

# Young Professionals

Owning a business or helping make one a success are ways we can contribute to a thriving community. In this special section, you'll meet 12 young professionals, all under 40, who are using their talents to help make Bloomington a great place to live and work.

## Bread & Roses Nursery

### Jonas Carpenter and Salem Willard, Owners

When Jonas Carpenter and Salem Willard first met, they realized each had a passion for both edible landscaping and growing plants. So in 2012 they started Bread & Roses Nursery—food and beauty—a plant nursery and landscaping company with a focus on annual and perennial gardens that are both functional and aesthetically pleasing.

To promote stronger biodiversity and increased food production in home ecosystems, Bread & Roses Nursery helps clients envision a world that feeds the body and soul while giving back to the land that sustains us, Willard says. “Planting native flowers, trees, and shrubs requires less maintenance and provides habitat for a multitude of beneficial wildlife,” he adds, explaining that growing food at home offsets the need for imported produce, reduces carbon footprint, saves money, and simply tastes better.

Willard, 34, and Carpenter, 32, are so passionate about what they do that each also operates his own farm. Willard sells his Will Holler-branded produce to several local restaurants, while Carpenter’s Mavourneen Farm vendors at the Bloomington Community Farmers’ Market. “We do what we love and love what we do—grow things,”



(l-r) Salem Willard and Jonas Carpenter.  
Photo by Martin Boling

Carpenter says. But work isn’t all that keep these two going. At the end of the day, they also enjoy pulling out their guitars and singing songs. Learn more at [breadandrosesnursery.com](http://breadandrosesnursery.com).



Macey Dale.  
Photo by Jeff Richardson

## Macey Dale

### Andrew Davis Clothiers, General Manager

Almost 10 years ago, Macey Dale joined Andrew Davis Clothiers at 101 W. Kirkwood and embraced the menswear industry. “I started out by going home and reading for a couple of hours every night about men’s clothing,” the 35-year-old Dale says. “[Owner] Andy [Mallor] has coached me every step of the way and has become one of my closest friends. I love the challenges of small business and I really do appreciate fine clothing.”

Now the general manager, Dale says Andrew Davis Clothiers has clothing for the man who wants to relax and watch the game, as well as the man looking to dress up. “Everything in the store has been carefully curated,” Dale says. “We bring a lot of love and knowledge to what we do.” That special attention not only brings customers from Indianapolis, New York, and Chicago, but leads regulars to bring in their sons, sons-in-law, or friends.

“Andrew Davis takes care of our people and makes them feel at home,” Dale says. “If customers need anything, they know all they need to do is pick up the phone and the guys at Andrew Davis will take care of them. We offer our clients a retail experience that is so personal and efficient they don’t want to shop in an online or big-box store environment.”

## Sitav Elturan

### Underground Printing, Manager

Underground Printing Manager Sitav Elturan says she hasn’t stopped talking since first learning how as a child. After graduating from Bloomington High School North, Elturan studied communications and marketing in Indianapolis, but says she came right back to Bloomington as soon as she could. “I knew I wanted to work here, raise my kids here, and be a part of this town’s economy and community,” Elturan explains.

At Underground Printing, which creates custom apparel for Indiana University and the Bloomington community, Elturan uses her background in public relations, advertising, and event planning—as well as her propensity for talking. “Whether it’s helping clients create one-of-a-kind new ideas and designs; interacting on social media and doing marketing initiatives; planning, sponsoring, or attending local events in the industry; reaching out to new customers; building amazing relationships with returning ones—in this field, I can truly do it all,” she says.

One of the many things Elturan loves about her job is Underground Printing’s dedication to customer service. “The level of care and personalization here is unbelievable,” she says. “Many people mistakenly think creating original apparel is complicated or hard, and it’s literally our job to take care of that for you, and create a fun, easy, stress-free, awesome experience!” For more information, call 812-558-0286.



Sitav Elturan  
Photo by Martin Boling



Brandi Conder.  
Photo by Martin Boling

## Brandi Conder

### Jill’s House Memory Care, Culinary Director

Brandi Conder believes people should eat food they want, so when she was offered the position as culinary director at Jill’s House Memory Care, she had only one stipulation—the freedom to offer choices and individuality to the residents’ menus. “I think it’s really important to get to know everyone on an individual basis because that makes people feel special,” Conder says. “I can tell you what each one of our residents likes and dislikes in their food. I can tell you how each one likes their coffee or what they like to drink.”

Sometimes that means compromising, like having a salad or fruit for lunch with the promise of french fries or a tasty baked treat for dinner, Conder explains. She notes, however, that if a resident still wants sweets, they get sweets. “This is their home, and they eat what they want in their home,” she says. Conder also incorporates family recipes into her menus to help residents feel more at home. And if they request certain foods, she makes them.

Conder’s co-workers say her witty personality and caring attitude are appreciated at Jill’s House, and she goes out of her way to make each person feel special. Which makes Jill’s House, located at 751 E. Tamarack Trail, a warm and comfortable home.

# Kristi Gibbs

## Century 21 Scheetz, Realtor

Century 21 Scheetz Realtor Kristi Gibbs has a simple motto: “Kristi is Key.” She started her business three years ago because she saw a need for agents who are dedicated to their clients, communicate well, and strive to provide the best service possible. In that time, she has learned to balance running her business, which has grown every year, with raising her two children, ages 6 and 8. “For young professionals out there, it’s a lot of bouncing back and forth between being the mom and helping out with the family and work priorities,” Gibbs, 38, says. “You need to be able to shift between those.”

The Indiana native has a passion for real estate and wants to be an advocate who provides homebuyers and sellers with the highest level of service. “I want people to know I will represent their needs and wants with creative thinking and persistence without unneeded stresses on them,” says Gibbs, who holds a bachelor’s degree in economics from DePauw University. “I want people to say, ‘Kristi made it an easy process, and it wasn’t as stressful as it may have been in the past.’”

“I believe communication is key in any relationship,” she adds, “and as your Realtor, I will be easy to reach.” Contact Gibbs at [kristigibbsrealty.com](http://kristigibbsrealty.com) or 812-606-9790.



Kristi Gibbs.  
Photo by Martin Boling



Logan Hunter.  
Photo by Martin Boling

# Logan Hunter

## Alchemy the Bar, Owner

Logan Hunter says he was all but born in a bar. His parents met at Nick’s English Hut, which his father managed for almost 20 years and where his mother was a waitress. “It’s in my blood,” Hunter, 36, says. “I was sitting on the bar top as an infant while my parents were doing payroll and inventory.”

Hunter began swimming competitively at age 8, and in the following 11 years won state championships, national championships, and a scholarship to Indiana University. After missing out on the 2000 Olympic team, Hunter hung up his suit and goggles, packed a bag, and headed to New York City. While in Manhattan pursuing a film career, his roots began to surface and his natural competitiveness transferred seamlessly into the bar business.

Hunter began winning cocktail competitions and was featured in several New York City newspapers. Soon thereafter, people sought him out and followed him from bar to bar. “It’s not as much about the actual bar,” Hunter says. “It’s about people, about good hospitality.”

Ten years later, Hunter returned to Bloomington with a newfound understanding and respect for the industry, he says. Along with his ideals for what a restaurant

could be, Hunter also had a new goal—opening his own establishment, Alchemy.

As with all his endeavors, Hunter immersed himself in books and statistics, studying Bloomington and its people. He says that, combined with his prior experience, has given him a firm foundation on which to build Alchemy. But Hunter is no longer just a bartender or a manager—he is now the owner and the instructor. Hunter focuses on five fundamental virtues when training his staff: poise, precision, wit, integrity, and audacity. “I find myself going back to those words not just behind the bar, but in life,” he says.

Alchemy, located in the historic Princess Theater at 206 N. Walnut, started with a complete renovation that included all new plumbing, electrical, HVAC, and the preservation of a two-story stained-glass window on the backside. Hunter also re-structured the split-level interior to promote people-watching and human interaction, along with implementing “The 10 Commandments of Alchemy,” which discourages cell phone usage and promotes a respectful, adult environment.

While Alchemy is a full-service restaurant, the core of the establishment is the bar, featuring Hunter’s shrubs, tinctures, bitters, and syrups made from scratch—earning him the nickname “The Alchemist” while he was in New York. That name became the moniker for Hunter’s dream bar. “It really caught on,” he says. “I always do things a bit flashy, but not without purpose.”



Stéphanie Laparre.  
Photo by Martin Boling

## Stéphanie Laparre

### La Vie en Rose, Owner

For a year after Stéphanie Laparre's husband moved to Bloomington to teach at Indiana University, she stayed behind in her hometown of Toulouse, France—fulfilling her need to create art. Having been a teacher for 15 years, she says she felt the pull toward a change in her life, but wasn't yet ready to move to America. During that time, she also took classes, worked as a teacher, and helped a friend who opened a tearoom.

A year and a half ago, after joining her husband, Gunther, in Bloomington, Laparre began to wonder if she could create her own French café here. An admired acquaintance, Erna Rosenfeld, told her, "Follow your dream—you should do it!" she explains. So she researched and planned and, last November, opened La Vie en Rose, her Parisian bistro-inspired café at 402 1/2 W. 6th St. The café offers authentic French pastries, quiches, soups, salads, cakes, and yogurts, as well as specialty teas and coffees.

Laparre says she appreciates the community for being so welcoming and helping her dream come true, and especially the local resources for small businesses. "At that point in my life I needed to see if I could do it, and I can say I did," she says. "This is my creation." For more information, visit [laparre.wixsite.com/la-vie-en-rose](http://laparre.wixsite.com/la-vie-en-rose).

## Laura Patterson

### Vibe Yoga, Owner

At age 12, Laura Patterson was diagnosed with lupus, but the Vibe Yoga founder quickly discovered a strength born of her passion for movement by participating in physical activities throughout high school—despite a doctor's caveat that she would no longer be able to participate in athletics.

Patterson's passion for movement continued into college, where she studied kinesiology. But, after graduating, "I had a 'what am I going to do with my life?' moment," she says. The Bloomington native then moved to Colorado and says life seemed great. It wasn't until a friend invited her to participate in a yoga class, however, that she realized her Colorado experience had been lacking something. "I reconnected with the essence of what I had always had in my life," she explains. "I knew I was back to where I belong when I found an internal joy not created by external factors."

Upon returning to Bloomington, Patterson knew how much she wanted to share her journey to self-inspired joy with others. In 2008, she opened Vibe Yoga, which has grown into four studios hosting nearly 90 classes a week. "Choosing to pursue yoga was a choice for me to be well with my diagnosis," she says, "by taking care of my mind and body through wellness." To learn more, visit [vibeyogastudio.com](http://vibeyogastudio.com).



Laura Patterson.  
Photo by Martin Boling



Amelia Lahn. Photo by Martin Boling

## Lahn Law

### Amelia Lahn, Owner

"College students can face all the same legal issues non-students do—and then some," says attorney Amelia Lahn, explaining her decision to open a practice largely devoted to the legal needs of Bloomington's student population.

Lahn, 32, is a Bloomington native who graduated from Indiana University in 2006 with a bachelor's degree in Italian and then earned her J.D. at the IU McKinney School of Law in Indianapolis. She began her career in the IU Office of Student Ethics, where for two years she gained experience with campus disciplinary procedures and the IU Code of Student Rights. She noticed that students facing serious charges often arrived unrepresented. "Every student is entitled to an advisor throughout the student conduct process," says Lahn.

While she also practices general criminal law and family law, and represents IU faculty and staff in administrative and employment proceedings, much of Lahn's practice focuses on students facing Title IX (sexual assault), alcohol-related, and other allegations, either in IU's disciplinary process, in court, or both. "It's incredibly rewarding to help students and their families in navigating what may at first seem a daunting process," she says. "Just having someone on their side to explain the process can be a relief. Communication is the key." For more information, visit [LahnLawLLC.com](http://LahnLawLLC.com).

# Nate Ebel

## TEN31 Marketing, Owner

When the door opened for Nate Ebel and his wife to move back to Bloomington, he took the leap. The 29-year-old owner of TEN31 Marketing had been working in corporate marketing in Wisconsin since graduating from Indiana University in 2012, but longed to return here. “I absolutely love Bloomington,” he says. “The culture and the vibrant community ... I was in Milwaukee for three years and really missed Bloomington. I’m happy here.”

It was the perfect time to open his own business, too, he explains. TEN31 Marketing started by providing digital marketing services to small businesses, and as the company gained traction, Ebel began offering internal marketing and web design. “At TEN31, we really strive to make marketing simple for people,” he says. “We try to make it easy to understand, flexible, and functional.”

Ebel eventually brought on his wife, Kelsie, to help run the company. “I love getting to work alongside her,” he says. “It’s a great dynamic.” TEN31 Marketing, located at 3800 W. Gifford Road, Suite 200, now has a team of about six people, and last year forged a partnership with a larger agency. “We’re focusing on moving up to larger clients,” Ebel explains, adding that the services offered now include both one-time projects and full-service marketing. For more information, visit [ten31marketing.com](http://ten31marketing.com).



Nate Ebel.  
Photo by  
Martin Boling



Lynn Freeman Keller. Photo by Martin Boling

# Lynn Freeman Keller

## CarminParker, P.C., Associate Attorney

Growing up in Bloomington, Lynn Freeman Keller had dreams of playing basketball for Purdue University. Her dream of playing at the collegiate level continued as she starred on the Bloomington High School South team in the early 2000s. But when a back injury benched those dreams and impacted scholarship offers, she decided to still attend Purdue to study psychology and French. She also interned at a local domestic violence shelter. “Like many, I was attracted to social work because I wanted to help people,” the 34-year-old says. “And then I saw legal advocates struggling to get people help.”

She recognized the need for adequate legal representation among people she encountered. Spurred by that experience, Keller continued her education at California Western School of Law and San Diego State University, where she earned a Master of Social Work and a Juris Doctorate in Law. Having the law degree has expanded her ability to help. “I use my social work degree every day, but without the law degree, I would be much more limited,” she says.

After finishing law school in California, Keller was eager to get back to her friends and family in Indiana. “I love Bloomington. My family is a strong draw to stay here,” she says. “I appreciate the culture and lifestyle—it’s hard to stay away.” Her husband, Shawn Keller, wanted to finish his degree

at Indiana University, an added incentive to move home. He has since completed his master’s degree and plans to launch a photography business. “We are both excited to be laying foundations for long-term careers in Bloomington in our respective professions,” Keller adds.

Keller returned to Bloomington in 2010 and was admitted to the Indiana Bar in 2011. She worked for six years as a deputy prosecutor, handling criminal law and child support cases. Ready for a change, she made the switch to a private law practice, primarily in business and real estate law, as an associate attorney at CarminParker, P.C. “I’d like to make my career at CarminParker and specialize in these areas,” she says.

Keller adds that CarminParker is the perfect fit for her because the firm is committed to the community. “Mike [Carmin] and Angela [Parker] are great mentors. They set the standard on giving back.” Established in 2014, CarminParker supports area organizations through sponsorships, pro bono work, volunteering, and service on boards.

Keller and her fellow attorneys represent clients in commercial and residential real estate; title and closing services; business law and consulting; transactional, employment, and contract matters; as well as litigation and alternative dispute resolution. For information, visit [carminparkerc.com](http://carminparkerc.com).