

Local businesses and organizations taking part in *Bloom Magazine's* Front Page Challenge competition raised more than \$42,000 for United Way of Monroe County and its affiliate agencies. Our hats are off to all who participated.



# And the **Winners Are...**

By **Jeremy Shere** // Photography by **Steve Raymer**

## THE FRONT PAGE CHALLENGE



One day last February, Barry Lessow, executive director of United Way of Monroe County, ran into Malcolm Abrams, *Bloom* editor and publisher, at the Local Artists Showcase cosponsored by the magazine. Casually, Abrams pitched an idea. Partnering with United Way, *Bloom* would issue a challenge to small, medium, and large local businesses and organizations to see who could raise the most money for United Way causes and affiliated agencies. The prize: The winner in each category would appear on the cover of the magazine.

Lessow took to the idea immediately. "I loved the notion of a friendly competition not only spurring businesses to participate but also uniting participants through the common thread of ultimately working together to do good in the community," he says.

And so The Front Page Challenge was born. From this past June, when the Challenge formally launched, through late October, participants raised \$42,368.02 for a variety of United Way member agencies and projects.

Those that succeeded in raising money were Bloomingfoods, IU Kelley School of Business, Royale Hair Parlor, Relish, Williams Jewelry, Ivy Tech Community College-Bloomington, Monroe Hospital, The Green Nursery, Massage on the Square, Opie Taylor's, Global Gifts, O'Child Children's Boutique, Vance Music

Center, Vintage Phoenix Comic Books, Blue Studio, and Goods for Cooks. Together, they raised funds for the United Way Community Action Fund, United Way Education Priority Fund, Stepping Stones, American Red Cross (Monroe County Chapter), Middle Way House, Boys & Girls Clubs of Bloomington, Girls Incorporated of Monroe County, Stone Belt Arc, Mother Hubbard's Cupboard, Community Kitchen of Monroe County, Hoosier Hills Food Bank, and The Salvation Army.

For Lessow, the success of The Front Page Challenge speaks not only to the enthusiasm of the local community to support United Way but also to the utility of competition as a call to action. "The incentive to compete and win a spot on the cover of *Bloom* sparked an amazing amount of energy and creativity on the part of business owners and employees," he says. "It's one thing to put a canister near the register and hope people donate; it's much more fun and galvanizing for businesses and for their customers to set a goal and work to meet it."

Beyond raising money, The Front Page Challenge benefitted United Way in other ways. For example, Lessow says, the competitive element drew in many entities that had not previously supported the organization, enabling United Way to make new connections within the business community. Plus, for Lessow, issuing a challenge to raise money instead of



Barry Lessow, executive director of United Way of Monroe County, was pleased to meet the winners of The Front Page Challenge. (l-r) Carolyn Wiethoff, clinical professor of management at IU Kelley School of Business; Julie Gudaitis, owner of Massage on the Square; Lessow; and Sharon Fugate, owner of Relish.

asking for donations has sparked a new way of thinking about fundraising.

"The bottom line is that people were really excited about the Challenge and wanted to make it work," he says. "United Way has been in this community for nearly fifty-six years, and after that long it's sometimes hard to come up with new ideas for our annual campaign. This was a good one."

And the winners are...



Many members of the staff and faculty of the Indiana University Kelley School of Business participated in the Challenge. Some of these people are (l-r) Carolyn Wiethoff, clinical professor of management; Greg Kitzmiller, ArcelorMittal distinguished lecturer and I-Core case coordinator; Patti Parkes, director of information systems; Molly Barwick, co-director of Kelley's Institute for Social Impact; Christine Davis, associate director of Kelley's Institute for International Business; and (back right) James Grandorf, clinical professor of accounting.

# IU Kelley School of Business

## A Business School With a Heart of Gold



WHEN JAMES GRANDORF, a clinical professor of accounting at the IU Kelley School of Business, first got wind of The Front Page Challenge, deciding whether or not to participate was a no-brainer. After all, the Kelley School already raised money for United Way of Monroe County as part of IU's commitment to United Way's annual campaign.

"When I brought up The Front Page Challenge at our staff and faculty get-together at the start of the fall semester, there was a lot of interest in and excitement about the idea," says Grandorf, who coordinates the Kelley School's participation in IU's United Way fundraising efforts. "The idea of not just giving to support a good cause but competing to win a competition provided an extra boost and resulted in encouraging many people who'd not contributed in the past to step up and be involved."

The Kelley School raised more than all the other participants combined, easily taking the top spot in the large (more than 50 employees) category. The funds raised were designated for the United Way Community Action Fund.

For Grandorf, the Kelley School's success is doubly gratifying. "I definitely wanted to win; that was our goal, and we accomplished it," he says. "At the same time, of course, the real winner is the community, because the money we and all the other participants raised is going to help a lot of people."

Named for legendary business executive and IU alum E.W. "Ed" Kelley, the IU Kelley School of Business is widely considered to be among the very best business schools in the nation. It received an "A+" for job placement from *Bloomberg Businessweek* in 2011; has the #1 entrepreneurship program among all public universities, according to *U.S. News & World Report*; received an A+ in teaching quality and career services and was ranked #1 in student satisfaction among all business schools by *Bloomberg Businessweek* in 2012; and boasts a 97,000-member alumni association—the largest business school alumni network in the world.

Perhaps less well known, though, is that the Kelley School is also a leader in incorporating social awareness and philanthropic values into its undergraduate and graduate curricula. In 2006, partnering with IU's School of Public and Environmental Affairs (SPEA), the Kelley

School began offering a Certificate in Social Entrepreneurship for graduate students focused on learning to apply entrepreneurial and other business skills to public needs in nonprofit, for-profit, and government organizations.

In the programs, students take courses at SPEA and at the Kelley School on venture strategy, principles of social entrepreneurship, financial analysis, marketing, project management, and other relevant topics. Students are also required to either participate in the MBA program's Global Business and Social Enterprise (GLOBASE) program—spending two weeks each spring working on a consulting project for a needs-based organization in an emerging economy—or complete an internship with a social entrepreneurial focus.

In 2010, the Kelley School established the Institute for Social Impact, with a mission to educate students about how to use business

knowledge to combat poverty through social entrepreneurship, economic development, and global community building.

"What better place to learn about philanthropy and economic development than at a business school," says the institute's co-director, Molly Barwick. "We focus on broadening what students can do with a degree in business. Increasingly, many Kelley students, both undergraduate and graduate, are seeing business skills as tools they can use to help improve the economies of small communities and their populations."

For Barwick, participating in The Front Page Challenge was a natural extension of the institute's mission and was especially beneficial for students. "Although many students are interested in philanthropy, when they're in class they sometimes have blinders on in order to really focus in on marketing, finance, and other

**'Having a Kelley representative on the cover of *Bloom* is an amazing way for our students to see how deeply the faculty care about and are involved with philanthropy.'**



Students spend time between classes in the Kelley School's atrium in the Godfrey Graduate and Executive Education Center.

core business skills. How philanthropy fits into the bigger picture doesn't necessarily come up," she says. "Having a Kelley representative on the cover of *Bloom* is an amazing way for our students to see how deeply the faculty care about and are involved with philanthropy."

The Kelley School is represented on the magazine's cover by Carolyn Wiethoff, clinical professor of management, who has personally been involved with United Way since 1984. "When I was picked to be on the cover, I did a happy little dance, because it's such an honor to be part of something I believe in so strongly," she says. "What makes United Way so effective is that it does good by raising money in a really smart, efficient way. It really speaks to my heart that wants to do good and my brain that wants to do it well."

Although Wiethoff was not focused on winning the challenge as much as on pulling together with the other participating organizations to support United Way, she does recognize the value of a business school ending up as one of the finalists. "Winning shows that business and philanthropy can go hand in hand," she says. "It makes me proud to be part of an organization whose values are mine."

# Massage on the Square

## A Passion for Philanthropy



FOR JULIE GUDAITIS, the 25-year-old founder and owner of Massage on the Square, participating in The Front Page Challenge was not about winning. “We’re always raising money for nonprofits, so we took the Challenge as an opportunity to do what we normally do anyhow and get some publicity along the way,” Gudaitis says. “Getting to be on the cover is an honor, but for me it’s really about being part of a larger cause and joining together with other businesses to help people in the community.”

To raise money for United Way member agency Middle Way House, Massage on the Square hosted a fundraising party featuring a cash bar, food donated by Upland’s Brew Pub and The Rail, and a silent auction with more than 20 items donated by BLU Boy Chocolate Café & Cakery, Bella Bella Arts, The Comedy Attic, and others.

“It was fun coming up with the idea for the party,” Gudaitis says. “Even though winning wasn’t really our driving motivation, the fact that



Massage on the Square owner Julie Gudaitis (seated) and Business Manager Rhiannon Chandler planned a party to help reach their fundraising goal.

it was a competition was part of the incentive. Given our passion for philanthropy, it was really too perfect to not do.”

Massage on the Square began in 2007 as a one-woman operation, with Gudaitis, barely out of her teens, working to establish herself as a credible massage therapist. Soon, though, other therapists began approaching her to rent space in her studio, and before long the business had outgrown the original location.

Today, Massage on the Square, on the ground floor of Fountain Square Mall, employs 12 therapists offering a wide range of massage options, including therapeutic, aromatherapy (using scented oils), chair (focusing on the neck, shoulders, and back), prenatal and postpartum (to ease the aches and pains of pregnancy), hot stone, spa (including body scrubs, lotions, and hot towels), Thai (passive stretching), and Thai herbal ball (featuring heated herbal pouches). Massage on the Square also offers reflexology (manipulating pressure points on the feet to relieve stress, improve circulation, and lessen pain), and acupuncture.

“Many people see massage as a luxury, something you might do every once in a while

at a spa,” says Rhiannon Chandler, business manager at Massage on the Square. “For us it’s an important part of a healthy lifestyle. We encourage our clients to come in regularly so they can see the long-term benefits of massage, like improved circulation, a healthier immune system, better flexibility, even healthier skin.”

Most Massage on the Square clients do not come simply for a relaxing experience—although quite a number do—but rather to address a range of therapeutic needs, including back pain, trouble sleeping, chronic pain, and general stress. What helps set the business apart from some other massage places, Gudaitis says, is the business’ commitment to tailor services to clients’ needs. “We’re not a cookie-cutter spa. I always tell clients to try different therapists to find someone who fits their needs. And I encourage the therapists to develop their craft and pursue their own modalities.”

Gudaitis views philanthropy in much the same way she understands massage and her commitment to personal growth—as a vital and central part of a balanced life. A Bloomington native who attended Ivy Tech Community College-Bloomington for one year, taking

prenursing courses before enrolling at the local Associates of Integrative Health Massage Therapy School to study deep-tissue and sports massage, Gudaitis says she cares deeply about the local community and takes pride in contributing to the economic and social welfare of her hometown. Alongside participating in The Front Page Challenge, she has involved Massage on the Square in dozens of other philanthropic efforts, including lending out therapists to give free chair massages at fundraising events, participating in the tree sweater initiative organized by Knitting to Heal, and donating gift cards for silent auctions. Gudaitis also took part in The New Philanthropists Giving Circle of Bloomington and Monroe County—a monthly gathering of individuals who collectively research local nonprofit organizations and pool their resources to make an annual gift.

“Owning and running a business is fun and challenging and stressful; you’re never really able to leave work at the office,” she says. “Building philanthropy into what we do and how the business works is a way of making it all even more meaningful.”

## The Runners-Up!

Though they did not win their categories, many businesses did a great job in The Front Page Challenge. Front row: (l-r) Dave Debikey, store manager at Global Gifts; Bridgett Vohland, owner of Royale Hair Parlor; Lacey Plemmons, freshman and member of the Campus Activities Board at Ivy Tech Community College-Bloomington; and Janas Hoyt Westcott, owner of Blue Studio. Back row: (l-r) Ellen Michel, marketing manager of Bloomingfoods; Andrew Appel, owner of Goods for Cooks; Linda and Phil Gause, owners of Vance Music Center; Donna Lohr, assistant vice president of physician and business development at Monroe Hospital; and Matt Traughber, manager at Vintage Phoenix Comic Books. Businesses that did well but are not pictured are O’Child Children’s Boutique, Opie Taylor’s, and Williams Jewelry. Photo by Lynae Sowinski



