

# TELLING THE STORY

Some of the Best of BizVoice®

By Tom Schuman



This issue largely dedicated to business history – with a breakdown by decades – allows us to take the opportunity to share some of the BizVoice® magazine highlights over the past two 10-year periods.

The first BizVoice actually came your way in July-August 1998. That means 124 of the now 130 editions have been produced since 2000. As one might expect in the vein of continuous improvement, many of the highlights emerge in the more recent publications.

There have been several BizVoice staples that have been in place since day one.

Found Elsewhere began as a collection of interesting facts/quotes first reported in other publications. It has evolved to more of a statistical snapshot, but one that is still gleaned

from leading state and national resources.

The BizVoice roundtable, first known as ExecConnect, still thrives today. The premise is straightforward: Four people connected to a topic breaking it down, with a summary of their key thoughts and insights presented to you. (ExecConnect, by the way, later became the name for a separate Indiana Chamber-related initiative for mid-market companies. Now, it is back in BizVoice in the form of

Q&A conversations).

Each November-December features the Chamber's Annual Award winners. We hope you have appreciated reading those inspirational stories as much as we have enjoyed bringing them to you. There are too many highlights to even begin to start listing them.

The one we will point out – unfortunately for difficult reasons – is 2006 Business Leader of the Year Mac McCormick. Less than two

weeks before that awards celebration, the longtime Vincennes business and community icon was 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.

For the last 14 years, the May-June issue has featured the winning organizations in the Best Places to Work in Indiana program. In recent times, we have devoted 50-plus pages to spotlighting some of the many outstanding workplace cultures throughout the state.

Between 2009 and 2016, we partnered with the Indiana Small Business Development Center to recognize the Indiana Companies to Watch. That would occur in the September-October issue, which has also been home to frequent interviews with the keynote entertainment for the Annual Awards celebration.

Among those we have been privileged to profile: Tim Russert, Bob Costas, the husband/wife political duo James Carville and Mary Matalin, Newt Gingrich, Tom Brokaw, Terry Bradshaw, Watergate reporters Bob Woodward and Carl Bernstein, General Stanley McChrystal, comedian Dennis Miller and more.

### Series(ly) speaking

Yes, well-intentioned puns have been part of the lexicon throughout the *BizVoice* existence. In this case, we are talking about primarily yearlong collections of articles that has allowed for in-depth reporting on a variety of topics. Among the leading series:

- Energy and its role in Indiana's economic future (2002)
- Entrepreneurs and the early stages of growing a business (2003), following two start-ups (Arxan and Griffin Analytical) affiliated with Purdue University technology
- Workforce Wise (2011), based on an Indiana Chamber Foundation study and documenting attempts to cope with an aging workforce
- Business of Sports (2014)
- Technology and innovation, as well as corporate social responsibility (2017)
- Road Trip Treasures (2018), visits to iconic Indiana destinations
- Indiana Workforce Recovery and the state's opioid epidemic (2019), as well as Indiana Icons

And while not technically a series, reporting on the Indiana Chamber's *Indiana Vision 2025* plan has been a focal point since its introduction in 2012. The four drivers of that plan are Outstanding Talent, Attractive Business Climate, Superior Infrastructure, and Dynamic and



Jim McCormick accepts the 2006 Business Leader of the Year honor on behalf of his son Mac, who was killed in a plane crash less than two weeks earlier.

Creative Culture. *BizVoice* has presented more than 130 stories related to those driver areas over the past seven years.

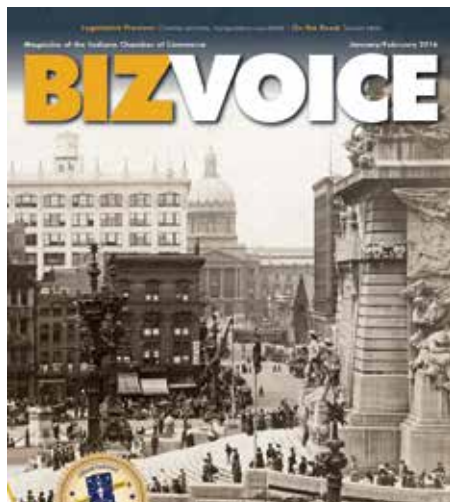
### History on display

This first issue of the new decade is not the initial look in the rearview mirror. In fact, it has become somewhat of a recent staple to begin the new year – with a different twist each time. The state's bicentennial and initiatives to celebrate that milestone were in the spotlight in 2016. A year later, the Back in Time issue highlighted people, places and stories that help make our state so special.

While 2018 was a salute to manufacturing and included today's status and tomorrow's projections, we couldn't help but add in some of "yesterday's" standouts.

### In addition ...

Entering a limited number of



The state's bicentennial was the focus in January-February 2016.

competitions each year, *BizVoice* has earned 95 national and state honors for writing and overall magazine excellence. That total includes three Grand Awards in the national APEX (Awards for Publication Excellence) contest.

- *BizVoice* editor Tom Schuman received the Grand Award in the writing series category for his 2017 yearlong stories on the opportunities and challenges faced by a Fishers-based entrepreneurial company – Recovery Force.
- Entrepreneurial snapshots in September-October 2015 – profiles of three entrepreneurs at varying stages in their careers.
- In 2011 (also in September-October), a package of stories on the Art of the Business Deal encompassed the behind-the-scenes details of the Indianapolis Colts move from Baltimore, a Q&A with veteran entrepreneur Mickey Maurer and more.

A trio of other special offerings from throughout the past two decades:

- July-August 2006: One of several opportunities to sit down with then Indiana Sen. Richard Lugar, with a focus this time on foreign policy and other international/national topics and their impact on Indiana.
- July-August 2007: Profile interviews with three new university presidents – Michael McRobbie, Indiana University; France Cordova, Purdue; and Tom Snyder, Ivy Tech – preparing to take the helm.
- September-October 2017: A day in the life of Indiana congressman Larry Bucshon – with photos, commentary and insights from Capitol Hill.

*BizVoice*, of course, would not be possible without your support and interest. Our entire team thanks you for the privilege of being able to share portions of the Indiana business story over the past two decades.