

Monarch Beverage Partners With Veteran Beer Company

Indianapolis-based Monarch Beverage Company became one of the first distributors of the Veteran Beer Company (VBC), fittingly, on Veterans Day last year.

VBC, headquartered in Chicago, is wholly owned and operated by disabled or retired veterans. The grim statistics for veteran unemployment are at the crux of the company's mission. Unemployment rates for returning Iraq and Afghanistan veterans remain at nearly 20%. For disabled veterans, the numbers are even more discouraging with current reports indicating that about 88% of those injured in the line of duty are out of work.

VBC's workforce features veterans in every role within the organization. The company's ultimate goal is to hire 100 veterans by fall, 500 within three years and 3,500 within five years.

Monarch was chosen as one of the first distributors in part for its own commitment to hiring veterans. They account for about 12% of the employee population of approximately 90 people.

"We're excited to be a part of it," says Scott Shipley, senior vice president of sales at Monarch. "Knowing where our focus was with veterans, it was a natural fit."

VBC's first brews – the Veteran (lager) and Blonde Bomber (blonde ale) – became available November 11, 2013, in the Chicago area and throughout Indiana.

"They are both good, well-balanced beers that fit that category for craft beer," Shipley asserts. "They (VBC) will have success with these two products."



Fred Dufour, senior vice president of operations, is one of the 12% of Monarch Beverage employees who is a veteran.

RESOURCES: Veteran Beer Company at www.veteranbeercompany.com | Scott Shipley, Monarch Beverage Company, at www.monarch-beverage.com

Domain Names Diversify Beyond '.com'

Would a rose by any other web suffix smell as sweet? It depends on who you ask.

In a move the Internet Corporation for Assigned Names and Numbers (ICANN) calls "the biggest change to the Internet since its inception," the letters to the right of the "dot" in a web address are no longer confined to the original 22 top-level generic suffixes like ".com" or ".org."

The new era began on Oct. 23, 2013, when ICANN delegated the first four new generic Top-Level Domains (gTLDs). The first four were in Arabic, Chinese and Cyrillic scripts, in line with ICANN's effort to "to create a globally-inclusive Internet, regardless of language or region."

As of early December, ICANN listed 34 new delegated strings, including ".tattoo," ".kitchen," ".clothing" and even ".sexy." These new strings are approved by an application process through ICANN.

Many concerns have come up surrounding the practicality and necessity of this move. Questions regarding brand confusion and web navigation difficulty arise. For example, does a web address end with .car or .cars? There is also concern this could force companies to purchase different versions of a domain name with many different combinations in order to avoid brand abuse.

ICANN asserts that it has taken steps to pre-empt potential pitfalls – including creating a global trademark clearinghouse – and as many as 1,400 new domain names could be introduced as the rollout continues in the coming years.

App Highlights 'Congressional Moments'

Congress seems to be everyone's favorite punching bag of late due to partisanship and inefficiency. But an app released by the Indiana University Center on Congress highlights important congressional actions that have shaped society.

"Congressional decisions impact all our lives," Lee Hamilton, director of the Center on Congress, remarks during videos within the app. The videos, designed to stimulate civic interest and even participation, especially in students, provide a general overview of six areas: child labor, civil rights, women's suffrage, the Marshall Plan, the National Park Service and the Securities and Exchange Commission.

The app also offers instruction on the difference between primary and secondary sources. Two leading National Council for the Social Studies teachers explain how to get the most out of primary sources, and there's an interactive quiz. The goal is to encourage critical thinking in students as they digest historical information. One activity in the app demonstrates that even information from primary sources can be misleading.

Each section in the app incorporates photographs and other primary source images from the Library of Congress. You can browse photos of children working in factories, an 1860s map showing the distribution of slaves in the southern states, sketches of Yellowstone Park from the effort to remove the land from public auction and flyers from the suffragist movement.

The app is available for free download on tablets, and a web version is also available: www.tpscongress.org/congressional-moments-html.

RESOURCE: Center on Congress at congress.indiana.edu

By Katie Coffin

Indiana's Economy Going to the ... Fish?

Aquaculture is not an industry that defines Indiana, but a Purdue Extension study shows it's a piece of Indiana's economy that is growing. The report, *Economic Importance of the Aquaculture Industry in Indiana*, estimates sales from Indiana fish farms amounted to more than \$15 million in 2012. This is an increase from about \$3.5 million in 2006.

The industry is spread throughout the state. There are about 50 fish producers in Indiana today, compared to 18 just seven years ago.

The aquaculture industry also supports the rural economy and entrepreneurship, according to the report. Aquaculture production provides a ready local market for Indiana's corn and soybeans as commercial feed. Aquaculture also offers opportunities to utilize by-products from biofuel production for fish feed, industrial heat and hot water for indoor aquaculture.

Contributions to the industry in Indiana range from small-scale producers raising fish in their backyards to large-scale producers selling fish in national and international markets.

RESOURCE: Purdue University, *Economic Importance of the Aquaculture Industry in Indiana* report

O3 PureMed Facility a First in Central Indiana

Things are becoming even greener in Greenfield these days.

Hancock Regional Hospital and Fisk Services broke ground in September on O3 PureMed, which will use a new technology to dispose of medical waste through a safe, environmentally-friendly process.

The 9,520-square-foot O3 PureMed facility will use ozone gas to sterilize "red bag" waste, including biological, pharmaceutical and other hazardous waste. It will provide cost savings over traditional disposal systems. The process creates no emissions or by-products and reduces the volume of waste by 90%. It eliminates the need for medical waste landfills, instead allowing the shredded waste to be placed safely in a traditional landfill.

"We're really excited about it and what it can do for our community," declares Becky Molnar, organizational development specialist at Hancock Regional. "We felt like it was the right thing to do for health care."

The inspiration for O3 PureMed was a similar facility at Terre Haute's Union Hospital Health Group called the "Ozonator," which was the first of its kind in the world.



Representatives from Hancock Regional Hospital and Fisk Services broke ground on the O3 PureMed facility in Greenfield last fall.

"We decided to think even bigger and start our own LLC, which is unusual for a not-for-profit hospital," Molnar explains. "We really want to help other health care facilities do the right thing and provide outstanding customer service at a better cost."

This is just the beginning of the story. O3 PureMed created about four jobs initially, and Molnar notes within a year the hope is to add another six to eight positions. She adds, depending on the need, another goal is to build an additional facility in either northern or southern Indiana.

"Health care is rapidly changing right now, and the demand on community hospitals is that we've got to diversify and expand our sources of revenue," Molnar says. "We want to remain an independent community hospital. In order to do that, we're going to have to be creative and look at what other streams of revenue we can find. Hopefully this (O3 PureMed) will be an answer to that."

The facility is expected to be fully operational by the end of the first quarter of 2014.

RESOURCE: Becky Molnar, Hancock Regional Hospital, at www.hancockregionalhospital.org

New Federal Trucking Regulations Making an Impact

Months after federal regulations to improve motorist safety took effect, trucking companies are feeling the pinch in an industry already struggling with a driver shortage.

The aim of the regulations is to reduce driver fatigue and improve working conditions. Those working within the industry, however, say the rules are hurting business and making it even more difficult to hire new drivers.

Shepard Dunn, president and CEO of Bestway Express in Vincennes, estimates that the company has suffered an approximate 8% loss in productivity as a result of the regulations.

"The hours-of-service changes have definitely impacted our business," Dunn comments. "It's not going to shut us down, but you take each of these rules and add up (the outcomes), and it's not a good scenario."

The hours-of-service rules limit the maximum average workweek for truck drivers to 70 hours – a decrease from 82 hours. Road time is limited during a seven-day period by a 34-hour "restart" period, which must include two rest periods between 1 a.m. and 5 a.m. Truck drivers must also take a 30-minute break during the first eight hours of a shift.

Dunn contends the rule that has had the most impact was one many companies and associations didn't pay attention to until after the regulations were in place. The 34-hour "restart" period may only be used once per week (168 hours), measured from the beginning of the previous restart.

"If we're delayed for any reason, either on the front side or back side (of the 168-hour period), we can't use that same driver," Dunn observes. "It takes more drivers to do the same amount of work we were doing prior to July 1."

RESOURCES: Shepard Dunn, Bestway Express, at www.bestwayexpress.com | U.S. Department of Transportation's Federal Motor Carrier Safety Administration at www.fmcsa.dot.gov