

# BizVoice: 100 Issues and Counting

Current staff members share some highlights along the way (many focused on Annual Award winners and speakers) for the magazine that debuted in July-August 1998.

Through 100 issues of *BizVoice*® magazine, I've had the pleasure of numerous interesting interviews, editing thousands of stories from my talented colleagues and working with the same gifted designer on all but the first two of those publications.

While I asked my co-workers to highlight one or two of their favorites along the way, I'll break the rules with a brief listing that still does a great disservice to many outstanding experiences. Like when:

- Spending the first 25 minutes of an interview with 1999 Business Leader of the Year Bill Cook talking about two of his passions – drum and bugle corps and the Manchester (England) Giants basketball team he owned. That lessened my anxiety and made the media-shy owner and founder of Cook Medical Group also feel a bit more at ease.
- Showing 2009 Business Leader of the Year John Swisher of JBS United in Sheridan a copy of the previous year's Annual Awards issue and having him comment, "I hope I don't end up like that guy" (pointing to 2008 honoree Tony George, who resigned as president and CEO of the Indianapolis Motor Speedway in mid-2009).
- Being offered an ice cream stop along U.S. 30 by then-Gov. Mitch Daniels as we were doing magazine and video work in RV-1 for the 2006 Government Leader of the Year honoree.
- And sadly, learning less than two weeks before that 2006 Annual Awards Dinner that Business Leader of the Year Mac McCormick of Vincennes had been killed in an airplane crash. Thanks to our production partners, the video we had produced for the event was able to be part of the remembrance of a life well lived. In addition, our Chamber team honored McCormick, part of a family long associated with community and statewide leadership, in an appropriate and respectful manner. Mac, we'll dedicate these first 100 issues of *BizVoice* to you.

— Tom Schuman

## Art of the Interview: Rebecca Patrick

Sometimes an interviewer is told in advance by "handlers" to expect to have X amount of time and stick to certain topics. But it can be a pleasant surprise when you actually speak to the person.

Such was the scenario in what turned out to be my two most memorable *BizVoice* interviews. The people: four-time Super Bowl champion and NFL Hall of Fame quarterback Terry Bradshaw and General Stan McChrystal, who led the top secret Joint Special Operations Command in Iraq during the Persian Gulf wars and was the chief commander of American forces in Afghanistan.

These two men were our Annual Dinner speakers in 2011 and 2013, respectively; their candor and warmth came through in our 30-minute conversations and, hopefully, in the profiles.

Like many, Bradshaw was clearly shaped by his upbringing. In his case: Humble roots in Louisiana that were long on values pushed him to always strive for his best – and helped him keep perspective. Bradshaw shoots from the hip with a unique brand of self-deprecation.

I found McChrystal surprisingly introspective, including on what he learned from the infamous *Rolling Stone* article that led to his retirement from the Army. But no matter the question, what also resonated was his strength and leadership.

A couple other memorable features:

- "Looking Inside the Life Sciences" was a section for the July-August 2007 issue; seven one-page stories discussed different technologies (forensics among them) under the life sciences umbrella in Indiana.
- A focus on deal-making in September-October 2011 included a look back at how the Colts came to Indianapolis from Baltimore.

## Remembering Their Roots: Symone C. Skrzycki

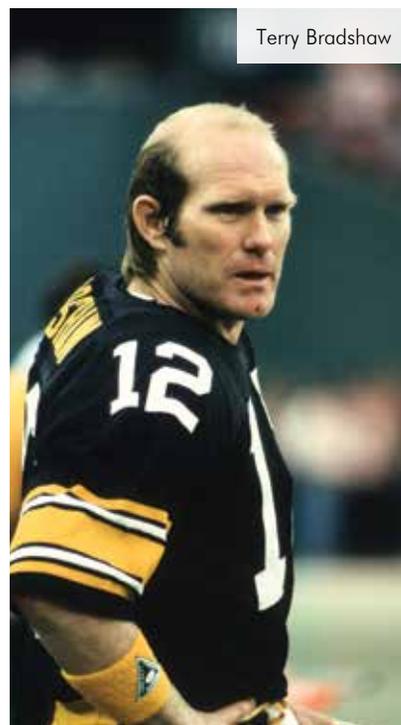
Months after meeting Ted and Tom McKinney, I still haven't decided what struck me most: their farming legacy and community involvement or their humility.

Born into one of Indiana's foremost farming families, you could say they were destined for great things.

And they delivered.

Tom is a seventh-generation Indiana farmer. Twin brother Ted is director of the Indiana State Department of Agriculture. Their knowledge of farming, I discovered when visiting the family farm in Tipton where they grew up, is rivaled only by their passion.

They described their youth, which was full of work, play and philanthropy. Many formative experiences blended all three, such as a seed corn detasseling business Tom operated for



Terry Bradshaw



Ted and Tom McKinney



Mac McCormick

30-plus years. The nature of the (detasseling) beast is brutal. During the 1970s, at age 16, the twins began managing their own crews of teens – mentoring, motivating and inspiring them to cultivate an extraordinary work ethic and to believe in themselves.

As I walked alongside Ted and Tom at the farm, step after step revealed another fascinating detail about their heritage. Childhood memories – poignant and comical – and modest stories about their accomplishments brought the family history to life.

Today, they continue to make a difference in the community. Among many other roles, both have served in leadership positions at Purdue University (they’re third-generation graduates of the College of Agriculture) and work closely with youth to promote farming careers.

My day on the farm was memorable. The McKinneys’ legacy: unforgettable.

### Click of a Moment: Tony Spataro

Click. There I am, standing in the middle of the RCA Dome. Feet firmly planted in the middle of the Colts helmet on the 50-yard line. Only moments ago I made the call to have all the lights turned on inside the stadium. Now illuminated as if during a Sunday game, the dome is aglow and I am in the middle of it all.

About two hours earlier, I was all set to take a photo of our 2005 business leader of the year, David Frick, in front of the Colts stadium – a tribute to his work in helping get it built and bringing the team here 20-plus years earlier. But it was pouring rain and I was scrambling to figure out other options. I phoned Frick and explained that we would probably have to shoot the photo inside a garage that faced the dome. His only response, “Why don’t we just go inside the stadium?” Of course, why didn’t I think of that?

So, after a couple of phone calls, we walk through the Colts tunnel and onto the sideline. A dream come true for a super fan like myself. Sure there was no one else really there – no crowd, no players, but that really made it even more special for me. I (with David and our photographer) got to run out onto the field.

Whether it’s instances like the one above or watching the owner of the Indy Eleven play a little soccer in his business suit once we get the shot we wanted, my job is telling someone’s story. It is the part of

my job that I love the most. I want to show all our readers something in these people that you might not read on the pages.

I’ve had the pleasure of meeting thousands of people along the way. Some photos were easier than others, but I cherish them all, along with the memories of getting to know them before, during and after that final click.

### Dennis and Me: Matt Ottinger

I grew up watching *Saturday Night Live*, especially during some of its best years in the late 1980s/early 1990s.

So you can imagine my excitement when I discovered I’d have the privilege of interviewing comedian Dennis Miller via phone for our September-October 2014 feature on him. This would serve as a promotion for the Indiana Chamber’s 25th Annual Awards Dinner on November 6, as he was slated as the keynote speaker.

He called promptly at the specified time and was to-the-point during what can often be a small-talk laden introduction, but gave very thoughtful answers to my questions. In fact, I got the 2,000 words I needed in 12 efficient minutes. That may be a *BizVoice* record!

We were all pleased with how the interview turned out. While the quality of a Q&A depends primarily on the “A,” I was proud of it.

Fast forward to the night of the dinner, and – I assume due to our tightly forged 12-minute bond – I was selected to greet Miller as he entered the lobby of the Westin following his flight from the West Coast.

I had prepared a greeting – and even had a joke or two in the queue for our conversation. Nothing knee-slappy, but a wry reference to something he’d said on *Fox News* the night before. (To be clear, that network makes me nauseous, but I caught the interview online as a means to prepare for the evening ahead.)

He was just as succinct as before, however. Fair enough.

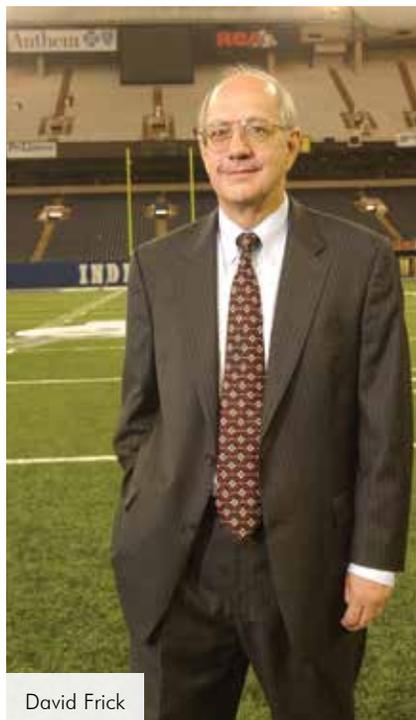
As we strolled over to the Indiana Convention Center, he lagged behind me by about three feet and sung to himself. I whistled my own tune – in my own key. And that was that.

Fortunately, he was much more verbose during his speech and had the record number of Annual Awards Dinner attendees rolling with laughter.

And that, after all, was music to our ears.



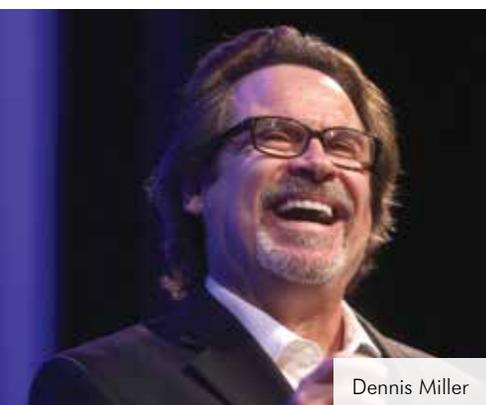
Ersal Ozdemir



David Frick



Mitch Daniels



Dennis Miller



John Swisher