







## CLOSING STOCKS

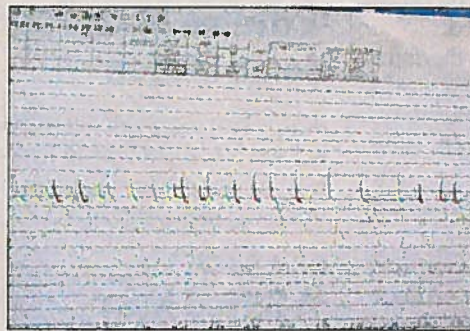
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	<b>Amex</b> 2,262.36 +1.5 pts.		<b>S&amp;P 500</b> 1,239.69 +10.6 pts.

## LEADING INDICATORS

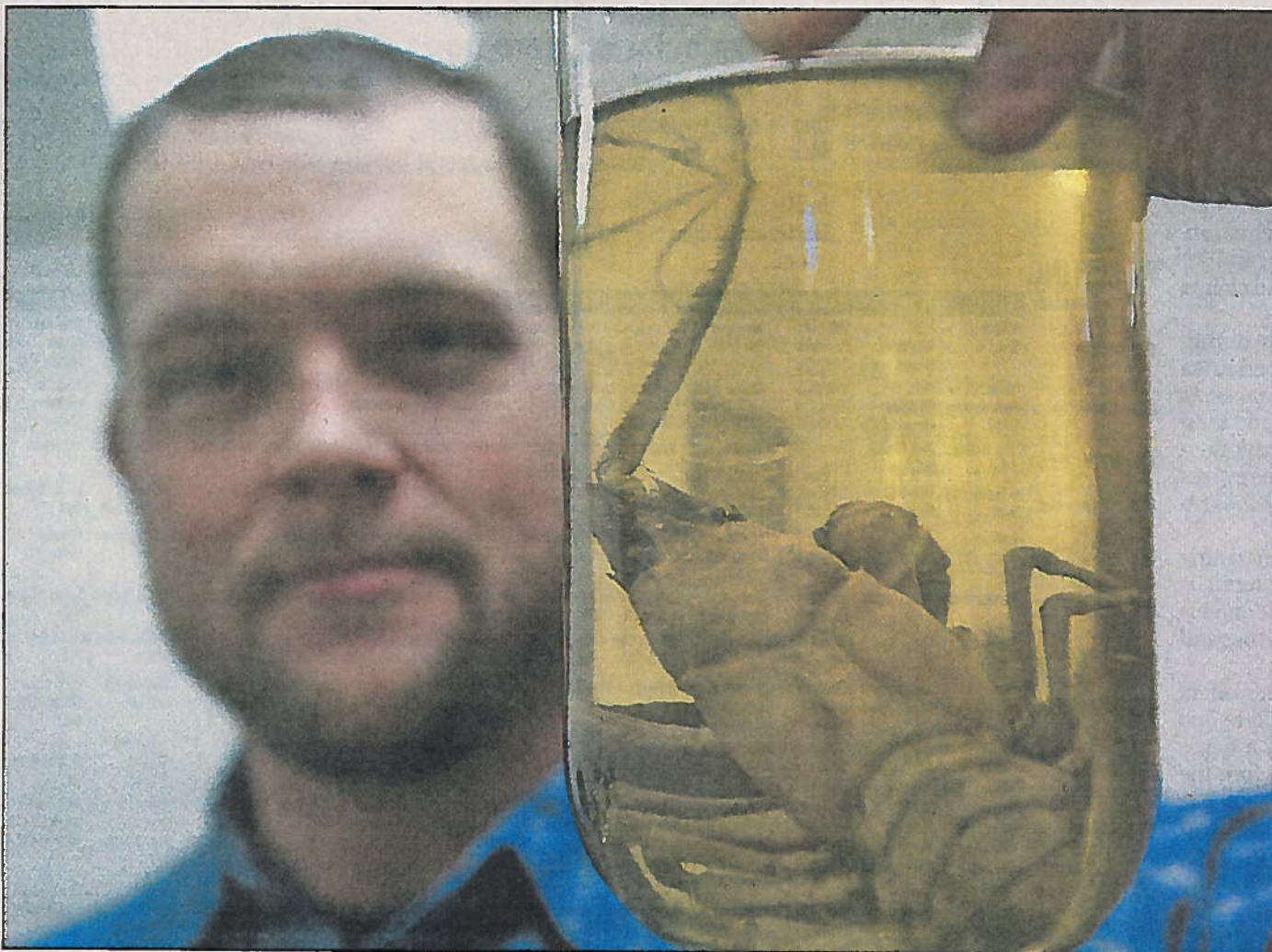
COMPILED BY THE CENTER FOR BUSINESS AND ECONOMIC RESEARCH, BALL STATE UNIVERSITY

INDICATOR	CURRENT PERIOD	PREVIOUS PERIOD	YEAR AGO	INDICATOR	CURRENT PERIOD	PREVIOUS PERIOD	YEAR AGO	INDICATOR	CURRENT PERIOD	PREVIOUS PERIOD	YEAR AGO
Crude oil, W Texas Int. Spot price per barrel	94.26	94.07	86.85	Federal funds rate Average, in percent	0.08	0.07	0.20	10-year Govt. Bonds Yield in percent	2.07	2.28	2.61
Steel Thousands of net tons	1,789	1,796	1,644	Prime rate Major banks, in percentage	3.25	3.25	3.25	AAA Corp. Bonds Yield in percent	3.84	3.97	4.75
Sales at retail outlets In billions	353.8	349.9	329.8	Commodity prices Gold (\$/troy oz., London)	1,756.0	1,732.5	1,384.3	90-day Treasury bills Yield in percent	0.01	0.02	0.13

# BATS, BIRDS & BIOLOGY



DAVID SNODGRESS | HERALD-TIMES



DAVID SNODGRESS | HERALD-TIMES

West biologist Jason Ritzert holds what may be the largest crawdada in the Eastern United States. Boss Rhett Good laughs that Ritzert collected the crawdada while doing his graduate work at Eastern Kentucky University and it's a prized souvenir. When biologists collect fun things for the bookshelf, Good adds, "They're usually dead things."

## Ecological consultant's Bloomington office growing as demand for data expands

By **Danielle Paquette**  
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There's a freezer full of bat corpses in Kevin Murray's workplace. "And I actually love it — examining, measuring, determining the gender of the bats," said the biologist, who studies echolocation at an office at Sixth and Rogers streets on Bloomington's near west side. "But I don't know if the building owner is used to the idea of dead animals in the basement."

It's all part of his job at West Inc., an ecological consulting firm with a steadily expanding Bloomington branch. Since opening in 2008, the local office has taken on endangered species projects — including extensive research on the dwindling populations of Indiana bats — and has doubled in number of employees. Murray, a bat expert, works with six other local biologists and statisticians to solve broad, constant client inquiries on wildlife science.

"Every day is different," Murray said.



DAVID SNODGRESS | HERALD-TIMES

**ABOVE:** Acoustic bat expert Kevin Murray reviews a compilation of bat calls that West Inc. uses to advise companies about wind turbine locations. **AT TOP:** Detail of the screen is seen.

"Most projects are at least a three-hour drive away."

Nationwide and internationally, West Inc. employees have analyzed polar bear habitat use, calculated an estimated number of golden eagles throughout the western U.S. and assessed damage from the Exxon and Deepwater oil spills

— among hundreds of other large-scale research tasks. Airports and businesses, including BP, hire the consultants to make sure operations comply with state and federal environmental laws.

"When a business is looking for a new area to develop, we see on-the-ground

**SEE BIOLOGY | PAGE D4**

## IT'S YOUR BUSINESS

# Businesses have role in K-12 education

The Greater Bloomington Chamber of Commerce is more involved in education than a typical chamber. Through our chamber's Franklin Initiative, the business community partners with local schools to provide real-world learning opportunities that get young people excited about education and future careers. For instance, the Franklin Initiative's Reality Store is a simulation of real-life, in which eighth-graders budget a salary based on their actual GPA as they visit 16 tables (staffed by our volunteers) to purchase housing, clothes, transportation, insurance, child care, etc. As in the real world, those who do best academically earn better salaries.

Why would the business community get involved in education? There are lots of reasons.

Young people are tomorrow's work force. The more they understand their career options, the better decisions they make about their future. It's true that lots of kids go off to college and careers in far-off places, with no plans to return. But many don't. Others would stay, or return, if only they knew about the jobs here, and how to prepare for them. Real-world learning programs such as job shadowing, career panels, mock interviews, career fairs and the Reality Store help young people sort out what they do and don't want to be as adults. The prospect of a rewarding, well-paying job is motivating academically because it shows them the relevance of their education. Such jobs require continuing education after high school, which generally increases earnings potential and standards of living — good things for business.

On the other hand, educational failure is expensive for taxpayers, including businesses, of course. Young people who drop out of school earn much less income, thus contributing less in taxes and purchases. They also place increased pressure on social services and are far more likely to commit crimes and end up in the justice system. All motivations for why the chamber continues its leadership on dropout prevention.

But the best reason to be involved in education is that businesses are people, too. Employees have children, and they care about others. As a business membership organization, a chamber is uniquely positioned to connect schools with volunteer professionals from a wide range of careers. In return, our members are rewarded by the chance to share their insights, experiences and career paths. To learn more, visit [www.franklininitiative.com](http://www.franklininitiative.com), or call me at 336-6381 to volunteer.

Matt Wysocki is director of workforce initiatives for the Greater Bloomington Chamber of Commerce



**Matt Wysocki**  
A MONROE  
COUNTY VOICE





DAVID SNODGRESS | HERALD-TIMES

Rhett Good, at right and West's senior manager in Bloomington, stands with coworkers Jason Ritzert, second from right, Sandie Simon and Kevin Murray, who has worked extensively with the Indiana bat and is an expert at identifying bat types by their sound patterns. All have worked on wind energy projects in relation to bird flight and migration patterns. Simon, as a senior field biologist and has spent a lot of time in corn and soybean fields in Indiana and Illinois, Good says.

## BIOLOGY

### West measures effects of projects on wildlife

CONTINUED FROM PAGE D1

benefits and impacts," said senior manager Rhett Good, a wildlife biologist. If a business is considering new land to develop, consultants will examine the area's animal population and determine if any species, especially endangered species, will be negatively affected, he said. Local staffers study bat, lizard, bird

and wetland ecology and often work with the U.S. Fish and Wildlife Service, which also has an office in Bloomington.

West is based in Cheyenne, Wyo., and has grown from one office to eight at locations across the country, and from a handful of employees to about 80 full-time and as many as 200 part-time or temporary by project and season.

The company also works overseas and currently has statisticians helping with a study of lions in Africa. It also has done ecological studies for wind energy projects in Canada and

Mexico, Good said.

The Bloomington branch has completed nearly 30 projects for 15 unique clients, Good said, with many of them involving assessment of the effects of wind energy projects on bird populations.

He said that while much work involves governmental agencies at any level, other projects come from the corporate sector, with most of those voluntary rather than mandated.

Companies work hard to do their due diligence, he added, because making mistakes can be very costly.

"These companies are investing hundreds of millions of dollars in these projects — it's to their benefit not to have an environmental consequence that would jeopardize their project."

And as the public and regulators become more and more environmentally aware, they are "requiring developers to do a lot more studies than they were 20 years ago."

And for people like him, that's good news, he said. "It's a fun job," Good said. "We get paid to bird watch."

# Startup Weekend begins next week in Bloomington

By Rebecca Troyer

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## Startup Weekend Bloomington

Would-be entrepreneurs will gather in Bloomington the weekend of Nov. 18-20 to pitch their business and product ideas and brainstorm ways to turn them into start-up ventures.

Startup Weekend Bloomington, hosted at the Ivy Tech Community College's Gayle & Bill Cook Center for Entrepreneurship, is modeled after similar start-up weekends being held around the globe during the same time frame.

Attendees will bring ideas — many will be tech-focused, but all are welcome — for brainstorming with local experts who serve as mentors in entrepreneurship, software development, marketing, human resources and financing.

Featured speakers include Steve Bryant, executive director of the Cook Center, and Tim Tucker of Express Employment Professionals. Judges include

**WHEN:** Nov. 18-20, with events from 6:30 p.m. Friday through 9 p.m. Sunday

**WHERE:** Gayle & Bill Cook Center for Entrepreneurship, Ivy Tech Community College, 200 Daniels Way, Bloomington

**MORE:** Register and more information at <http://bloomington.startupweekend.org>

Center.

"I don't care if it's someone who has a high-tech idea or a new add-on for a lawnmower, if there's some kind of application that can come out of it, that's what we're after," Bryant said.

Sixty-five similar weekends are being held this month around the U.S. and 100 globally.

For a complete schedule and to register for the event, visit <http://bloomington.startupweekend.org>