greater Lafayette website.



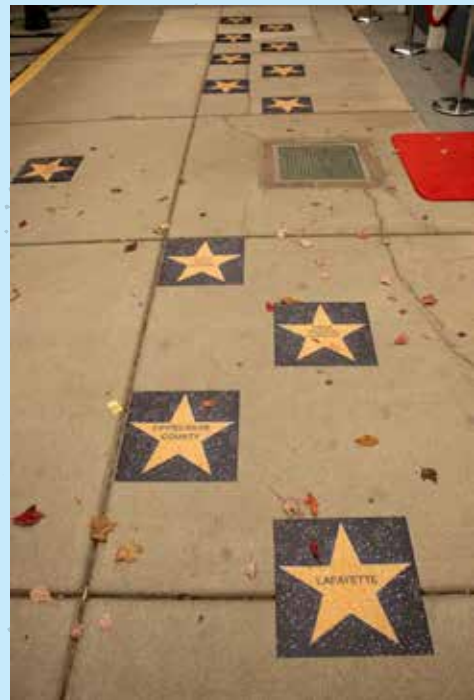
A quiet Long Center for the Performing Arts prior to guests arrival.



Remy performs at Red Seven.



One of four dinner menus and locally curated swag bag items



Greater Lafayette's own "Walk of Fame"



Bekki Canine performs at Bistro 501.



Commissioner Tracy Brown, Beth Brown, GLMC Project Leader and Brand Manager Michelle Brantley, City of Lafayette Clerk Cindy Murray, and Commissioner David Byers delivered swag bags to guests during the dinner parties.



Dance Dynamics performs at the Long Center for Performing Arts.



Staff at 8Eleven Modern Bistro prepare for the arrival of dinner party guests.



Scott Walker, CEO and President of Greater Lafayette Commerce, reveals the new website during the brand premier.



Above: Guests enjoy the red carpet at the GLMC Brand Launch.



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BY KAT BRAZ
 PHOTOS PROVIDED

The art of perseverance

From paint parties to virtual events, artists offer classes and engage the community amidst the pandemic

The original idea behind Art with a Happy Heart Gallery and Studio was simple: find a way to share art and support the community at the same time. After quickly outgrowing her barn studio, owner and artist Sarah Czajkowski purchased the building previously occupied by Samson and Delilah Salon and Spa at 2139 Ferry St. in Lafayette. She set about transforming the space and opened to the public on July 1.

The gallery showcases artwork from local, regional and international artists while the studio provides an area for private art instruction, classes taught by visiting artists, seasonal craft workshops and paint parties, which is where Czajkowski got her start.

“Paint parties lend themselves to creativity and connection,” she says. “The experience fosters a real sense of self-confidence and pride. Guests are surprised and amazed that they created the artwork themselves.”

Czajkowski also offers a mobile paint party studio where she brings



all the supplies to any location up to an hour away. The parties have been popular with girls' night out groups, family reunions, children's birthday parties, corporate events, bridal parties, church groups and fundraisers. Paint party kits are also available for purchase in the gallery. During the pandemic, Czajkowski has focused primarily on private group parties. Future plans for the venue include serving wine, beer and a small food menu on the outdoor patio and hosting live music once a week in addition to building out a full calendar of courses in fine art, pottery and jewelry making.

"To be able to do this for a living brings me so much joy," Czajkowski says. "All I want is for people to be happy while they are here. It's truly a magical place."

Adapting art

The Art Museum of Greater Lafayette was founded in 1909 with a three-part mission to collect art, exhibit art and provide educational opportunities for individuals in the community to learn about art and experience art hands on. The museum has remained true to its mission over the years, but COVID-19 presented challenges for traditional in-person instruction. Instead, the museum quickly pivoted to a virtual environment.

"Many of our faculty members created online learning experiences," says Kendall Smith, executive director and CEO. "We're trying a lot of new things."

Last fall, the museum offered virtual classes in painting and drawing for kids and adults through Zoom and Facebook Live. Additionally, watercolor kits are available for purchase through the

museum shop for students to use at home while watching a series of watercolor technique videos recorded by a member of the museum faculty. The pottery studio remains open to advanced students with limited occupancy.

"The reaction from the community has been very positive," Smith says. "Several of our online children's art classes have sold out right after they were announced. We plan to continue to offer virtual education and create video productions to enhance what we offer in the future. We're all learning a lot." ★



ART CLASSES AROUND TOWN

» All Fired Up

In addition to its paint-your-own pottery studio, All Fired Up offers off-site parties and pottery-to-go kits with everything you need to complete a masterpiece. Items painted with pottery paints can be returned to the store for firing to make them food safe. Decorative items that do not need to be food safe can be finished in acrylic paints. Learn more at allfiredupwestlafayette.com.

» Art Museum of Greater Lafayette

Find online art activities and tutorials as well as information about virtual art classes for youth and adults at the Art Museum's website, artlafayette.org.

» Art with a Happy Heart

In addition to private paint parties, artist-led workshops and even yoga classes, this recently opened studio and gallery holds open studio events where you'll walk away with your own seasonal craft. Find out more at artwithahappyheart.com.

» Inspired Fire

Owned and operated by glass artist Sharon Owens, this glass studio and gallery located in Shadeland offers a range of classes for ages 6 and up with no experience required. See a complete list of class offerings at inspiredfire.com.

» Lafayette Atelier

Modeled after private art studio schools that emerged in 19th century Europe, this nonprofit art education studio was founded by artist James C. Werner. Focused on classical methods of drawing, painting and sculpture, the studio offers weekly demonstration and life drawing nights. Find them on Facebook @classicalfinearttraining.

» LaLa Gallery & Studio

Owner Angela Taylor teaches lessons, classes, parties, groups and students with special needs starting with children (3+) to adults in her private pottery studio located in the Bindery Artist Studios. Each class offering can be customized according to the student's interest and level of experience. For more information, visit lalagallery.com.

» West Lafayette Parks and Recreation

Everything from basket weaving to watercolor to photography is on offer through West Lafayette Parks and Recreation. All programs take place at 1200 N. Salisbury St. (site of the former Happy Hollow Elementary School). View the entire recreation brochure at westlafayette.in.gov/parks.

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BY KEN THOMPSON
PHOTOS BY CHRISTINE PETKOV



'Balm to the soul'

Soups stir up memories
and warm a winter night

Boilermaker stew at The Homestead

On a cold winter's day, or even a warm summer evening, a bowl of soup can be a meal or a side dish to a grilled cheese sandwich.

A good bowl of soup can bring customers into a restaurant, and there are several Greater Lafayette establishments that offer a variety of homemade soups.

"Soups are comfort food," says Jody Bahler, founder and owner of The Homestead, which has locations in West Lafayette and Remington. "It's like balm to the soul to enjoy a delicious steamy bowl of homemade soup."

The Homestead believes in offering a wide variety of soups each month. Including its tomato basil, which is available daily, The Homestead usually has nearly a dozen soups on its monthly menu.

"There is enough to satisfy everyone's taste buds," Bahler says. "Everyone enjoys a steamy bowl of soup, especially during these cold wintry months."

The Homestead's website, homesteadbuttery.com, has a daily lunch calendar that allows patrons to see what soups are available on a daily basis. The Homestead also packages its soups frozen for customers to heat up at home, a popular business strategy during the COVID-19 pandemic.

When asked which is the most popular soup among her customers, Bahler couldn't stop at just one. There are five on her list: tomato basil, baked potato, Boilermaker stew, chicken noodle and cheesy broccoli noodle.

"We have several that rank up at the tip top in sales. Those five are in constant demand, which thrills us that our soups are enjoyed by so many," Bahler says. Bahler's personal favorite is tomato basil in combination with The Homestead's grilled cheese sandwich. She also recommends getting the Boilermaker stew topped with sour cream, crushed cheesy Doritos and extra shredded cheddar cheese.

"Our soups are hearty and do not

contain preservatives or fillers," Bahler says. "They are made completely from scratch in our Homestead production kitchen in Remington, Indiana."

In case you were wondering, The Homestead offers several gluten-free soups: chicken and rice, chicken tortilla, Homestead chili, tomato basil and white chicken chili.

The Homestead's West Lafayette location, which is tucked inside Bell Plaza next to Wolf's Chocolates and Boutique & Gifts by Michele, boasts 22 different varieties of frozen entrees along with pies, cookies, breads and sweet rolls. If the food isn't enough, The Homestead sells candles, chocolates, jams, Amish noodles, deli meats and cheeses and locally raised freezer beef.

At Trish's Red Bird Café in Dayton, chicken corn chowder has the honor of being the most popular soup. Not far behind, though, is the breakfast soup.

"I believe that these are so popular



because they are so fresh tasting and just warm you up on the inside," says Red Bird Café owner Trish Brown, whose personal favorite is her tomato basil soup.

"It's not a traditional tomato soup," Brown says. "It is very chunky."

Brown believes the secret to her soups' popularity is simple.

"I would say our soups are so special because we make them completely from scratch and I can tell you every ingredient in every one," she says. "Our soups are not the 'normal' soups you see in other restaurants. We offer several that were created just for us."

Trish's Red Bird Café sells homemade soups by the quart, hot or cold, for \$10. The current list includes stuffed bell pepper, loaded potato, broccoli cheese, chili, chicken tortilla, chicken corn chowder, tomato basil bisque and the breakfast soup. All are gluten-free.

"I feel that the Greater Lafayette area likes soups and chili because it is a good way to fill up, and it just

makes you think of family," Brown says. "Growing up in this area most of us ate a lot of soup, so at least for me personally it brings back happy memories. It's just good comfort, feel-good food."

Partially for space reasons, Great Harvest Bread Co. doesn't offer a variety of soups like The Homestead and Trish's Red Bird Café. However, Great Harvest owner Jerry Lecy says a great deal of care goes into each batch coming out of Great Harvest's kitchen.

"We make these soups from scratch, so it's not easy to perfect so many options," Lecy says. Those options include butternut squash, cheesy broccoli, cream of mushroom, cheesy potato ham, and chili.

Like The Homestead and Trish's Red Bird Café, Great Harvest customers list tomato basil as a favorite along with velvet chicken.

"The popularity contest between the tomato basil and the velvet chicken is a toss-up," Lecy says. "Both are desired just as much. My personal

favorite is velvet chicken. I just love the creamy taste and shreds of chicken. The seasoning tops it off."

For customers who desire to have Great Harvest soups at home, there are dry soup mixes for sale.

"We offer over 20 varieties of these soups that are easy to make and tasty," Lecy says. "They can be tweaked to a person's liking with additional ingredients, or it's simple to just add water and heat up."

Just as easy is Lecy's explanation for why he believes soups are a staple of Greater Lafayette dining.

"I believe soup is so desirous in our area for two reasons," he says. "First, it is a simple meal – don't need to figure out which main course you want or which sides you want with that. It's one easy decision: which delicious soup do I want?"

"Second, it's a comfort food (which warms the soul and body.)" ★



BY JANE MCLAUGHLIN ANDERSON
MELISSA MORRIS PHOTOGRAPHY

Recreation for every body

As we happily flip over the calendar to 2021, discover a new place to pursue wellness for mind, body and spirit in Greater Lafayette. The West Lafayette Wellness Center opened in early January, just in time to pursue your New Year's resolutions. Located in Cumberland Park on the north side of West Lafayette, it is open to everyone, regardless of residence. A recreation and indoor aquatic facility has been on the city's bucket list for more than 30 years; the timing couldn't be better to build a holistic center for health. The Wellness Center has something for everybody.

Wellness Center Director Kevin Noe says, "This is much more than a gym or a fitness center; we are growing a community and building relationships with a wholesome family atmosphere. You can bring your kids in and drop them off at the Clubhouse while you take a class. You can work out while your kids are at basketball practice." Having the space to create new programs and room to grow is exciting for the West Lafayette Parks Department, which most recently operated out of the former Happy Hollow Elementary School building.

After 30+ years,
West Lafayette
Wellness Center
has arrived





The hybrid pool offers space for lap swimming, lessons and group exercises.



Basketball and pickleball fans have a new place to practice and compete.

The 7,300-square-foot fitness floor includes a full line-up of strength training and cardio equipment with a view. Wrap-around windows overlook the park, outdoor playground, pond and the adjacent Michaud-Sinninger Nature Preserve, teeming with wildlife. Inviting nature to indoor and outdoor activities sparks energy and wellness, reduces stress and gives people a place to connect with others the old-fashioned way – in person.

The large hybrid pool can accommodate swimmers of all abilities. There are three different ways to enter the pool: zero depth with water features for children, traditional stairs, and a wheelchair lift. The indoor aquatic facility features four lap lanes and areas for swim lessons and group exercise. There's even a vortex section to walk with or against the current. Dive-In Movies in the pool area are just one of the fun programs in store. Parks Superintendent Kathy Lozano says, "Swimming is a lifelong exercise and something you can do well into your 80s or 90s."

Like to play games? Great! There are plenty of opportunities to play sports in the two wooden floor basketball-sized gyms or the multi-purpose gym striped for pickleball. A four-lane running/walking track overlooks the gymnasium and is a great way to keep moving in the winter. If you like exercising in a group atmosphere, the Wellness Center has three studios for classes. The Wellness Center will hold youth and adult sports programs and summer camps in this space, but they are not included in the membership fee.

Membership includes unlimited use of the pool, open gym, strength and cardio equipment, indoor walking track, group exercise and wellness classes, and childcare while you work out. Members receive discounts on swim lessons and personal training, along with special member-only activities. Membership is open to everyone; however, households who pay West Lafayette property taxes and active military are exempt from the joiner's



Kids can hang out at the Clubhouse while parents work out.



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fee. Non-residents pay the one-time fee in addition to their membership package. No contracts are required, and members may put their accounts on hold for three months a year if needed. A variety of individual and family memberships are available, as well as daily passes. See the website for details, wl.in.gov/parks, or stop by the Wellness Center at 1101 Kalberer Rd., West Lafayette.

Integrating the Wellness Center within Cumberland Park provides opportunities to commune with nature and increase well-being. A marked 5K trail weaves around the grounds of the building and through the park. Eventually, the trail will lead to the new Margerum Government and Community Center.

In its very definition, recreation is the refreshment of one's mind or body after work through an activity that amuses or stimulates; play. The Well-



The Wellness Center features strength-training and cardio equipment.

ness Center is a prescription for attaining that refreshment.

“The Wellness Center has something for every health seeker,” says Wellness Coordinator Rachel MacDougall. “It’s no secret that exercise has many benefits. The Wellness Center will be a great tool for the community to focus on physical, mental and emotional health and well-being.”

Community rooms can be rented for meetings or gatherings with a nearby warming kitchen available. There’s even a party room by the pool to host children’s birthday parties. DogStudio is commissioned to create an interactive motion-sensing art piece in the lobby guaranteed to captivate and emotionally engage visitors. Check out West Lafayette Parks’ Facebook page for dynamic news, photos and videos of the Wellness Center and all parks and recreation activities. ★

“The Wellness Center will be a great tool for the community to focus on physical, mental and emotional health and well-being.”

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BY CINDY GERLACH
PHOTOS BY CHRISTINE PETKOV
PRODUCTION PHOTOS PROVIDED



Next Level Brew

Brothers join forces for coffee and community.



Brad and Cary Gutwein



The mere mention of coffee evokes smells and imagery that transport people to a place or a time. For many of us, it's the first thing we reach for in the morning. Or it's an excuse to gather with friends, to take a break or help us make it through a busy day.

It's a staple in so many of our daily lives — it's easy to take coffee for granted. But Brad and Cary Gutwein have taken their love affair a step further by making it their business. The brothers purchased the Copper Moon Coffee brand in 2006. And while they may not have reinvented coffee per se, they have taken this already existent brand to a new level.

This isn't the brothers' first foray into partnership in business. Growing up, the two always had a good relationship, says elder brother Brad. Brad graduated from Purdue University in 1989 with a degree in hotel and restaurant management — a good all-around degree with a focus on both business and hospitality — while Cary studied at Valparaiso University.

The two joined forces earlier in their careers when they operated a birdseed business, Morning Song.

"We've always gotten along really well," says Brad. "We have a good balance of talent and skills. Cary is more operational, I'm more marketing and sales."



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“I knew what we wanted, and what we were looking for.”

- Brad Gutwein



But eventually, they outgrew their fledgling operation, ready for a bigger challenge. After they sold Morning Song they were ready for their next venture. And coffee, Brad says, was no accident — it was intentional. He had done a lot of research on coffee and knew that was a venture he was interested in — and one he knew they were well prepared to take on.

For one, they already had a company put together and an infrastructure, a hold-over from Morning Song. And many of their employees stayed on, says Nick Thompson, who currently serves as vice president for sales and marketing but has been with the brothers since 2007.

The concepts of working with birdseed — sourcing, working with an agricultural product, purchasing, packaging, selling to retailers — carry over to the coffee business.

“Those same principles work for coffee,” Thompson says. “They turned it into more of a passion.”

Brad Gutwein attended a trade show in Florida in late 2006, looking for inspiration for his coffee ambition. He visited a booth for a business based in Indianapolis. The brand, Copper Moon Coffee, was owned by a private equity firm; Gutwein knew it was a non-core asset and they might be willing to sell.

“And I was ready,” he says. “I knew what we wanted and what we were looking for.”



So the brothers took the brand name Copper Moon – formerly a part of the now-defunct Marsh supermarket brand – and ran with it. Since the purchase in 2007, the company has remade the entire franchise. Its first roasting facility was on the east side of Indianapolis; in 2012 the entire operation relocated to Lafayette. They have changed the design and packaging, experimented with new flavors and techniques.

“Everyone has an entrepreneurial spirit,” says Thompson. “We’re constantly creating things that go to market. We have that entrepreneurial ability to develop all the way to the end consumer. It’s unreal that we get to do that here in Lafayette. The ability for anyone on our team to come up with an idea on a dry erase board to producing millions of pounds of it.”

The 100,000-square-foot roasting facility on the east side of Lafayette roasts tens of millions of pounds of coffee each year, Thompson says.

Much of the coffee is sold online through its website, coppermooncoffee.com; it is also sold through other online retailers – Amazon, Staples, Office Depot, Wal-Mart.

This year has been better than ever for online sales, Thompson says. The company did a refresh that launched in late January 2020, updating its brand. Copper Moon currently ships to all 48 of the continental United States.

“We expected growth,” he says. “It’s been out of this world.”

But they would like to encourage customers to purchase through the Copper Moon website. If they can see what people order, Thompson says, they are in a better position to help them with future purchases, making recommendations, or letting them know about sales or special offers.

“We get to establish relationships with those customers,” he says.

And the business has expanded into retail operations, opening its flagship café in April 2017 on State Road 26 near Meijer in Lafayette. It gave everyone a chance to see how consumers react to their products in real time.

“I think it kind of served as a good test kitchen for the brand, for what we could produce on a larger level,” Thompson says. “We could take that same coffee to the consumer, see what works. It’s a great marketing tool to reach our local community.”

Copper Moon recently opened its second location. The latest, on Sagamore Parkway in West Lafayette, has more than one drive-through lane, which helps serve customers during these pandemic months.



“We have that entrepreneurial ability to develop all the way to the end consumer. It’s unreal that we get to do that here in Lafayette.”

- Nick Thompson



Copper Moon baristas (from left):
Elizabeth Stanford
Zoey Hallam
Ally Wiegiers
Avery Roswarski
Brianna Cermak



It's a challenge, says Gutwein, but they're learning and adapting.

Yet with coffee shops on nearly every corner these days, how did the brothers feel like they could put their own spin on coffee? Coffee – the world's second-largest commodity, next to oil – is, these days, ubiquitous; how does one put their own spin on something that is everywhere?

"Coffee is very recognizable," Gutwein says. "Which means it's very complicated. You need to find a lane or a niche. We understand purchasing, packaging and selling to retailers."

Much of their sales were, formerly, to offices that provided coffee to their employees. Now that the workplace has shifted and so many people are working from home, Copper Moon's sales and marketing have had to shift as well. People are buying more five-pound bags these days.

"At-home brewing has grown considerably," Gutwein says. "Consumption rates have gone up." People are drinking coffee for more of their day, or at different times. Consumer behavior has changed, and the business will have to change with it.

Thus, Copper Moon's mission, says Gutwein, is to adapt its marketing and advertising, reaching customers in new way.



"We're trying to fuel our local heroes as they work to protect us. It's a practical way for us to support our local frontline heroes at this time."

- Nick Thompson

"The customers we do pick up are sticky," he says. "We need to continue to advertise to them. That's a real focal point with us."

One of the most important pillars of the business model is Reach for the Moon, the company's philanthropic effort. Copper Moon is committed not only to selling great coffee, but to serving others and giving back to the community.

It's a term the team takes literally, Thompson says.

"It's our giveback arm. We think coffee can help you reach your goals."

We Give a Cup is its offer to provide complementary drinks to health care workers, firefighter, police officers, members of the military and educators.

"We're trying to fuel our local heroes as they work to protect us," Thompson says. "It's a practical way for us to support our frontline heroes at this time."

The initiative funds pursuits in STEM fields, partnering with the Astronaut Scholarship Foundation, which provides more than 50 scholarships annually. It supports Purdue Space Day, Maurice J. Zucrow Laboratories, a 24-acre research center home to the world's largest academic propulsion lab. And it supports a number of other organizations, including the Make-A-Wish Foundation, Girl Scouts of Central Indiana, Food Finders Food Bank and Habitat for Humanity.

Copper Moon works because of its business principles and how it practices them, says Thompson. It's a family-owned business, and it has local roots. The company produces high-grade coffee, and it is committed to sustainability as well as social, economical and environmental concerns. And it is committed to giving back to the community.

But in the end, it comes back to family. It's a business that feels like a family. Because, of course, it is a family. Brad and Cary work very well together, Thompson says.

"It's very much a family," he says. "They're a good yin and yang. It works."

The brothers try to model excellent relationships.

"In business there has to be a lot of give and take, humility and respect for the other's point of view," Gutwein says. "We've done it our entire lives. We understand each other; we listen. If there are issues, we talk through them."

And it's a feeling that extends beyond the brothers; as Thompson points out, a good number of their team have been with them since the Morning Song days, people who work in operations, sales, marketing, graphic design.

And at the heart of the business: coffee. Because what better way to be successful than to love what you do, do what you love?

"Coffee brings people together," says Gutwein. "It's a global beverage – it literally is recognized globally. I love coffee." ★

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BY KAT BRAZ
PHOTOS BY CHRISTINE PETKOV

All in the
Family 

**Legacy business owners
share lessons of leadership**

This year marks the 95th anniversary of Kirby Risk Corporation, founded in 1926 when J. Kirby Risk borrowed \$500 from his father and joined Otto Keiffer to open the Keiffer-Risk Battery Company in a small, abandoned blacksmith shop in Lafayette. Keiffer left the company within the year and was replaced by George Tweedie. The company became Risk-Tweedie Electric Service, and Risk was able to repay his father that \$500 loan.



James Risk III

After Tweedie's departure in 1934, the company was renamed Kirby Risk Electric Company, expanded into wholesale distributions of electric supplies and moved to a new downtown location in 1941. Through it all, Risk remained committed to a concept the company now refers to as sacrificial service. Risk's son, company CEO James Risk III, describes sacrificial service to mean placing the highest value on customers, employees, vendors and community relations.

"My father felt strongly that your life's activities and your business should be based on integrity, respect for people and valuing others," Risk says. "My mother and father were an amazing team. I learned by watching them that true happiness comes from serving others or enriching the lives of other people."

The second-generation leader recalls accompanying his father to the company warehouse on evenings and weekends as a child.

"I was fascinated walking down the aisles with all of the different products, parts and equipment," Risk says. "I didn't necessarily know

their purpose or understand how they worked."

Risk first started working at the company during summers while he was in school. Following college, he began his career at the sales counter and worked his way up to vice president of sales before he was named company president in 1972 at the age of 30. No stranger to leadership, Risk had already served as president of the Lafayette Chamber of Commerce.

A commitment to community service is another value Risk learned from his father. According to Risk, his parents "left us a legacy of valuing others and having a sincere concern for your fellow man." Among his many contributions to the community, the elder Risk championed bringing Junior Achievement to Lafayette and the younger Risk participated in the program in high school.

"The cornerstone to our company's success is a commitment to long-term relationships with our employees and their families, with our customers, and with our ven-

dors," Risk says. "Equally important is having a presence in our communities. Our employees are encouraged to get involved in their communities, value other people and simply do more than what is expected. My parents lived their lives that way and I just tagged along for the ride."

Family business

Eddy Del Real was 4 years old when his father, Jose, opened Del Real Auto Sales. Jose still worked at Alcoa at the time. He'd wake up at 6 a.m. to go to the car auction, report to the plant at 3 p.m. and get off shift at 11 p.m. His three sons, Alonzo, Eddy and Tony, began helping out at the lot as kids, washing cars and performing other odd jobs on weekends or after school. Now all three sons — and their brother-in-law — work for the family business.

"It wasn't ever expected of us. We were raised to do what we love," Eddy Del Real says. "For me, it's an awesome opportunity. We've always been family oriented. We were all brought into the business. We each have investment in it. Dad showed us the ropes and we took it from

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there to broaden the business and expand it.”

Since its founding in 1987, Del Real has expanded into three locations. Eddy manages the flagship Del Real Auto Sales in Lafayette; Alonzo runs Del Real Auto Connection on Sagamore Parkway, Lafayette; and Tony opened Del Real Automotive Group in Frankfort. In terms of his father’s leadership style, Eddy Del Real says Jose’s approach has always been firm, but egalitarian.

“There isn’t really a hierarchy of titles,” he says. “We were all raised as equals. We’ve never really had a boss. My dad has the knowledge, so we would ask him for advice and roll with it. He’s shown us that if you put your time and your investments into the business, you’ll reap the benefits. He’s done well for himself, and we want to continue that legacy.”

Eddy Del Real said one thing

that sets the family business apart from other auto dealerships is the way they do business. Because their business carries the family name, the Del Reals are invested in every single sale. The company values stem from Jose’s strong work ethic and belief in transparency of the deal — no gimmicks, everything is sold with a warranty and deal the way you want to be treated. Though his sons manage the day-to-day operations, Jose is still involved in the business.

“We still go to the auction together,” Eddy Del Real says. “Sometimes we’ll talk business at the dinner table when we’re all together. It’s something that will always unite us. My mom and our wives are the ones that keep us grounded.”

Counter philosophy

Basim Hussain started hanging out at his dad’s place of work when

he was still too young to be on the payroll. What kid wouldn’t want to spend all day in an ice cream shop? Sabir Hussain operates three Coldstone Creamery locations throughout Greater Lafayette. Once Basim was old enough, he sought employment at one of his father’s stores.

“He considered applying for other jobs, even interviewed for a few. But they just weren’t for him,” Sabir Hussain says. “The way we provide flexibility to young people in school and sports and other activities, we go above and beyond in recruiting and keeping young employees.”

Basim’s only concern about working for his dad? He was worried he’d be missing out on a real work experience.

“At the end of the day, your dad probably won’t fire you,” Sabir Hussain says. “But Basim gets admonished just like anyone else, and to be honest, a little bit more than others.



Basim and Sabir Hussain

There’s extra pressure if the owner’s son isn’t in proper uniform.”

Hussain takes a long-term approach in developing his young workers. He looks for opportunities to challenge them to see alternate perspectives. He encourages them to be problem solvers. He guides them in cultivating strong customer relations skills that could be applied to dealing with clients in almost any future career path. Basim, now a freshman at Cornell University, remained at home during the fall semester due to the pandemic. While enrolled in online courses, he still worked part-time in his father’s store.

“For all my young employees, I hope there is something they pick up from this job that stays with them for the rest of their life,” Sabir Hussain says. “I truly believe it takes a village to raise a young person. My role may not be counselor or teacher or pastor, but at the same time, it’s not nothing. I’m not just a person who signs their check.” ★

Del Real Family



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Empty seats have Purdue fans making their own kind of fun on game days

BY KEN THOMPSON
PHOTOS PROVIDED

Voted the “Best Gameday Atmosphere in the country” in a Fox College Hoops Twitter poll last summer, Purdue’s Mackey Arena has been virtually silenced by COVID-19.

Purdue Athletic Director Mike Bobinski announced on Nov. 18 that men’s and women’s basketball games would be played indefinitely without fans in attendance.

“This decision is based on the current state of the COVID-19 pandemic in our community and reflects our ongoing commitment to help protect the health and safety of our students, coaches, staff and area residents,” Bobinski said.

A handful of parents and artificial noise is no substitute for more than 14,000 fans on game day. That’s a concern to season ticket holder Trent Johnson, who notes that men’s basketball coach Matt Painter has a team with no seniors this season.

“You hear not only Purdue talk about it but the national media talk about what a great venue Mackey Arena is from a competitive standpoint because of the fans,” Johnson says. “They are going to pipe in a little bit of crowd noise but no way is that going to compare to having a student section at each end and 14,000 fans screaming and hollering. I would see how it would be hard to get up for a game, get a big stop and the fans aren’t there to cheer you on.”

It’s been an adjustment to watching Purdue sports from home for Johnson, who likes to arrive an hour before game time to mingle with fellow fans.

“I’m a social person so I like being out in the community and seeing people you sit by and get to know throughout the season,” Johnson says. “I’m going to miss that part of it. Now I have my wife to watch it with. I’ll sit

down and watch the game from start to finish while she is up doing other things. That’s fine, but I sure would rather be there in person.”

Johnson doesn’t watch games in silence, admitting he does yell at his TV.

“My wife tells me to calm down, relax,” he says. “I like to use the phrase ‘I’m not superstitious, but I am a little ‘stitious’ when it comes to watching Purdue sports and Purdue basketball in general. If I’m watching a game at home ... I’ve got a certain spot I like to sit in. If we’re doing well, I can’t move from my spot. But if we’re doing poorly, I’ve got to move ... change things up a little bit.”

Purdue basketball is appointment TV in Nate Barrett’s household. Three children who are either into gaming or children’s programming make it so.

“Mom and dad have to put our foot down,” says Barrett, whose wife is also a Purdue graduate. “We’ll make side deals with the kids but let them know you can watch whatever you want but at 8 p.m. the Boilers are on and mommy and daddy are switching to the Purdue game.”

Barrett said he has been attending games in Mackey Arena since he was 8 years old, his Boilermaker-for-life status clinched by watching Troy Lewis, Todd Mitchell and Everette Stephens lead Purdue to back to back Big Ten championships in the late 1980s.

He was there to watch national player of the year Glenn Robinson score 49 points on Illinois during his final game in Mackey Arena in 1994. Barrett recalls the celebration of another Big Ten championship with All-American Caleb Swanigan leading Purdue past Indiana.

“Purdue, as much as any team over the years, I think at its best ... feeds off the energy of that crowd,” Barrett says.

Like Johnson, Barrett is missing renewing friendships with fans who sit alongside him on the bleacher seats.

“I became friends with a grocer from

BOILERMAKERS

BOILERMAKERS



Monon and some farmers from down in Montgomery County,” Barrett says. “It became an event you looked forward to, being at the game with your friends. I think a lot of good in our community has been fostered by the activity.”

While it’s not the same as being in Mackey Arena, Barrett has found a way to interact with other fans during Boilermaker games.

“On the road games, I think people pull their phones out more and are texting with friends during the game,” he says. “It kind of gives you a little more camaraderie with your friends. I’m on a few text feeds with five or six buddies, and you know when the game has started because your phone starts buzzing.

That’s a lot of fun to text back and forth with people you consider good sports fans during a road game. It is a great way to watch the game.

“I also look at Twitter a lot during games now. There are a lot of good Tweets during games that are full of good insights, especially with some of the BTN people Tweeting.”

While still a young man, Barrett is old enough to remember the days

when many Purdue games were not televised.

“We have so many networks for sports now, where years ago we probably would not have been able to probably watch in real time games like the Space Coast Classic,” says Barrett, referring to Purdue’s season-opening games in Florida that were televised by CBS Sports Network.

“Even during a lot of the (Gene) Keady era, I think that’s true ... unless maybe you had a satellite dish. Now you can pretty much find a way to buy a channel you want and watch the game.”

The pandemic has also limited the ability of local restaurants to bring in crowds to watch Purdue games.

“We can’t go to BW3 or Teays or anywhere to watch in a big group – or you shouldn’t be,” Johnson says. “The amount of revenue that’s been lost from not having fans at football games: the hotels, restaurants, gas stations even locally ... I would like to know what financial impact it’s had on our community. It’s got to be big.”

While not going into specifics, Orlando Itin says his family’s

restaurant – Bruno’s – has felt the impact of fanless Purdue athletic contests.

“The football weekends were probably our busiest weekends of the year, besides graduation,” Itin says.

While not directly related to the pandemic, Bruno’s made the move to limit the restaurant’s services to private parties and carry out only in 2020. Visit brunodough.com for details and current hours.

Itin tells an anecdote of how the pandemic has changed the Purdue game-day experience and impacted businesses.

“Half the people I talked to didn’t realize Purdue was playing on Saturday,” Itin says, referring at the time to the Rutgers game in Ross-Ade Stadium. “You can’t go, you can’t tailgate, you can’t do this, you can’t do that. Since you’re not going in person, you’re not making plans for the weekend.

“Businesses have taken a big hit. Nobody wants to go out. You’ve already seen places closing up (referring to the Neon Cactus and Professor Joe’s). We’ve been real lucky. Our carry-out business is

strong. It was always strong before because people wanted to take food home.”

The pandemic has given Itin a different perspective on watching sports.

“It’s weird because watching now, you don’t even know there’s nobody at the game,” he says. “I’d watch Purdue regardless if there were fans in the stands or not. After the first couple of basketball games, I think you’re going to notice – not

just us – you’re going to lose the homecourt advantage. It’s going to be a big difference.”

Johnson speculates that one industry not harmed by the pandemic are high-definition TV manufacturers, which leads him to worry about the future of fan attendance.

“I think people are investing in bigger TVs for their living room or their basement and create their own atmosphere there,” he says.

“My concern is going to be long term, and I’m sure this is a concern for Purdue. People are now used to watching games at home. Will they come back?

“I know I’ll be back as soon as they say the gates are back open, but I can see a lot of people investing in finishing a basement or big screen TV and getting comfortable. I hope that’s not the case. I love a game day on a college campus.” ★

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A look ahead to spring sports at Purdue

It was a silent spring at Alexander Field, Bittering Stadium, Rankin Track and Field, Schwartz Tennis Center and the Birck Boilermaker Golf Complex in 2020.

March 12, 2020, is a date members of Purdue's baseball, softball, track/field, tennis and golf teams won't likely forget. That's the day their seasons came to an abrupt end due to the COVID-19 pandemic.

Assuming their seasons can begin in the spring of 2021, the Boilermakers have plenty of reasons for optimism.

The cancellation derailed a promising start for the Boilermaker baseball team under first-year coach Greg Goff. Purdue owned a 7-7 record, highlighted by winning the four-team Campbell Invitational in February.

Fortunately for Purdue, outfielder Skyler Hunter and catcher Zac Fascia will take advantage of the NCAA's ruling granting a free year of eligibility to seniors whose spring sports were canceled by the pandemic.

Hunter has a chance to set the Purdue career record for hits, needing 59. With 66 career multi-hit games, Hunter would seem to have a chance if he stays healthy and the Boilermakers play a full schedule.

Fascia not only is strong defensively (throwing out five base stealers in 16 chances) but he also carries a strong bat. That was illustrated in the season-opening series win against Hofstra, batting .500 with three extra base hits, three RBIs and six runs scored.

Flanking Hunter will be junior left fielder Ben Nisle, whose nine career home runs are the most among active Boilermakers.

Another returning starter is sophomore shortstop Evan Albrecht, who led Purdue with a .364 batting average and 14 RBIs.

Junior Trent Johnson, the opening day

starting pitcher in 2020, returns as well. He is among Purdue's all-time leaders in strikeouts per nine innings (second at 9.70) and fourth in earned run average (2.56).

SOFTBALL

The Boilermakers got to play 25 games away from West Lafayette, compiling a 15-10 record, before the COVID shutdown.

Purdue coach Boo De Oliveira will welcome back all six pitchers who made appearances in 2020, including junior right-hander Sydney Bates (9-4, 2.36 ERA).

Three of the Boilermakers' top five hitters also return: outfielder Kasey Wilhoit (.324, 2 home runs, 15 runs scored), utility player Cora Bassett (.298) and infielder Rachel Becker (.274, 13 RBIs).

MEN'S TRACK

Four returning All-Americans headline the 2021 Boilermakers.

Senior Samson Colebrooke (200 meters, 400 relay), senior Brian Faust (400 meters), senior Waseem Williams (100 meters, 400 relay) and junior Isaiah Martin (heptathlon) were honored by the U.S. Track & Field and Cross Country Coaches Association.

Williams is a four-time Big Ten champion as well.

Football player Marcellus Moore is a promising sprinter. Moore placed third in the Big Ten Indoor 60 meters, behind Williams, just weeks after graduating from high school. Moore also took third in the Big Ten Indoor 200 meters.

WOMEN'S TRACK

Three-quarters of the 2020 Big Ten Indoor championship 400-meter relay return for the Boilermakers' outdoor season.

Samara Miller, JaeNisa Heckstall and Saran Kouyeth were the 2-3-4 legs of that championship relay, which edged Penn State by one-hundredth of a second.

Kerris Roberts finished third in the 200 meters at the Big Ten Indoor meet.

Field events look strong with Big Ten Indoor runner-up Jessica Bray (pole vault) joined by West Lafayette graduate Kaia Harris (throws). Harrison alumnus

Jaden Mattox returns for her senior season in the long jump.

MEN'S GOLF

Coach Rob Bradley will have an experienced squad for 2021, led by first-team All-Big Ten selection Joe Weller and Bradley's son, Cole.

Weller had two top-5 and four top-10 finishes during the 2019-20 season, which was limited to seven events.

Bradley, the former Indiana high school state champion from Harrison High School, is back for his junior season.

Another Harrison graduate, Nic Hoffman, joins the Boilermakers this season after a standout high school career. Hoffman is a two-time Boys State Junior stroke play champion and won the 2019 Lafayette Men's City Championship.

WOMEN'S GOLF

Sophomores Sifat Sagoo and Kan Bunnabodee will seek to top outstanding freshman seasons for the Boilermakers a year ago.

Bunnabodee enrolled at Purdue in January 2020, and she made an immediate impact. The Chonburi, Thailand, native led the Boilermakers with a 72.33 stroke average in the three spring tournaments Purdue was able to play before the pandemic shutdown.

MEN'S TENNIS

Sophomore Tomaz Dudek headlines a young Boilermaker squad.

Dudek was selected the 2020 ITA Ohio Valley Freshman of the Year. The Warsaw, Poland, native posted an 8-7 singles record for Purdue.

Dudek's fellow Poland native, Michal Wozniak, went 3-3 at No. 4 singles after joining Purdue at the start of the second semester a year ago.

WOMEN'S TENNIS

All-Big Ten selection Ena Babic leads an international Boilermaker squad.

The senior from Croatia was honored after posting a 7-5 record at No. 1 singles a year ago.

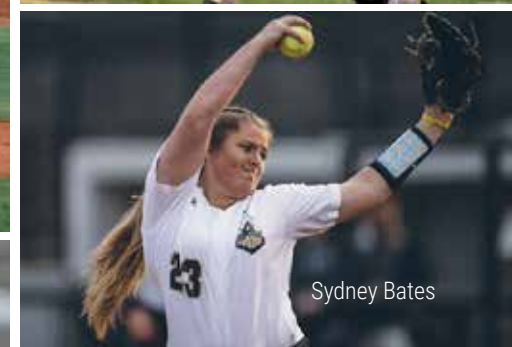
Purdue's roster also features players from Brazil, Guatemala, Japan, Slovenia, Spain and Turkey.



Trent Johnson



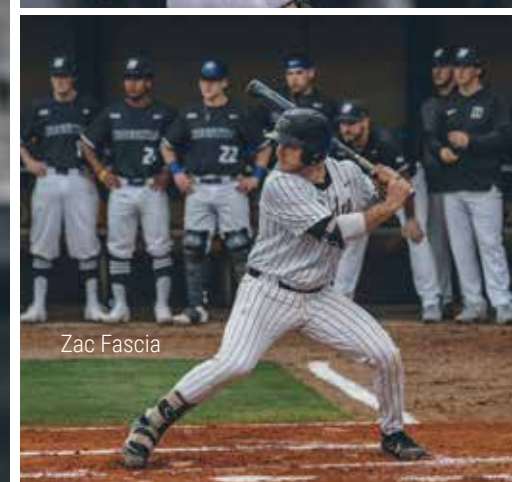
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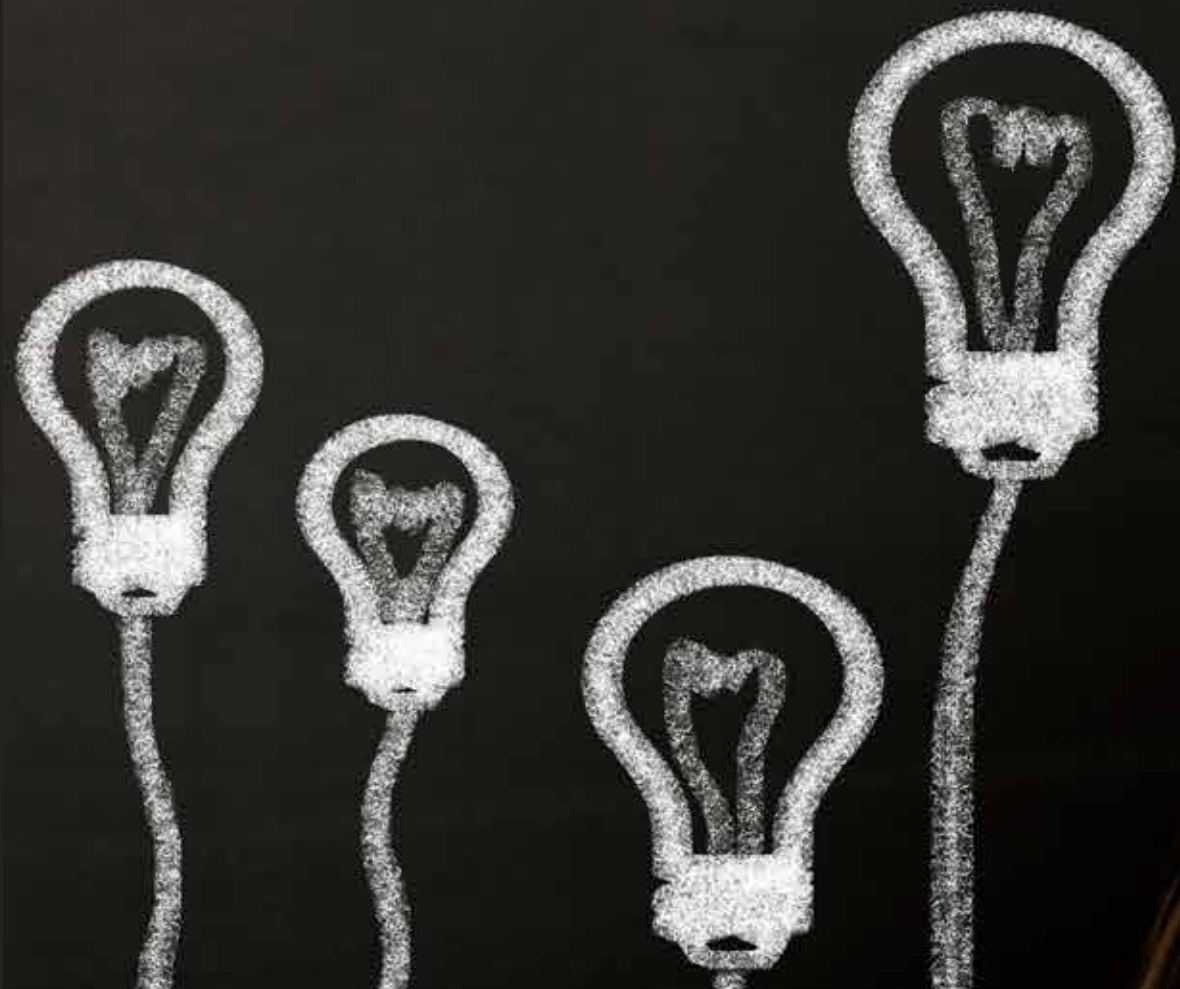
EAT MORE PIZZA

RESTAURANT

BY HANNAH HARPER
PHOTOS PROVIDED

Paving the way for a greater community

Young leader organizations set their
sights on a **bright** future



Follow the leader. *Lead by example. Take the lead. It's safe to say that the concept of leadership has left an unmistakable imprint on the American vernacular, and rightly so, as it determines the course of everything from our countries to our businesses. Cultivating this vital skill in younger generations is an important part of ensuring our mutual success, and it is something in which Greater Lafayette continues to invest and value in the community.*



Tippy Connect Young Professionals

Tippy Connect Young Professionals provides young professionals ages 21-39 in Greater Lafayette an opportunity to discover their community and build lasting relationships with their peers and neighbors. With 151 members and several programs focused on the values of engagement, development, opportunity and service, the Greater Lafayette Commerce leadership program strives to be a connecting force within the community.

As a young professional, David Teter, a member of the Tippy Connect Young Professionals Steering Committee, has enjoyed the behind-the-scenes process of helping to organize opportunities for his peers.

“Knowing the community is the first step to making a difference, and I’m thrilled to know so many people with a passion for the community and developing new leaders and cultivating talent,” Teter says.



Programs such as Adulting 101 and Taproom Takeover are two such opportunities for young professionals to get to know the community. Adulting 101 partners with local organizations to help young professionals learn or brush up on important life skills such as financial planning or changing a tire. Taproom Takeover allows Tippy Connect members to learn about the local restaurant scene through discussions with the business owners who operate them.

“Adulting 101 helps create those roots in Greater Lafayette because once you know [the community], you feel more at home, less out of place,” says Rebecca Jones, Quality of Life Coordinator and Tippy Connect Liaison for Greater Lafayette Commerce. “[Taproom Takeover] is another way for these individuals to grow roots.”

For Lafayette transplant Tyler Knochel, creating that sense of community for all young professionals is an important part of his involvement with the organization.

“Through my work at Tippy Connect, I want other people like me, young professionals and emerging leaders, to see Greater Lafayette the way I do,” he says. “I want to see more of us rally around our community and continue to make it great.”

In addition to community events, Tippy Connect Young Professionals also offers leadership training through its Success in 60 program and



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leadership conference. Success in 60 is delivered as a workshop where Tippy Connect members can learn personal and professional development skills that will equip them to become better leaders. Examples of past workshop topics include confidence and StrengthsFinder.

New to the programs offered through Tippy Connect is a leadership conference. The conference is tailored to young professionals and includes opportunities for networking, professional development tracks and keynote speakers.

“As long as you want to professionally develop yourself and personally grow with your peers, we have programming for you,” Jones says.

Although Tippy Connect Young Professionals caters the majority of its programming to a subset of the community, anyone who believes he or she may benefit from the organization’s programming is invited to reach out to attend an event. As a result of partnerships and connections to community organizations, Tippy Connect Young Professionals also gives members an opportunity to continue to serve the community through volunteerism and board representation even after they no longer fall into the designated young professional age range.

“We can talk about our community as a whole as it all relates to Greater Lafayette,” says Jones.

“The end point for someone’s professional development isn’t when they’re 39 and aging out of Tippy Connect. It should be never.”

For more information or to join, please visit tippyconnect.com.



Leadership Lafayette

Since 1982, Leadership Lafayette has cultivated leadership potential in the citizens of Greater Lafayette to enrich the community in government, business and nonprofit sectors. The organization is an application-based leadership development program that prepares its cohorts through experiential learning and community engagement.

“Beginning with our Opening Retreat, we focus on identifying personal strengths as well as skills, abilities and passions that make each individual uniquely positioned to give back to our community,” says Kitty Campbell, executive director of Leadership Lafayette.

Each session focuses on a different area of the community to teach them about opportunities available in sectors such as civics, education and youth advocacy, human services, the arts and nonprofits. Participants also learn valuable leadership skills such as conflict resolution and team development.

For Knochel, who was a member of Class 46, several of the sessions gave him a greater understanding of challenges, talents and systems that exist within the community.



LEADERSHIP LAFAYETTE CLASS 50

“My favorite session was all about building systematic support in our communities – how does the mission and reach of one organization or program connect and build into the mission and reach of another?” he says.

The organization takes a unique approach to leadership training, focusing on servant leadership to provide exposure to opportunities where alumni can serve the community after completing the program. Through the Leadership Lafayette Volunteer Expo, the organization provides resources for alumni to get involved.

Knochel learned about leadership opportunities from his Leadership Lafayette experience in which he continues to take part.

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It has been an HONOR
to help our community
HEAR BETTER!

“I serve on a committee for United Way and Tippecanoe Arts Federation (TAF), I serve on the steering committee for Tippy Connect Young Professionals, and I’m on the board of directors for an X-District and The American Advertising Federation in Lafayette,” he says.

“Leadership Lafayette was the first step I took in really getting involved in our community and helping build a greater Lafayette.”

Although the program is open to people of all ages, the organization has created partnerships to reach young professionals in the community.

“We collaborate with community partners, including Tippy Connect Young Professionals, to encourage businesses and nonprofit organizations to invest in the personal and professional development of their emerging talent, and to encourage young professionals to learn how they can get involved in our community and better our shared quality of life,” says Campbell.

Teter, a member of Class 49, gained insight into how community leaders work together to contribute to the overall success of Greater Lafayette.

“Leaders from various organizations collaborate and think of new events and activities that benefit the community, which is incredible,” he says. “I saw the start of some new ideas and collaborations during Class 49, and I’m sure Leadership Lafayette will continue to be an accelerator for the development of the community and leaders to move our community forward.”

For more information or to apply, visit leadershiplafayette.org.

The People Business 2.0



Providing a new and personalized twist for young professionals to build leadership skills, The People Business 2.0 is a personal and professional development organization owned by Sharlee Lyons. Certified as a Gallup Strengths Coach, Growing Leaders Master Trainer, and Fascinate Certified Advisor, among other qualifications, Lyons began the People Business 2.0 in 2020 after a career in multiple leadership and training roles.

LEADERSHIP LAFAYETTE CLASS 46



LEADERSHIP LAFAYETTE CLASS 49

“The People Business 2.0 is the collection of the personal and professional development best practices I’ve experienced in my professional career, and now I am blessed to share them with others,” Lyons says.

The leadership coaching provided by Lyons is customized to each individual client, making the leadership development experience personalized to the client’s unique needs and challenges. However, leadership coaching follows the same seven steps: (1) relationship development, (2) leadership competencies overview and assessment, (3) curiosity and learning about leadership competencies, (4) client setting goals for development, (5) assessments that lead to self-discovery, (6) coaching that leads to goal setting, and (7) client-driven action planning.

“I consider myself a ‘guide on the side’ as the client works through self-discovery, development, action planning and goal attainment,” says Lyons.

While leadership coaching is available to clients of all ages, Lyons offers coaching for young leaders through use of the Growing Leaders Habitudes curriculum, which was developed to teach leadership habits and attitudes to youth and young professionals through images.

“Our hope for the future depends on how well we train our young leaders, and it doesn’t happen by chance, it must be intentional,” she says.

Also intentional is Lyons’ choice to use The People Business 2.0 to bring leadership coaching to the Greater Lafayette community.

“My husband and I have lived in Greater Lafayette for 20 years,” she says.

“It’s the longest I’ve lived anywhere, and that is intentional. I love this community.” ★



Additional leadership opportunities for young professionals:

- Evergreen Leadership: evergreenleadership.com
- United Way Emerging Leaders United: uwlafayette.org



STILL LOOKING AHEAD

LOEB STADIUM

While much of life slowed or was outright canceled last year due to the COVID-19 pandemic, city improvement and development projects continued, and many will come to fruition in 2021. From penguins to new planned neighborhoods, here's a peek at what's coming for our communities.

Columbian Park

Lafayette's Columbian Park continues to be a beehive of activity with new attractions slated to open this spring and summer.

The recently constructed \$20 million Loeb Stadium, located at the corner of Main and Wallace streets, will be dedicated at the end of January, says Lafayette Parks and Recreation Marketing

Manager Samantha Haville. Some COVID-related delays pushed the project's completion back a bit, but everything should be ready for Lafayette Jefferson High School's baseball home opener in the spring.

The original Loeb Stadium, built in the 1940s of concrete, was long the site for Lafayette Jeff's home games, the Colt World Series, and more recently the summer collegiate baseball team, the Lafayette Aviators, part of the West Division of the Prospect League. The new brick stadium, which will seat 2,600 people when suites and lawn seating opens later this year, is also designed as a multi-use space where concerts and family movie nights will be planned.

"We hope to make a big splash

for the first Jeff home game and for the Aviators' opener in early summer," says Haville. "And we're opening it up to community partnerships for a wide variety of events."

The newest additions to the Columbian Park Zoo are scheduled to arrive before the zoo opens this spring. Nine African penguins will be shipped from California to inhabit the penguin house constructed in 2020. Their arrival was delayed because of travel restrictions, but the hope is that these warm-weather birds will feel at home and be ready for visitors by late April.

Another exciting addition, an updated blast from the past, will be a new carousel. Construction on a



permanent building to house this family favorite has begun, located between the zoo and Tropicanae Cove water park. The carousel will feature hand-carved and painted wooden animals that represent some of those found in the zoo, along with exotic species and traditional horses. Haville says no date has been set for the opening of this much-loved ride.

While some of these new projects will not be fully used until the pandemic is under control, several planned features in Columbian Park will be open for individual use this summer.

Phase three of the Memorial Island project is proceeding apace. A new amphitheater with upgraded sound system is planned. The lagoon was drained last year, and sea walls are being rebuilt. Lots of new elements are being added to make

the area accessible for folks with disabilities including boardwalks, new bridges, and ADA fishing nodes that jut out into the lagoon and accommodate a wheelchair, Haville says. The parks department is working with Purdue University and the Indiana Department of Natural Resources to choose fish that will be stocked in the refilled lagoon this summer.

“We are most excited about the fact that paddle boats are coming back!” Haville says. “The boats will be located on the south side of the lagoon near the train depot. We hope to have them available in July.”

Cason Family Park

Keeping with the theme of public parks and outdoor spaces, West Lafayette has several projects in the works, says Erin Easter, director of



development for the city.

Cason Family Park is a planned 14-acre prairie-style space being developed in two phases. The park, located on acreage donated by local farmer Lynn Cason at Cumberland Avenue and U.S. 231, is already home to the historic, one-room Morris Schoolhouse. Built in 1879, the school was moved to the property in 2017 and restored so it can be used for educational programs.

Construction on other park elements is slated to begin this year with completion set for 2022. Surrounding the schoolhouse will be outdoor play places, lawns and waterways. There will be picnic pavilions, public restrooms and several trails throughout the acreage.

“This will be a really fun, whimsical place to play that won’t feel forced,” Easter says. “There will be natural playgrounds with climbing rocks, wooden elements and rest areas.”

For bikers and walkers in West Lafayette, a planned 10-foot-wide pathway project will roll out this year. The path will run along Salisbury Street from Kalberer Road to Grant Street and end at Northwestern Avenue. The project will include shifting some traffic lanes and burying utilities, says Easter. Lighting and other amenities will be added during this two-year project, which will provide a safer way for pedestrians to move from the northern side of the city to the Purdue campus.

And the pathway will lead directly to the new Wellness Center just completed in Cumberland Park. This 73,000-square-foot facility houses a pool, gym, walking track, weight equipment and spaces for health classes, Easter says.

“A lot of our parks programming was put on pause in 2020,” she says. “It was difficult not to do those things last year, but we’ll have a beautiful new home (for

those programs) when the time is right.” (See story on Page 22)

A new City Hall in West Lafayette

While anticipating summer activities, Easter and other city employees are spending these colder months settling into newly renovated office space at the Sonya L. Marjerum City Hall, formerly the Morton Community Center. Remodeling of the historic building began in 2019 and was largely completed in December when city workers began moving in.

The city offices have moved around for several years, but the more than \$15 million renovations should allow the building on Chauncey Avenue to be a permanent home, says Easter. The name of the building was changed to honor the late Sonya Marjerum who served as West Lafayette mayor for 24 years.

“We moved into the building exactly two years to the date that construction began,” she says. “There are so many advantages to this space now. It’s ADA compliant and accessible. Four-fifths of the building space will be focused on parks or city programming and available to the community. And the new City Council chambers will serve as a true home for (the council’s) work. Before there was a sense of impermanence, but we hope this will be our final and forever home.”

City Hall’s first floor now has community space including two dance studios that can also host art programming and other activities. The first floor also houses the City Council chambers and other meeting space. The second floor is home to city staff including the mayor’s office, parks department, clerk’s office and other departments. A customer service desk is centrally located so visitors can easily get the help they need, Easter notes.



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And additional community projects are planned between City Hall and the West Lafayette Public Library. Three public spaces will be added that include art pieces that also can serve as road barriers to temporarily block streets for festivals and large gatherings.

Lafayette projects

Lafayette also is completing some downtown projects and making plans for a new 70,000-square-foot public safety building and parking garage. The first public hearing concerning the facility design was held December 16, and the city hopes to begin construction this year with completion planned in 2023, says Lafayette Economic Development Director Dennis Carson.

The facility, which will be on property just east of City Hall at Sixth and Columbia streets, will house the police department and provide parking for city employees plus extra public parking spaces. The multi-story building will include open plazas for public use and be an asset to downtown living, Carson says.

Several Lafayette streetscape projects wrapped up in 2020 that have made downtown more pedestrian friendly and encouraged both investors and shoppers to see the businesses along Main Street as desired destinations. Paying attention to historic preservation and making the area more consumer friendly has paid off.

“We’ve had a lot of positive feedback and people say being downtown is now a better experience, in a safer environment that is more interactive,” says Carson. “We’ve encouraged outdoor dining, which has been so important during the pandemic, and we have more retail than we’ve had in decades.”

While the growth of brick and mortar stores is a surprise in this age of on-line shopping, Carson

says there are more clothing and other retail stores downtown than have been seen in years. That trend shows that the investment in improving sidewalks, installing public art, and focusing on local businesses has paid off as people feel more comfortable lingering and shopping downtown.

“We’re very excited about it,” he says. “It’s a testament that people like to experience things (in person). We know it’s been challenging for some of these shops but we think they’ll hold up and do really well when things open up again.”

Provenance

Perhaps the biggest project coming to Tippecanoe County is back across the river on the west side of the Purdue campus. As part of the Discovery Park District, the city of West Lafayette, Purdue Research Foundation and Old Town Design Group from Indianapolis have launched a planned housing development called Provenance.

Work has begun on apartments at the southwest corner of State Street and Airport Road to be followed by condominiums, town homes and single family homes,

says West Lafayette’s Easter, adding that commercial and retail spaces are also part of the mix.

According to information from Old Town Design Group, this multiphase project will eventually include walking paths that connect to nearby parks, golf courses, shops and restaurants. The development includes lots for 56 single-family homes and 30 townhomes.

So grab your mask and take a drive around our communities to see the changes coming. While it feels as if our lives are shrinking, there are brighter days ahead with much to celebrate. ★



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