

SMALL BUSINESS SPOTLIGHTS

H. Michelle Gregory, LLC Michelle Gregory, owner

H. Michelle Gregory, a Bloomington matrimonial attorney, has the legal know-how, compassion, and experience to represent her clients' best interests and help them through difficult life changes. "I understand what they're going through," says Gregory, who was divorced and struggled as a single mother. "They need that extra kindness and a helping hand. I want to help them win back their lives."

Gregory earned a bachelor's degree in business administration and a master's degree in international relations, then attended Indiana University Maurer School of Law. Graduating in 2002, she practiced at a local firm before going solo in 2006. She was motivated to become an attorney partly to offer clients better representation than she received in her own divorce. "I have a unique ability to identify with my clients, based on my life experiences," she says. "Divorce is a very important transition, and it can turn people's lives around."

Gregory, who lived in Spain as a child and in Switzerland and London as an adult, is active in the Bloomington community. She particularly supports the arts, including the Bloomington Playwrights Project, where she served as board president.

Clients can be assured Gregory will fight hard for them in the courtroom. "I help protect what matters most — family," she says. For more information, visit hmichellegregory.com.

H. Michelle Gregory.



The Mobleys: (back row) Aaron with Vivian (left) and Jennifer; (front row, l-r) Ava, Grace, and August.

Indiana Chiropractic & Rehab Dr. Aaron and Jennifer Mobley, owners

People with back pain, headaches, sciatica, sports injuries, and other problems find welcome relief and treatment — geared to their specific conditions and needs — under the care of Dr. Aaron Mobley at Indiana Chiropractic & Rehab.

"I can treat a one-week-old baby as effectively as a 6-foot-7-inch, 300-pound lineman," says Dr. Mobley, who owns the north-side business with his wife and office manager, Jennifer. Dr. Mobley can treat such a wide variety of patients due to his unique mastery and use of multiple techniques and rehab modalities that are individualized for each and every patient. Dr. Mobley, a Bloomington native, has been practicing in Bloomington for more than 10 years and opened his newly-remodeled office at 2901 N. Walnut in May of 2015.

Dr. Mobley's reputation for personalized care and the practice's high-visibility facility, located next to the Bloomington Visitors Center, have attracted a growing number of patients from Bloomington, Indianapolis, and surrounding towns. "We have grown significantly faster in patients per month than the national average," says Dr. Mobley, a licensed and board-certified chiropractor since 2006. "It was our dream to have a practice like this in such an accessible location," Jennifer adds.

Dr. Mobley, who works in conjunction

with orthopedic surgeons, neurosurgeons, podiatrists, dentists, and others in the health care field, estimates that 95 percent of his new patients are referred to him by satisfied patients and from other health care providers. Children make up a significant portion of Indiana Chiropractic & Rehab's patients. Dr. Mobley says treatments can help with problems such as colic, ear infections, bed-wetting, and acute torticollis, a condition that causes patients' heads to tilt to one side.

Many of Dr. Mobley's patients are rehabilitating from injuries and surgeries. "We rehab weekend warriors and athletes involved in high school, college and professional sports," says Dr. Mobley. "We use a multitude of adjustment techniques for people who like traditional adjustments and those who prefer a softer approach."

Dr. Mobley says he and Jennifer love being a part of the community and raising their four children — Ava, 10, August and Grace, 8-year-old twins, and Vivian, 2 — here. "We're a very family-oriented practice, so much so, that a majority of our patients have become our extended family," he says. "We have been blessed with amazing patients and a thriving practice." Indiana Chiropractic & Rehab always welcomes new patients. For more information, visit bloomchiro.net.

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Juannita's Restaurant

Salvador Cuahuizo, owner; Juanita Cuahuizo, founder

Juanita Cuahuizo grew up in Mexico, cooking traditional dishes with her mother. In *el mercado* (the produce market) in her hometown, they gathered ingredients to make tortillas, tamales, and other one-of-a-kind specialties. Juanita would walk to *el molino* (the corn grinder) to have corn ground, then share her tortillas with made-from-scratch salsa, with her loved ones. Soon enough, the warm treats were so popular, people lined up outside her house, waiting to buy them.

Decades later, in Bloomington, Indiana, Juanita, now 81, proudly serves as the cornerstone of a growing family business — Juannita's Restaurant, bearing a variation of her name. Her grandson, Salvador Cuahuizo, 25, operates the 3-year-old restaurant, at 620 W. Kirkwood, with the help of family members, including his mother, Carmen, and sister, Letisia, and 14 other employees.

Nearly every day, Juanita comes to the restaurant to ensure her recipes are up to her standards and to help in any way she can. "Everything has to be done just right," says Salvador of his grandmother's nature. "She makes sure the food tastes and looks good, but never leaves out any steps it takes to make the dishes. She's here to have fun and to do what she loves to do — cook," he adds. Juanita loves to share dishes she's prepared for years. Among them are lentil soup with bacon, signature Mexican sausage, and chiles rellenos.

The 160-seat restaurant serves many of Juanita's original recipes, as well as dishes expected by American enthusiasts of Mexican food, such as nachos, quesadillas, and burritos. The restaurant's menu boasts a large selection of appetizers, salads, soups, tortas (Mexican sandwiches of meat, avocado, and mayo), and desserts. The menu also has a taqueria section with tacos filled with craft beer carnitas, pastor, beef tongue, and chicken tinga, plus a growing selection of local craft beers on tap!

The family's path leading to the United

States and the traditional American dream, and eventually Bloomington, started in the mid-1990s. At the age of 4, Juanita's granddaughter Letisia, who lived in Arizona, was diagnosed with leukemia and needed treatment at Riley Hospital for Children at IU Health. Juanita brought Letisia to Indianapolis, where she was successfully treated and is now in remission. At the same time, other family members, including aunts and uncles, immigrated, first to Muncie, where they found jobs in the food industry. Carmen came from Mexico and found work in Bloomington. She and Juanita started catering weddings and special events.

Salvador started working in restaurants at age 15, learning many skills, and graduated from school here. He admired his family's work ethic and began to put the business recipe together. When considering the family's future, he realized that Bloomington needed to taste his grandmother's food. He had saved money, so he pooled it with money from family members, and opened

Juannita's — painting it bright yellow to attract attention.

"It was always my goal to open a business," says Salvador. "I saw family members working for others for years, so I thought, 'What if I could open a restaurant and give them simple jobs?' It's a passion that's in the family."

After three years, he expanded Juannita's in July by adding a large outdoor patio, where live music entertains customers. He also plans to bring the family's signature food to other places in the future. The restaurant's hours have been extended to as late as 2 a.m. Thursday through Saturday.

Salvador is glad he opened the restaurant where he did, despite it not being in a high-foot traffic area downtown. "It's improving. Even though all odds could have been against us, we've done well," he says. "We have Juanita — so we can overcome all that." For more information, visit juannitas.com.

Juanita Cuahuizo, founder of Juannita's Restaurant.



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Skin Aesthetics Medical Spa **Kathy Pafford, owner**

When clients come to Skin Aesthetics Medical Spa, they can be assured they will leave relaxed, rejuvenated, and feeling better about how they look. “My whole goal is to help people age more slowly and gracefully and to rejuvenate their skin. I work to help people achieve their goals,” says owner Kathy Pafford. “I can fulfill people’s need to not be embarrassed about their skin. People compliment my clients on their glowing skin.”

Pafford, a licensed medical aesthetician for 21 years, opened her spa at 304 W. Howe St. in 2014, under the auspices of Dr. Michael Kane, who shares the office. Pafford, who grew up in Bloomington, returned with her husband, Bret Pafford, in 2007, and worked for a physician for seven years as a medical aesthetician. Previously, she worked for a group of facial plastic surgeons for 12 years.

At Skin Aesthetics Medical Spa, Pafford provides state-of-the-art aesthetic treatments, including chemical peels, Botox, dermal fillers, laser hair removal, micro-needling, Laser Genesis therapy, and intense pulsed light treatments. Calmed by soothing music, low lights, and sweet fragrances, clients enjoy relaxing facials and microdermabrasion. “I try to pamper them. Treatments help rejuvenate skin, which can get dull and lifeless as we age,” says Pafford, who carries Epionce skin care products. For more information, visit skin-aesthetics.in.

Kathy Pafford.



Consider It Done Lifestyle Management

Cheryl Smith, owner

As a new entrepreneur, Cheryl Smith has found a creative niche offering a host of personal concierge services to make busy people’s lives easier and more enjoyable. A year ago, she founded her Bloomington-based business, Consider It Done Lifestyle Management.

“I can help people complete jobs that have been sitting on their to-do lists for a long time,” says Smith, a Bloomington resident for 11 years. “I love to help people have more time in their day to see their kids and grandkids, travel, and just do what they want to do.” She provides home management services, including organizing and decluttering, meal planning, packing for moves, and home check-ins when clients are gone, as well as administrative tasks such as organizing mail and documents and handling correspondence. She’ll help with everyday tasks: running errands, grocery shopping, purchasing gifts, scheduling and attending appointments, waiting for deliveries or repairs, and planning parties.

Clients Jackie and Leon Olenick found out the benefit of Smith’s services when she helped them move back to Bloomington. “Cheryl is organized, a pleasure to work with, efficient, and affordable,” says Jackie. “I’d recommend her to anyone needing help. She gets the job done!”

While working 20 years as a teacher and principal, Smith developed good people skills and learned how to provide exceptional customer service. “Working with families and kids and doing home visits taught me a lot about prioritizing, organizing, and finding solutions,” she says. With previous experience in catering and, most recently, working for a funeral home helping families with end-of-life planning, Smith realized



Cheryl Smith.

she wanted to develop her own business assisting people with their needs. She offers services by the hour and multiple-hour rates and packages. One such package provides bereavement services to take care of paperwork, assist around the house, and complete other tasks so people have time to grieve.

“Starting my own business also allows me the chance to volunteer in the community and be with my family more,” says Smith, married for 26 years with two daughters. Giving back to the community is important to her. She currently serves as a Caring Companion to a senior citizen through the Area 10 Agency on Aging.

One of the best things about running Consider It Done is getting to know clients and working with them, says Smith. She brings positive energy into each client relationship, which helps promote her clients’ health and well-being. “I really do have a heart for wanting to help people,” says Smith. “This is the way I can do that.” For more information, visit cidlifestylemanagement.com or call 765-208-1493.

SMALL BUSINESS SPOTLIGHTS

Trace Investigations **Rebecca Medlock Johnson, co-owner, vice president, chief financial officer; Tina Skirvin, chief legal investigator; Christine Koryta, managing partner, Background Trace; Becca Gieselman, legal investigator**

Trace Investigations, Inc., a 26-year-old private investigation business based in Bloomington, offers high-quality professional investigation and research services so clients can make the best decisions in their legal matters and in the workplace. Four of Trace’s trusted professionals are women.

“Women bring unique skillsets to the private investigation sector,” says Don C. Johnson, owner and founder of Trace Investigations. “In an age of high-technology, people skills are as important as ever. Women make great private investigators. The image of the profession has improved tremendously in the three decades I’ve been in the business, and I give a lot of credit to the growing presence of women.”

Trace Investigations specializes in providing litigation support services for attorneys in different areas of civil and criminal law. Background Trace LLC, a Trace division, focuses on pre-employment screening of job applicants. Trace serves regional, national, and international legal and business clients with investigative and research needs in Indiana, as well as individual clients. Johnson, a former military intelligence analyst, established Trace in 1990 and is a founding member of the Indiana Society of Professional Investigators and the Indiana Association of Background Screeners.

In 2001, Rebecca Medlock Johnson came on board when she and Johnson created Background Trace LLC. She brought with her a master’s of business administration degree and two decades of business development and marketing. At first, she focused on pre-employment screening and investigating intellectual property cases. Now, as Trace co-owner, vice president, and chief financial officer, Medlock Johnson handles the business’ finances, including taxes and invoicing. “It

has been interesting starting and growing the screening business,” says Medlock Johnson. “You have to be analytical and detail-oriented.”

Tina Skirvin has done a lot in her eight years at Trace, the last three as a full-time employee. Now the firm’s chief legal investigator, the former Monroe County court reporter came to Trace with knowledge of the legal system and a desire to use her creativity and problem-solving skills. She specializes in criminal defense investigations, but has worked cases in personal injury and family law.

“I love my job. It’s different every day,” says Skirvin. “I’ve interviewed prisoners in cell blocks and witnesses at their kitchen tables. But it’s nothing like on TV.” Being a woman, Skirvin adds, has been an advantage because she’s less intimidating to people, so they open up to her. “You really have to be approachable and make people feel comfortable and establish trust,” explains Skirvin. She has a paralegal degree and received her criminal defense investigator certification in 2015 from the Criminal Defense Training Council.

Christine Koryta, managing partner of Background Trace for three years, says she really enjoys the diversity of the work she does. A native of Maine, Koryta has a master’s of fine arts degree and spent 10 years as coordinator of the Eckerd College writers’ conference in St. Petersburg, Florida. She conducts pre- and post-employment and pre-litigation screenings for clients — ranging from small nonprofits to national corporations — and oversees the work of analysts and researchers. She enjoys doing research and using her detail-oriented skills. But she says what’s really satisfying is “knowing that the product we deliver to our clients allows them to make the most informed decisions possible.”

Starting as an intern in January 2016, Becca Gieselman came to the job with a curious mind and a journalism background. She earned a bachelor’s degree from The Media School at Indiana University in December 2015, and was soon hired full time as a legal investigator. Gieselman excels in social media research and data analysis. She works with criminal defense attorneys and handles cases in family law, workers’ compensation, and disability. “We offer such specialized services that my work changes every day,” she says. “It is extremely fascinating.”

(l-r) Rebecca (Becky) Medlock Johnson, Rebecca (Becca) Gieselman, Christine Koryta, and Tina Skirvin.





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