According to the National Association of Women Business Owners, more than 9.1 million firms and businesses are owned by women in the United States, employing nearly 7.9 million people, and generating $1.5 trillion in sales. The 20 women here, representing 14 area businesses, are part of that trend. While not all of these businesses are owned by women, all of them do recognize the valuable contributions women make to the economic vitality of our community.

WOMEN IN BUSINESS

Heather Barkley. *Photo by Martin Boling*

Heather Barkley

Owner, ProGenics Medi Spa

Heather Barkley started her adult life in the school of hard knocks, rising from a single mother living on welfare to being married, becoming a nurse for 24 years, taking in two foster boys, and graduating with a bachelor's degree. Now she helps clients fight the aging process with a focus on body contouring, skin care, Botox, and chemical peels. She prepared for her career transition by earning certificates in procedures like Skin Pen 2 and Harmony Elite laser treatments, and learning business basics like creating website content and marketing campaigns.

"Our thoughts determine our success, and I always try to aim higher than what I think I'm capable of doing," says Barkley, 50. She says she practices that daily with her two additional adopted children and elsewhere in life, adding that even with asthma, she's finished both a marathon and a triathlon. "It's a mindset," she says. "No one is holding us back. We are holding ourselves back. We are all capable if we're willing to put in the time."

Barkley says her goal is to make clients feel more confident and to restore their natural youthful beauty. ProGenics Medi Spa is located at 1455 W. 2nd St. Contact Barkley at heather@progenicsmedispa.com or 812-219-3186. For more information, visit progenicsmedispa.com.
—Linda Margison

Tasha Wiesing

Owner, What a Difference A Day Makes

Tasha Wiesing says her life changed 20 years ago after watching a story about a design company on the local news. She tracked down that company, took their training, and used what she learned to launch What a Difference a Day Makes, her own interior design firm that's currently based in Bloomington. "I fell in love with the idea of using existing furnishings as the starting point for redecorating," Wiesing explains.

Originally from New Jersey, Wiesing moved here in 2016 with Al, her husband of 37 years, after 20 years in Phoenix and one year in Naples, Florida. They fell in love with Bloomington through their daughter, Alana, an Indiana University Jacobs School of Music graduate who is the principal timpanist with two nearby regional orchestras.

What a Difference a Day Makes helps homeowners, businesses, and real estate agents uncover lost treasures and reinvent indoor/outdoor spaces in just one day. In addition to completing projects on her own, Wiesing also enjoys having a collaborative approach with her business. "I hope people stay and take part in the process," she says. "I love the feedback when clients see the transformations that can occur in a day." Wiesing has been a member of the International Furnishings and Design Association since 1997. For more information, call 812-320-4047 or email tasha@whatadifference.net. *—Steve Chaplin*

Tasha Wiesing. *Photo by Martin Boling*

H. Michelle Gregory. *Photo by Jeff Richardson*

H. Michelle Gregory

Matrimonial Law Attorney

Having grown up in a family that valued getting married and having children more than getting an education, H. Michelle Gregory knew she wanted more opportunities for her own daughter. Unfortunately, as a young mother, she found herself divorced with a baby, and told she was unemployable because her appearance might be distracting to men in the office. Undiscouraged, Gregory worked for minimum wage and tips until earning a full scholarship from Southern Methodist University. That led to multiple degrees, and ultimately to law school and her own legal practice.

Originally from Fort Worth, Texas, Gregory, 53, carries her experience of taking control of her life into her matrimonial law practice. When women enter her office at their lowest points, they find an advocate who has endured abuse, divorce, single parenthood, and discrimination.

"It's really about supporting each other emotionally and legally and lifting each other up. I want women to leave my office feeling better than when they came in," Gregory says. "If I can give her a boost to get out of that abusive relationship and mental health problems, then I've contributed something to the society of women in helping them reach their goals, and just be better."

Gregory's office is located in Fountain Square Mall, 101 W. Kirkwood, Suite 006A. Visit hmichellegregory.com.
—Linda Margison

WOMEN IN BUSINESS

Whitney Dreiman.
Photo by Martin Boling

Whitney Dreiman

Kitchen & Bath Designer, Bender Lumber

Bender Lumber Co.'s kitchen and bath designer, Whitney Dreiman, was a pre-nursing student before realizing the medical field wasn't for her. Since she'd always been artistic, she decided to take interior design classes at Vincennes University, earning her associate degree in 2011.

After graduation, Dreiman, 27, worked for a company that dealt primarily with furniture layout for hospitals, offices, and commercial purposes. Although she enjoyed the design work, she missed making a one-on-one connection with customers. "I don't want to say it wasn't fulfilling, but I spent all my time behind a computer," Dreiman says.

That's when she made the move to Bender Lumber. "I work closely with builders, outside salesmen, and walk-in clients to assist them in new constructions and remodels by helping them find the best solution for their projects," she says.

Dreiman feels her strength as a designer is being able to listen to what people want and translating their ideas into a design. "I like to help people's visions actually come to life," she says. "It takes all different kinds of people to make things work, and I just happen to be one of those who can detect what people want, and I can explain it on paper better than they can."

Developing relationships with her clients allows Dreiman to get a sense of what they want in a design. "It helps get a feel for what they want when they can't tell me," she says. For example, when designing a kitchen or bathroom, Dreiman says she doesn't just look at the dimensions of the room, she makes the design functional for the people who will spend their time there.

If the primary cook in the family is left-handed, Dreiman doesn't put the dishwasher on the right. Or, if a family has young children, she doesn't put the microwave in an island where small hands might be tempted to play with it. "It's little things that they don't think about," Dreiman says. "I try to make it fit their lifestyle and what's going to work for them best and the aesthetics of it. You really get to know people and their families."

When asked what she does in her spare time, Dreiman laughs and says, "What spare time?" She calls herself a boring person who goes to bed at 8 o'clock, but then explains how she spends her free time working with her 7-year-old daughter on projects such as painting, drawing, and building things. "We have a lot of projects at our house," she says.

Along with working full time and taking care of her daughter, Dreiman is taking classes to earn her bachelor's degree in interior design from The Art Institute of Pittsburgh–Online Division. Once finished, she plans to take the National Council for Interior Design qualification exam and become a licensed interior designer. She says she hopes to one day open her own independent consulting business and get more involved in the furniture side of design. "I really like the kitchen and bathroom side of it, but I'd like to bid on the entire project instead of a couple parts of it," she says.

As a woman in business, Dreiman's advice to her daughter is: "Knowledge is power. The more you know, people are going to respect that and listen and take your opinions and knowledge into consideration. Learn as much as you can about whatever it is you're going into."

Dreiman is a member of the National Kitchen and Bath Association and had one of her designs chosen as a top-five finalist in the design showcase at the Kitchen and Bath Industry Show.

Bender Lumber is located at 6002 W. Ind. 46. For more information, call 812-339-9737 or visit benderlumber.com. —*Linda Margison*

WOMEN IN BUSINESS

(l-r) Jordan DeHaven and Emily McCluskey
Photo by Martin Boling

emPOWERHOUSE Renovations Team

Emily McCluskey and Jordan DeHaven, Owners

Emily McCluskey and Jordan DeHaven know what it's like to be consumed by questions and anxiety while trying to escape an abusive relationship. The two women are building a business and spending their days empowering other women to find similar peace and solutions by extricating themselves from domestic abuse. “There’s this barrier: I can jump, but where am I going to land?” DeHaven says.

McCluskey says she found her landing spot three years ago. “I got into loan origination to be able to support myself and get out of my marriage with my two young children,” McCluskey explains.

DeHaven, who was performing doula duties and working at The Green Nursery, a natural parenting boutique in Bloomington, was also in an abusive relationship that demanded she and her two young children find alternative housing, but she wasn't sure how that was going to play out—until she joined forces with McCluskey last November. And in January, AmeriFirst Home Mortgage in Greenwood, Indiana, a company the women chose because of its strong history with renovations, hired the pair to facilitate renovation financing as the emPOWERHOUSE Renovation Team.

When leaving their abusive relationships, McCluskey and DeHaven relied heavily on the eclectic Bloomington community to secure their families, safely and in prosperity. With renovation lending, they want to preserve the quirkiness of Bloomington by saving and maintaining its character-rich neighborhoods, giving back to the community that gave so much to them.

“The homes in our community that have long ago seen their prime shouldn’t be torn down and built anew,” DeHaven says. “We are here to breathe new life into those homes, to reanimate the life and character that once shone its light in our community. The goal is to empower the housing market of Bloomington and give our buyers the confidence to seek out the home of their dreams—and then we put the team together to make that happen.”

The emPOWERHOUSE Renovation Team is growing rapidly, so McCluskey and DeHaven are taking their own advice and renovating office space for themselves on West Kirkwood, an area they call Renovation Row. “It's a really cute property that needs renovation,” DeHaven says. “It's key for us to be there, because all of these houses need renovation.”

Both women have a passion for renovation financing, and they work to educate others about how to create a whole marketing program, with everyone working together to benefit their clients. If contractors and real estate agents learn how to make renovation loans work for them, they can increase their income and give homeowners their dream houses. “It's this really beautiful potluck,” DeHaven says. “We're saying, ‘Please, come sit at our table and let's do it together.’”

She adds, “We can preach the gospel of renovation far and wide—and then focus on how we can make that work for each situation.” DeHaven explains how the buyer is disadvantaged in the current market because inventory is so low. “Having the option to use a renovation mortgage product is a great tool in this case. That way, the buyer and agent can focus on just location, or square footage, or whatever the big needs are, and then we can come in and make that house their home.”

Always up for a little fun, DeHaven and McCluskey enjoy donning their boots, flannel shirts, and tattered jeans to visit properties and make sure they qualify for renovation loans. “It's so much fun to be two females who walk into a room with a bunch of contractors and say, ‘We're going to teach you how to get paid.' And they say, ‘Is it just you girls?’ and we say, ‘Yeah, us girls, us delicate flowers.’”

For more information, visit emPOWERHOUSE Renovation Team on Facebook.
—Linda Margison

Brown County Inn

Courtney Gosser and Debbie Herring, Owners

Courtney Gosser has sound advice for women wanting to enter the business world: "Be visible in the community so you're not overshadowed." Her mother, Debbie Herring, offers similar advice. "You need to be out there, you need to be strong, and you need to be persistent," Herring says. "Don't let anyone tell you what you can or cannot do. And don't let anyone ignore you."

Gosser and Herring know what they're talking about. In 2015, they purchased the Brown County Inn with their husbands, Dietrich Gosser and Barry Herring. While Gosser runs the dining room and bar, and her mother manages the 99-room inn, they've learned that their husbands often get credit for running this quaint, traditional property nestled between Bloomington and Columbus, Indiana. That's especially true for Herring's husband. "Because he's the most visible, there's the assumption out there that he is the only owner of the hotel," Herring says.

Then there's the aspect of a family-owned business that sometimes makes it difficult to separate work and home. "When we're at family gatherings and find ourselves talking about the inn, we have to stop and say, 'This is family time.' We can't let this be the only thing," Gosser says.

When the four purchased the Brown County Inn—a 65,000-square-foot motel, restaurant, and bar located at the intersection of Ind. 46 and Ind. 135 in Nashville, Indiana—they immediately began renovating the facility, which was built in 1974. Those renovations and a new recycling program have created a more sustainable and eco-friendly property. Landscaper Jayme Hood transformed the inn's tennis courts into raised garden beds, which now supply the restaurant with wholesome vegetables. Brown County Inn uses as many fresh, preservative-free, and organic ingredients as possible in the restaurant, which serves three meals a day, seven days a week.

"I just think there is some truth to the benefits of using local food and food without preservatives," Herring says. "I believe in that whole movement, that it's better and healthier for people." Along with two other local women, Elizabeth Voland and Sarah Dye, Herring launched the newest Nashville Farmers' Market in the inn's parking lot this spring. "I enjoy going to farmers' markets and I knew there were other people who wanted to start one here, so there were three of us that got together and made it happen."

Gosser says being environmentally and sustainably responsible is important to all the owners of Brown County Inn. "We are such a big building that it's important to think of our footprint," she says.

For more information, visit browncountyinn.com. *—Linda Margison*

(l-r) Brown County Inn owners Debbie Herring and Courtney Gosser with landscaper Jayme Hood. *Photo by Martin Boling*

Nancy Kalina. *Photo by Martin Boling*

Nancy Kalina

Owner, Safe Space Life Coaching

Through Safe Space Life Coaching, Nancy Kalina is doing what she loves most: helping others discover how to live the life they are meant to live. "I've always loved the concept of supporting people to live a life that is meaningful to them," Kalina says.

When she decided to become a life coach, Kalina studied with Martha Beck, founder of the Martha Beck Institute. She says she was drawn to Beck's materials because her writing style is so welcoming, and she appreciates how Beck encourages others—even the life coaches she certifies—to embrace their individuality and conduct business in a way that works for them. "This is exactly what we're teaching clients: Make your life your own. Don't live your life for other people," Kalina says.

Kalina is Bloomington's only certified Martha Beck life coach. She works with individuals, couples, and groups—in her office, by phone, or via Skype. Though life coaching supports many issues, Kalina sees a number of common ones, including work-life balance, relationships, loss, personal growth, and general anxiety and stress.

"It's awesome to watch people's lives just take off as they create the life they're meant to live by embracing a whole new way of being in the world," Kalina says. For more information, email lifecoach@nancykalina.com or visit nancykalina.com. *—Sara Sheikh*

(l-r) Stephanie Stewart, account executive; owner Sandi Taylor; and Carol Kendall, customer service representative. *Photo by Martin Boling*

Sandi Taylor

Owner, Sandi Taylor Hometown Insurance

In 2013, Sandi Taylor declared she was tired of working for others and making money for them in the insurance business. "I wanted to prove I could do it," she says, so she started Sandi Taylor Hometown Insurance, located at 410 W. Kirkwood, with no insurance companies and no clients. She now boasts almost $1 million in premiums. "Insurance has always been my passion, and I think 2013 is when I found my strength," Taylor says.

The Columbus, Indiana, native got her start soon after high school when Woods & Grooms insurance agency contacted her on a referral from her school. They offered her a choice of working in either their accounting or insurance department. Believing accounting was boring, she chose insurance and began pursuing studies and certifications in that field. "I just loved it from the very first," Taylor says. Eventually, she applied for and accepted a position at Joe Dial Insurance, the top agency in Bloomington at the time, and moved here.

Now, Taylor offers both commercial and personal insurance lines and is a certified insurance counselor and charter property casualty underwriter, of which she is most proud. "The designation involves a pretty grueling five years of graduate-level work in insurance studies," Taylor says.

For more information, visit sthometownins.com or call 812-822-2277. *—Linda Margison*

Amanda Franklin

Owner, Cactus Flower

Amanda Franklin has been shopping at Cactus Flower, located at 322 E. Kirkwood, since moving to Bloomington in 2000 to attend Indiana University. After graduating with degrees in psychology and studio art, Franklin taught art at local elementary schools. But while she loved teaching, she still had a passion for fashion and a desire to own a women's clothing store. When she saw Cactus Flower for sale recently, she bought it, taking ownership April 1.

Franklin says she wants to maintain the whimsical, quirky feel Cactus Flower has always had, but she has also implemented changes that take advantage of customer input. The mother of three believes her role as a working mom allows her to better understand the life of a busy woman. "I want to keep the store's charm, yet I want customers to feel comfortable sharing feedback about clothing fit and styles," she says. For example, customer input led her to begin offering clothing in sizes up to 3X. Customers are encouraged to share their wish lists on Facebook so Franklin knows what they would like her to carry. "When we go to a show," Franklin says, "it feels like we are shopping for our customer rather than for ourselves."

For more information, find Cactus Flower on Facebook or visit cactusflowerclothing.com. *—Sara Sheikh*

Amanda Franklin. *Photo by Martin Boling*

Hyun Kwon. *Photo by Martin Boling*

Hyun Kwon

Owner, O'Child Children's Boutique

Hyun Kwon may be the new owner of O'Child Children's Boutique, located at 101 W. Kirkwood in Suite 108 of Fountain Square Mall, but she's certainly not new to retail. The South Korean native first became familiar with apparel when she worked for her father, who was president of a clothing manufacturer based in China. She later opened an online women's retail shop.

Kwon studied journalism in college in Shanghai, then met her husband while studying for a year in England before returning to China to finish her degree. After marrying, the couple moved to Bloomington so he could study at Indiana University, and later had children. That made Kwon more curious about children's apparel, which, combined with her preschool, Sunday school, and Korean school teaching experiences, fueled an interest in children's retail. When she noticed a sales listing for O'Child Children's Boutique in 2016, she jumped at the prospect and took ownership in January.

"Here, I have an opportunity to combine all my experiences—from apparel manufacturing to retail sales to journalism and marketing to my love for children's retail," says Kwon, who carries clothing sizes from newborn to 14, as well as shoes, accessories, gifts, toys, and more in her shop.

For more information, visit ochildboutique.com or call 812-334-9005. *—Sara Sheikh*

WOMEN IN BUSINESS

(l-r) E. Paige Freitag and Erin M. Martoglio.
Photo by Martin Boling

Freitag & Martoglio, LLC

E. Paige Freitag, Erin M. Martoglio, Founding Partners

Although they have only been law partners since March, E. Paige Freitag and Erin M. Martoglio have more than 25 years of legal experience between them. When the two women decided to combine Freitag's knowledge of elder law with Martoglio's experience in business and contract law—creating their new firm Freitag & Martoglio, LLC—they envisioned a law firm that would offer clients an integrative approach to legal services. For example, while a client may seek the firm's adeptness in one area, they may discover that it overlaps with several others, all of which can be given attention within Freitag and Martoglio's areas of expertise.

"We try to deal with each client's needs holistically and incorporate as much together as we can between personal and business life." Martoglio explains. "A client may come to us for estate assistance, but, in reality, the estate is impacted by his business."

It's this holistic approach to legal services that allows Freitag and Martoglio to combine all of their practice areas to best serve their clients. Those areas include elder law; business formation and transactions; contract review and drafting; estate planning; probate; trust and estate administration; asset protection; Medicaid planning, application, and appeals; guardianship; and commercial leasing and real estate.

"We both share a common goal to provide value to our clients in all that we do," says Martoglio. That starts when clients walk into their office. Freitag and Martoglio recognize that people don't often associate attorneys with positive moments in their lives. Often, the call to an attorney is born out of unfortunate necessity. For this reason, Freitag and Martoglio want their office to feel warm and inviting to clients who visit, regardless of the circumstance that brought them together. "People don't always see attorneys under positive circumstances," Freitag says. "We want our physical space to be as warm and inviting as the way in which we deal with clients."

E. Paige Freitag began practicing elder law in 2009. She quickly realized that evolving regulations necessitated that elder law practitioners focus wholly on this area, which encompasses issues such as trusts, guardianship, estate planning, and special needs, in addition to the myriad rules and regulations that govern Medicaid. "I realized in 2009 that this is not an area you can dabble in," Freitag says. "Someone who practices elder law has to be dedicated to remaining up to speed with constantly changing rules and regulations."

Freitag's first goal is to educate clients on the issues that concern them. "For example, there are so many misconceptions about long-term care," Freitag says. "Whether you stay at home or go into a long-term care facility, you need comprehensive information, and you need it upfront."

Elder law doesn't apply only to the elderly—it's about issues that affect their families as well. And it's something we all need to think about sooner rather than later. "We're all going to go through this phase of life," Freitag says. "It's part of life, and I want to do all that I can to help the elderly."

Erin Martoglio was a business management consultant before she decided to attend law school. She now sees that background as an asset in her law practice.

"I try to draw on my consulting experience to help clients, regardless of where they are in their business cycle," Martoglio says. "I love helping people through complex contracts."

One thing Martoglio concentrates on is encouraging clients to plan ahead to reduce possible conflicts from arising in the future.

Martoglio's brother created the firm's logo, a very detailed yet whimsical owl, to represent the women's goal, which is to share their wisdom and devote themselves to offering thoughtful and creative solutions to their clients.

To learn more, visit www.bloominglaw.com or call 812-676-6030. —*Sara Sheikh*

Karla Kamstra. *Photo by Martin Boling*

Karla Kamstra

Owner, Numa Aromatherapy

Whether spiritually, emotionally, or physically, Numa Aromatherapy owner Karla Kamstra says she wants to meet you "right where you are." She first made that association years ago, she says, after raising her children and feeling called to study spirituality outside her Christian heritage.

"It led me to biblical studies, then world religion for three years, and seminary for the past two years," says Kamstra, whose The Bridge Spiritual Center owns Numa Aromatherapy Bar retail space in Fountain Square Mall, located at 101 W. Kirkwood. Kamstra is a newly ordained interfaith minister, and says she will use that "to help people find their paths through religion or a spiritual practice outside of organized religion."

Aromatherapy is one of the tools she uses to achieve sacred grounding in both her personal life and spiritual practice. "It's the perfect platform to understand the body's desire to return to balance," says Kamstra, who has lived in Bloomington for more than 30 years. "It's a combination of things that return us to a full sense of well-being. Aromatherapy is an amazing tool for many aspects of our lives. I love seeing clients returning to share stories of how the oils helped them." For more information, visit numabreathe.com. *—Steve Chaplin*

Nicole Bays

Director of Operations, Jill's House

At an early age, Nicole Bays, the director of operations at Jill's House, learned to appreciate older people, listen to them, and build relationships. She used to visit residents at the nursing home where her mother worked as a physical therapist. Later, Bays worked there as an activity assistant, and while attending Indiana University, became the activity director.

"I developed respect for people who had made contributions to their communities," Bays says. She recalls helping a retired elementary teacher who taught her the importance of maintaining a sense of humor as you age. "Spending time with elders at that young age shaped my life," Bays says.

With that foundation and her degree in health administration from the School of Public and Environmental Affairs, Bays has enjoyed a long career in health care administration. When the owners of Jill's House sought her out with the opportunity to repurpose Jill House as an assisted living facility focusing on memory care, she readily agreed. Now, she encourages her handpicked staff to partner with residents to provide the "just right" amount of assistance they need to pursue meaningful lives. "Jill's House is about recognizing the power of people to share their talents to make the world a better place," she says. For more information, visit jillshousememorycare.com. *—Linda Margison*

Nicole Bays. *Photo by Martin Boling*

Barbara Leininger. *Courtesy photo*

Barbara Leininger

Franchisee, Arthur Murray Dance Center

Going to work each day is a joy for Barbara Leininger. The Arthur Murray Dance Center franchise owner opened her Bloomington studio in 1994 and says being in the dance business is an opportunity to make a living doing something she loves. "I see how it transforms people's lives," she says. "We can help shy people gain confidence, or help someone get back a social life after a spouse passes away. Dance is joyful, and it can be life changing."

Leininger's also passionate about giving back to the community. For the past 11 years she's donated her time and talents to the local Dancing with the Celebrities event, helping to raise more than $1 million for nonprofit organizations. "Not only am I the dance instructor, but I put on my ballroom gown and my dance shoes and I get up and dance," she says. "I'm proud of the show we put together and the money we raise for local charities."

Growing up in Miami, Florida, Leininger says she never thought she would move to Indiana, but the success she's had here tells her she made the right decision. "When you're a business person, if an opportunity opens up, you take a step out in faith," she says. "People with an entrepreneurial spirit are willing to take those kinds of risks."

For more information visit bloomingtonarthurmurray.com. ✻

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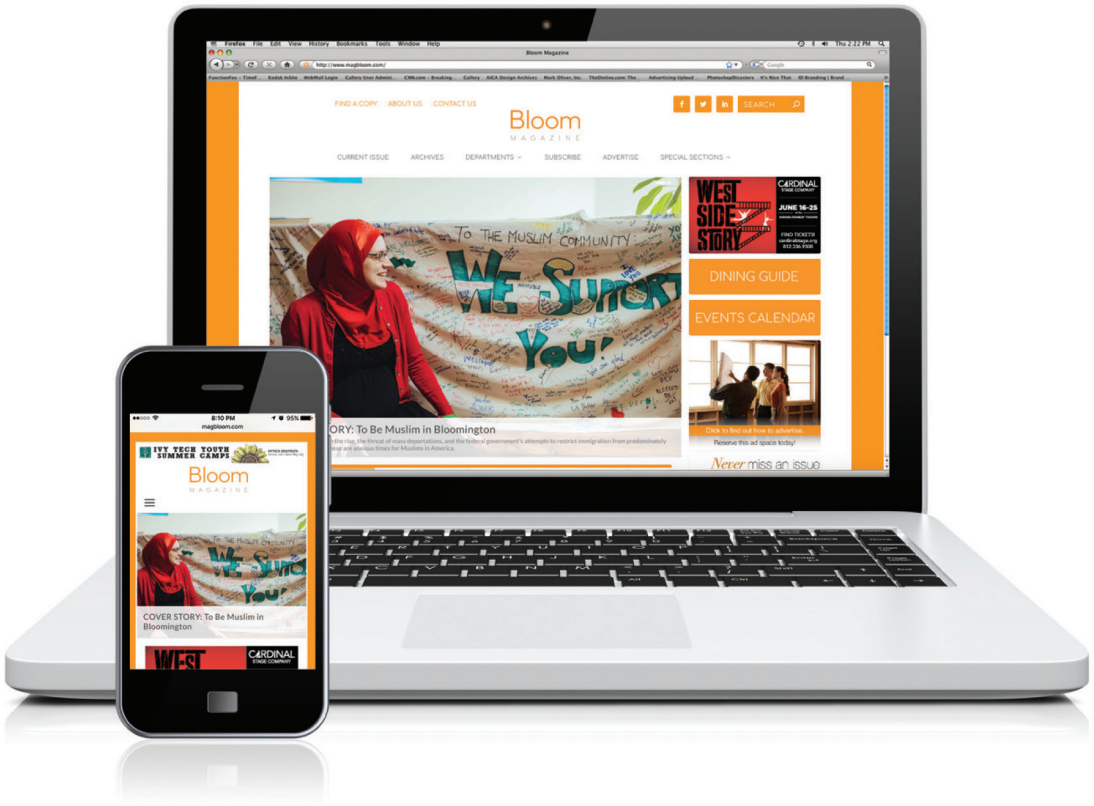

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