

Crafting Compelling Stories for You

For a number of years, the “word on the street” has been that the latest technology (radio and television before the Internet and any of today’s mobile advancements) would mean the end of newspapers. But despite the industry’s challenges, the traditional printed version of the news survives and, I believe, will continue to do so.



Magazines have been under similar scrutiny lately, with limited reader attention spans and the complexities of everyday life among the reasons for a potential decline. But there remains something special about this format – the different ways of telling an intriguing story, the images and graphics that accompany the talented writing, and the various methods of informing and entertaining you.

Consider the following in the pages of this issue of *BizVoice*®:

- Forty-three Hoosier organizations are honored in the annual Indiana Companies to Watch program. You can envision how these businesses are making a difference by viewing the economic impact graphics, roundtable story, company profiles and more. Congratulations to all the winners for their accomplishments thus far and the promise of even greater success.
- We’ve explored a lot of topics in 13-plus years of *BizVoice*®, but this issue’s focus on business deals has not been tackled at such an in-depth level. Turn the pages for insight on transactions and strategies that have shaped communities and companies; collect some tips on the “art of the deal” from nearly a dozen players in the field; and learn from the wit and wisdom of veteran dealmaker Mickey Maurer.
- We conclude our five-part Workforce Wise series with three articles, including a look at a pair of 50-something professionals (with expertise in their chosen fields) striving to find that next career opportunity. The challenge of incorporating and retaining older workers is part of the workforce dilemma that is so important to our state and its economic future.

Our team does not take our *BizVoice*® efforts for granted. We say a great big thank you to all the people who help make our storytelling possible, especially those of you who take the time to enjoy the fruits of our labor of love.

Kevin M. Brinegar
President/CEO

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