

# Newsletter

## PRESIDENT'S MESSAGE

KRISTIN HORNBERGER, 2024 PRESIDENT



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IndyCREW

What an incredible first half of the year for IndyCREW! As we wrapped up our Mid-Year Retreat for the 2024 IndyCREW Board and Co-chairs, I reflected on all the outstanding achievements from our leaders, committees, members, and sponsors. IndyCREW has accomplished so much, and I am so thankful for each of you! We've hosted fabulous luncheon events, the Women in Leadership Conference, new 'Day at the Track' event at the Indianapolis Motor Speedway, the 'Lunch, Learn, & Links' golf clinic, new pop-up coffee and happy hour new-member events, and UCREW student program events at colleges, including a trial run of the IUPUI mentor program. We've welcomed new marketing partners, broadened our PR strategies, seen our mentor program flourish, and reached the CREW Network Trifecta in Q2.



A huge thank you to each of our members and our fabulous sponsors for your phenomenal dedication to IndyCREW and for advancing women in commercial real estate. As we move into the second half of 2024, I hope you continue to make an #IMPACT by inspiring and collaborating with one another. IndyCREW and CREW Network provide platforms for networking, relationship-building, personal development, and helping to advance women in commercial real estate. There have been numerous member-to-member collaborations on deals, transactions, and business opportunities. Please check the website to register for all the upcoming events, get involved wherever you can, and consider serving as an IndyCREW board member or committee chair when applications come out soon. Let's use CREW to #MakeAnImpact!

Beyond our local chapter and all the exciting developments in Indy, I'm thrilled by the global involvement of our IndyCREW members within the CREW Network. Our members are making significant contributions on the global stage through roles such as the CREW Board of Directors, Leadership Certificate Program, CREW Councils, and CREW Network

Continued on page 2...

# WELCOME NEW MEMBERS

## President's Message Continued

Committees. Seven of our chapter leaders attended the CREW Network Winter Summit in Ft. Worth in February, ten traveled to CREW Louisville in May, two attended the Emerging Leaders Retreat in Phoenix in May, and ten will attend the CREW Network Spring Leadership Summit in Charlotte in June.

Numerous members will also head to Vancouver for the CREW Network Convention from September 25-27, for which registration is now open. The convention is one of the premier events in the commercial real estate industry, bringing together more than 1,500 commercial real estate leaders from 80 chapters across 13 countries for industry education, leadership development, and deal-making. IndyCREW's investment in leadership and professional development within the global network of 14,000+ members have been incredibly successful. Beyond professional growth, our leaders connect with members from other chapters worldwide, gaining insights and best practices to bring back to our own chapter.

We eagerly anticipate the exciting plans for the second half of 2024 and beyond! If you have any questions or need assistance, please reach out.

Kristin Hornberger

IndyCREW 2024 President



Lauren Campagna

*CORE5*

Stacy Carey

*Reliance Engineering*

Stephanie Clements

*CATIC*

Amy Doan

*IU Credit Union*

Delaney Gusdorff

*KennMar*

Ereny Hanna

*IUPUI*

Carrie Hill

*Bowers Hill*

Jennifer Kelly

*Ivy Tech Community College*

Jennifer Knotts

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Brianna McGee

*IUPUI*

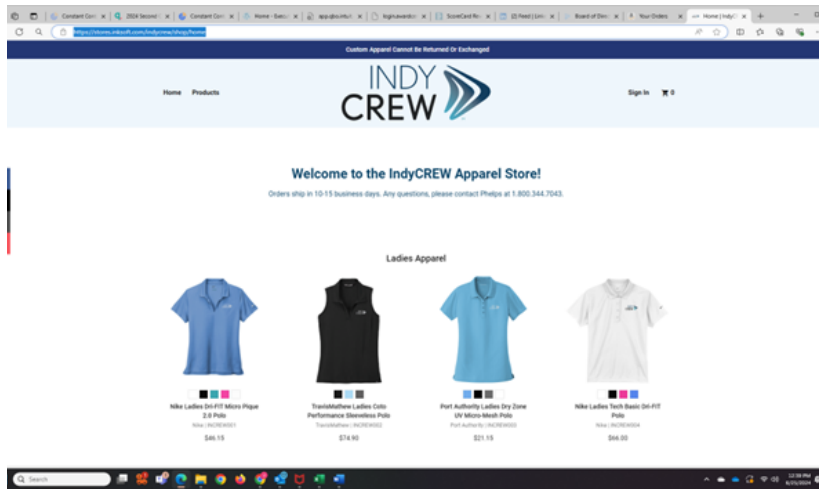
Darby Molloy

*Marcus & Millichap*

Ashley Muhlenkamp

*Humanscale*

## IndyCREW Apparel Store is OPEN!



We are pleased to announce the opening of our IndyCREW online store! Shop for IndyCREW apparel and accessories and have the items shipped directly to you! We hope to see our CREWmates out and about supporting our chapter! [Shop here!](#)

## IndyCREW 2025 Board of Directors and Committee Chair Applications are Open!

IndyCREW is now accepting 2025 IndyCREW Board of Directors and Committee Chair Applications. If you are interested in being a part of the IndyCREW Board of Directors or serve as a Committee Chair in 2025, please apply using the link below. The IndyCREW nominating committee will review applications giving consideration to applicant's involvement with IndyCREW, board diversity and leadership experience. Full, Civic, Affiliate and Retired members are eligible to serve on the board of directors and as chairs, however, the Affiliate positions for the board are filled for 2025 with current board members.

Applications are **Due July 22nd**, [APPLY HERE!](#)

Andrea Riffey  
*CBIZ Somerset*

Sunny Robinson  
*Ultimate Technologies Group*

Emely Romero-Rivera  
*IUPUI*

Gianna Scappucci  
*KennMar*

Claudia Stephenson  
*Allies Commercial Realty*

Ashlynn White  
*SCS Construction Services*

Lacey Willard  
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## April Luncheon

Our April Luncheon showcased how sports play a pivotal role in Indiana's economy, serving as a source of entertainment and a significant driver of economic growth. Attendees heard from Chris Gahl, Executive VP & CMO, Visit Indy and Patrick Talty, President, Indiana Sports Corp about how Indiana sports fuel the economy. Thank you to Carrie Sermersheim, Director of Project Development, American Structurepoint, for moderating.



## May Track Event

Eighty IndyCREW members gathered on opening day at the Indianapolis Motor Speedway for a day of networking and fun! While the rain kept the cars off the track, members enjoyed a tour of the track, lunch and great networking to kick off May in Indy! Thank you to Knauss Property Group and Avenue Construction for sponsoring this event!





## Lunch & Learn on the Links

Thanks to everyone who joined us for Lunch & Learn on the Links! We had an amazing day tee-ing off and talking business while enjoying some summer recreation! These ladies are practiced and ready for the Island Breeze Golf Outing on June 27th!



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Ambrose is proud to support IndyCREW and their mission to transform the CRE industry by advancing women through mentorship, education and leadership.



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# Old Town's New HQ is More Than Just a Place to Work - It's a Commitment

Old Town Companies is excited to announce that its new headquarters will be located at North End, the innovative mixed residential community in Carmel, Indiana. This strategic decision demonstrates Old Town's unwavering commitment to the community and its mission to create diverse, beautiful, and accessible living spaces for all residents. By establishing its headquarters at North End, Old Town will not only foster strong connections with the community it serves but will also champion the values of inclusivity, unity, and purposeful collaboration at the heart of its operations.

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## About North End

North End, a groundbreaking mixed use residential community in Carmel, Indiana, is being developed in partnership with RDOOR (formerly Merchants Affordable Housing) and financed through Merchants Capital. North End features 168 high-end apartments, with 40 units dedicated to residents with intellectual or developmental disabilities (I/DD). Situated near the Carmel Arts & Design District and with direct access to the Monon trail, North End residents will enjoy the perfect combination of modern living and community engagement. Through the support of the city of Carmel and the establishment of a trust, the development also offers additional greenspace and a community-centric urban market garden. An on-site farm-to-table restaurant will utilize produce grown here. Residents may enjoy additional paths and a community pool, ensuring a vibrant and connected experience.



**OLD  
TOWN**  
—cos.—

## A Mission Worth Building Communities For

The mission of North End goes beyond providing comfortable and beautiful living spaces. By receiving tax credits through IHCD, a portion of the apartments are set aside for residents with intellectual or developmental disabilities (I/DD). Old Town Companies aims to create a truly integrated community that caters to the needs of people. This commitment to inclusivity not only enriches the lives of I/DD residents but also fosters a diverse and supportive environment that benefits the entire community. By choosing to locate their headquarters at North End, Old Town Companies solidifies its dedication to on-going participation in the mission.

## Get Involved With What's Happening at North End

Old Town Companies invites residents and businesses to become part of North End. Whether you're considering moving into one of the high-end apartments, townhomes, homes or condos, or looking to explore the unique offerings, North End promises to provide an unparalleled living experience in Carmel, Indiana. For those interested in joining the list of prospective residents, please send an email to [rebecca@oldtowncompanies.com](mailto:rebecca@oldtowncompanies.com) and learn more at [northendcarmel.com](http://northendcarmel.com). As part of the community, your support and involvement can contribute to the lasting impact of North End's mission.

## About Old Town Companies

Old Town Companies, a rapidly growing real estate development company in Indiana, has built a strong reputation for successfully completing large-scale developments from inception to completion. With a focus on enhancing quality of life through thoughtful design and construction practices, Old Town collaborates with diverse industry partners and community stakeholders to add value to the communities it serves. The company's dedication to creating inclusive and accessible living spaces is evident in its diverse portfolio of projects. To learn more about Old Town Companies and their other developments, visit [oldtowncompanies.com](http://oldtowncompanies.com) and [northendcarmel.com](http://northendcarmel.com).



# THANK YOU MEMBERS!

With support from our members and leaders, we're thrilled to announce we have reached trifold status for the Chapter Challenge. Thank you to all the members listed below who continue to help advance our mission to further women in the industry!

Jennifer Allinson, Avenue Construction  
Naomi Anderson, Ivy Tech Community College  
Ann Armstrong, IMEG Corp.  
Julie Ashmore, Ashmore Consulting LLC  
Kathleen Barbaglia, Pedcor Investments LLC  
Alicia Bays, Ryan Fire Protection, Inc.  
Natalie Beane, First Chatham Bank  
Marla Beard, Denison Parking, Inc.  
Catherine Becker, Kimley-Horn and Associates, Inc.  
Julie Berry, Carson Design Associates  
Brad Bojrab, Ryan Fire Protection, Inc.  
Kellie Boston, Metropolitan Title of Central Indiana  
Lindsey Bridgewater, CBRE, Inc.  
Kylie Bright-Schuler, American Structurepoint, Inc.  
Karla Burck, KCG Development, LLC  
Molly Burns, FA Wilhelm  
Heather Bush, Carson Design Associates  
Rachele Cagle, Rally Appraisal LLC  
Christa Calderone, Colliers  
Peyton Carroll, Pulte  
Abbi Cassidy, Indiana Members Credit Union  
Andrea Castaneda, Thompson Thrift Development Inc.  
Angela Cecil, BMO Harris Bank, N.A.  
Ashley Christie, Katz Sapper & Miller  
Lori Coe, Butler University  
Emma Coney, McGuire Sponsel  
Kaylee Conley, Stoll Keenon Ogden  
Sara Cook, Commercial Office Environments  
Casey Cupp, Ccupp Marketing Consultants  
Rebecca Dean, Business Furniture, LLC  
Karmen Deaton, Kimley-Horn and Associates, Inc.  
Erin Dettwiler, First Merchants Bank  
Dellamarie Dietz, The National of Indianapolis  
Jackie Dodd, Jackie S. Dodd, Attorney at Law  
Patricia Donovan, ERMCO  
Megan Drummond, Cornerstone Companies, Inc.  
Madeline Elson, Indiana University  
Julia Evinger, Marcus & Millichap  
Aunna Fadness, Acuity Environmental Solutions  
Leah Fantin, CBRE  
Lindsay Fernandez, Charles C. Brandt Construction Co.  
Brandi Floyd, Intertek-PSI  
Claire Gelinas, Boone County EDC  
Joan Gibbons, OrthoIndy  
Cecilia Gray, First American Title Insurance  
Kelly Haney, Lingotek Solutions  
Ereny Hanna, IUPUI  
Susan Hargrove, Horizon Bank  
Casey Harrison, Polished Strategic Communications  
Laura Haynes, Stock Yards Bank & Trust  
Dee Headley, Cushman & Wakefield  
Brittany Heidenreich, Purdue Research Foundation  
Elizabeth Hicks, August Mack Environmental Inc.  
Carla Hill, SmithGroup  
Kristin Hornberger, Cornerstone Companies, Inc.  
Donna Hovey, Tonn and Blank Construction, LLC  
Tessa Huettl, Kimley-Horn and Associates, Inc.  
Lauren Hughes, Capitol Construction  
Jacinda Johnson, August Mack Environmental Inc.  
Samantha Julka, DORIS  
Danielle Kaiser, Doma Title Insurance, Inc.

## Standing Ovation Chapter Challenge Trifold Achieved!

- ✓ \$1,000+ gift
- ✓ 100% of the board
- ✓ 50% membership giving



Jennifer Kelly, Ivy Tech Community College  
Kimberley Kinsley, CBRE, Inc.  
Robert Kort, Kort Builders Inc.  
Denise Kouril, Meridian Title Corporation  
Madeline Krueger, Kimley-Horn and Associates, Inc.  
Sarah Kuester, BOMA Indiana  
Brittney Lane, Cresa  
Lesle Lane, Studio 13  
Chelsea Leiter-Thompson, Browning  
Jennifer Lewis, KCG Development, LLC  
Penelope Lewis, Huntington Bank  
Kate Loughnane, Merchants Capital  
Melissa Lutz, Champlin Architecture  
Paul Mabry, Kaizen Real Estate Advisors  
Kathryn Madaj, CHA Consulting, Inc.  
Megan Martin, Cresa  
Megan Maxwell-Ranjbar, Merchants Capital Corp.  
Marianne McCalip, Lamar Advertising  
Beverly Miller, A Sign by Design, Inc.  
Susan Monik, Fifth Third Bank  
Megan Nagel, Hendricks Commercial Properties  
Shelley Nescola, Chicago Title  
Janice Paine, USI Insurance  
Scott Perez, Arx 360, Inc.  
Julie Pettypool, Browning  
Tonia Pippin, Civil & Environmental Consultants, Inc.  
Shokrina Radpour Beering, US Agriculture  
Anastasia Reinholt, Butler University  
Bonnie Riley, Community First Bank of Indiana  
Whitney Roberts, 92c Partners  
Alexis Rogge, American Structurepoint, Inc.  
Emely Romero-Rivera, IUPUI  
Jill Rose, Luminant  
Souheir Salfity, Ironworks at Keystone  
Michelle Schaefer, Jackson County Bank  
Katy Schmidt, Hendricks Commercial Properties  
Victoria Schuman, Chadwell Supply  
Kellie Seabrooks, RJE Business Interiors  
Adrienne Searcy, Arris, a Design Studio, Inc.  
Carrie Sermersheim, American Structurepoint, Inc.  
Jennifer Sewell, Cityscape Residential  
Mary Slade, Metropolitan Title Company  
Deanna Smith, Link Logistics  
Leslie Steinert, LandWorx Engineering, LLC  
Alexandra Sylvia, Plews Shadley Racher & Braun LLP  
Jessica Taylor, Tonn and Blank Construction, LLC  
Leslie Teskey, Cresa  
Sharon Thompson, KW Commercial  
Whitney Turso, American Sound - Indy  
Leslie Wagner, Ginovus  
Julie Weisenbach, Ambrose Property Group  
Mindy Winkler, Knauss Property Services, LLC  
Diana Zagazhevskiy, Cushman & Wakefield

# How to Determine Project Funding Eligibility

Finding and applying for project funding can be an overwhelming process. V3's grant experts help clients assess project eligibility and set clear, actionable plans to move forward. Learn more about how to navigate grant applications and how our funding support services help bring projects to life.

## Understanding funding parameters

With so many project funding opportunities available, it's clear why most conversations start with grant eligibility. Government funding applications can put a serious strain on internal resources, with dozens of hours spent on research and applications.

At V3, our goal is to guide clients through the process with a clear understanding of what's involved, covering all considerations before moving forward.

## This includes a deep dive into the grant's:

- Timing:** Certain grants have a considerable lead time that would negatively impact the intended project schedule, with some sources taking 3-5 years to come through. We discuss the timing of each funding option to determine whether the money is worth waiting for or if there is a better fit elsewhere.

- Eligibility:** Submission guidelines are not always clear. Industry jargon may mislead those less familiar with the process into thinking a project meets eligibility criteria, yet the fine print suggests otherwise. On the other hand, some projects may qualify for opportunities that are less obvious, giving them an advantage. Our grant and funding experts know how to read between the lines and give an honest assessment on whether an opportunity is worth pursuing.

- Minimums:** It's important to assess how this funding fits into the project's overall financial situation. If this funding is secured, does the client have the fiscal means to get the job done? Failure to have enough resources can mean money sitting locked in accounts, or worse, rescinded. Losing funding due to inaccurate budgeting or inability to spend within the allocated time frame results in major delays and frustration.

## Finding alternative solutions

Our funding experts do extensive research to understand what financial resources are available for our clients. Even if one funding source doesn't work, we can find alternate funding sources or timelines to support project goals and priorities.

*"My focus as a Grant Coordinator is to bring our clients' most meaningful and important projects to life by assisting them with finding and securing access to resources that they might not otherwise be able to afford. It's all about contributing to positive change and witnessing the impact these projects can have on our communities, society, and the world."*—**Nicole Petrone**, V3 Grant Coordinator

## Partner with funding experts

If you are seeking grants for projects in the Indianapolis area, our funding experts can help. Connect with us [v3co.com](http://v3co.com), follow us on [LinkedIn](#), or contact V3's Indianapolis Environmental Services Leader and IndyCREW member Julie Schilling at [jschilling@v3co.com](mailto:jschilling@v3co.com).



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## Next Event: Summer Social



Get ready for a fiesta at IndyCREW's "Sunshine and Salsa" networking event! Dive into a night of delicious Mexican snacks, tantalizing tequila, and lively music while mingling with fellow members. Set against the stylish backdrop of Vision Loft at the Stutz, with its chic interior and breezy open-air courtyard, this venue adds a perfect touch of charm to our celebration. Learn more about CREW Network's exciting initiatives and hear from the inspiring Leslie Teskey, a CREW national board member, all while enjoying a fun and festive atmosphere.

**Wednesday, July 31, 2024**

**Vision Loft @ The Stutz**

**4:00 - 6:00 PM**

**Members Only: FREE**

**We will be raffling off some beautiful purses to benefit CREW Foundation, so bring cash or card to purchase tickets!**

## JULY 31ST

Summer Social

Vision Loft at The Stutz

## AUGUST 20TH

August Luncheon

Iron & Ember

## AUGUST 27TH

Dine Arounds

## SEPTEMBER 12TH

PickleMania Tournament

Pickle on Penn

## SEPTEMBER 17TH

Monthly Luncheon

Commission Row

**Details and Registration on the website**

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Learn more at [cbre.com/Indianapolis](https://cbre.com/Indianapolis)



# Good Marketers

If you're going to be good at marketing, you'll need to be good at this, too.

## Good Students

If you're in the marketing field, you'll probably need to learn about the distribution model for financial products. You'll have to understand the role of managing general agents, underwriters, and agencies, and the insured. That is if you are going to provide marketing for brands in the insurance business.

You'll need to know how businesses manage risk, what "certs" or certificates of insurance are used for, and what it means to be an 'additional insured.' You'll also need to know how an insured goes through the underwriting process, collecting quotes, reviewing declarations, and making final decisions on what makes the most sense for their risk.

None of this sounds like marketing, but it is a vital part of it. If you want to develop a marketing strategy for insurance, you'll have to understand insurance and the people who buy or sell it. This is not optional.

A good marketer is a good student. You need to understand everything about the business you are marketing and anything surrounding it. Like the competing priorities that can prevent someone from taking the time to shop for their insurance to begin with or what occurrences can change someone's outlook on their own insurance.

This is why kids want to test video games and college students want to get into the beer business. Because they already like these products and understand them without effort. Or at least they think so.

## Good Business Models

Most marketers undervalue things like sales models, financial models, or a product's makeup. Most marketing folks don't even know what a Lloyd of London is, but they should if they are marketing around one. The same goes for beer. Beverage companies are not all booze and bubbles. There's a lot of moving parts that brings a product to market.

Marketing for beer brands means marketing that touches on distribution models, liquor laws, inventory management, and tap handles – all the things that determine how a product is sold, just as much, if not more, than how a consumer picks their favorite beer. As you can imagine, most people's choice of beer is beer, which is a choice of where they buy beer.

So, if you don't understand these details, you may miss where marketing is most effective. That is, at the point where decisions are made.

If you're going to be in marketing, you have to be a lifelong student. Whether you are working for one company or for several as part of an ad agency, if you want to be a good marketer, you'll need to be a good student, too.

This was originally published at [mtchbk.com](http://mtchbk.com).

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# Elevate Your Real Estate Brand with Polished Strategic Communications

The CRE industry is blazing, which means that maintaining a strong brand presence and clear communication is essential. Strategic communication not only enhances your brand but helps foster trust, increase visibility with new audiences, and even enables you to elevate yourself through media opportunities. This is where Polished Strategic Communications comes into play.

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If you've attended any spring IndyCREW events, you've probably seen our CEO, Casey Harrison hard at work snapping pictures for social media and scheduling interviews to capture your CRE story for the IndyCREW website. Put simply: we have a passion for elevating the people and companies who are making an impact in our community—and we've yet to encounter an IndyCREW member who isn't doing just that. And while we're not saying every company needs a strategic communication agency, we will say that there's great value to be found in leveraging that skill set within the CRE industry.

## *Why Commercial Real Estate Firms Need Strategic Communication*

### Brand Differentiation:

The commercial real estate market is highly competitive. A well-crafted communication strategy helps in distinguishing your firm from competitors. It ensures your unique value proposition resonates with your target audience.

### Reputation Management:

Managing your firm's reputation is crucial, especially in an industry where trust and reliability are paramount. Effective communication strategies can help mitigate risks, manage crises, and maintain a positive public image.

### Media Relations:

Engaging with the media effectively can amplify your firm's achievements, projects, and milestones. A communication firm can leverage their media relationships to secure coverage in relevant outlets, increasing your visibility.

### Community Engagement:

Real estate developments often have significant impacts on communities. A communication firm can help you engage with community stakeholders, fostering goodwill and support for your projects.

### Digital Presence:

In today's digital age, having a strong online presence is non-negotiable. From social media management to content strategy, a communication firm ensures your digital platforms are optimized to drive engagement and growth.

At Polished, we're dedicated to helping organizations articulate and elevate their stories. With a focus on equity, education, and community development, we offer customized, comprehensive solutions that make your brand shine brightly. We're innovative, we're agile, and we'll work hard to deliver consistent results.

If you're in the market for any of the results mentioned above, we'd love to connect. If you haven't had the chance to connect with Casey, keep an eye out for the woman snapping pictures at the next IndyCREW meetup! Or we invite you to set up a discovery call at [PolishedComms.com](https://PolishedComms.com).



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# Healing is More than a Buzzword...It's a MINDSET.

By Mary Beth Oakes, CEO of Business Furniture + Co.

As the CEO of Business Furniture, I've always believed in the power of spaces to nurture healing and well-being. Our latest project, the "A Healing MINDSET" pop-up healthcare studio, opening this April in downtown Fishers, embodies this belief. It goes beyond being a mere reaction to the challenges of the pandemic; it's a heartfelt response and a commitment to creating spaces that are not only reactive but also proactive, ready for the uncertainty's life may throw our way.

The pandemic has been a formidable teacher. It taught us that spaces need to be flexible, ready to adapt to the unexpected, and provide solace in uncertain times. "A Healing MINDSET" is our way of translating these lessons into action. From the moment you step into the waiting area, we aim to offer more than just a physical space. We want it to be a sanctuary that whispers comfort and reassurance when you need it most.

Wellness is not just a buzzword for us; it's an integral part of the healing journey. "A Healing MINDSET" is our heartfelt approach to healthcare design, emphasizing the emotional well-being of patients and the incredible professionals who guide them through their journeys. Every detail, from the calming colors to the cozy seating and innovative layouts, is chosen with heart and purpose. We have even dedicated spaces for our healthcare heroes to recharge and find connections, recognizing the importance of their well-being.

What truly excites me about "A Healing MINDSET" is its agility and flexibility. It's not a rigid concept; instead, it's designed to embrace the latest innovations and cutting-edge developments in medicine. We are committed to staying in sync with the ever-evolving healthcare landscape, ensuring that our spaces continue to meet the dynamic needs of both patients and healthcare providers.

I invite you to join us on this heartfelt journey of reshaping healthcare spaces. Together, let's create environments where wellness isn't just a feature—it's the beating heart of the healing process. "A Healing MINDSET" is a commitment to a future where healthcare spaces are not just functional but also deeply compassionate and supportive.

I look forward to sharing more insights and stories with you soon as we embark on this transformative journey. Come see for yourself, [book your tour here](#).

**#HealBETTER**

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**BUSINESS FURNITURE +CO**

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learn  
heal *better*

**Rebecca Dean**  
✉ deanr@businessfurniture.net  
🌐 businessfurniture.net

# Five Lessons Learned from Operationalizing Culture: Redefining Workplace Experience

In this episode of The Team Around the Table, Bryan Jacobs, President, Growth & Strategy, Global Occupier Services, talks with Chief Experience Officer Suzanne Mehta. Together, they explore the parallels between consumer brand loyalty and employee affection towards their employers. It's a conversation about operationalizing workplace experience in the age of hybrid work, where employees—and their well-being—are at the center of it all.

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Five Lessons Learned from Operationalizing Culture:  
Redefining Workplace Experience



- 1. The definition of workplace experience has changed.** Workplace experience has shifted from amenity-focused workplaces to productivity-focused environments that prioritize the well-being and overall experience of employees—especially in the context of hybrid work.
- 2. Operationalizing workplace experience means more than having friendly staff with great customer service skills** It also means hiring individuals with operational savvy who can help implement efficient processes that contribute to a well-functioning office.
- 3. Workplace experience centers on employee well-being and contributes to your company culture.** A strategic workplace experience emphasizes the care of employees by providing the resources and support to help them feel productive and engaged, which contributes to company culture and overall well-being.
- 4. Collaboration, flexibility, and a willingness to experiment are the three key traits of organizations with successful workplace experience initiatives.** Successful organizations understand the importance of observing and listening to their employees. They're not afraid to make mistakes, and they're willing to try multiple approaches to find out what solutions make the most sense.
- 5. Your workplace environment can be an enabler to talent engagement and retention.** Real estate—following the occupancy of a building and determining what spaces are meaningful for people—plays a critical role to keep employees feeling engaged and productive in the office.

Learn more at <https://www.cushmanwakefield.com/>



# Multifamily Market Trends in Indiana: Insights for Investors

CBRE's Indianapolis office is a truly full-service commercial real estate firm in Indiana. Our industry-leading platform provides unparalleled service to meet any client requirement. Whether you are looking for office, industrial, or retail properties, we guide you to the ideal space for your team. Our specialized solutions cover multifamily, project management, and more to ensure you find the perfect investment opportunity. Additionally, CBRE offers insights and research that provide market knowledge and a multi-dimensional perspective.

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## Multifamily Market Trends in Indiana: Insights for Investors

The multifamily market in Indianapolis has been dynamic, attracting both local and national investors. In recent years, significant multifamily real estate transactions have occurred. The city's affordability, convenient location, and job market have drawn attention to the rental sector.

Claire Bullard, a Multifamily Associate for the Indianapolis office, spoke about trends the team is seeing in the market. "We are seeing increased demand for multifamily properties in the Midwest and Indiana specifically. Investors are particularly interested in Indiana due to its landlord-friendly environment, diverse economy, and job growth."



A trend the multifamily team has noticed in the multifamily market this year is that investors prefer to buy 1980s and newer built properties. Another trend they are seeing is buyers becoming less comfortable with negative leverage. In 2021 and 2022, rent growth was high enough that investors were more comfortable with negative leverage. Buyers are now underwriting more moderate rent growth than in previous years. Rent growth for Indianapolis was 8.8% in 2021, 13.4% in 2022, and 5.3% in 2023. While rent growth is moderating at 5.3%, it is still above the 20-year average rent growth in Indianapolis at 3.4%.

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In summary, while rent growth is moderating, Indianapolis offers compelling investment opportunities in the multifamily sector, driven by strong fundamentals and steady growth.

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The Scannell Properties team has experience working with a wide variety of industrial and multifamily development types, including:

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While we're based in Indianapolis, we also have nine other offices across the country, and eight offices in Europe. Our experienced team of 140+ is available to assist with the full spectrum of industrial, multifamily or office development needs.

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# Battery Energy Storage Systems: The Future of Sustainable Energy for Data Centers

Battery energy storage systems (BESS) are in high demand as a cleaner and more efficient alternative to diesel that provide backup power for electrical grids and other applications. BESS sites store electric power from renewable sources or the grid, ensuring backup power when needed and securing sensitive data. Investing in BESS guarantees backup power during outages or grid instability, whether for residential, commercial, or industrial applications. Diesel, the current backup power solution, has several drawbacks. It jeopardizes public health with greenhouse gases and air pollutants, is costly to maintain, requires regular testing, and often operates at low capacity. In contrast, BESS sites store renewable energy when coupled with a regenerative source and eliminate diesel emissions. It can deliver backup power within minutes and generates less noise than diesel generators. Additionally, BESS requires less space compared to large diesel generators.

Transitioning a data center from diesel to BESS requires consideration of various BESS types and its life span. Lithium-ion batteries are popular due to their high energy density and ease of installation. Alternative chemistries like iron-flow and zinc-bromine-based batteries may offer cost-effectiveness and longer lifespans, but with lower energy density. According to experts, the BESS lifespan is typically 25-30 years, but battery degradation may require energy augmentation around the 10-year mark to maintain its original amount of power. Though BESS can serve as critical backup during outages, it is not a full replacement for an uninterruptible power supply (UPS). BESS can however be used in conjunction with a UPS to help guarantee a data center will continue to function during power outages.

Another thing to keep in mind is battery energy storage systems are a newer technology, so state regulations for battery storage use and permitting are still being developed. Cost-wise, there are financial incentives, like the federal incentive tax credit (ITC), that can help offset BESS costs. Since 2022, this ITC benefit has expanded from projects entirely charged by a renewable resource to standalone energy storage, making BESS eligible.

Reducing fire hazards and thermal runaway at BESS sites is another challenge, but one that can be mitigated through spreading out battery containers and implementing fire suppression analysis. Additionally, although BESS may be more expensive than diesel systems on a per-kilowatt or per-megawatt basis, this short-term expense is outweighed by the long-term benefits of safeguarding a data center. While BESS adoption may pose challenges, it is a great option for data center owners looking to improve sustainability and efficiency. With its use of renewable energy and data backup resilience, BESS represents the future of sustainable data centers.

Learn more and read the full article at [kimley-horn.com](https://kimley-horn.com).

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# Commercial Real Estate Economics 101: What You Need to Know

Horizon Bank business advising experts have the Economics 101 lesson that any CRE professional needs. Below, we explore CRE expectations for office, retail, and other real estate investments in 2024.

## 5 CRE Expectations to Prepare for in 2024

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- 1. Consistent, high demand for medical spaces:** Hospitals, clinics, medical offices, and assisted living centers will see continued demand in 2024 and beyond. Because of our aging population, more individuals will need healthcare and assisted living than ever before. In addition, consistent visits to medical facilities are leading to rebounding numbers and higher demand for space. Even investors outside of medical real estate should consider their property's proximity to medical care.
- 2. Changing demand for office spaces:** The demand for traditional offices has shrunk since the pandemic. Some experts expect return-to-office policies will help the office real estate market recover close to pre-pandemic levels. However, investors should also consider investing in coworking spaces that allow individuals, small teams, and growing businesses to choose specific packages for their needs are increasingly popular.
- 3. Decreasing demand for retail:** The retail sector is undergoing a significant transformation. As more consumers purchase products online, demand for traditional [retail spaces](#) shrinks. Business owners and entrepreneurs are shifting toward activity-based businesses like escape rooms, adult arcades and wellness spas. Subsequently, CRE investors must invest in properties that suit a more experiential retail landscape.
- 4. Increasing demand for industrial buildings:** Industrial real estate is expected to boom in 2024 and beyond. [E-commerce](#) and technology-driven logistics have generated more production and output than ever. This presents a significant opportunity for investors. When choosing industrial investments, investors should consider access to major highways, space for automation, and proximity to transportation hubs and distribution centers.
- 5. Increasing demand for multi-family housing:** The market for multi-family homes, such as apartments, duplexes, and townhomes, is expected to sustain current demand in 2024. Due to increasing home costs, many families and young professionals are opting for rental properties instead. As [urbanization](#) continues and people move toward cities for better job opportunities, investors should consider suburban and urban properties close to nightlife, working centers, and cultural activities.



Understanding the economic climate for CRE can be challenging, but it's crucial for CRE professionals to remain up-to-date. In a rapidly evolving industry, staying informed is not just an advantage; it's a necessity. Fortunately, CRE investors and managers can trust the expert guidance from Horizon Bank business advisors. Whether you need a business loan to purchase a prime piece of real estate or portfolio management and diversification input, our advisors are here to help. Contact [Susan Hargrove](#), VP, Group Commercial Lending Manager, today to get started.



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# AV Technology Upgrades: A Guide for Commercial Real Estate Professionals

Updated audio-visual technology is crucial for organizations striving to enhance productivity, collaboration, and employee satisfaction. Commercial real estate professionals play a pivotal role in helping clients identify when it's time to upgrade their AV or plan for new solutions. Here are key signs to look for, along with essential components of a new implementation, to ensure clients stay ahead of the curve.

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## Identifying the Signs:

**1. Frequent Technical Issues:** Regular disruptions, poor audio and video quality, or unreliable connections indicate outdated technology. Clients experiencing these issues may notice a decline in productivity and increased frustration.



**2. Incompatibility with Modern Tools:** If an organization struggles to integrate platforms like Teams or Zoom, it's a sign that their technology needs updating. Modern solutions should seamlessly support these platforms.

**3. Underutilized Spaces:** Meeting rooms that are rarely used or require constant reconfiguration suggest inefficient space management. AV can transform these spaces.

**4. Employee Feedback:** Pay attention to employees' feedback. Complaints about complex systems, poor user interfaces, or inadequate functionality signal a need for an upgrade.

**5. Lack of IT Support:** Overburdened IT staff dealing with frequent AV issues is a red flag. Modern systems should reduce the IT burden through reliable performance and easy troubleshooting.

## Essential Components of an Upgrade or New Implementation:

**1. Ongoing Service and IT Support:** A successful AV installation should include ongoing support. This ensures that the systems remain operational, and any issues are promptly addressed, minimizing disruption.

**2. Effective Space Planning:** Work with clients to assess their current meeting spaces or plan for new ones in a construction project. Incorporate AV solutions that can maximize the use of available space.

**3. Staying Ahead of the Curve:** Planning for new or upgraded installations isn't just about solving current problems but also future-proofing the organization. Implementing solutions like Microsoft Teams rooms positions clients to adapt to future technological advancements seamlessly.

**4. Increasing Brand Power:** High-quality solutions can significantly enhance a company's brand image. Sleek, reliable technology reflects positively on the organization, impressing clients and partners and reinforcing the brand's commitment to excellence.

**5. Enhancing Company Culture:** Modern, user-friendly AV contributes to a positive workplace environment. When employees have access to efficient, intuitive tools, it fosters collaboration, innovation, and overall job satisfaction.

By understanding the signs of outdated systems and the benefits of modern AV solutions, commercial real estate professionals can help clients enhance productivity, stay competitive, and foster a positive work environment. Upgrading or planning AV technology is not just a technical improvement; it's a strategic investment in the organization's future.

Finding an AV partner you can trust is crucial for ensuring that all your AV needs are met efficiently and effectively. Ultimate Technologies Group has a proven track record, comprehensive support services, and the ability to provide customized solutions that align with your strategic goals. We are a service-centric technology firm offering fully managed solutions including strategy, design, installation, and service. We have a 98.5% customer retention rate, are the IndyCREW AV partner, and would love to help you!



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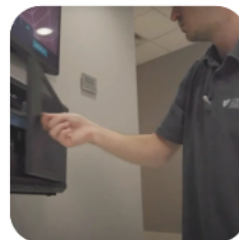
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# Indiana's New Successor Tax Liability for Bulk Transfers

By [Ali Sylvia](#) with supplemental research provided by [Cody Coldren](#) of [Plews Shadley Racher & Braun LLP](#)

Effective January 1, 2024, Indiana Code 6-8.1-10-9.5, enacted by SB 419, imposes new requirements for businesses engaging in sales of more than half of the tangible assets of the business (a "transfer in bulk"), through either an asset or stock sale for transfers occurring after February 14, 2024. The law holds successors liable for the seller's past due sales, use, county innkeeper's, and food and beverage tax, including penalties and interest up to the purchase price or value of the tangible personal business property transferred.

Under this new law, whenever a business engages in a "transfer in bulk," the transferring business (Transferor) and potential successor in liability (Transferee) must notify the Indiana Department of Revenue (IDOR) of the transfer and the terms and conditions of the transfer (Notice) by completing IDOR's Form 57309. This Notice must include the tax identification number of both the Transferor and Transferee, value and percentage of tangible business assets being sold and a list of closed and active Indiana tax accounts. The Notice must be signed by both parties and be delivered at least 45 days before taking possession of the assets or paying the purchase price for the transfer. Notices can be submitted to IDOR via INTIME e-service portal or by mail.

Whether a transfer constitutes a "transfer in bulk" is determined by measuring the tangible personal business property (furniture, equipment, fixtures, inventory, but excluding real estate) at all of the Transferor's locations combined. If there are no outstanding tax liabilities, IDOR will issue a Tax Clearance Letter to both parties within 20 days of receipt of the Notice. However, if outstanding tax liabilities of the Transferor exist, then IDOR will issue a summary of those outstanding liabilities to the parties within 20 days of receipt of the Notice. A Tax Clearance Letter is valid for 60-days.

Parties to a transaction selling 50% or more of a seller's tangible business assets should make sure to provide legal protections against successor liabilities in the purchase agreement, bill of sale or other transaction documents. If your business or client has any questions regarding the new Successor Tax Liability for Bulk Transfers, contact [Ali Sylvia](#) at Plews Shadley Racher & Braun LLP to help you navigate compliance with the new statutory requirements and avoid potential successor liability.

*The information contained in this article is provided for informational purposes only and should not be construed as legal advice on any subject matter.*

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At Commercial Office Environments, we go beyond the typical furniture dealer role. Our approach is distinct, setting us apart from others in the industry. From the initial connection to the final delivery of your personalized solution, you will witness our unwavering dedication to exceptional service and commitment to creating the perfect space for each client. We take the time to truly grasp the interests and challenges of every client, allowing us to design a unique solution that perfectly fits their needs. By diving deep into the specific requirements of everyone we serve, we can help them overcome obstacles and unleash their full potential. Our COE team has created a streamlined and intuitive process that allows us and our clients to collaboratively explore their desires and needs. This ensures that we can provide the most optimal solution, customized to meet their specific requirements.

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# Merchants Foundation: Fostering Housing, Healthcare and Education in Communities

By **Julia Kaercher**, Executive Director of Merchants Foundation

For 34 years, Merchants has maintained a company culture that values community and family, while externally demonstrating these values in our business of financing affordable housing development.

With the launch of the [Merchants Foundation](#), an independent 501c3 private foundation, we are leveraging our housing expertise and long history of community development to expand our charitable contributions. Our goal is to strengthen and support communities across the nation.

An integral entity in the Merchants family of companies, the foundation gives Merchants Bank and Merchants Capital employees greater opportunity to request support for efforts that align with foundation pillars: quality housing, healthcare and education in communities where they live, work and are actively involved. (Merchants operates throughout the United States from six offices and eight states and via many remote employees). Although Merchants has historically invested in housing, healthcare and education nonprofit organizations, we feel that it is important to enhance our giving in these areas because they are the building blocks of healthy communities.

During my time as a low-income affordable housing developer, I concentrated on the services we offered to our residents to help create successful environments. Merchants Foundation, too, is exploring services that add unique value across communities.

An example of this is North End Apartments, a 28-acre, 168-unit mixed-use development in Carmel, comprising apartments, townhomes and single-family homes. It was developed in partnership with [Old Town Companies](#), [RDOOR Housing Corporation](#), [Village of Merici](#), [Jim Brainard](#), Mayor of Carmel, [J. Jacob Sipe](#), Executive Director of [Indiana Housing and Community Development Authority \(IHCDA\)](#), [Merchants Capital](#) and [Merchants Bank](#).

Fostering community is a key element in North End's concept. It permanently designates 40 one-bedroom units for adults with intellectual and developmental disabilities, and the nonprofit Village of Merici offers supportive services to these residents. The remaining 128 units are offered as unrestricted market-rate units.

What distinguishes North End is Fields Market Garden, an on-site urban farm and greenhouse, a farm-to-table restaurant that receives produce from the farm, a community urban garden, an internal path network leading to the Monon Trail (which provides walkability to area shops, amenities, and employment opportunities) and community gathering spaces that encourage resident interaction and connection.

Merchants Foundation proudly donated funds for Fields Market Garden, which grows flowers and fresh produce for the onsite restaurant, and to develop the greenhouse. Both support hobbies and provide meaningful employment for the Field Market Gardner and two residents with disabilities.

We believe Fields Market Garden provides personal and professional growth opportunities for residents of North End. We look forward to seeing it—and them—grow as we plan additional ways to add value and enrichment to communities.

*Julia leads The Merchants Foundation's mission to improve lives and strengthen communities by facilitating access to quality housing, healthcare and education nationwide. She previously served as Vice President of Program Development at Merchants Affordable Housing Corporation (rebranded as RDOOR Housing Corp.). Julia serves on the National Women's Affordable Housing Network (WANH) Board of Directors as Treasurer and is the President of the Board of Directors for the Indiana WANH Chapter.*

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To learn more about 1031 exchanges or to obtain a quote on your specific transaction contact Denise Kouril today at 317-750-4545 or [dkouril@meridiantitle.com](mailto:dkouril@meridiantitle.com).

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#### PRINT + ROUTE

- PLASTICS
- METALS
- WOODS
- MAGNETS
- LASER CUTTING

#### FINE ART

- DIGITIZATION
- REPRODUCTION
- TOUCH-UP
- DISPLAYS
- UPSCALING



BRAILLE



MAGNET



STAND-OFF



FINE-ART



BANNER



WAYFINDING



METAL



## Systems



FIRE SPRINKLERS



FIRE ALARM & DETECTION



FIRE EXTINGUISHERS



SPECIAL HAZARDS

## Services

FABRICATION INSTALLATION  
DESIGN PROJECT  
ENGINEERING MANAGEMENT  
ESTIMATING

## About Us:

Our mission is to develop world class talent to create and maintain fire protection solutions with an unparalleled customer experience. Our knowledgeable and highly responsive team brings passion to every challenge.



## RYAN FIREPROTECTION, INC

NOBLESVILLE | VALPARAISO | LOUISVILLE |  
SOUTH BEND | INDIANAPOLIS | FT WAYNE |  
BLOOMINGTON | MILWAUKEE | CINCINNATI



## DIAMOND LEVEL



## PLATINUM LEVEL



## GOLD LEVEL



## SILVER LEVEL



## BRONZE LEVEL

Capitol Construction  
Charles C. Brandt Construction  
Connor Fine Painting  
Cornerstone Companies  
DORIS

Forum Credit Union  
Ginovus  
Huntington Bank  
Kort Builders  
KSM

Stock Yards Bank  
WesBanco Bank

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