



Fourth Quarter 2023

# THE LINK

## Rich history is just the beginning

Chamber's mission continues...

By Anya McConnell, assistant director

At the end of any given year, we are often inundated with reflections of days gone by and resolutions for the days ahead. As 2024 approaches, so too does the Franklin Chamber's 114th year. For perspective, that's two years before the sinking of the Titanic. Four of the current 50 states had not yet joined the Union. "The greatest thing since sliced bread"? That didn't happen for another 18 years!

One hundred and fourteen years is a long time; a lot can happen in that amount of time. We often look back on how our community has evolved and there is great debate over where it is going. Conversations at the Franklin Chamber are no different.

Thoughtful consideration goes into everything the Franklin Chamber does. **Every event we host and initiative we introduce is caringly crafted for the benefit of our members.** But our mission extends well beyond our membership.

The Franklin Chamber is "a catalyst for advancing economic growth and quality of life for our members and our community." Our community – *Genuine Franklin* as we have defined it. Our community at the Franklin Chamber consists of over 430 member businesses and organizations. But it also consists of their neighbors.



And their neighbors. It consists of the employees therein. And the families and friends of those employees. Your employees. Your family. Your friends. Your community.

When you chose membership with the Franklin Chamber, you are really pouring into those closest to you and the community in which you live, work and play. And for that, we say thank you.

**Thank you for the time, energy, capital and care you have devoted to your business and to our community.** Thank you for believing in the Franklin Chamber and our mission to best serve you and those around you. Thank you for making *Genuine Franklin* just that.

Our 114 years is a lot to live up to, but thanks to businesses and organizations like yours we are looking forward to the next 114. We can't wait to bring you along.



#ShopSmallFranklin

SMALL BUSINESS SATURDAY

Our 11th annual  
Start Here Open House  
**November 25**

10:00 a.m.-12:00 p.m.  
at the Chamber

Start your shopping day with a shopping bag, store incentives, information and refreshments!

Support local businesses today and all year long!

The Start Here Open House is sponsored by

- ▶ The City of Franklin
- ▶ Modern Realty Group
- ▶ Main & Madison Market Café



believe & belong:

franklincoc.org

# FRANKLIN'S AUTHENTICITY

is our genuine secret sauce



**DIRECTOR'S NOTES**  
**Rosie Chambers,**  
*executive director*

How do you define the "secret sauce" that is found in Franklin? You know it when you feel it but how can you describe it? That was the task taken on by the Franklin Chamber

of Commerce earlier this year; to create a marketing campaign for the Chamber, for local businesses and for the City of Franklin. After much reflection, we landed on the adjective we think best describes the culture of Franklin. We are *genuine*.

As we polled our members and city leadership, one attribute that was shared time and again was "authentic". That led us to the word: *genuine*, which means, "truly what something is said to be; sincere; relationship driven."

That's why Franklin's exceptional quality of life and business opportunity – and their importance to the local economy – is the

focus of a new branding program led by the Franklin Chamber. Our **GENUINE FRANKLIN** campaign conveys a message about the authenticity, friendliness and trust within the greater Franklin community.

We fully believe that *Genuine Franklin* embodies the 'Why': why people have chosen Franklin for their business or organization, why they have chosen Franklin to live and play, and why people have decided to work here. It is the authenticity of our people and businesses. *It is the vibe of the community.*

We believe people who live and work in Franklin very much relate to that message. Our community is a collection of relationship-driven businesses, organizations and residents. We believe *Genuine Franklin* captures the value of Franklin's community-centric culture.

The stories of *Genuine Franklin* are on social media posts. Working with community partners, signage and light pole banners will begin appearing soon and innovative marketing activities are planned. We also have *Genuine Franklin*

# GENUINE FRANKLIN



merchandise (shirts, hats, etc.) available on our website.

As the campaign progresses, Chamber members can promote their businesses and organizations as *Genuine Franklin* through social media channels and other creative marketing efforts. We invite you to join us in this campaign and participate as you see fit for your organization.

We are pleased to lead this economic development effort. An essential part of our work is to promote the important relationships between our businesses, organizations and communities. Telling that story helps Franklin thrive.

Since our founding in 1910 the Franklin Chamber has been the catalyst for advancing economic growth and quality of life for businesses and residents in Franklin, Indiana.

Our mission has been and always will be **GENUINE FRANKLIN**.



## UPCOMING EVENTS

### NOVEMBER

#### CHAMBER LUNCHEON\*

**Date:** November 9, 2023  
**Time:** 11:30 a.m.-1:00 p.m.  
**Location:** Garment Factory Events, 101 E. Wayne Street, Franklin  
**Program:** Franklin Community Schools Update

#### QUICKBOOKS WORKSHOP

**Date:** November 8 and 15, 2023  
**Time:** 8:30-10:00 a.m.  
**Location:** Franklin Chamber, 120 E. Jefferson St., Franklin

### DECEMBER

#### CHAMBER LUNCHEON\*

**Date:** December 14, 2023  
**Time:** 11:30 a.m.-1:00 p.m.  
**Location:** Garment Factory Events, 101 E. Wayne Street, Franklin  
**Program:** FCHS Choir

### JANUARY

#### CHAMBER LUNCHEON\*

**Date:** January 11, 2024  
**Time:** 11:30 a.m.-1:00 p.m.  
**Location:** Franklin College, Napolitan Student Center, Branigin Room, 101 Branigin Blvd., Franklin  
**Program:** April 2024 Total Solar Eclipse

↑ New member Sweat Shop Franklin offered protein balls and special offers to guests attending BizBash on September 21.

Find event details and updates by scanning the QR code or by visiting [franklincoc.org/calendar](http://franklincoc.org/calendar).



View Calendar

\* For all monthly luncheons, please RSVP a week prior to the event. Lunch is \$25.



## OFFICE HOURS

### CHAMBER OFFICE IS CLOSED:

- Veterans Day – November 10
- Thanksgiving – November 23-24
- Christmas – December 25
- New Year's – January 1
- Martin Luther King – January 15

## MEMBER BENEFITS DID YOU KNOW?

Did you know that the Chamber office has two conference spaces for business use during regular business hours? Learn more at [franklincoc.org/foundation#room-rental](http://franklincoc.org/foundation#room-rental).



Thank you **JCREMC** for your diamond level sponsorship!



For more than 88 years, JCREMC has supplied electricity to homes and businesses in Johnson and surrounding counties. Now, through its JCFiber subsidiary, the cooperative is also providing high-speed internet access to underserved areas of the community.

As a local consumer owned electric provider, JCREMC brings value to its members in the form of reliable service, competitive rates and community development.

From its founding in 1935, the JCREMC mission remains the same: to safely and efficiently provide reliable electric services now and into the future.

**LEARN MORE AT JCREMC.COM**

## New Members



Find MEMBER PROFILES at [www.franklincoc.org](http://www.franklincoc.org)

# welcome

### JULY

#### Blue Cactus Tacos & Tequila Bar

**Jose Murillo**

188 W. Jefferson St.  
Franklin, IN 46131

[bluecactustacosandtequilabar.com](http://bluecactustacosandtequilabar.com)  
Restaurants

#### Elite Remediation and Services

**Chastene Rogers**

8070 Casleton Rd.  
Indianapolis, IN 46250

[eliteremediations.com](http://eliteremediations.com)  
Emergency Services,  
Restoration, Roofing

#### Findley Law, Elder Law & Estate Planning

**Michelle Findley**

701 W. Madison St., Ste. B  
Franklin, IN 46131

[mfindleylaw.com](http://mfindleylaw.com)  
Attorneys

#### Sweat Shop Franklin

**Amy Skirvin**

229 S. Main St.  
Franklin, IN 46131

[sweatshop.fit](http://sweatshop.fit)  
Coaching, Fitness Centers,  
Wellness

### AUGUST

#### Angie's Pool & Spa

**Angie Lauth**

771 Commerce Dr.  
Franklin, IN 46131

[angiespools.com](http://angiespools.com)  
Swimming Pool Builder

#### Bridges Alliance of Johnson County

**Jill Pierce**

704 S. State Rd. 135,  
Ste. D318  
Greenwood, IN 46143

[bridgesalliancejc.org](http://bridgesalliancejc.org)  
Community Service Agencies,  
Service Organizations

#### Founders Pointe Apartments

**Cierra Wood**

7505 Founders Way  
Franklin, IN 46131

[founderspointeapartmentliving.com](http://founderspointeapartmentliving.com)  
Apartments

#### Pink Lady Contracting, Inc.

**Brooke Sichtung**

P.O. Box 156  
Franklin, IN 46131

[plcontractinginc.com](http://plcontractinginc.com)  
Construction, Contractors,  
Erosion Control

#### Pro Power Industries, LLC

**James Edwards**

1441 Amy Ln.  
Franklin, IN 46131

[proindustries.com](http://proindustries.com)  
Manufacturers

#### Tri Kappa, Franklin Zeta

**Jennifer L Wilson**

Organizations, Service  
Organizations and Non-Profit  
Fundraising

### SEPTEMBER

#### BYTAVI/Center for Global Impact

**Carrie Derico**

51 W. Monroe St.  
Franklin, IN 46131

[bytavi.com](http://bytavi.com)  
Non-Profit Fundraising,  
Retail Stores

#### Edward Jones – Blake Bartling and Zach DeWitt – Financial Advisors

**Blake Bartling and Zach DeWitt**

2002 N. Morton St.  
Franklin, IN 46131

[FinancialInstitutions.com](http://FinancialInstitutions.com)  
Financial Planning

#### Elevated Marketing Solutions

**Jennifer N Denney**

[elevatedmarketing.solutions](http://elevatedmarketing.solutions)  
Advertising, Digital Marketing

#### Embolden MedSpa

**Amanda Meredith**

40 W. Court St.  
Franklin, IN 46131

[emboldenmedspa.com](http://emboldenmedspa.com)  
Aesthetics, Wellness

#### GFL Environmental Waste Management Services

**Michelle Stephens**

2959 S. Emerson Avenue  
Whiteland, IN 46184

[gflenv.com](http://gflenv.com)  
Trash Contractors

#### Upstairs Basement, LLC

**Laney Cornett**

425 E. Jefferson St.  
Franklin, IN 46131

[Retail, Vintage](http://Retail,Vintage)

#### wavyworks

**Eric Rose**

P.O. Box 1030  
Franklin, IN 46131

[wavyworks](http://wavyworks)  
Manufacturers



# CHAMBER BOARD AND STAFF

**President**  
Amy Richardson

**Vice President**  
Todd Shuck

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Krista Linke

**Past President**  
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Lezlie Richards  
Betsy Schmidt  
Sally Wells

**Executive Director**  
Rosie Chambers

**Assistant Director**  
Anya McConnell

**Event Coordinator**  
Tina Stinson



## Blockbuster BizBash ↑

The 2023 BizBash Business and Community Expo was held on Thursday, September 21 at Garment Factory Events in downtown Franklin. The event featured more than 80 exhibitors and was attended by nearly 600 guests.

## Diamond PARTNERS

Special thanks to our dedicated partners who support the Chamber and our mission.



Homeview  
Health & Rehabilitation Center



120 East Jefferson Street | Franklin, IN 46131

**P:** 317-736-6334 **F:** 317-736-9553 | **W:** franklincoc.org |    

**Follow us!**  @FranklinCoC  @FranklinChamber  @franklininchamber

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