



## 2024 INVESTOR RESOURCE GUIDE

66 S. WATER STREET  
FRANKLIN, IN 46131

1499 WINDHORST WAY, SUITE 160  
GREENWOOD, IN 46143

317.888.4856 | [ASPIREJOHNSONCOUNTY.COM](https://aspirejohnsoncounty.com)



## TABLE OF CONTENTS

WHO DO WE SERVE?.....	3
ABOUT ASPIRE.....	4
ASPIRE STRATEGIC PLAN.....	5
ASPIRE STAFF AND BOARD.....	6
2024 MEMBER INVESTOR LEVELS.....	7
ASPIRE AMBASSADORS.....	8
MEMBER ONLINE PORTAL.....	9
AFFINITY PROGRAMS.....	10
SMALL BUSINESS MENTORING.....	11
MARKETING OPPORTUNITIES.....	12
2024 EVENTS CALENDAR.....	13
ADVOCACY.....	14
MEETING SPACES.....	15
ASPIRE PARTNERS.....	16



## WHO DO WE SERVE?

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Aspiring entrepreneurs, small businesses, and large corporations looking to launch, locate, expand, or do business in Johnson County and southern Indy.

## WHO IS ELIGIBLE FOR MEMBERSHIP?

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We welcome any business and individual investor excited about our local economy, business success, and access to valuable member investor services. If you are interested please contact Aspire at [info@aspirejohnsoncounty.com](mailto:info@aspirejohnsoncounty.com).

## OFFICE LOCATIONS

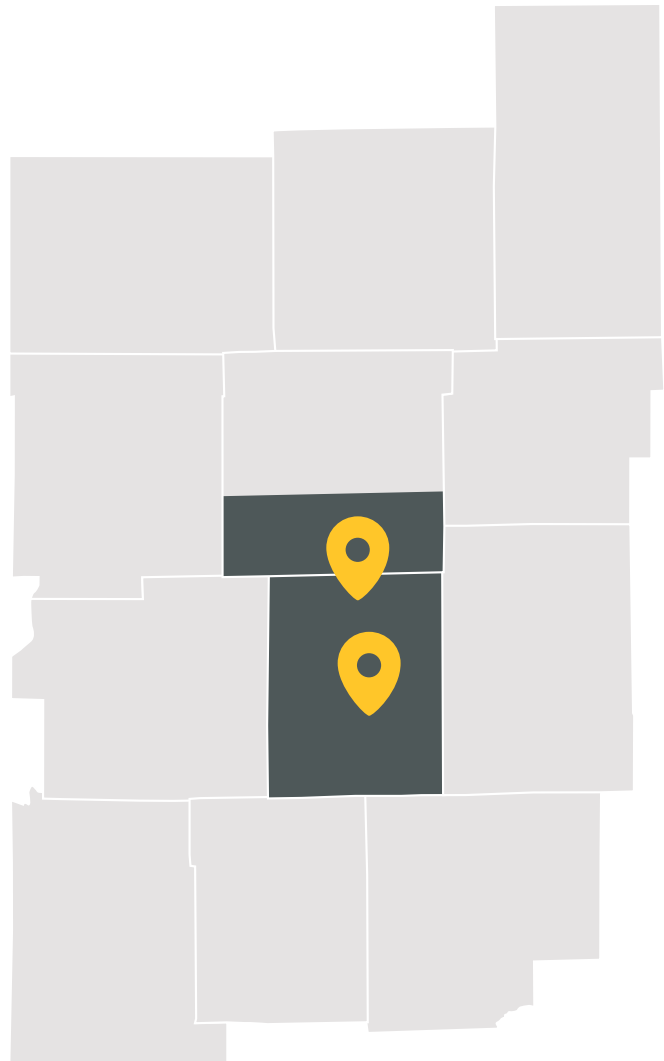
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### FRANKLIN

66 S. Water Street  
Franklin, IN 46131

### GREENWOOD

1499 Windhorst Way  
Suite 160  
Greenwood, IN 46143







## ABOUT ASPIRE

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Aspire Economic Development + Chamber Alliance drives economic development and business success in Johnson County and southern Indianapolis.

As a local economic development organization, Aspire delivers strategic services to enhance returns on investment. This includes site location and business attraction, expansion, and retention. Aspire also works in talent attraction and retention to build up a workforce that is in high demand by employers.

As a chamber of commerce, Aspire's extensive connections throughout the business community makes us the go-to for support and resources for entrepreneurs. We support businesses every step of the way - from concept to launch to expansion. We can connect our members to resources for technical coaching and microlending programs. Aspire also hosts educational events on topics of importance to the business community.

Our public policy advocacy, lobbying campaigns, and educational programs are founded on a pro-business and community development philosophy. Aspire specializes in programs to convene business leaders and elected officials in Johnson County. We believe a prosperous and growing economy is at the base of a thriving society.

Membership with Aspire is a ticket to the leading access point to a large network of business leaders and industries in all areas of Johnson County and southern Indianapolis. Members will have ample networking opportunities to grow your financial, human, and social capital. Members have first-hand access to resources such as public policy and economic updates, business savings and targeted marketing.

Aspire's community development work goes beyond helping businesses succeed to include our local residents. We develop and execute plans that enhance our quality of life, infrastructure, and public services. We uncover barriers, gaps, and opportunities for growth through community engagement, planning and placemaking.

Aspire's role in the area is to serve and bring together workers and employers, consumers and producers, students and educators, and taxpayers and government officials. Investing in Aspire is to be a part of our mission to drive economic development and create an environment for lasting business success.

# STRATEGIC PLAN

A strong, vibrant community and a skilled workforce make Johnson County Indiana stand out among Midwestern communities. We believe that these assets can be used as catalysts for further development.

To establish a path forward for the county, Aspire has developed a 5-year strategic plan that identifies opportunities and corresponding goals. By 2025, we are working to achieve two key goals:

- Attract and develop 50% more advanced industries jobs
- Grow average annual wages by 15% for all workers

Our data-driven approach has helped us develop a series of goals that will ensure our economy and communities flourish in the next five years and well into the future. When measured collectively, these goals will have a positive impact on the wider community.

1. Drive innovation to boost business and industry development.
2. Boost site development for catalyst projects.
3. Nurturing community collaboration and engagement.
4. Embrace and pursue opportunities for enhanced livability and quality of place.
5. Magnify and deliver robust education and workforce endeavors.

Aspire Johnson County was formed to create a stronger, more unified engine to drive economic growth and business success. Setting the bar high is in our name.



## ASPIRE STAFF



*Scan this code to hear  
a message from our  
president and CEO,  
Christian Maslowski.*



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**Tricia Bowen**  
Investor Events + Relations Executive  
tbowen@aspirejohnsoncounty.com

## BOARD OF DIRECTORS

### EXECUTIVE OFFICERS

**Chair | Leanne Lollar**  
Donaldson Capital Management

**Vice Chair, Economic Development |**  
**Eric Prime**  
Van Valer Law Firm

**Vice Chair, Business Advocacy |**  
**Greg Simons**  
Simons Bitzer & Associates

**Secretary | David Coffey**  
Mutual Savings Bank

**Treasurer | Julia Saltsgaver**  
Quality Connection of Central Indiana

**Past Chair | Rob Campbell**

**Dr. David Dunkle**, Johnson Memorial Health

**Chris Hamm**, HWC Engineering

**Deana Haworth**, Hiron

**Jacque Haynes**, CCIM, Midland Atlantic  
Properties

**Lee Ann Logan**, Franciscan Health

**Jamie Medlock**, Naval Surface Warfare Center,  
Crane Division (NSWC Crane)

**Marisol Sanchez**, Endress + Hauser

**Kyle Stiens**, NSK

# MEMBER INVESTOR LEVELS

## IMPACT

\$1,730

Five  
directory  
category  
listings

Two included  
+ \$50 off  
E-News  
ads

Two included  
+ \$100 off  
M2M  
emails

Member  
profile with  
photo on  
website

Monthly  
complimentary  
electronic  
member  
list

Directory  
category  
web banner  
ad

Share  
membership  
with two  
additional  
locations

Two  
Signature Event  
tickets

10 educational  
program event  
tickets

Program  
recognition at  
Celebrate  
Aspire

## ADVOCATE

\$865

Four  
directory  
category  
listings

One included  
+ \$50 off  
E-News  
ads

One included  
+ \$100 off  
M2M  
emails

Member  
profile with  
photo on  
website

Directory  
category  
web banner  
ad

Two  
Signature Event  
tickets

Six  
educational  
program event  
tickets

## ENGAGED 75 EMPLOYEES MAX

\$630

Four  
directory  
category  
listings

\$50 off  
E-News  
ads

\$100 off  
M2M  
emails

Member  
profile with  
photo on  
website

Directory  
category  
web banner  
ad

One  
Signature Event  
ticket

Four  
educational  
program event  
tickets

## CONNECTED 30 EMPLOYEES MAX

\$420

Three  
directory  
category  
listings

\$25 off  
E-News  
ads

\$50 off  
M2M  
emails

Two  
educational  
program event  
tickets

### CONTACT US:

info@aspirejohnsoncounty.com  
317.888.4856

### ALL LEVELS LISTED INCLUDE:

- Social media listings on Aspire directory profile
- Member Expert article in E-Newsletter (*limited availability*)
- Member Profile article in E-Newsletter (*limited availability*)
- Member mailing list (*may request twice a year*)
- Aspire membership window decal and online member logo
- Investor-only business referrals
- Online Aspire directory page with logo and social media links
- Government advocacy at the local and state levels
- Access to attend networking events: Coffee Connections, Business Unwind, Maximize Your Membership, and Tidings + Tinsel

**Discount for multiple memberships:** Additional locations/branches of same business or different business owned by the same parent company/person can choose between 20% membership discount (applied to membership of equal or lower level) OR the equivalent of 20% applied to Aspire Marketing, excluding event and program sponsorships.

### MARKETING:

- Member 2 Member (M2M) \$250
- E-News ads \$75
- Mailing list in Excel \$100

### MEMBER SAVINGS PROGRAMS:

- Office supplies
- Constant Contact
- Workers' comp insurance
- Aspire prescription discount card



# ASPIRE AMBASSADORS

Our Ambassadors are highly visible, esteemed volunteers who serve as crucial liaisons between Aspire investors and the Aspire staff. Each Ambassador makes a commitment to developing personal connections with our members to build a loyal, engaged membership base, helping members get the most of their benefits and keeping them invested in Aspire. All new Aspire member investors are assigned an Ambassador upon membership.



Scan to hear a message  
from Ambassador  
Julia Reynolds,  
Greenwood Public Library.



Scan to hear a message  
from Ambassador  
Lance Patterson,  
Merritt Hall Insurance.





# MEMBER ONLINE PORTAL

## Website Benefits

Each Aspire member is assigned their own unique login credentials that allows them to post events, job openings, news online, and referral reports. Access referral reports are a great way to see how many people are finding you through the Aspire website.

## Referral Report

You can view your referral report at any time through the Member Online Portal. When visiting our website, click the three stacked lines on the upper right side to access the website menu. Scroll down to About Us. Here will be a link to login to your member portal.

The report can also be viewed in two different ways: by total referrals per month or by referral type. The report automatically defaults to only the current date; however this can be changed by clicking the date and manually changing the time frame.

Referral reports are handy and give value to your Aspire membership. It is fast and easy. In review, here are the quick steps:

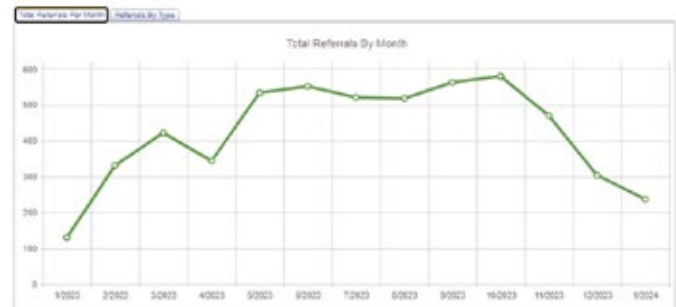
- 1 Login to the Aspire website using your member login credentials (If you do not have credentials, please call the office).
- 2 Find the referral report.
- 3 Uncheck "search engine indexing".
- 4 Change the date, and your results are available instantly.

### Value Report for AppleTree Staffing

Showing referrals from 01/01/2023 to 01/01/2024

AppleTree Staffing  
219 South Emerson Avenue, Suite F  
Greenwood, IN, 46142

Aspire Franchise Development - Chapter Aspire Member Selection  
☒ Include Referrals from Search Engine Indexing  
Employment Services



TOTAL REFERRALS

5,506

TOTAL IMPRESSIONS

4,901

TOTAL LEADS

605

LEAD RATE

12.34%



Scan to hear from  
Aspire's Lisa Stokes  
on how you can  
optimize your listing  
on Aspire's website!



"Lisa reached out to me to review my account. I met with her and she took me through the Aspire website to ensure my presence was completely optimized. After I met with Lisa, my impressions more than doubled. Moreover, the next month became our largest month for commercial jobs in our 4-year history, and the following month was our second highest month ever. The Aspire website optimizations made could be directly correlated to an increase in our commercial business."

— Corry Stalcup, Owner, Oxi Fresh Carpet Cleaning

# MONEY SAVING PROGRAMS

Aspire has partnered with the following companies to provide our members exclusive access to group savings on office supplies, email marketing, and insurance. For more information on these savings programs, contact Aspire at 317.888.4856 or [info@aspirejohnsoncounty.com](mailto:info@aspirejohnsoncounty.com)



Franciscan Health's HEALTHeACCESS primary care and wellness program is now available to Aspire member investors at a discounted rate. HEALTHeACCESS is an innovative healthcare access program designed to provide comprehensive primary care services to employees without the need for traditional insurance coverage. It is not a replacement for health insurance, but a health program designed to improve employee health by reducing common barriers to care. There are no copays for any of the program's services and no minimum participation rate for an employer to make the program available to their workers. No insurance coverage is required for the employer or employee to participate. To participate in the HEALTHeACCESS program, please be aware that activation is initiated 45 days from the monthly cutoff date.



Office360 offers a special Aspire Economic Development + Chamber Alliance pricing program on 100 of the top office products items, as well as deep discounting on over 30,000 items, all available for next day delivery. To open an account with Office360 please contact: Brenda Kelley, Account Manager at: 317.445.2007 or [b.kelley@office3sixty.com](mailto:b.kelley@office3sixty.com).



Constant Contact offers discounts on their email marketing to help you stay in touch with your customers. Plus, you get our unlimited, award- winning FREE support and personal coaching to help you do it right every step of the way! With your Aspire membership, you receive up to 20% at 6 month prepay and 25% at 12 month.



Accident Fund Insurance of America, worker compensation program, offers members a 5% up-front discount, an opportunity for long-term dividends, no minimum premium to qualify, and access to Accident Fund's online Loss Prevention Toolbox. Contact Aspire for a list of independent agents.



The Aspire Economic Development + Chamber Alliance Rx Card is a free prescription discount program that offers free drug cards to all investors, investors' employees, friends, and family. The program provides discounts on both brand and generic medications up to 75%. The program has no restrictions to membership, no income requirements, no age limitations and there are no applications to fill out. All members are eligible to receive savings! Contact Aspire to receive copies of the Rx Card.

# SMALL BUSINESS MENTORING

Aspire has partnered with the following organizations to support growing businesses. Meeting with advisors can be held virtually or in person and are available at no cost.



SCORE is Counselors To Americas Small Business providing free counseling for starting or expanding your business, solving business challenges and more.

## **Local SCORE Counselor**

Mike Crumbo | 317.226.7264  
mike.crumbo@gmail.com



The Indiana Business Development Center (SBDC) is a government agency that helps grow the economy of Indiana by providing entrepreneurs with the education, information and tools necessary to build successful businesses. Examples include FREE demographic business reports to help estimate a company's target market, industry marketing reports to help identify macro national trends, and financial analysis reports that compare a firm's performance to other businesses in their industry.

## **ISBDC Business Advisor**

Dan Drexler | 317.940.3919  
isbdc.org  
Email Central Indiana SBDC for more information at  
central@isbdc.org.



BOI offers small business loans (microloans) from \$1,000 to \$50,000+ that are available for startups or existing businesses. No minimum credit score is required. Your interest rate will be prime plus 3% to 8%.

## **Contact BOI**

information@businessownership.org



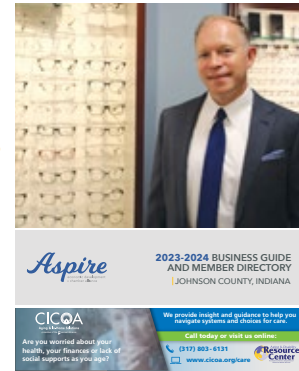
# MARKETING OPPORTUNITIES

Aspire offers a variety of marketing opportunities to help you stand out in the business community. Check your membership level as some of these marketing opportunities are included or discounted.

1

## Annual Community Guide and Membership Directory

A copy of the community guide is directly mailed to your business with a total of 15,000 copies printed and distributed throughout the year. This resource has information about the southside community and our Aspire members. Members are listed both alphabetically and by their category listings. Advertising opportunities are available through our publisher.



2

## THIS WEEK @ ENEWSLETTER

The Aspire E-Newsletter is sent weekly to 1700+ local business people.

### Member News Briefs

Newsworthy write-up about employees and leadership; company milestones, awards and achievement; mergers and acquisitions; and grand openings or relocations. This benefit is available at all membership levels. Reserved on a first-request basis. Email your submissions to [info@aspirejohnsoncounty.com](mailto:info@aspirejohnsoncounty.com).

### ENews Ads

This opportunity is to include a banner ad that will display in between content areas. Your ad will be linked to your online Aspire business directory listing or a landing page you specify. Location of ads (top, middle, bottom) are on a first-commit basis.



3

## M2M Emails

Send announcements about your special offers, new services, company awards, new employees, or seminars and events. Your M2M Email will reach more than 1,700 local business people and come from Aspire, but contains your content and graphics. Due to the demand for the M2M email marketing program, all M2M emails must be pre-paid by at least two weeks before their release date.



# 2024 PROGRAMS AND EVENTS CALENDAR

For more information including times, locations, and event descriptions and to register, visit our event page at [aspirejohnsoncounty.com/events](https://aspirejohnsoncounty.com/events).

## JANUARY

- 9 - HR Roundtable
- 12 - Legislation Matters
- 16 - Coffee Connections
- 25 - MYM Maximize Your Membership
- 30 - Business Basics Breakfast

## FEBRUARY

- 6 - Community Workshop
- 13 - Coffee Connections
- 22 - Greenwood Mayor State of the City
- 29 - Business Unwind

## MARCH

- 8 - Women Leaders Workshop
- 12 - HR Roundtable
- 12 - Coffee Connections
- 15 - Legislation Matters

## APRIL

- 9 - MYM Maximize Your Membership
- 16 - Coffee Connections
- 25 - Celebrate Aspire

## MAY

- 7 - Community Workshop
- 14 - HR Roundtable
- 16 - Legislation Matters: Municipal Matters
- 21 - Coffee Connections
- 30 - Business Unwind

## JUNE

- 4 - Business Basics Breakfast
- 14 - W.I.L.D. Peer Networking
- 20 - Workforce Development Conference

## JULY

- 9 - HR Roundtable
- 18 - Golf Classic
- 25 - MYM Maximize Your Membership

## AUGUST

- 1 - Business Unwind
- 6 - Community Workshop
- 15 - Legislation Matters
- 20 - Coffee Connections

## SEPTEMBER

- 10 - HR Roundtable
- 17 - Coffee Connections
- 24 - Business Basics Breakfast

## OCTOBER

- 4 - W.I.L.D. Peer Networking
- 8 - Coffee Connections
- 24 - MYM Maximize Your Membership
- 29 - Business Unwind

## NOVEMBER

- 7 - Economic Outlook
- 12 - HR Roundtable
- 12 - Coffee Connections
- 21 - Legislation Matters: Pints + Policy

## DECEMBER

- 5 - Tidings + Tinsel
- 13 - W.I.L.D. Peer Networking
- 17 - Coffee Connections



**SIGNATURE PROGRAMS**



**EDUCATIONAL PROGRAMS**



**NETWORKING PROGRAMS**

**COLLABORATIVE PROGRAMS**

\*Event dates are subject to change.

# ADVOCACY



We believe that Aspire's engagement in legislative issues echoes our investors' collective voice and demonstrates strong leadership. Below you will find our three **legislative session policy priorities**.

## **WHY PUBLIC POLICY MATTERS TO BUSINESS**

A healthy business environment is essential to growing the economy, creating jobs, and improving our quality of life. Decisions made by elected officials have a direct impact on business. Legislative and executive branches at all levels of government regularly consider legislation regulating infrastructure, permitting, taxes, trade, and construction.

Aspire's role is to advocate for business interest. We do this by convening forums with business leaders and elected officials, as well as lobbying directly for specific bills and issues. Our Business Advocacy Council (BAC) monitors and researches issues and recommends policy positions. Aspire's board of directors reviews and adopts our final policy positions.

## **2024 LEGISLATIVE PRIORITIES**

### **Affordable, Quality Early Childhood Education**

Affordable and quality early childhood education continues to challenge working parents and plague employers as access to affordable quality childcare is an important recruitment tool and assists with the labor participation rate. A child placed in a stable educational environment provides more certainty and stability for their parents in the workforce.

Indiana enacted some solutions to address this issue during the 2023 General Assembly session, including the permanency of the On My Way Pre-K pilot program, increased family subsidy threshold, and new state grants for employers implementing local early childhood education solutions. As the impacts of these terrific legislative programs play out, Aspire will work this non-budget legislative session to support other programmatic and regulatory opportunities to increase available seats.

### **Diverse and Creative Workforce Development Policies**

Workforce Development remains the top driver of business success for employers across our state – it is imperative that we have a talent pipeline to fill jobs as well as retain highly-qualified skilled workers already in the force. Aspire supported several career readiness efforts, such as HEA 1002, during the last legislative session and is actively partnering with our local K12 system to support implementation of the new state programs and requirements. We will work this session to identify opportunities to help smooth the implementation of the enrolled 2023 bills and build on connecting local employers with local teachers and students. Aspire supports policies that can include, but are not limited to tax credits, career counseling, remote workforce incentives, tuition assistance, licensure reciprocity, investment in trainings, work-based learning opportunities, affordable housing initiatives, and more.



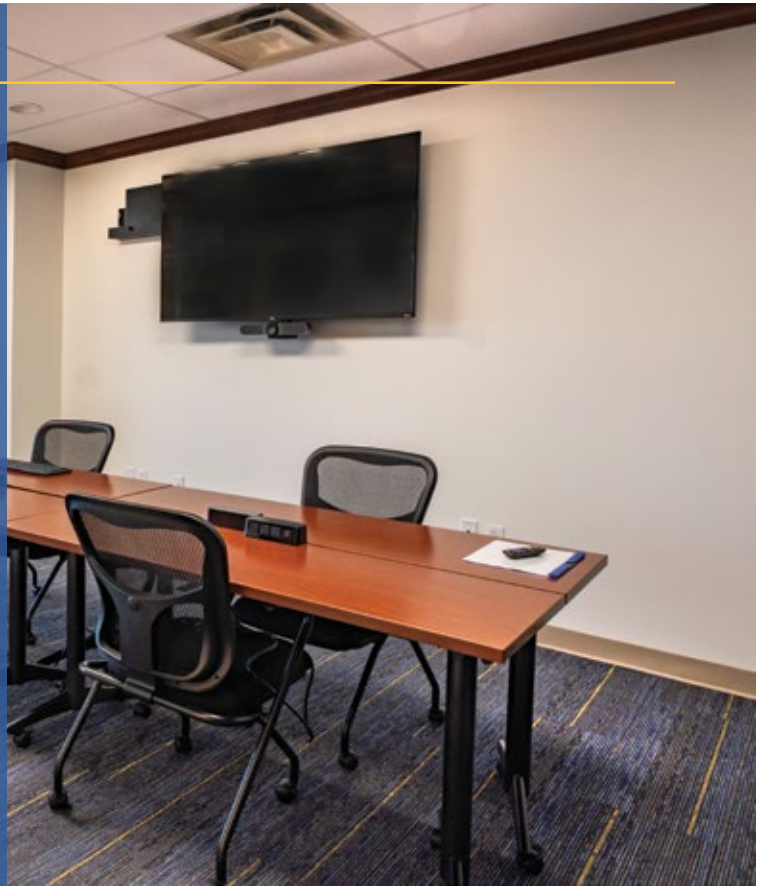
## MEETING SPACES

The Aspire office in Greenwood features conference rooms and a member office that provide a professional space perfect for in-person or virtual business meetings, seminars, and interviews.

Members get complimentary rentals during regular business hours! Please call the office to reserve the space, 317.888.4856.



*Scan to see video  
of our meeting spaces.*



## THANK YOU TO OUR 2024 PARTNERS

Aspire Partners, below, go “above and beyond” in their commitment to Aspire and leadership within the business community. They are passionate about the Southside business community and passionate about Aspire. Call the office to learn more about how you can become an Aspire Partner.

### – PLATINUM –



### – GOLD –



### – SILVER –



### – BRONZE –

