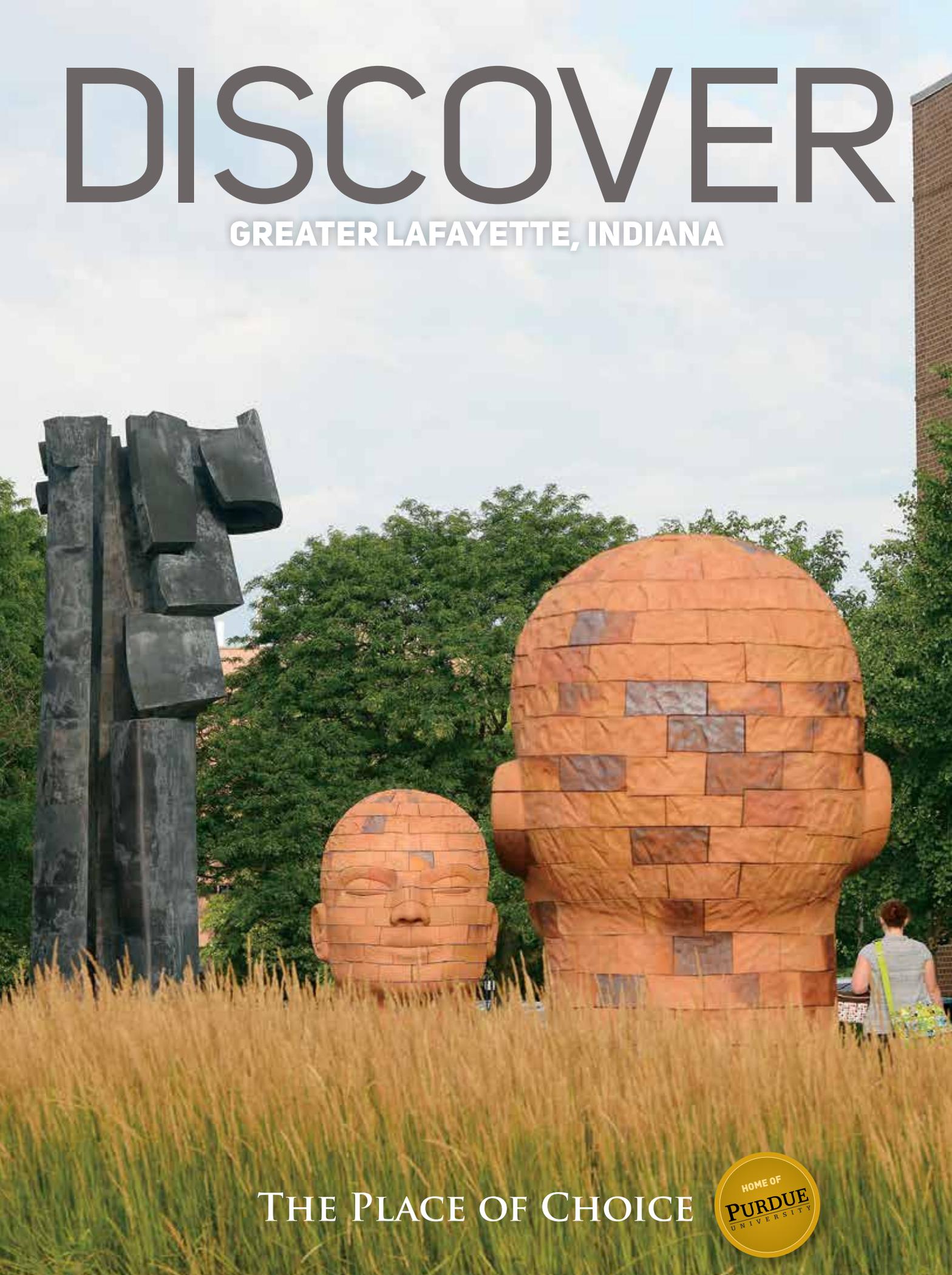


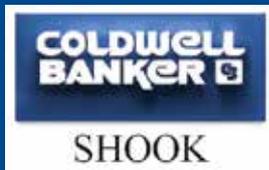
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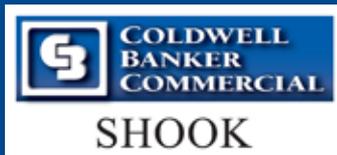
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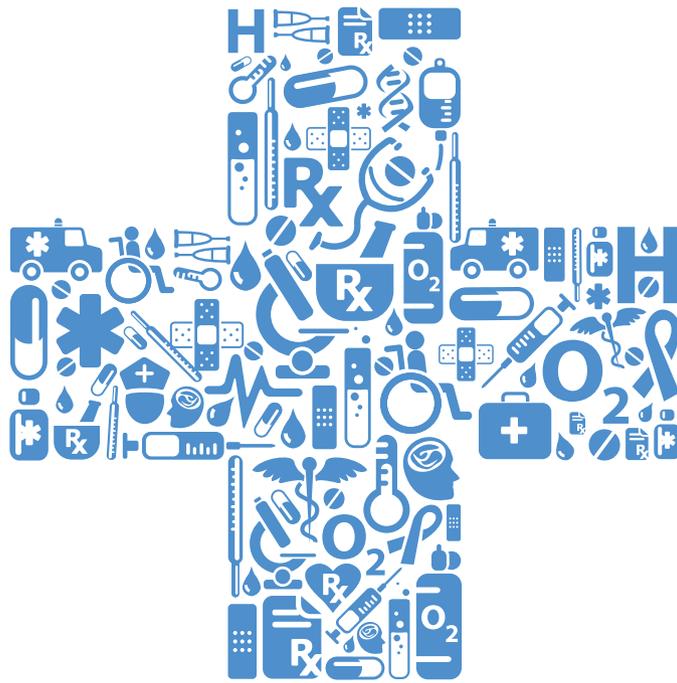
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FRANK OLIVER

Business opportunities, great schools, festivals, such as the July 4 Stars and Stripes Celebration at Riehle Plaza, pictured, and a rich quality of life make Greater Lafayette the place of choice for newcomers and longtime residents.

Take Your Place in Greater Lafayette

Welcoming. Vibrant. Loaded with opportunities. These are among the ways newcomers describe life in Lafayette, West Lafayette and Tippecanoe County, Indiana—known as “Greater Lafayette.”

In the heart of the Midwestern United States, Greater Lafayette is a fun place to play, a hot spot to learn and a great location to live. It’s also a dynamic hub for business and a community that’s moving forward.

Eileen Drennen, who arrived in March 2012, says, “What I loved first was Lafayette’s beautiful downtown—all the gorgeous architecture and buildings that had been preserved and repurposed. I also appreciate the lively downtown

scene, the weekly farmers markets and events like Mosey Down Main Street and Taste of Tippecanoe.”

She enjoys the variety of restaurants and nightlife, too, and walking through

neighborhoods. “Each has its own particular charm.”

What’s made her feel especially at home here, she says, are other residents. “I have met some neat and sweet people, who have made my transition from newcomer to resident much nicer.”

The same welcoming style and community treasures await businesses and individuals ready to discover why Greater Lafayette is known as the place of choice.



FRANK OLIVER

Young professionals, executives, families, students and retirees create rewarding lives in Greater Lafayette.

Every Season Features Good Living

From rewarding careers to interesting activities, lovely homes and a sound education, Greater Lafayette brims with opportunity and good living.

Read on to learn more. Our Up Close feature pages give you some depth, with individual sections providing an overview. Enjoy!



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Published 2015 by Greater Lafayette Commerce
 337 Columbia St., P.O. Box 348
 Lafayette, Ind. 47902-0348 USA
 765/742-4044
www.greaterlafayettecommerce.com

Coordinators: Jody Hamilton, Lauren Davis
 | Greater Lafayette Commerce
 Writer: Kathy Mayer | Kathy Mayer Writing
 Designer: Natalie Powell | Just Natalie
 Proofreader: Carol Bloom | Bloom Ink Editorial
 Advertising Sales: Dana Smith
 Printer: Lafayette Printing Company
 Cover photo by Frank Oliver features “Brickhead”
 by artist James Tyler, outside Yue-Kong Pao Hall,
 and “Transformation” by artist Faustino Aizkorbe,
 north of the Horticultural Building, both on the
 Purdue University campus (see p. 10).



FRANK OLIVER

Lafayette's 40-acre Columbian Park draws visitors to its zoo, water park, playgrounds, lagoons and picnic shelters.

Fun Place to Play

From culture to community festivals, sporting events, shopping, dining and nightlife, Greater Lafayette residents and visitors enjoy a bounty of ways to relax, enrich their lives and enjoy good times with family and friends.

Highlights include 40 parks, dozens of arts venues, sports to watch or play, youth-centered activities, shopping at one-of-a-kind boutiques or major national retailers, dining at favorite international or American restaurants, or enjoying late-night venues.

Whatever the season, indoor and outdoor venues offer rich and varied opportunities for recreation, challenge, creativity and learning.

PARKS APLENTY

Pack a picnic, take a hike, canoe Wildcat Creek—the outdoors is calling.

From the half-acre Paula R. Woods Park to the 2,000-acre Prophetstown State Park, neighborhood parks with

playground equipment to Columbian Park and its 90-species zoo, pool and train ride, Greater Lafayette's green spaces are abundant.

"Happy Hollow is a lot of fun," is the consensus of the three Prokopy children, says their father, Josh Prokopy. He sums up their combined enthusiasm with: "It has two great playgrounds. You can hike in the woods, have a picnic, go biking, or even walk in the creek. What more could you want?"

Many days, one of the 40 Tippecanoe County parks is where you'll find the Smith family, too.

"On the first nice spring day, parks like Happy Hollow, Hanna and Columbian are the most inviting," says Robyn Smith. "The parks act as a measuring stick for our children's growth. We always note who can reach this spring what they couldn't last fall, and what equipment they can use that they were too young for last year."

They enjoy the duck ponds at Armstrong Park and Munger Park and pools in the summer. "In the fall, a walk through Clegg Gardens or Purdue Horticulture Park is a feast of color with all the turning leaves." Winters, they hit the sled and toboggan runs, "The nature sites are beautiful with snow-covered branches tipped with bright red cardinals," she says.

By spring and playground time again, Smith says, "I can almost hear the squeak of the swing set saying, 'My, how your children have grown!'"



FRANK OLIVER

The Celery Bog Nature Area

The Celery Bog Nature Area

“The Celery Bog is a window to the process of what happens in the natural world.” **Mary Cutler**

Walk the trails, enjoy wetlands and woods or attend a program on bumblebees, butterflies or passenger pigeons. That’s a sampling of what’s available at the Celery Bog Nature Area and indoor Lilly Nature Center, 1620 Lindberg Road.

“This is a place to enjoy 195 acres of plants and wildlife,” says Dan Dunten, stewardship director for West Lafayette Parks & Recreation, which opened the site in 1995.

“We are lucky it’s now publicly owned,” says Mary Cutler, naturalist for Tippecanoe County Parks Department, who organizes education programs there. “It’s a testament to folks with vision.”

The Celery Bog is “hugely important for migratory birds, who have to find stepping stones across the landscape,” she says. Visitors include shore birds, American white pelicans, bald eagles and many others. Land critters and amphibians also populate the area.

It’s a treasure for humans, Cutler says. “The Celery Bog changes throughout the year. It’s a very special place.”

Visitors to the Celery Bog will find:

- Savannas and marshland.
- Wildflowers, trees and trails.
- Birds and other wildlife.

www.westlafayette.in.gov

Other outdoor offerings include golf at eight Tippecanoe County courses and another 20 courses within a short drive; races such as the Purdue Boilermaker Half-Marathon each fall; and hiking on the 17-mile Wabash Heritage Trail along the Wabash River or city trails.

Activities also include camping, bicycling, fishing and playing disc golf.

Each fall, Exploration Acres' 18-acre corn maze draws fun-seekers, and ice skaters head each winter for Riverside Skating Center. The Celery Bog Nature Area (see Up-Close, page 8) features year-round flora and fauna.

Wolf Park, which is actually a privately owned wolf research and education center, hosts wolf howls and other programs year-round.

And, yes, there's even a place for dogs to play off-leash—Shamrock Dog Park.

ARTS, FESTIVALS

Sit down at the potters' wheel. Pick up a watercolor brush. Pen a poem. Hands-on arts opportunities fill calendars and venues in Greater Lafayette, where creativity is encouraged and nurtured.

For those who'd rather watch or appreciate the arts, the variety is wide and diverse, too.

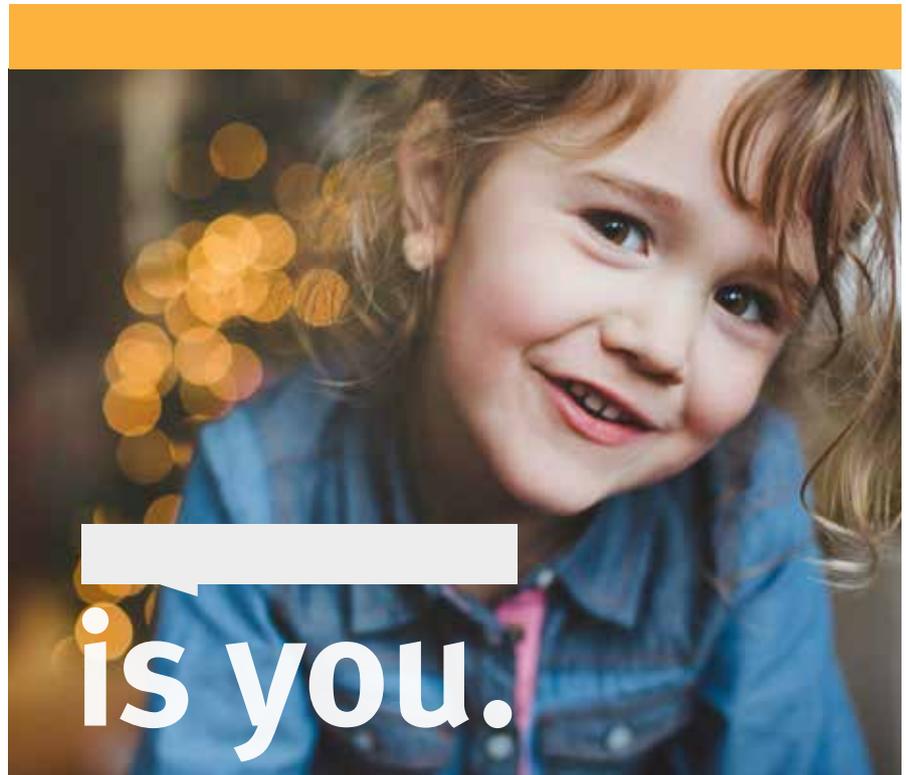
Tippecanoe Arts Federation, housed in the Wells Community Cultural Center, serves as a resource for more than 100 arts organizations in the area, providing meeting and small performance spaces, referring newcomers to interest groups, advocating for the arts, promoting events and bringing together groups for collaboration and communication.

For those in the learning mode, the Art Museum of Greater Lafayette, Inspired

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FRANK OLIVER

COVER PHOTO SCULPTURES

The two Purdue University sculptures on the cover represent a growing number of outdoor art pieces being installed throughout the community.

The first, "Brickhead," consists of two 8-foot clay heads sculpted by James Tyler in his New York studio, which he then cut into blocks, fired in his kiln and brought to West Lafayette. He reassembled the pieces over stainless-steel pins outside Yue-Kong Pao Hall. The two heads face each other, and as visitors pass, the sculptures emit nature sounds recorded in a wetland area by Purdue professor Bryan Pijanowski.

"Transformation," a 40-foot bronze sculpture weighing 20 tons was created by Spanish artist Faustino Aizkorbe. The artist describes its unfurling symmetrical pattern as "Purdue's continued evolution and changing nature, supported by the strength of its heritage."

Fire Glass Studio & Gallery, Lafayette Writers' Studio, Morton Community Center and others host classes.

"The Lafayette community is diverse and supports many creative initiatives," says Melissa Fraterrigo, founder of the Lafayette Writers' Studio. She adds to the variety with "high-quality writing instruction in an intimate, encouraging environment."

Audience opportunities for music include the Chamber Music Society, Friends of Bob concerts, Citizens Band, Lafayette Flute Choir, Lafayette Symphony Orchestra, Bach Chorale, Purdue Musical Organizations and Purdue Convocations, which brings traveling performers to town.

Residents enjoy performances by Lafayette Ballet Co., Civic Theatre, Purdue Theatre and others. Purdue Convocations includes a theatre production each season.

Art galleries take visitors to new worlds—creations by local and regional artists and visiting exhibits. Besides on-campus galleries, Purdue University operates the Fountain Gallery in downtown Lafayette, which also is home to KL Art Gallery, the



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VINCENT WALTER

Each June the Taste of Tippecanoe fills downtown streets.

UP CLOSE

Taste of Tippecanoe

“From vendors to musicians, volunteers, sponsors and those attending Taste of Tippecanoe, the people are out-of-this-world outstanding.” **Tetia Lee**

Start with sushi, enjoy barbecue ribs, then sample Indian, Italian or Mongolian fare. Try Indiana cheeses, hand-churned ice cream and local brews. That’s just the beginning of delights offered by a few dozen vendors lining downtown streets on the third Saturday of June for the Taste of Tippecanoe.

In between bites, festival goers enjoy more than 20 musical groups on four stages, performing pop, hard and acoustic rock; Latin; reggae; and more.

First held in 1981 on a single block, the Taste now covers downtown, drawing from 32,000 to 38,000 visitors.

Hosting is a major task for Tippecanoe Arts Federation, says executive director Tetia Lee. “Approximately 600 volunteers are needed the day of the event.”

It’s all for a good cause. In the last decade, the organization has raised about \$1.5 million to help fund its arts and education programs.

FUN PLACE TO PLAY

Food, music and friends make the Taste of Tippecanoe one of the community’s most popular festivals. The crowd loves its:

- Many flavors.
- Mix of music on multiple stages.
- Fabulous fireworks.

www.tippecanoearts.org

The Kirby family savors time outdoors. Pictured with Jennie and Aaron Kirby are their children Cameron, 10, Kaleb, 7, and Alaina, 6.



FRANK OLIVER

The Kirby Family

"We have a lot of fun here. We feel this is the place to be." **Jennie Kirby**

With a real estate business to run and three children to raise, life is hectic for Jennie and Aaron Kirby. To ease the pace, they head outside.

"The kids love the outdoors, swimming and riding bikes," says Jennie, who came to the community to attend Purdue University and stayed after graduating in 2004.

Camping is sometimes on the agenda. "We try to keep weekends for family and do more outdoorsy stuff," says Aaron, who has lived here since middle school. "It gets the kids away from TV and electronics and into nature. It gives them new experiences, and we make some memories."

As parents, they also appreciate the educational opportunities. "The schools are enriching our kids' lives every day," Jennie says. "The diversity is great, so the kids learn a lot about other cultures."

FUN PLACES TO PLAY

The Kirbys love owning and operating Kirby Realty and being co-investors in Market Square Shopping Center. When it's time to play, their community favorites are:

- Parks.
- Trails.
- Outdoor festivals.



FRANK OLIVER

Hands on is what happens at Imagination Station, where youngsters can “drive” an airplane, “steer” a fire engine and conduct their own science experiments.

Wells Community Cultural Center, and just a few blocks from downtown, the Art Museum of Greater Lafayette.

Art at the Black Cultural Center on the Purdue campus begins with the building itself, a geometric brick pattern based on wall mats from Zaire, and its keyhole-shaped entry portal representing traditional African villages. Inside, visitors enjoy a variety of art, from sculpture to masks, paintings and ancient Kente cloth.

The center is also home to four performing groups—a choir, the Black Voices of Inspiration; the New Directional Players, a theatrical company; the Jahari Dance Troupe; and the Haraka Writers. Performances are open to the public.

Several Fridays a year, a Gallery Walk is hosted by downtown galleries, which stay open late, invite musical performers and serve refreshments.

Both cities are committed to increasing public art. More than 60 sculptures, murals and other outdoor pieces are currently installed, many in downtown Lafayette and at Purdue.

The newest includes “Migration” by Timothy Spencer, on the grounds of Regions Bank downtown. Depicting cranes in flight, it reflects the community’s tie to the Wabash River. Also recently installed: “Distant Paths” by Preston Jackson, on the Purdue campus. The sculpture features four figures representing varying paths.

Those visiting the Trail Head Park along the Wabash Heritage Trail get a close-up of “Fishtail Dance” by John Mishler.

Outdoor festivals, many of them downtown, have long been popular.

“Lafayette has a very diverse selection of festivals,” says Donnie Alexander. “The Taste of Tippecanoe and Dancing & Cruising in the Streets are just a couple of venues drawing in crowds from different economic and cultural backgrounds.”

The festival season begins in late May with Round the Fountain Art Fair, drawing regional exhibitors and their fine art for more than 40 years to the grounds of the Tippecanoe County Court House. In June, the Taste of Tippecanoe (see Up Close) and Indiana



VINCENT WALTER

Youngsters enjoy many sports opportunities.



VINCENT WALTER

Each August, Greater Lafayette Commerce hosts the Uptown Jazz and Blues Festival, featuring local and regional acts.

Fiddlers' Gathering draw huge crowds. And in August, OUTfest celebrates the LGBTQ community and Global Fest honors Greater Lafayette's international diversity.

Each fall, the Feast of the Hunters' Moon recreates the area's French and Indian heritage during trading post days; and Dickens of a Christmas brings performers and shoppers downtown. Others, too, fill the calendar (see sidebar, page 21).

"I can't think of a community our size that puts on the quantity or quality of festivals we do," says Matt Buche. "There is an amazing group of volunteers and community leaders who love this community and enjoy a good time. All of them know how to throw a great party," he says, citing, among others, Mosey Down Main Street, Uptown Jazz and Blues, and Beers Across the Wabash.

The community's four public libraries offer enriching programs, collections and resources. And Indiana residents may obtain a library card and use Purdue University's many libraries.

SPORTING EVENTS

In the game or seated on the bleachers, sports, too, draw big crowds—to participate and to watch.

Youth recreational sports offer young ones a chance to play softball, baseball, soccer, basketball and flag football. School sports programs, too, get kids in the game. And in the style of Hoosier Hysteria, the nickname for Indiana's love of the game, basketball holds a top spot. Gymnastics, too, is popular.

Big Ten Conference play at Purdue University draws the community for women's volleyball, women's and men's basketball, track and field, football,



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swimming, softball, baseball, tennis and women's soccer.

To show support for the Boilermakers, Greater Lafayette Commerce hosts the Boiler Bridge Walk on the Friday before home football games, with residents, students and gridiron players rallying.

“Our community’s sports offerings appeal to such a wide variety of our population. Whether your passion is youth sports or tailgating, trail riding or half-marathons, we have something for all our residents who want to get in the game, keep fit, work off stress and have some fun,” says Tim Powers, chair of the Greater Lafayette Commerce board. “We count community, school and Big Ten sports as an important part of our quality of life.”

Professional sports are a short drive away—Indianapolis for women’s and men’s basketball, football, baseball and men’s soccer; Chicago for hockey, football, baseball and basketball.

Along with the gridiron team, Purdue Pete is a popular draw at Purdue football games.

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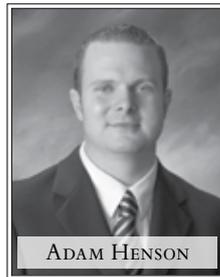
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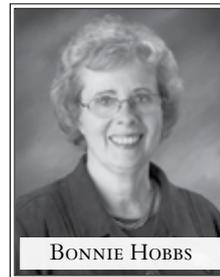
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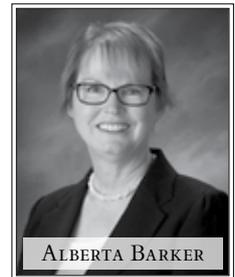
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VINCENT WALTER

A cozy taproom makes People's Brewing Co. the spot for friends to gather.

UP CLOSE

People's Brewing

"When I moved here, I fell in love with this community." **Chris Johnson**

Grab a growler to go, or enjoy a glass in the taproom. People's Brewing Co. makes craft beers, ales and lagers known for distinctive flavors and clever names—Fiddlin' Willies Scottish Ale, Hoodlum Pale Ale and more.

The 11,000-square-foot production microbrewery was founded in 2009 by brewmaster Chris Johnson and Brett Vander Plaats, who handles the business end. Since opening at 2006 N. Ninth St., it's grown to be a 40-barrel brew house with 80 fermentation barrels, turning out 3,000 barrels a year.

"We looked at a lot of different communities to build the brewery, but we kept coming back to Lafayette," Johnson says.

They like Lafayette because of festivals featuring craft beers, the influx of newcomers to Purdue and local businesses, and easy distribution to Indiana bars and retailers.

Helping local nonprofits is part of its success formula. "We work with different community groups to help build a better hometown for us and others," Johnson says.

FUN PLACE TO PLAY

People's Brewing invites you to enjoy its:

- Tap room serving 6 to 7 brews each day.
- Range of flavors.
- Casual atmosphere.

www.peoplesbrew.com

As members of the Tippecanoe Heartland Outdoor Group, children learn about nature in hands-on activities at Clegg Garden.

CHILDREN'S ACTIVITIES

Besides sports, families find a lot for their children to enjoy—parks and pools, indoor and outdoor miniature golf, 4-H clubs, a roller skating rink, ice skating rink and more.

Greater Lafayette is a great place for kids to grow up, says Kelley Henriott. “I’m happy to have been raised in Lafayette, and I love raising my kids here as well,” the mother of three says.

“My kids love our Saturday morning visits to the farmers market. Mosey Down Main Street always brings smiles, and so does Columbian Park Zoo,” she says. “I can take them to pottery classes, art classes, Zumba for kids, Wolf Park festivities, a run through the Purdue fountains, Civic Theatre—there is always something to do.”

Imagination Station is one spot focused solely on youth. Volunteer-run, the downtown hands-on activity center has a fire truck kids can climb on, a cockpit they can climb in, materials they can build with, and experiential classes.

Another is the Heartland Outdoor Kids program, hosted by NICHES Land Trust, a local environmental group. It regularly hosts outings at various nature locations where children can explore, learn and play in nature.

Each May, Greater Lafayette Commerce helps children become entrepreneurs for a day, on Lemonade Day.

Looking for more? Henriott has the resource. “Because I think Lafayette has so much to offer, I created a Facebook page called ‘365 Things to Do Around Lafayette.’ It’s really amazing how much is going on in our great cities, and I wanted to share that.”



FRANK OLIVER

SHOPPING

From one-of-a-kind, locally owned boutiques to major national retailers, the mix of shopping suits virtually every taste and need.

The streets of downtown Lafayette are lined with shops that carry art, books, home furnishings, gifts, antiques and tasty treats.

Among the art shops are Artists’ Own, a cooperative of local artists; Lala Gallery and Studio and Susie Gibbs Framing & Art Gallery. Gift stores include Something Special and Grateful Heart Gallery & Gifts.

McCord Candies is a long-standing tradition, especially for its crème de menthe candy canes each Christmas.

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Others where the owner greets shoppers are Kathy's Homemade Kandies & Chocolate Lounge; Main Street Mercantile, antiques; Robots & Rogues New & Used Books; and River Knits Fine Yarns.

West Lafayette's Chauncey Village, adjacent to the Purdue University campus, is home to Von's, books and music; Amused Clothing; Purdue memorabilia shops and others.

Larger shopping centers, with national retailers, are Tippecanoe Mall, with more than 100 stores, Macy's, J.C. Penney, Old Navy, Dick's Sporting Goods and Sears, among them; Lafayette Pavilions, with shoe, craft and clothing stores and restaurants. Other venues are University Square, Wabash Landing and smaller shopping centers throughout the community.

DINING, NIGHT LIFE

For food and fun, Matt Altepeter heads downtown. "Chumley's is one of my favorite local restaurants because it is a great place to catch a game on TV, and they have tremendous food for reasonable prices."

Chumley's is one of about 225 eateries in the community, representing the foods of many countries and ethnicities.

Others with loyal followings are La Scala Italian Restaurant & Café, Bistro 501 and Sgt. Preston's of the North, all downtown. McGraw's Steak House on South River Road is known for steaks and fish. O'Bryan's Nine Irish Brothers, with two locations, often throws live Celtic music into the mix with its corned beef, shepherd's pie and other Irish fare. And Sharma's Kitchen serves authentic Indian food to appreciative diners.

107299



FRANK OLIVER

Two Tulips

"Two Tulips is all about celebrating the happy events of life." **Cheryl Woody**

UP
CLOSE

Owner Cheryl Woody offers personalized invitations and products in her downtown retail shop, Two Tulips.

Whether you want to say, "Please come to my party," "Welcome, Baby," or "Hail, Purdue," Two Tulips, a stationary and gift shop at 834 Main St., can help you deliver a personalized message or gift.

Opened in 1999 and purchased in 2006 by then-employee Cheryl Woody, Two Tulips sells custom-created invitations, personalized products and other gifts. "We can do a very quick turnaround, often while customers shop," Woody says.

Among its most popular items are piggy banks, special occasion plates and baby gifts.

"This is a happy store," Woody says. "We help customers find the perfect way to convey feelings for friends and family."

Well-supported by residents and visitors, Two Tulips, in turn, lends a hand to its hometown, helping social-service organizations and getting involved in community events.

FUN PLACE TO SHOP

Two Tulips is:

- Downtown, a hub for boutique shops.
- A region-wide destination store.
- A source for gifts from piggy banks to Purdue memorabilia.

www.twotulips.com



The Art Museum of Greater Lafayette regularly exhibits from its extensive permanent collection, hosts special showings and offers art classes.

Greek, Japanese, Chinese, Korean, Thai and other ethnic eateries round out the diverse selection of restaurants.

“I always heard Greater Lafayette was the restaurant capital of the Midwest, with the best restaurant-to-resident ratio, and we do have a great variety,” says Buche, who also hails the local festival scene. Among his favorite dining spots: El Meson Mexican Restaurant, Red Seven Bar & Grill, O’Bryan’s Nine Irish Brothers, DT Kirby’s, Arni’s Restaurant, South Street Smoke House and Dog ’n Suds.

“The food selection in Lafayette is amazing,” says Tiefa Hernandez. “You can find whatever it is that your taste buds are wanting.”

Nightspots range from those popular with the college crowd—Harry’s Chocolate Shop, Neon Cactus, End Zone and Where Else? Bar—to downtown’s community spots—Knickerbocker Saloon, Lafayette Brewing Co. and Black Sparrow. Others include three Hunters Pubs, Scotty’s Brewhouse and Walt’s Other Pub. •

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Spring | Summer

Dancing & Cruising in the Streets
Gallery Walks
Indiana Fiddlers' Gathering
Mosey Down Main Street
OUTfest
Purdue Spring Fest
Round the Fountain Art Fair
Stars & Stripes Celebration
Taste of Tippecanoe
Uptown Jazz & Blues Festival
Wabash Riverfest

Fall | Winter

Art on the Wabash
Christmas Parade
Dickens of a Christmas
Feast of the Hunters' Moon
GermanFest
Global Fest
Octoberfest



FRANK OLIVER



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Fresh City Market offers groceries, hot food, deli items and a spot for hanging out.

Indian, Thai, Japanese, Italian, Korean, Greek, Mexican, Chinese—international flavors and fares are available at local restaurants. Diners enjoy Japanese fare at Heisei.

KID FUN ON TAP

A sampling of spots where kids are the focus:

- 4-H Clubs
- Civic Youth Theatre
- Heartland Outdoor Kids, NICHES Land Trust
- Imagination Station
- Junior Nature Club, Lilly Nature Center
- Lemonade Day



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VINCENT WALTER

Positively filling each others' buckets—with encouragement, compliments and kindness—is a theme for Sunnyside Intermediate School's 5th- and 6th-graders.

Hot Spot to Learn

Committed to education, Greater Lafayette is brimming with learning opportunities for all ages, from toddlers through seniors.

Among the offerings are school readiness programs, public and private schools for kindergarten through 12th grade, postsecondary career training, Ivy Tech Community College, Purdue University, Leadership Lafayette and Wabash Area Lifetime Learning Association.

Education ranks high in Greater Lafayette—from residents' expectations of themselves and their children to top marks earned by schools.

YOUNG LEARNERS

Learning begins young in Tippecanoe County, with numerous opportunities at childcare and learning centers.

The four Right Steps Child Development Centers serve about 400 children from ages six weeks to six years, year-round, as well as after-school programs.

Each Right Steps center has earned the Level 4 Paths to Quality certification, the highest possible in Indiana. Staff members are trained in Brazelton Touchpoints, which promotes healthy child development, strengthens family-child relationships, teaches how to enhance families' competence and confidence in child-rearing, and helps Right Steps develop and strengthen supportive relationships with families.

Others serving preschool-aged children are Montessori School of Greater Lafayette, Burgett's Learning Centers, Village Nursery School, Future Scholars Academy and numerous churches.

PUBLIC, PRIVATE K-12 EDUCATION

When it's time for students to hit the books full-time, K-12 educators are well prepared.

"We are fortunate to live in a community that values education," says Leslie Fernung. "From the teaching staff to the administrators, a quality education is a priority. Students are offered a varied and rigorous curriculum that prepares them well for wherever life takes them after high school."



FRANK OLIVER

Morgan Vanderipe

“It’s easy to meet people here.”

FRANK OLIVER



UP CLOSE

Shopping, going to a movie or listening to music top Morgan Vanderipe’s list of good times after a day at McCutcheon High School and homework.

“It’s easy to meet people here,” she says. “I like to go out to eat with friends. We have a huge variety of restaurants, and the ice skating rink—that’s a fun night out in the winter.”

Sports is another interest. She plays softball and swims for McCutcheon. Academically, Vanderipe likes art, reading and learning about Asian countries.

She visited Japan after her first year of high school on a trip sponsored by Greater Lafayette Commerce.

“There’s something that connects me to it. When I saw the opportunity, I had to sign up,” she says. “The people welcomed us with open arms, and everywhere I went, they gave me gifts. Now, I want to go back.”

HOT SPOT TO LEARN

Morgan Vanderipe gives the community a thumbs-up for its educational opportunities:

- Learning about other cultures.
- International trips for students.

Morgan Vanderipe’s interests range from art to sports and Asian culture to being with friends.

Three public school corporations serve the community: Lafayette School Corp., with recent enrollment of 7,284 students at 11 schools; Tippecanoe School Corp., where 12,259 students attend 19 schools; and West Lafayette Community School Corp., with 2,247 students at three schools.

Schools in each of these corporations regularly achieve high marks. In 2014, nine local schools were named Four-Star Schools, a rating from the State of Indiana: Edgelea, Glen Acres, Murdock, Hershey, Wyandotte and Cumberland elementary schools, and West Lafayette Jr./Sr. High School and William Henry Harrison High School.

Others have landed similar ratings over the years, as well as Blue Ribbon School awards. Teachers, too, have achieved distinctions, such as Joe Ruhl at Jefferson High School, named top science educator in the United States by the National Science Teacher Association; Ashley Greeley, Harrison, Indiana History Teacher of the Year; and Kathy Nimmer, Harrison, Indiana English Teacher of the Year.

Each year, Greater Lafayette Commerce awards five Golden Apple Awards, alternating between K-5 schools and 6-12 schools. These recognize educators' commitments and achievements.

High-school coursework covers a breadth of topics, from such world languages as Japanese, Russian and Chinese; engineering, high-level math and science; and numerous advanced placement classes. Dozens

of extracurricular activities are offered, giving students opportunities to excel academically, in sports and in clubs.

The community has two charter schools: Beacon Academy, grades 7-12; and New Community School, grades K-8.

The Lafayette Catholic School System has about 950 students in four schools, with education from preschool through 12th grade. It has recently focused heavily on adopting and utilizing technology to strengthen its learning programs.

Among other religious schools are St. James Lutheran Elementary, Faith Christian and Lafayette Christian.

POSTSECONDARY, CAREER TRAINING

Job-ready and career-savvy are the goals at numerous educational centers.

Among those helping adults polish basic skills and earn high-school graduate certification is the Lafayette Adult Resource Academy. It also offers college and career counseling, classes in English as another language and on-site childcare. The Excel Center holds day and evening classes for about 300 adults working to earn a high-school diploma.

Other career-focused learning opportunities are Tricoci University of Beauty Culture, Advancing



VINCENT WALTER

Cumberland Elementary School children can participate in Nature, French and Spanish clubs; they also compete in the Mathematics Pentathlon.

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Manufacturing training (see Community Initiatives, page 55) and Ivy Tech Corporate College's job-specific training.

Harrison College offers nine business and four health science programs and awards certificates and associate and bachelor's degrees.

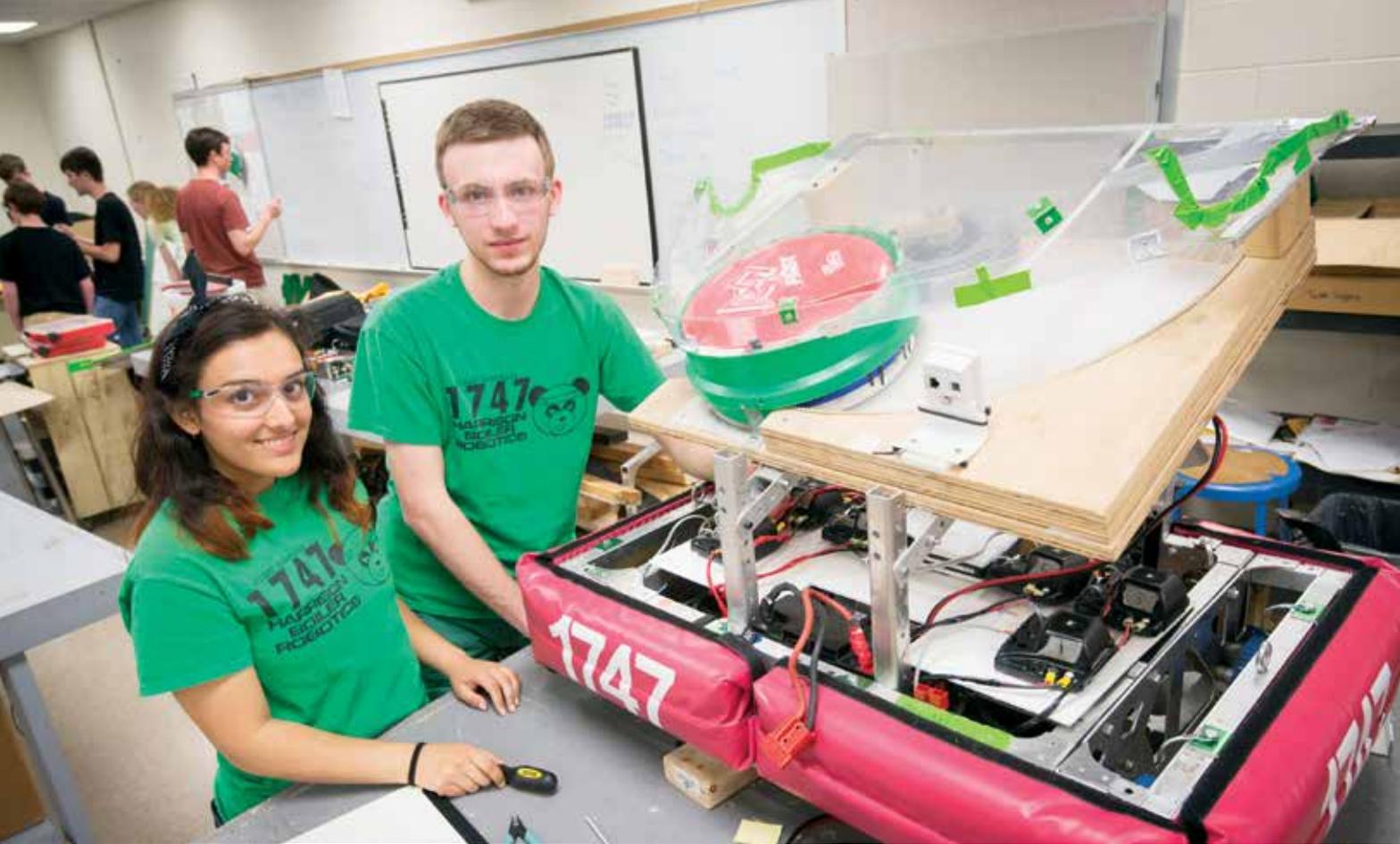
Indiana Wesleyan offers courses locally that lead to degrees, both undergraduate and graduate.

The St. Elizabeth School of Nursing provides nursing education, and the Indiana University School of Medicine at Lafayette, which operates a four-year program on the Purdue campus, prepares students to become physicians.

Greater Lafayette Commerce's Workforce Development Council monitors both local educational needs and offerings. "We work proactively to make sure that the education needed is available," says Jody Hamilton, economic development director at Greater Lafayette Commerce.

Community resources include Tecumseh Area Partnership, a workforce intermediary, and WorkOne West Central, which operates the state-funded Regional Employment Assessment Center for Hiring. Known as REACH, it provides job skills assessments, employment verification, background checks and interviewing for employers. It also helps applicants with workplace readiness training.

For those seeking a public college or university experience, Greater Lafayette offers Ivy Tech Community College and Purdue University.



VINCENT WALTER

The Robotics Club, which competes in First Robotics events, is a popular extracurricular activity at William Henry Harrison High School.

UP CLOSE

Harrison High School

“Our teachers, parents, administrators and students all have extremely high expectations.” **Allen Remaly**

Start with a rich and varied curriculum: agriculture, business, engineering, fine arts, information technology, trades, world languages and much more. Add course levels from beginning through advanced placement. Try out for sports teams, or join some of the more than three-dozen clubs—from Ecology Club to Fencing Club, Gay-Straight Alliance, Sunshine Society and others.

“There is a place for every student at Harrison High School—academics, athletics, the arts and hanging out with friends,” says Allen Remaly, principal of the school that enrolls 1,800 and has earned Indiana’s Four Star School ranking, the highest possible.

“Harrison is welcoming and safe,” he says. And students tap into the opportunities available. “It’s amazing what the kids do,” he says.

“Students will find people here at Harrison who really care about them.”

HOT SPOT TO LEARN

Ana Carneiro, a 2014 Harrison graduate who was active in Robotics Club, National Honor Society and Student Council, says because of her education, “I feel well-prepared.” At Harrison, she enjoyed:

- Challenging courses.
- Awesome teachers.
- Great friends.
- Fun events.

www.hhs.tsc.k12.in.us



Danielle Render hopes a Purdue construction engineering and management degree, internships and leadership experiences will open doors for her.

UP
CLOSE

FRANK OLIVER

Danielle Render

“I love Purdue. I’m constantly having new experiences, awesome experiences, and I have a home away from home here.”

PHOTO PROVIDED



“Surprised and happy” to get into Purdue engineering, Danielle Render of Cleveland, makes good use of her time—via classes, organizations, volunteering and internships.

A junior in construction engineering and management, she helps community youth during the school year. And she’s completed two internships: Mortenson Construction, Minneapolis, and Turner Construction, Cleveland.

“Purdue engineering is very tough, but I could not imagine going anywhere else,” Render says. “I believe through my faith and perseverance, anything is possible.”

Next up is earning a master’s in business administration, “so I can broaden what I can do with my engineering degree,” she says. “I want to climb that management ladder and see how corporate America works out.”

HOT SPOT TO LEARN

Render also learns by getting involved:

- **Campus:** Minority Engineering Program, National Society of Black Engineers, NAACP Purdue, Women in Construction, student ambassador for the College of Engineering.
- **Community:** Lyn Treece Boys and Girls Club volunteer; establishing a Hearts and Hammers chapter to provide free exterior home repairs for those unable to afford them.

About 39,000 students are enrolled at Purdue University.

Ivy Tech Community College offers more than 80 programs of study, awarding associate degrees and technical certificates.

IVY TECH COMMUNITY COLLEGE

A public, open-access, statewide college, Ivy Tech Community College – Lafayette educates about 8,500 students each year at two Greater Lafayette sites—a 51-acre campus with six buildings on Lafayette’s south side, and classroom space downtown in the Renaissance Instructional Center.

It offers courses in more than 80 programs of study, awarding technical certificates and associate degrees in subjects such as biotechnology, agribusiness, liberal arts, elementary education, computer information technology, criminal justice, nursing and surgical technology, among others.

Many courses and entire degree programs may be transferred to four-year universities.

In fall 2014, faculty from St. Joseph’s College in Rensselaer began teaching classes on the Lafayette Ivy Tech campus. Open to students holding an associate degree in business or accounting, they can lead to a bachelor’s degree from St. Joseph’s.

PURDUE UNIVERSITY

With 39,000 students—about 8,500 of them from outside the United States—and more than 15,600 employees, it’s little wonder that residents regularly don Purdue University’s official colors, old gold and black.

For the community, the university is a hotbed of cultural, athletic, learning and business opportunities.

For its students, Purdue means a world-class education in more than 200 majors and 70 master’s and doctoral programs in 11 colleges and schools. Among them: technology, engineering, agriculture,



FRANK OLIVER

liberal arts, education, sciences, pharmacy, nursing and more.

But it’s not stopping there. The “Purdue Moves the World Forward” four-part plan launched in fall 2013 set in motion 10 steps in four areas: increasing learning in STEM (science, technology, engineering and math), conducting more drug and plant science research, adopting new ways of learning and keeping costs affordable.

Some of the specifics are year-round study, more students living on campus and increased study in other countries. Jumps in enrollment and faculty in engineering, technology and computer science are other goals, along with interdisciplinary research collaborations and engagement with industries.

PURDUE TIDBITS

- The name Boilermaker goes back to 1891, when a newspaper headline called Purdue’s football players burly boilermakers; the Boilermaker Special, a motorized train, is the university’s mascot.
- The always-silent Purdue Pete has been the unofficial athletic mascot since 1956; his look has changed several times over the years.
- Each April, families fill campus for cricket-spitting contests and other Spring Fest fun.
- Neil Armstrong, the first man to walk on the moon, graduated from Purdue. In all, 23 Purdue graduates have been selected for space travel.

Art, music, gardening classes keep learners of all ages engaged.

The university also is redesigning courses—about 60 a year—with a combination of online lectures, labs and team projects.

Purdue is a research university, too, reporting sponsored funding of \$390 million in 2014 that funded 4,104 projects across campus.

“Purdue faculty, their research teams and university support staff have worked hard to secure these awards,” says Suresh Garimella, Purdue’s executive vice president for research and partnerships. “Purdue researchers are focused on achieving excellence in scholarship in a range of important areas, and ensuring global impact.”

Founded in 1869 as a land-grant university, today the campus has 375 buildings on 17,794 acres, some of it farmland.



VINCENT WALTER

LIFELONG LEARNING

Greater Lafayette residents love learning throughout their lives, and the community hosts a number of spots for digging into new topics, updating skills or mastering a talent.

Among them are Purdue Extension’s Master Gardener program; Morton Community Center, which offers craft, art, dance and other classes; McAllister Center, which focuses on athletic activities; and art classes at the Art Museum of Greater Lafayette, Lala Gallery and Artists’ Own.

Leadership Lafayette was founded in 1982 to acquaint participants with all aspects of the community and train new leaders for board and volunteer posts; about 1,200 residents have graduated from the program.

For those age 50 and older, the Wabash Area Lifetime Learning Association, an Elderhostel affiliate, hosts two sessions a year with courses on current issues, science, cultural learning, gardening and other topics of interest. •



DAVE MASON

BOUDIA SHINES AT PURDUE, OLYMPICS

Watching the Olympics as a youngster, David Boudia decided one day he’d compete. Dive after dive he practiced, even as he worked toward his Purdue University communication degree and helped the Boilermakers earn national diving titles.

In 2012, he brought home gold and bronze Olympic medals. In 2013, he earned his Purdue degree, along with the USA Winter National Championship in diving. And now he’s training locally for the 2016 Olympics.

SCHOOLS EXCEL

Opportunities and awards are many at local schools. A few:

Jefferson High School and the Lafayette Fire Department offer a student fire and rescue academy that helps enrollees earn 12 college credits and certifications.

Nearly two-thirds of local schools earned the highest grade from the State of Indiana.

West Lafayette Jr./Sr. High School received a 2014 Gold Medal rating by U.S. News and World Report.

McCutcheon High School students flock to clubs: International, Robotics, Science Olympiad, Drama and more.



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*Dr. Francis is an independent physician who chooses to practice at Franciscan St. Elizabeth Health – Lafayette East.



FRANK OLIVER

Gardening is a pastime of Lisa Pantea, who lives in the New Chauncey Neighborhood.

Great Location to Live

Take your pick of homes in pleasant neighborhoods, grand historic houses that grace urban areas, convenient downtown condominiums or a comfortable apartment. You'll find Greater Lafayette living options are spacious and affordable.

As a regional healthcare hub, the community delivers a full range of medical services. For reflective, spiritual times, the community offers everything from a labyrinth to formal religious services.

Life is all about finding and making yourself at home—in a house of your dreams, with excellent healthcare and spiritual care nearby. Greater Lafayette's choices are abundant, welcoming and rewarding.

NEIGHBORHOODS, HOUSING

Upscale urban or spacious suburban?
Historic character or amenity-packed

senior campus? Own or lease? Residents have a choice of lifestyle, neighborhoods and price ranges.

For West Lafayette resident Lisa Pantea, who lives—and gardens—in New Chauncey Neighborhood near Purdue, home is respite and fun.

“My neighborhood offers me solace at the end of the working day, with pleasant walks through a mature

neighborhood; nice gardens; and friendly, engaged, multigenerational neighbors who care about each other and our community,” Pantea says.

It's also a convenient location. “I can walk or ride my bike to all I need to nourish me—yoga classes at Morton Community Center, my job, my church, the Indian Food Mart for groceries, and Purdue activities we regularly attend.”

Life is so good, she says, “I envision growing old in this neighborhood.”

Homeowners in her area are active in the neighborhood association, both socially and in maintaining the neighborhood's appeal. That association is one of about 25 in the two cities, with activities ranging from picnics to parades and cleanups to planting days.

The range of styles and more-for-your-money homes are often surprising to newcomers, adding to the quality of life

Downtown offers condominium living, which Jack and Jane Ziegler enjoy at Cracker Factory.

they can enjoy. The median sale price of single-family homes in 2014 was about \$158,500. About 400 to 500 new single-family homes are built each year.

“Our housing prices, relative to amenities and location, have been and are today more affordable than most communities,” says Charlie Shook at Coldwell Banker.

Leasing averages about \$830 a month in Lafayette; \$1,000 in West Lafayette.

Downtown Lafayette has become a draw for upper-loft and condominium living; Renaissance Place, Cracker Factory and the Lahr House are among the multiunit sites.

Two of the retirement campuses redefine active living for seniors—Westminster Village and University Place. Spacious, well-landscaped grounds, on-site health and wellness centers and activity-filled calendars

HISTORIC HOMES ADD RICHNESS

Famed architect Frank Lloyd Wright brought his talents to West Lafayette in his Usonian design for the 2,200-square-foot home known as Samara. It was built in 1954 for John and Catherine Christian and continuously occupied since by the original owner. The home is open to visitors by appointment.

It's one of many interesting architectural styles in Greater Lafayette. Historic homes include a mix of Italianate, Greek Revival, Queen Anne, Tudor, Federal, American Foursquare, Classic Revival, Midcentury Modern and more.



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attract residents—some even before they have retired and many who are community volunteers.

Others, too, recognize the appeal of retiring in the heart of the Midwest. The Wall Street Journal Smart Money magazine recently named the Lafayette area as one of four top places to consider for retirement, and SecondAct/Entrepreneurial Media Inc. gave the community 8th place in the Top 10 Retirement Towns for affordability, architectural charm, culture, recreation, public transportation and being a college town.

HEALTHCARE

Physician practices, specialty care, outpatient surgery centers and hospitals together serve the medical needs of Greater Lafayette residents and the region.

“I love that my family is able to meet all of our healthcare needs right here in



VINCENT WALTER

Lafayette,” says Leslie King. “Coming from a small town, I remember what it was like to have to travel to another city for even minor medical attention. And our pediatrician and her office are very accommodating to last-minute appointments and phone calls when my daughter comes down with something.”

When her daughter needed ear tubes, “We were nervous about the procedure, but the doctor answered all of our

questions, and I couldn’t imagine it going any smoother.”

The largest medical-care systems in Tippecanoe County are Indiana University Health Arnett, Franciscan St. Elizabeth Health and Unity Healthcare.

Built in 2008, Indiana University Health Arnett Hospital has 191 private patient rooms, an emergency room, five operating suites, a Riley Hospital for Children newborn intensive-care unit and accredited chest pain center. The American College of Surgeons named it a Level III trauma center.

The IU Health Arnett system has more than 250 physicians and healthcare providers at several locations and urgent-care sites throughout the county. A new medical building that will connect to the hospital is under construction.

Franciscan St. Elizabeth Health operates two hospital facilities. The newest, Franciscan St. Elizabeth East, was built in 2010. It has 150 private patient rooms, an emergency room, eight operating rooms, a heart center, women’s center and Level III neonatal-intensive care unit with 14 patient suites. Achieving Level III trauma center status is in process.

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FRANK OLIVER

Residents of Vinton Woods work together to maintain their neighborhood's quality of life.

UP
CLOSE

Vinton Woods

“Vinton Woods is a country setting in town.” **Jay McCarty**

FRANK OLIVER



Spacious yards, mature trees, residents who care about others and an active neighborhood association define Vinton Woods.

Nestled in a wooded area on Lafayette's northeast side, the 162-home neighborhood was platted in the 1950s, with home construction beginning in the 1960s. Today's residents are a mix of young families, professionals and retirees who enjoy its ponds, wildlife, swimming pool, tennis court and clubhouse.

Each June, they gather for a summer kickoff party hosted by the neighborhood association, known as Vinton Woods Club Inc. Its board meets monthly, publishes a newsletter, holds an annual meeting and works to maintain the area's quality of life.

Folks know each other, take pride in their yards and pull together when needed, says Jay McCarty, club president.

“Neighborly? Yes, we are,” he says, citing a recent thank-you letter the club received for community volunteer efforts. It read: “You are a model for what a neighborhood can do.”

GREAT LOCATION TO LIVE

Among the positives of living in Vinton Woods:

- Shopping, schools close by.
- Lush landscaping.
- Pool, clubhouse.

www.vintonwoods.org



VINCENT WALTER

Jim and Sandy Bodenmiller have volunteered for 40 years for Round the Fountain Art Fair, which draws artists from several states and fine-art buyers.

UP CLOSE

When Jim and Sandy Bodenmiller moved to Lafayette in 1969 with their three youngsters, they found great schools, a warm community feeling, fun sports and enjoyable cultural activities.

A graduate of Earlham College with a master's from Ohio State University, Jim spent nearly 35 years with Eli Lilly & Co. Sandy graduated from Miami University of Ohio, and has been a homemaker, educator and volunteer.

Their activities have included Leadership Lafayette, Tippecanoe County Red Cross, United Way, Lafayette Symphony, visioning groups, their children's schools, church and many more.

Today, Jim is active in the Art Museum of Greater Lafayette Foundation, Rotary Club, Tippecanoe Arts Federation and others. "You have to have a purpose in retirement," Jim says. "I don't golf, so I contribute. I give back."

"This is a friendly community," Sandy says.

They value the vibrancy, too. "This community gets things done," Jim says. "People roll up their sleeves to accomplish a goal."

GREAT LOCATION TO LIVE

Listing community perks, the Bodenmillers cite:

- Varied arts activities.
- Great restaurants.
- The size of the community.

The Bodenmillers

"This community has so many things to offer, we never considered living anywhere else in retirement." **Jim Bodenmiller**

Its other hospital, St. Elizabeth Central, houses several outpatient departments, inpatient psychiatric services, an urgent-care center and the Franciscan Healthy Living Center, which brings multiple specialties together to help patients manage chronic diseases, including diabetes and cardiac issues.

The Franciscan Physician Network includes numerous practices, such as Lafayette Obstetrics and Gynecology, Premier Healthcare for Women, Woman's Clinic and Franciscan Express Care.

About 80 physicians and practitioners, providing care in some 28 specialties, are part of Unity Healthcare's physician-owned system, with offices in various locations. It, too, operates a drop-in, immediate-care center.

Other residential-care facilities include Lafayette Regional Rehabilitation Center; River Bend Hospital, for psychiatric care; and Sycamore Springs, a psychiatric and substance-abuse treatment facility.

Riggs Community Health Center operates two Lafayette sites, serving residents who need reduced fees.

Mattingly Center for Sight and Williamson Eye Institute are among the eye-care providers. Numerous dentists also practice in the community.

SPIRITUAL LIFE

Residents seeking a space and community for contemplation, reflection, spiritual guidance or religious worship can choose from numerous practices and services in the community.

Some congregations are traditional, affiliated with larger national or international organizations; others



Among Greater Lafayette's healthcare providers is Franciscan St. Elizabeth Health.

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The Cathedral of Saint Mary of the Immaculate Conception was built in 1866. It is home to the Catholic Diocese of Lafayette.

VINCENT WALTER

are satellites or operate independently. In all, the community has about 140 churches, a Friends meeting house and two synagogues. An outdoor labyrinth at St. John's Episcopal Church is open to everyone.

Among the beliefs represented are Baha'i, Baptist, Catholic, Christian, Eastern Orthodox, Islam, Jehovah's Witness, Jewish, Mennonite, Methodist, Mormon, Pagan, Pentecostal, Presbyterian, Quaker and Secular-Humanism. Some services are conducted in Spanish and Korean.

"We have a wide diversity of religion in Tippecanoe County," says Charles Davis,

pastor of the Unitarian Universalist Church, who also notes that many work cooperatively. "The interfaith conversation dinners sponsored by the interreligious network let people get to know each other personally," he says.

In several cases, religious groups come together for the good of the community. Among these are Family Promise, which provides temporary housing and meals to people without a home, and Lafayette Urban Ministry, which operates an overnight shelter and provides numerous services to those without adequate resources.

LIVING HISTORY

Several churches built in the mid-1800s, a yesteryear Quaker meeting house and an historic synagogue continue to hold services today.

The oldest church, constructed in 1850, is Bethel African Methodist Episcopal Church. Among others in downtown Lafayette are St. John's Episcopal Church, 1858; St. Boniface Catholic Church, 1865; First Baptist Church, 1869; and St. James Lutheran Church, 1872.

The meeting house of the Friends Church at Farmers Institute, which has ties to the Underground Railroad, was built in 1851. The Sons of Abraham synagogue dates to 1916.

Unity Healthcare providers offer primary care and specialty care.





FRANK OLIVER

Brianne Keyes

“This is a friendly community, and I like the work-life balance here.”

UP
CLOSE

Brianne Keyes enjoys a range of after-work activities.

Who would trade life in Manhattan for Lafayette? Brianne Keyes.

Born in Lafayette and educated at Butler University, Keyes' first career post was at a New York Big Four public accounting firm. She's since returned, and today is senior tax and treasury analyst for Wabash National, a truck-trailer manufacturer.

“The company is large enough to be challenging. There's a lot to learn, but it's not overwhelming,” Keyes says. “It's a good fit for me.”

So is the community, where she enjoys dining out, sampling wines, going to the gym, volunteering and participating in Tippy Connect Young Professionals, which offers professional development, community involvement and networking. Her latest venture: learning to play golf. And if she wants big-city activity, Indianapolis and Chicago are close by.

“I learned that living in bigger cities may mean lots to do, but it may also be hard to meet people or break into a community. Here, it's been easy for me to get involved.”

GREAT LOCATION TO LIVE

Brianne Keyes lists these among her living-in-Lafayette rewards:

- Cultural events.
- Short commute.
- Diverse population.

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PURDUE
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VINCENT WALTER

The MatchBOX Coworking Studio, managed by Ashley Scott, offers entrepreneurs a place to get their start.

Dynamic Hub for Business

When it comes to business, Greater Lafayette excels. It begins with co-working facilities where entrepreneurs spark their creativity. High-tech and scientific firms, from startup to globally involved, find the business climate ideal for pioneering new products. And a solid and continually growing manufacturing base produces engines, automobiles, metals, truck trailers, gears, cornstarch and more.

The community's professional, financial and service businesses serve a wide geographic area beyond Tippecanoe County. And Greater Lafayette Commerce, a nonprofit economic development group, works to attract, retain and grow the business sector.

Business is booming in Greater Lafayette, and there's room for more success stories.

CO-WORKING, KNOWLEDGE-BASED BUSINESSES

Co-working facilities, offering shared spaces, resources and synergy, hit a

high note in Greater Lafayette with several recent openings, and high-tech, science-based businesses continue to launch and grow.

Options include MatchBOX Coworking Studio, a 10,000-square-foot space in downtown Lafayette available 24/7. Within months of its spring 2014

opening, membership topped 100, with room for many more. Members include graphic designers, web developers, videographers, event planners, architects, tutoring services and professional writers. Among equipment available to members are a laser cutter, 3-D printer and industrial sewing machine. MatchBOX is a member of the Indiana Coworking Passport, allowing members access to 16 other co-working facilities in the state.

"We know that job growth for the future will come from new, small business formation," says Ashley Scott, MatchBOX operations manager. "Our goals include increasing the number of startups formed in the area and connecting them to strategic partners throughout the region."

The Anvil, founded in 2013 for Purdue students, is moving to a larger space and expanding its membership to



VINCENT WALTER

Jacques Vanier has called the community home for nine of the last 16 years. He's president of Alcoa Forgings & Extrusions, Alcoa Oil & Gas and Alcoa Engineered Structures.

**UP
CLOSE**

Jacques Vanier

"Local leaders see the value in having business partners who are an integral part of the community."

Heading seven Alcoa facilities—and overseeing the launch of Lafayette's \$90 million lithium plant—is just part of Jacques Vanier's life in Greater Lafayette. Look for him as he bicycles in a youth program's fundraiser, browses booths at Round the Fountain Art Fair or roots for the Boilermakers at sporting events.

"Downtown is vibrant. Festivals bring the community together. And we have great restaurants," he says. "There's a real sense of community here, and it's welcoming to new people."

He enjoys the mix of business sizes, support for long-term employers and interest in newcomers. Alcoa contributes through its employment; differentiated, "extremely innovative" products; and investments in state-of-the-art technologies.

Vanier also appreciates opportunities to engage, such as supporting MatchBOX Coworking Studio, Advancing Manufacturing training and nonprofits—United Way, youth backpack food program and others.

Joking that reading e-mails is his hobby, he steps away from balance sheets now and then to recharge through reading and woodworking.

DYNAMIC HUB FOR EXECUTIVES

Life is good in Greater Lafayette, Jacques Vanier says. Here's why:

- Cultural programs.
- Community festivals.
- Big Ten sports.
- Business-friendly climate.

www.alcoa.com

community entrepreneurs, with assistance from the city of West Lafayette and the Purdue Research Foundation.

Other co-working sites include Discovery Park Partners, with startup offices for student entrepreneurs, industry and research partnerships; Purdue Foundry, which offers space for those collaborating on Purdue research activities; Second Level Studios, for photographers; and shared spaces for artists.

In the knowledge-based sector, Greater Lafayette has more than 125 businesses, from one-employee startups to longtime firms. They operate in Duncan Park; Purdue Research Park, where 200 acres are developed and about 160 companies are located in 51 buildings; and other locations.

Among the newest knowledge-based startups are Mobile Enerlytics, energy storage; Cellaflora Design, app development; and Battle Ground Technologies, information technology security.

Well-established firms, each with between 100 and 200 employees, include BASi, pharmaceutical development; Butler America, engineering design; Cook Biotech, tissue-engineering, with its product used in more than 1.5 million surgical repairs; and MED Institute, which devises new medical-product concepts.

“There is a unique partnership among Purdue University, Purdue Research Park and the Lafayette area,” says

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Greg Deason, executive director of the Purdue Foundry, an entrepreneurial hub.

“A strong number of the high-tech, knowledge-based companies in Purdue Research Park are based on Purdue innovations, and many of the park companies work directly with Purdue researchers to further their technologies,” he says.

“The strength of the quality of life in the community provides another important amenity that encourages startups and established companies to move into and stay in this area,” Deason adds.

“It isn’t just one or two strengths that make this area so successful in company recruitment and retention. It is the whole community working together.”

MANUFACTURING

Greater Lafayette’s Midwestern location, skilled workforce and pro-business climate fuel the advanced manufacturing sector, where longtime employers continually expand and newcomers from around the world come to build.

A widely diverse group of industries employ about 15 percent of the county’s workers, making products from ice-cream novelties to coffee, gears, engines, coils, auto parts, wiring harnesses, aluminum, automobiles, truck trailers, corn syrup and starch, steering systems and more.

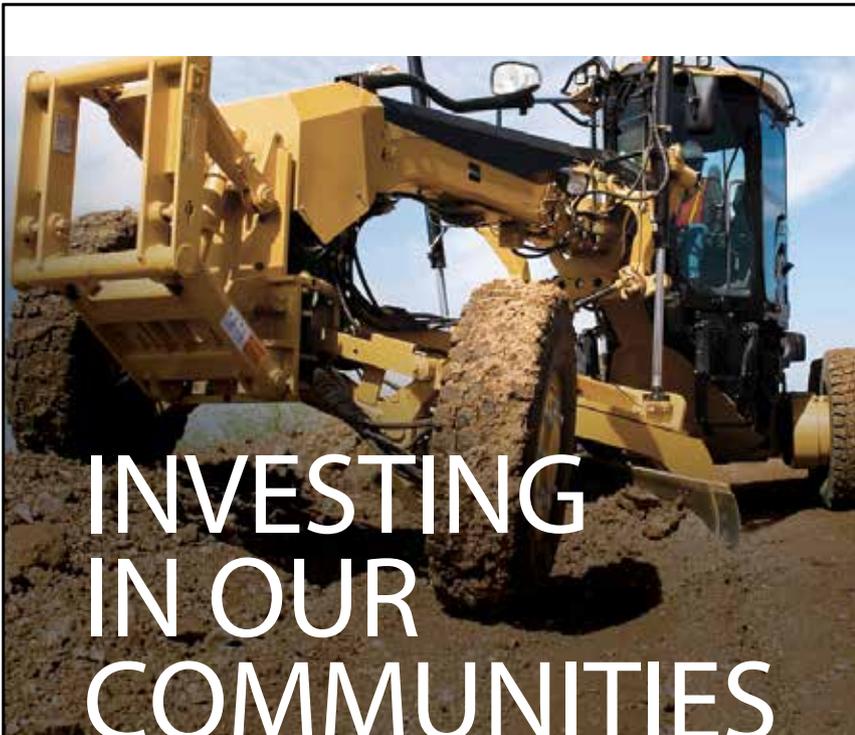
“The range of products made and markets served keeps our employment

and economy steady,” says Jody Hamilton, economic development director at Greater Lafayette Commerce. “That’s a huge plus here, as well as the international demand for so many of the products made here.”

From 2010 to midyear 2014, Hamilton tallied some \$1.5 billion in advanced manufacturing investments.

Current building includes newcomer GE Aviation’s \$92 million plant where 200 employees will begin assembling LEAP engines in 2016.

Also under way is a \$450 million expansion at Subaru of Indiana Automotive, which began producing vehicles in 1989 and tops the industry sector in employment with a workforce



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VINCENT WALTER

Beth and Brian Vorst launched their business in 2001.

UP
CLOSE

ProAxis Group

“We enjoy the excitement and the adventure of our business.” **Beth Vorst**

What began as a six-employee, 6,700-square-foot metal fabrication business in 2001 has grown to 100 employees, 100,000 square feet and four divisions known collectively as ProAxis Group.

From its West Lafayette headquarters, the custom metal business covers the U.S. and part of Canada, providing fabricating, finishing, assembling, kitting and engineering services.

Its newest divisions, too, are growing: TruAg, which makes agricultural equipment; Viper Manufacturing, producer of portable gas tanks for disaster sites; and Excenart, offering decorative metal products.

Owners Beth and Brian Vorst met at Purdue, where Beth earned an economics degree and Brian, ag and mechanical engineering. They married, added MBAs and said “yes” to a business opportunity.

Continued growth is their plan. “We are not the sleeping dog on the porch. We’re the bulldog in the yard, chasing,” says Brian. “We are a young, aggressive business, a go-getter.”

DYNAMIC HUB FOR BUSINESS

Greater Lafayette is the perfect spot for their business, the Vorsts say, citing:

- Their dependable workforce.
- Network of professionals to learn from.
- Purdue engineers available for jobs.
- Their love of the area.

www.proaxisgroup.com



VINCENT WALTER

Nanshan America Advanced Aluminum Technologies began extruding aluminum at its \$200 million manufacturing facility in December 2012.

NEWEST INDUSTRIES

The community's newest manufacturers include:

- Alcoa Lithium Plant
- Copper Moon World Coffee
- GE Aviation
- Jessup Paper Box
- Nanshan America Advanced Aluminum Technologies
- Supply Chain Solutions
- Swift Fuels

of about 3,000. It will add production of the Impreza to its lineup in 2016.

Longtime employer Alcoa/Lafayette Operations just opened a \$93 million plant, the world's first full-production, aluminum lithium-casting facility. It is adding about 75 employees to its workforce of 775.

Tate & Lyle, another existing industry, is spending \$90 million to expand and upgrade its two plants that make corn fructose and starch products. It employs about 500.

These investments come on the heels of the 2012 opening of Nanshan America Advanced Aluminum Technologies, which built a 600,000 square-foot, 12-bay plant on 54 acres in Park 350, investing more than \$200 million so far. Buying scrap aluminum from Midwest suppliers, Nanshan's 120 employees—soon to reach 200—turn it into custom profiles for customers, largely in the transportation industry.

Typifying sentiments of newcomers, David Kummer, Nanshan's human resources and community relations executive, says, "I've lived and worked in six states, and the welcome in Lafayette exceeds anything I've experienced. Everyone came out of the woodwork to help."

Among the community's largest manufacturers is Wabash National, with 2,300 employees. It's a case study in creating a diversified product line that helps maintain steady employment levels. Founded in 1985 as a truck-trailer manufacturer, the company recently added bulk liquid storage containers and chemical tank trailers to its production lineup.

Caterpillar Large Engine Center, employing 1,680; and Oerlikon Fairfield Drive Systems, with a workforce of 1,034, are also among industry leaders.

Others include Lafayette Interior Fashions, which makes blinds and other window treatments; pharmaceutical component manufacturer Evonik Degussa Corp./Tippecanoe Labs; Kirby Risk Service Center, making wire assemblies and harnesses; TRW Commercial Steering; and Rea Magnet Wire Corp. (see sidebar page 54).

“From large to small, we value every one of our advanced manufacturing industries and work closely with them to help them thrive,” Hamilton says. “At the same time, we continually seek new industries to add to our community and enhance our economy.”

PROFESSIONAL, FINANCIAL, SERVICE BUSINESSES

Among the community’s some 5,000 businesses, its professional, financial and service sectors fill broad niches. Greater Lafayette is home to financial institutions, attorneys, insurance firms, architects, accountants, customer-care telephone centers and others.

Bank operations include 1st Source, Centier, Farmers and Merchants, Farmers State, Fifth Third, First Financial, Fountain Trust Co., Huntington, JP Morgan Chase, Kentland, Lafayette Bank and Trust Co., Lafayette Community Bank, Old National, Regions and Salin. Several have built new headquarters and branches in recent years.

Among the credit unions are Purdue Federal Credit Union, Industrial Federal Credit Union and Staley Credit Union.

State Farm Insurance employs 545 at its regional operations in West Lafayette. Other insurance businesses include Allstate, American Family, Bundy McNear, Garcia Insurance, Henriott



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“We have a wide range of service, professional and commercial businesses here, because Lafayette/West Lafayette is a regional hub for medical, retail and entertainment,” says Doug Anderson, owner and broker of Candor Realty. “People come to Greater Lafayette from all the surrounding counties for these services.”

Location and highway access make the community a good spot for warehouse space, too. Leading providers include Apex/Schurman Lange, SCSI Warehouse, Warehouse of Lafayette and Winstead Warehouse.

BUSINESS ASSISTANCE, SITES

Exploring and navigating business opportunities best begins by contacting Greater Lafayette Commerce, often called a one-stop shop for everything business.

Made up of various councils—Economic and Community Development, Chamber, Workforce Development, Downtown Development, Quality of Life and affiliated groups, Greater Lafayette Commerce provides a multitude of resources. The nonprofit organization is supported by businesses, industries, education and government in its mission to advance economic and community prosperity for a superior quality of life.

The Economic and Community Development Council devotes itself to business and industry endeavors. These might include advising existing or new businesses and industries on locating potential sites; facilitating applications for training funds, tax credits or tax abatements; providing introductions to



VINCENT WALTER

Paroon Chada heads Passageways, which develops enterprise portal solutions—software that facilitates collaborations.

Passageways

“The Midwest work ethic is no-nonsense.” **Paroon Chada**

UP CLOSE

From a Purdue dorm room more than a decade ago to today’s downtown Lafayette office building, the Passageways’ story is one of innovation and growth.

Former college roommates Paroon Chada and Christopher Beltran began by brainstorming better software for a collaboration platform, believing that when individuals collaborate, organizations achieve more. They launched Passageways in 2003 with partial investment from Purdue Federal Credit Union.

By 2014, the company was supporting 400 portal installations worldwide, helping business, finance, government, nonprofit and healthcare clients connect and collaborate with their employees, partners and customers. Some examples: paperless meetings, secure loan applications, vendor management and sales tracking.

Other innovations, too, are in the pipeline.

“This is a good location for our business,” Chada says. “Our employees like to focus on solving business problems, and they like living in the Midwest. We are a company committed to Lafayette.”

DYNAMIC HUB FOR BUSINESS

Paroon Chada names multiple benefits for operating Passageways, today employing 25 in Lafayette:

- Purdue University—80 percent of its employees are graduates.
- Good standard of living.
- Lower cost of doing business than in large cities.

www.passageways.com



VINCENT WALTER

Growth and adaptation keep Oscar Winski Co. thriving.

UP
CLOSE

Oscar Winski

“Cooperative community relationships are paving the way for progress here.” **Alex Bluestein**

With roots that go back to 1907, Oscar Winski Co., named for its founder, has long appreciated its workforce, hometown and growth opportunities. Opened as a scrap-metal business, the family-owned company now employs the fourth and fifth generations and operates four divisions.

“We owe our success to our associates,” says Alex Bluestein, director of warehousing for the 250-employee business headquartered in Lafayette with other sites in Indiana and Illinois. “The talents they bring enable us to tackle our challenges.”

Today’s divisions include Logistics & Warehousing Management, which provides inventory management, fulfillment, assembly and kitting; Metals Recycling, offering ferrous and nonferrous materials; eRecycling, with certified data destruction; and, the largest, Lafayette Steel & Aluminum, making custom steel and aluminum fabrications.

“One of the lessons we’ve learned is the importance of reinventing ourselves,” Bluestein says. “We feel fortunate to have Greater Lafayette’s support, and feel we are part of the fabric of this community. It’s a tremendous place to be.”

DYNAMIC HUB FOR BUSINESS

Among Lafayette’s plusses, says Alex Bluestein:

- Development and growth of the area.
- Diverse manufacturing base.
- “Crossroads of America” location.

www.oscarwinski.com



VINCENT WALTER

Greater Lafayette Commerce works closely with businesses and site selectors to see available properties and tap assistance. Jody Hamilton, its economic development director, is pictured with Dennis Carson, city of Lafayette economic development director.

key community people and resources; and helping business leaders access available resources.

“Our focus encompasses both business and quality of life because it takes those, working and growing in concert, to maintain our vibrancy and relevancy,” says Tim Powers, chair of the Greater Lafayette Commerce board.

“Together, our resources and assistance spell welcome,” Hamilton says. “We are proactive and pro-business.”

The community’s fiber resources are another plus. “We are a connected community,” Hamilton says. Services include broadband Internet service via DSL, cable modems and fiber to the premises (FTTP) from multiple providers, including MetroNet, which offers 1 GB services to residential and commercial customers, and Wintek Corp., a regional network services provider that recently announced a point-of-presence in Chicago for direct

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“Much will be required of the person entrusted with much, and still more will be demanded of the person entrusted with more.” – Luke 12:48



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- St. Boniface School 4-6
- St. Lawrence Elementary Preschool-6
- Central Catholic Jr.-Sr. High School 7-12

contact with Netflix, Google, Apple, Microsoft and others. Connections to Internet 2 also are available to qualifying organizations.

A partnership between the city of Lafayette and Wintek Corp. provides free Wi-Fi throughout the downtown area and a 1 gigabit symmetrical Internet connection to MatchBOX Coworking Studio.

Several providers offer Metropolitan Area Network (MAN) and Wide-area Network (WAN) services using both lit and dark fiber. Gigabit and faster fiber connections are available to Indianapolis, Chicago, Louisville, Cincinnati and all other major centers. The community has two data-center co-location facilities and fiber connections to data centers in Indianapolis for disaster recovery and business continuity.

Indiana’s tax climate is especially positive for business, Hamilton reports. Property tax is the only local tax, and it is capped. Statewide, corporate taxes have decreased for several years. There is no inventory or gross receipts tax, and corporate income tax is based solely on sales in the state.

Greater Lafayette Commerce is well-versed in both local and state incentives. “And we work with businesses and industries so they can tap these incentives,” Hamilton says.

The Chamber Council brings the business community together, regularly hosting networking events, educational forums and opportunities for the business community to learn about and discuss current issues.

Greater Lafayette Commerce activities also include Tippy Connect for Young Professionals; SCORE, which offers

765-474-7500 LCSS.ORG



PHOTO PROVIDED

Oerlikon Fairfield, the largest gear manufacturer in North America, was founded in Lafayette by David E. Ross in 1919. Pictured is 19-year employee Tracey Warren, assembling a Torque-Hub planetary drive.

Regions Bank opened its newly built downtown headquarters in 2014.

**HIGH-TECH
BUSINESSES VARY**

A sampling of the community's life-science and technology businesses:

Medical, Drugs

- ACell Inc., tissue-engineered biomaterial
- Akina Inc., drug delivery
- Endocyte Inc.
- IV Diagnostics LLC

Software, Web Design

- 3ID
- Bearing Analytics Inc.
- Delmar Information Technologies
- Imaginestics
- mPlexus



FRANK OLIVER

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free consulting from retired business executives; Diversity Roundtable; Senior Leadership Group; Wabash Valley Lean Network; and the Capital Resources Council.

Several community events fall under its umbrella, too: Lafayette's Farmers Market, an annual golf outing, Boiler Bridge Walks during Purdue's football season, the Dancing & Cruising in the Streets summer festival, Uptown Jazz and Blues Festival, Dickens of a Christmas and the Lafayette-West Lafayette Christmas Parade. •

LARGEST INDUSTRIES

Among Lafayette's some 75 advanced manufacturing firms are these top employers, with 2014 employment indicated:

- Subaru of Indiana Automotive Inc., 3,000
- Wabash National, 2,300
- Caterpillar Large Engine Center, 1,682
- Oerlikon Fairfield Drive Systems, 1,034
- Alcoa, Lafayette Operations, 775
- Lafayette Interior Fashions, 572
- Evonik Degussa Corp./Tippecanoe Labs, 555
- Tate & Lyle, 500
- Kirby Risk Service Center, 317
- TRW Commercial Steering, 317
- Rea Magnet Wire Corp., 213



FRANK OLIVER

Community efforts are enhancing the Wabash River, a local gem with potential for increased recreation and activities.

Moving-Forward Community

Climbing high. Achieving greatness. Connecting globally. These phrases only begin to tell the story of the energy, determination, drive and interest in forging international ties that define Greater Lafayette and its people.

Collaborating, working together, reaching out and launching initiatives define the focus and activities. From education to recreation, community betterment to global relationships, Greater Lafayette is traveling the fast track.

Call it rolling up your sleeves, teamwork or pitching in—whatever the phrase, Greater Lafayette sets the standard for working together for the good of all. Sometimes, an individual spots a need and pulls people together. Other times, several organizations pool their resources. Always, volunteers step

forward, cooperation reigns and new friendships form, perhaps with people from other countries.

“We identify our needs, explore options and alternatives, then build consensus on what Greater Lafayette’s goal should be,” says Tim Powers, chair of the Greater Lafayette Commerce board.

“A lot of grassroots work goes into decisions that affect the community, which makes everyone part of the solution.”

HELPING YOUNG LEARNERS

One initiative that recently hit the 10-year mark is Reach Out and Read, where local healthcare facilities partner with Scholastic Books to give books to pediatric patients during well-child visits. In its first 10 years, the program distributed more than 122,650 books.

Another program is Read to Succeed. Launched in 2011 at select schools, the program was sending by fall 2014 some 600 community volunteers to all 19 public elementary schools in the county, reaching about 6,000 youth. Under the direction of the child’s teacher, volunteers help with reading and related activities so children achieve expected



LARRY POWELL

Guided by teachers, such as Miller Elementary School's Keli Trump, hundreds of volunteers head to classrooms to help young ones master their reading skills.

DOING THE MATH ON READ TO SUCCEED

The numbers that make Read to Succeed happen:

19 elementary schools

600 community volunteers

6,000 students benefit

For more information or to volunteer, contact www.readtosucceedgreaterlafayette.org.

reading levels by the end of the 3rd grade. Partners in Read to Succeed include Greater Lafayette Commerce, United Way of Greater Lafayette, local businesses and individual sponsors.

"Read to Succeed exemplifies the spirit of Greater Lafayette," says James Taylor, United Way's chief executive officer.

"The success of this effort is in the community's commitment to ensuring that all residents have the opportunity to build a great future for themselves and others. By committing to education, volunteers are helping students learn to read and to understand that they have a valuable place in our community."

In 2014, Read to Succeed was one of four Indiana endeavors to receive a Primacy of Place Community Award from Building Better Communities, a division of Ball State University. The award recognizes "exemplary approaches to improve quality of life."

The newest education program, called the Born Learning Academy, targets prekindergarten students and their

families. It debuted in fall 2014 at five public elementary schools, and is also an effort by Greater Lafayette Commerce and United Way, with pilot funding from North Central Health Services, a local nonprofit, and meal ingredients contributed by Food Finders Food Bank. Families attend eight evening sessions. Parents prepare a meal and learn about relevant education topics, and children participate in educational activities.

For youth aspiring to be entrepreneurs, Greater Lafayette Commerce hosts Lemonade Day each spring, with sponsors funding backpacks filled with how-to materials and youths setting up stands around the community. It's a hands-on lesson.

ADVANCING MANUFACTURING CAREERS

Another locally created program, this one targeting high school students and those who have graduated, is Advancing Manufacturing: We Have Jobs Here, We Have Training Here, We Have Internships Here.

It's a high-profile example of community partnerships—Greater Lafayette Commerce, Ivy Tech Corporate College, Indiana's Region 4 Workforce Board and numerous businesses. It's also an effective result of innovative thinking.

Components include on-site industrial tours for high school students, so they can see up close what happens in a manufacturing plant, how products are made and how they might fit in. Another aspect of the program is a website linking prospective employees and employers in a 12-county area that have job openings. If a candidate is qualified, direct hire is possible.

For those needing more training to qualify, a scholarship-funded, eight-week course prepares students to earn the Certified Production Technician credential, which employers recognize as a job-ready skill. Students complete 140 hours of classroom and field study in four modules: safety, quality practices and measurement, manufacturing processes and production, and maintenance awareness.

From its launch in 2012 through midyear 2014, the program had awarded certifications to 219 graduates.

In 2014, Advancing Manufacturing received one of four Benchmark Talent Development Program Awards from the Great Lakes Manufacturing Council.

The Greater Lafayette-developed program is now being used as a model to create at least four other programs in the state.

EXPANDING COMMUNITY RESOURCES

Intersection Connection, launched by a coalition of groups in 2007, is working to co-locate complementary youth development, higher education, financial literacy and health and wellness services on the Ivy Tech Community College—Lafayette campus.

Plans are to build a new, multiuse facility to house the YMCA; on-site childcare; Junior Achievement of Greater Lafayette and the community’s first BizTown and Finance Park; and an IU Health Arnett clinic. By mid-2014, the group had raised \$13 million toward the facility. Fundraising continues; a financial goal and construction timeline are yet to be announced.

Greater Lafayette Commerce Encouraging diversity
www.greaterylafayettecommerce.com

Each fall, the city of West Lafayette invites the community to Global Fest, a celebration of countries and cultures.



VINCENT WALTER



FRANK OLIVER

A hub for students from outside the United States, the International Center welcomes the community to volunteer and participate in its activities.

“Save the Hoosier State” became the community’s cry when federal funding ceased for short-route passenger rail, and lines such as the Indianapolis/Lafayette/Chicago Amtrak route, known as the Hoosier State, were threatened. A coalition quickly formed, a statewide campaign organized, and Lafayette hosted a daylong summit that drew hundreds to ask for state support. That resulted in a 16-month continuation of daily passenger service, with efforts continuing to plan beyond that.

ENHANCING THE WABASH RIVER CORRIDOR

Another recent community focus has been the Wabash River, which flows through the county, and how it can be improved and used while retaining its natural beauty and uniqueness.

The Wabash River Enhancement Corp., formed in 2004, is leading efforts to develop long-range plans related to water quality, riverfront development and the entire river corridor.

Activities have included developing a byway management plan for the state-designed River Road Scenic Byway, implementing a \$500,000 state cleanup grant, improving trails and green space, and planning a mixed-use riverfront development.

“We are acquiring strategically identified corridor land and completing environmental cleanup as needed to support the urban and rural corridor master plans,” says Stanton Lambert, executive director of the nonprofit.

Another focal point, he says, is developing a reuse plan for the former municipal golf-course site.

MAKING INTERNATIONAL FRIENDSHIPS

Greater Lafayette residents interested in befriending people from other countries have several opportunities.

Sister City Committee

Greater Lafayette Commerce
 Contact: Jody Hamilton,
 765/742-4044, jhamilton@greaterlafayettecommerce.com

The committee helps when the community hosts visitors from Ota, Japan, and Longkou, China, or organizes trips to those cities.

International Center

523 North Russell St.,
 West Lafayette, 765/423-4353,
www.intlctr.org, info@intlctr.org

A nonprofit organization, the International Center hosts several programs open to the community and needs volunteers to teach English and other languages, be a conversation partner for an English learner, help welcome new international students and their spouses, and provide other opportunities.

International Friendship Program

Purdue University
 Office of International Students
 and Scholars
 765/494-6859
friendship@purdue.edu

Administered by Purdue, the program introduces new international students—about 22 percent of Purdue’s student population—to local residents interested in meeting one-on-one and sharing their cultures.

MOVING ‘FROM GOOD TO GREAT’

An extensive community study and subsequent plan of action, known as “From Good to Great: Making Greater Lafayette a Community of Choice,” is guiding the newly formed Quality of Life Council at Greater Lafayette Commerce and its activities.

Formed in the fall of 2012, the council’s eight teams are addressing areas from diversity and inclusion to downtown vitality, the arts, economic development, transportation and Purdue/community relations.

“This is collaboration and cooperation at work,” Erin Nelson, director of the Chamber and Quality of Life councils, says of the multiyear plan. “With nearly

125 volunteers and a whole community of partners, we are getting a lot done. Our team includes a small governing group that finds resources and opportunities, overcomes challenges and guides the council as a whole.”

Boiler Bridge Bash is one of its activities, bringing the campus and community together on the John T. Meyers Pedestrian Bridge as classes begin each fall. “Businesses, community organizations, music, arts and culture all combine to show off the best of the community,” Nelson says.

The council also has focused on bicycling as a mode of transportation, partnered with Ivy Tech Community College—Lafayette and Tippy Connect

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on an Energy Fair, developed a pop-up restaurant collaborative, and is working on an after-hours app, among numerous other endeavors.

Ball State University's 2014 spotlight on Indiana communities, 10 in 10 Weeks, recently noted the "sustainable structure for consistent, continuous implementation of its quality of life plan," a kudo for the council.

"We have work ahead," Nelson said. "We also have enthusiasm, endorsement and a drive to indeed make Greater Lafayette the place of choice."

TAKING A WORLD VIEW

Thanks to Sister City relationships, students at Purdue from all around the world and increased diversity in the community's demographics, Greater Lafayette's global view is widening.

In 1993, the community became a Sister City to Ota, Japan, and connections and visits have grown ever since. In recent years, youth trips have alternated each year, with a group traveling to Japan one year, and students from Ota coming to Indiana the next.

Ota is home to the parent company of Lafayette's Subaru of Indiana Automotive Inc., instrumental in the match and exchanges.

An industrial tie led to the Longkou, China, Sister City relationship, too, when Nanshan America Advanced Aluminum Technologies built a manufacturing plant in Lafayette. The two communities became Sister Cities in 2012.

"These Sister City matches open our eyes and hearts to the world," says Jody Hamilton, economic development director at Greater Lafayette Commerce,

Greater
Lafayette Commerce

www.greaterlafayettecommerce.com

**Advocating
for business**

who coordinates the Sister City Committee and its activities and has visited both Ota and Longkou.

The cities themselves are different—Greater Lafayette covers 504 square miles and has a population of about 173,000; Ota is 68 square miles, with a population of 220,000; and Longkou is 344 square miles, with a population of 620,000. Even their geography is different: Lafayette is an inland prairie; Ota has rivers and mountains; and Longkou has mountains and a harbor.

“Through personal relationships, we see that, despite our cultural and geographic differences, we share many things in common,” Hamilton says.

Even before the Longkou partnership, Lafayette School Corp. students were sampling the Chinese language and culture. A classroom at Edgelea Elementary is devoted to the study of China, with students from the corporation’s schools visiting for sessions throughout the year.

Residents don’t have to travel, though, to make international friends. They can meet people from other countries through several cultural centers and annual events. Besides those who move here from other countries, Purdue draws about 8,500 international students, and many of them bring spouses.

The International Center, opened in 1971 on Purdue’s campus but operated independently, bills itself as a place that “creates cross-cultural connections” and invites the community to its events. Its Tuesday Summer Supper Series features meals from a different country each week—one summer they included Nepal, Turkey, South Korea, Germany and India—often prepared by members

of international student groups. Each April it hosts a Food Bazaar. The center offers classes in many different languages and pairs community volunteers with visiting internationals for English conversation.

Early each fall, the city of West Lafayette hosts Global Fest, showcasing different countries, cultures, foods and music. The Latino Center for Wellness and Education puts on a Latino Festival each year, and GermanFest, held downtown, is another annual event.

The Purdue campus also houses the Black Cultural Center, Latino Cultural Center, Confucius Institute and Native American Education and Cultural Center.

To encourage inclusion of all people in the community, Greater Lafayette Commerce hosts the Diversity Roundtable, which coordinates forums and other activities. •

RECOGNITIONS, RANKINGS

2014

Forbes: 9th Best Place for Small Business out of 184 cities for economic and quality-of-life indicators

Area Development magazine: 35th Leading Location among small metros for economic and workforce indicators

2013

Economic Front-runner, Area Development Magazine

1st in number of computer-science graduates per capita

2nd in Indiana for STEM job density

15th Most Secure Mid-sized Metropolitan Area, Farmers Institute

17th out of 200 Best Cities for Manufacturing, New Geography

20th Best-Performing Small City, Milken Institute



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Resources

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- Chamber Council
- Downtown Development Council
- Economic and Community Development Council
- Quality of Life Council
- Workforce Development Council

Swezey Commerce Center
 337 Columbia Street
 P.O. Box 348
 Lafayette, IN 47902
 765/742-4044
www.greaterlafayettecommerce.com

Available Building, Property Sites

<http://statein.zoomprospector.com>

Greater Lafayette Commerce also hosts:

Business Networking Groups

Capital Resources Council

Diversity Roundtable

SCORE

Service Corps of Retired Executives

Sister City Committee

Ota, Japan, and Longkou, China

Tippy Connect Young Professionals

www.TippyConnectYP.com

OTHER BUSINESS RESOURCES

Hoosier Heartland Indiana Small Business Development Center

Burton D. Morgan Center for Entrepreneurship
 1201 West State Street
 West Lafayette, IN 47907
 765/496-6491
 877/882-7273
www.hhsbdc.org

Indiana's Technology Corridor

www.indianatechnologycorridor.com

Purdue Research Park

Purdue Technology Center
 3000 Kent Avenue
 West Lafayette, IN 47906
 765/494-8645
www.purdueresearchpark.com

THE PEOPLE

Population (2013)

Lafayette: 70,373
 West Lafayette: 42,419
 All of Tippecanoe County: 180,174
 The region: About 500,000
 All of Indiana: 6.9 million

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Diversity

Tippecanoe County:
African American: 4.7%
American Indian: 0.4%
Asian: 6.8%
Latino: 7.9%
Two or more races: 1.3%
White: 78.9%
Purdue University's 8,500 international students come from 120 countries.
Diversity index: 34.5, by USA Today 2014, score of 1 to 100 tells the chance that any 2 people will be different by race or ethnicity.

Labor Force

Tippecanoe County residents:
About 86,000
Incoming commuters: About 9,900

Median Household Income

Tippecanoe County, 2012: \$43,605

Median Age

Tippecanoe County, 2011: 28.1 years

Cost of Living

U.S. average: 100
Greater Lafayette: 90.5

THE PLACE

County: Tippecanoe

Cities: Lafayette (county seat),
West Lafayette

Towns: Battle Ground, Clarks Hill, Dayton,
Shadeland and Stockwell

Altitude: 525 to 700 feet

Location: 60 miles northwest of
Indianapolis, 120 miles southeast
of Chicago

Size

Tippecanoe County: 500 square miles
Lafayette: 27.74 square miles
West Lafayette: 13.84 square miles

Climate

Mean temperatures:
Annual: 50 degrees F
January: 23 degrees F
July: 73.3 degrees F
Average annual rainfall: 36 inches
Average annual snowfall: 22 inches

The Friday before every home football game brings the community to the pedestrian bridge to cheer on the Boilermakers.

Time

Eastern Standard/Eastern Daylight Time

Online Community Videos

www.lafayette.in.gov
www.tourdelafayette.com
www.westlafayette.in.gov

SCHOOLS

Public Schools

Lafayette School Corp.

www.lsc.k12.in.us
2 high schools, 1 junior high, 1 intermediate, 7 elementary (K-5)
Enrollment: 7,284

Tippecanoe School Corp.

www.tsc.k12.in.us
2 high schools, 6 middle schools, 11 elementary (K-5)
Enrollment: 12,259

West Lafayette Community School Corp.

www.wl.k12.in.us
1 junior/senior high, 1 K-3 elementary, 1 4-6 elementary
Enrollment: 2,247

Charter Schools

Beacon Academy

www.beacon.k12.in.us

New Community School

www.ncs.k12.in.us

Religious Schools

Faith Christian School

www.fcslafayette.org

Lafayette Catholic Schools

www.lcss.org

Lafayette Christian School

www.lafayettechristian.org

Pleasantview Christian School

www.pleasantview.us

St. James Lutheran School

www.stjameslaf.org



FRANK OLIVER

Colleges

Harrison College

www.harrison.edu

Indiana University School of Medicine Lafayette

<http://lafayette.medicine.iu.edu/>

Ivy Tech Community College

www.ivytech.edu/lafayette

Purdue University

www.purdue.edu

Offering courses locally:

Indiana Wesleyan

www.indwes.edu

Community Learning

The Excel Center

www.excelcenter.org

Lafayette Adult Resource Academy

www.laralafayette.org

Leadership Lafayette

www.leadershiplafayette.org

Wabash Area Lifetime Learning

www.wallaonline.org

MEDIA

Print

Journal and Courier

Daily Gannett newspaper
www.jconline.com

The Lafayette Leader

Weekly community newspaper
765/429-8474

Purdue Exponent

Campus newspaper
www.purdueexponent.org

Just Kidding

Monthly children's events newsletter
www.justkiddingfun.com

Lafayette Magazine

Quarterly community magazine
www.lafmag.com

Radio

WASK AM | 1450; FM, 98.7

WAZY FM | 96.5

WBAA AM | 920; FM, 101.3

WHKL FM | 106.7

WJEF FM | 91.9

WKHY FM | 93.5

WKOA FM | 105.3

WLFF FM | 95.3

WSHP FM | 95.7

WSHY FM | 1400

WXXB FM | 102.9

Television

WLFI-TV | www.wlfi.com
CBS affiliate

ARTS AND CULTURE

Art Museum of Greater Lafayette

www.artlafayette.org

Civic Theatre

www.lafayettecivic.org



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Parks and trails, such as the Celery Bog, are popular get-outdoors spots.

Lafayette Symphony Orchestra

www.lafayettesymphony.org

Lafayette Writers' Studio

www.lafayettewritersstudio.com

Purdue Convocations

www.convocations.org

Purdue Music Organizations

www.purdue.edu/pmo

Purdue Theatre

www.purdue.edu/theatre

Tippecanoe Arts Federation

Coordinating organization for more than 100 arts groups
www.tippecanoearts.org

Tippecanoe County Historical Association

www.tippecanoehistory.org

Tippecanoe County Public Library

www.tcpl.lib.in.us

West Lafayette Public Library

www.wlaf.lib.in.us

INTERNATIONAL, MULTICULTURAL RESOURCES

Black Cultural Center, Purdue

www.purdue.edu/BCC

Confucius Institute, Purdue

www.purdue.edu/confucius

Diversity Roundtable

www.diversitytippecanoe.org

International Center

www.intlctr.org

Latino Center for Wellness & Education

Facebook

Latino Cultural Center, Purdue

www.purdue.edu/lcc

Native American Education and Cultural Center, Purdue

www.purdue.edu/naecc

GOVERNMENT

Lafayette

www.lafayette.in.gov

West Lafayette

www.westlafayette.in.gov

Tippecanoe County

www.tippecanoe.in.gov

TRANSPORTATION

Amtrak

www.amtrak.com

CityBus

www.gocitybus.com

TaxiTapp

www.taxitapp.net

Uber

iTunes App Store or Google Play

OTHER CONTACTS

Community Foundation of Greater Lafayette

www.cfglaf.org

Hometown to Hometown

www.hometown2hometown.com

Imagination Station

www.imagination-station.org

Pride Lafayette

www.pridelafayette.org

United Way of Greater Lafayette and Volunteer Center

www.uwlafayette.org

Visit Lafayette-West Lafayette

www.homeofpurdue.com

Wabash Center

Serving people with disabilities
www.wabashcenter.com

Wabash River Enhancement Corp.

www.wabashriver.net



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