

# INDY BUSINESS BULLETIN



**Ball State Hands Out Journalism Awards**  
The creator and host of Inside Indiana Business with Gerry Dick was among recipients at the annual Ball State University Department of Journalism Awards Program Wednesday. Gerry Dick was recognized with the 2016 Indiana Journalism Award for his "entrepreneurial spirit and commitment to multimedia, cross-platform business news reporting in Indiana."

**Building Permits Jump**  
The Builders Association of Greater Indianapolis reports single-family building permits in central Indiana are on the rise. The organization says 1,284 new home permits were issued year-to-date, up from 1,141 during the same period last year, which is a 13 percent increase.

**Indy Hotel Getting Indy 500 Theme**  
A major hotel in downtown Indianapolis is getting a fresh look for the month of May in celebration of the 100th running of the Indianapolis 500. The JW Marriott Indianapolis will have a more than 30-story graphic adorning its exterior leading up to the historic race.

**Firefighter Conference Kicks Off in Indy**  
One of the largest annual conventions in Indianapolis is taking place this week. The Fire Department Instructors Conference brings more than 32,000 representatives from fire departments throughout the world and its economic impact has been pegged at more than \$30 million.

**Small Hoosier Cities Among Best to Start Business**  
A financial website has placed a northwest Indiana city in the top 20 of its list of the Best Small Cities to Start a Business. Three Indiana cities were among the top 100 according to WalletHub. East Chicago (14), Columbus (85), Gary (90)

**More Globetrotting Ahead For IEDC**  
Coming off a record-breaking year for deals in 2015, Indiana Secretary of Commerce Victor Smith expects more strong numbers this year, with a distinct international flavor. "The things we're seeing are fairly striking," said Smith, in an interview on Inside Indiana Business Television. "It's companies that are either here from international destinations or companies that are coming here...our pipeline is up 317 percent." Smith says nearly one in three deals at the Indiana Economic Development Corporation are internationally-based.

**Hoosiers Excel in NASA Challenge**  
Teams of Indiana students took home top honors at the NASA Human Exploration Rover Challenge in Alabama. Teams from the Purdue University Northwest Calumet campus and Greenfield Central High School were winners.

**Vincennes Focusing on Women in STEM**  
The vice president for finance and government relations at Vincennes University says an effort designed to attract more women into advanced manufacturing fields focuses on "fit," not necessarily grade point average. VU is offering nearly four dozen scholarships for a new on-campus living/learning community for female students and is targeting potential candidates through a partnership with the Indiana Manufacturers Association. Phil Rath says it is critical for employers in male-dominated STEM fields to connect with more women.

**Communities Await Peabody Impact**  
Two executives with heavy interest in the state's coal production sector say they are not surprised by this morning's news that Missouri-based Peabody Energy Corp. (NYSE: BTU) has filed for bankruptcy. Peabody owns six coal mining properties in Gibson, Sullivan and Warrick counties and its Indiana work force totals more than 1,000. Indiana Chamber of Commerce Vice President of Energy and Environmental Policy Vince Griffin says, in addition to global economic concerns, the coal industry continues to be cramped by federal regulations.

**IndyCar Driver Stays on Track to Bring Solar to The 500**  
IndyCar driver Stefan Wilson says he's still in talks with teams to put in an appearance at the 100th running of the Indianapolis 500 next month, and remains hopeful his campaign for a solar-powered timing stand will pull through as well. Wilson says he's looking for supporters who'd like the type of exposure only the Indy 500 can offer.

**New Undy Degrees Target Professionals**  
The University of Indianapolis School of Business says its new accelerated master's programs will help the business community tap into the talents of career changers and military veterans. Dean Larry Belcher says the degree programs, which focus on practical skills and applied learning rather than theory and research, are currently more common on the coasts than in the Midwest. He says local business leaders will serve on professional advisory boards to make sure the initiative provides students with the skills they will need to advance or change their careers.

**Hoosier Furniture Retailer Buys Back Flagship**  
Indianapolis-based Kittle's Furniture has repurchased its most prominent building. The flagship Castleton Superstore, which is located near I-465 and Allisonville Road, was sold to GE Capital in 2005.

**Huber: Indy Has 'Urgent Mobility Problem'**  
As the Indianapolis City-County Council weighs whether or not to put a mass transit plan on the November ballot, the president of the Indy Chamber says the economic stakes for the region's future are extremely high. In an interview on Inside Indiana Business Television, Michael Huber said, without robust mass transit options, Indianapolis is at a competitive disadvantage. "We have a very urgent workforce mobility problem in Indianapolis compared to cities that we compete with every day," said Huber. "We just do a poor job of getting people to work."

# CHINA IN THE NEWS



Joanna Zhou (周娜), now residing in Knoxville TN, immigrated to Indianapolis with her husband from Beijing in 2013, where she worked in Human Resources for a Fortune 500 company. She enjoys her new life with her husband and kept in touch with her IAAT friends and readers by contributing to this column.

**BY JOANNA ZHOU**  
**Baidu to further expand mapping service abroad**

Chinese Internet giant Baidu announced Tuesday that it will expand its mapping service to over 150 countries and regions by the end of 2016 as part of its strategy to go global. Baidu's desktop and mobile mapping service have established footholds in 18 Asia Pacific countries including Japan, India and New Zealand. They are expected to see about half of its users from overseas markets by 2020, according to Li Dongmin at a press conference. Baidu currently holds a whopping 70 percent share of China's mapping service market, with 500 million active users. Google Maps is the current leader in the global mapping service market. The search engine giant aims to first offer Chinese mapping service to tap into the growing mapping service demand from Chinese tourists traveling overseas, which reached over 100 million last year, before offering foreign language mapping services for local users.

**百度地图扩张海外版图 新增11个亚太国家**  
3月31日, 百度正式宣布上线亚太地区十一个热门国家的海外地图服务, 针对出境游用户的语言障碍痛点, 届时百度地图将对海外版本进行汉化, 并支持中文搜索。百度地图希望借此瞄准中国1.2亿出境游用户, 进一步扩张海外版图, 这是继2014年底推出港澳台地区服务, 以及2016年春节前夕上线日韩泰新四国服务以来, 其在国际化进程上迈出的最新的一步。百度地图此次在澳大利亚、新西兰、马来西亚、菲律宾、印度尼西亚、文莱、越南、马尔代夫、斯里兰卡、印度、尼泊尔共11个国家上线了海外地图服务, 并对泰国及新加坡两国进行了数据更新和功能优化, 推出了热门旅游城市的离线服务。

**China hits back at U.S. over military plane landing on South China Sea reef**  
China hit back at U.S. criticism over a Chinese military aircraft that landed on a reef in the South China Sea, saying dispatching military aircraft for humanitarian purposes is an international norm. A Chinese navy patrol plane picked up three seriously sick workers on Yongshu Jiao and transported them to Sanya of Hainan Province in south China. Foreign Ministry spokesperson Hua Chunying said. Hua was speaking to reporters when asked to comment on remarks of U.S. Pentagon spokesman Jeff Davis that "it is unclear why the Chinese used a military aircraft, as opposed to a civilian one" to evacuate the workers. "As we all know, the participation of military planes in disaster relief, humanitarian assistance and evacuating civilians is a common practice around the world," Hua said.

Chinese military aircraft have been frequently seen during earthquake and other disaster relief. On Chinese soil, Chinese military planes and personnel will show up whenever they are needed, Hua said. "It is the military's responsibility and people's expectation," she said. The spokesperson questioned why the United States sends military ships and planes, instead of civilian ones, to what they described as efforts to maintain freedom of navigation in the South China Sea. Hua urged the United States to take real actions to safeguard peace and stability on the sea.

**中方回应军机降落永暑礁: 美方有关表态莫名其妙**  
针对美国国防部发言人质疑中方使用军机救援永暑礁受伤工人, 中国外交部发言人华春莹在19日的例行记者会上答记者问时回应称, 军机参与救灾、提供人道主义援助及民事人员撤离行动, 是世界各国的通行做法。她表示, 美国国防部的有关表态莫名其妙。

有记者问, 据报道, 美国国防部发言人称注意到了中国军机在17日降落永暑礁救援3名受伤工人的消息, 但不清楚中国为什么要使用军机, 而不是民用飞机。美方敦促中方遵守此前的承诺, 不要向南海争议岛屿派遣或调用军机。中方对此有何评论? 华春莹回应称, 美国国防部的有关表态莫名其妙。中方已经介绍了中国海军巡逻机到永暑礁将三名重病工人救援至三亚的情况。众所周知, 军机参与救灾、提供人道主义援助及民事人员撤离行动, 是世界各国的通行做法。中国军机经常出现在抗震救灾等场所。在中国的领土上, 中国军机和军人及时出现在任何需要他们的地方, 这既是军队的职责, 也是人民的期待。"按照美军方这位发言人的逻辑, 我倒想问问他们, 美军方声称将维护南海航行自由, 我们不清楚美国为什么使用军机军舰宣示航行自由, 而不是民用船只和飞机。"

**Former NBA star Marbury gets China's "green card"**  
Former NBA star Stephon Marbury has become a permanent Chinese resident as he showed his "green card" on his Weibo account on Monday. Marbury posted a short video on twitter-like Weibo, showing he received the Foreigner's Permanent Residence Card from Zhang Jiandong, vice mayor of Beijing. Beijing's super guard is the first foreign player to get China's

green card in the Chinese Basketball Association (CBA) league's 21-year history. "I'm so thankful and blessed to receive my green card today from the Beijing Government. It's a true honor to be part of the capital of China. I hope I can not only help win more championships but continue to bring positive energy and love," said the two-time NBA All-star. A Chinese green card is one of the hardest to obtain with only around 5,000 issued since 2004, when the policy was introduced. That compares with about 600,000 foreigners currently living in China.

The 39-year-old veteran, who steered Beijing to three titles in past four seasons, is recognized as the most successful foreign player in CBA history. A museum in honor of him was unveiled in downtown Beijing last December. Former NBA star Stephon Marbury has become a permanent Chinese resident as he showed his "green card" on his Weibo account on Monday. **马布里正式拿到中国绿卡**  
成为CBA历史乃至中国体育史上首位拿到“绿卡”的外籍运动员, 马布里很骄傲。昨天下午, 在北京市政府会客厅, 马布里从北京市副市长张建东手中接过“绿卡”, 即外国人永久居留证, 老马激动地表示, “现在我正式成为北京的一分子了, 我终于可以骄傲地说出这是我的家了。”

自去年4月17日正式申办中国“绿卡”, 到昨天拿到“绿卡”, 老马等待了整整一年, 而且能够通过审核拿到中国的《外国人永久居留证》本身就是一件非常困难的事, 作为现役球员申请成功, 马布里可以说是CBA历史上乃至中国体育界的第一人。按照规定, 符合申请“中国绿卡”的情况有六类: 夫妻团聚、亲子团聚、亲属投靠、特殊贡献、任职人员与投资人员。马布里就符合“对中国有重大、突出贡献以及国家特别需要”的情况。

**China bans reality shows featuring celebrity offspring**  
Reality shows with celebrity kids are no longer allowed to be produced and broadcast on TV, according to a circular released by the media regulator. The State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) announced the ban, saying reality shows must be "strictly controlled." Some local TV stations have already canceled programs starring celebrities and their children, including the popular "Dad! Where Are We Going?" and "Dad Came Back," following the SAPPRFT's announcement.

SAPPRFT statistics revealed that in 2015 more than 100 entertainment programs were broadcast on TV nationwide, many of which were reality shows featuring children, generating over 10 billion yuan (1.55 billion U.S. dollars) in advertising revenue. In July 2015, the SAPPRFT issued a similar document limiting the participation of minors for their protection.

**禁止明星子女们再上真人秀**  
国家新闻出版广电总局新出台的《关于进一步加强电视上星综合频道节目管理的通知》要求: “严格控制未成年人参与真人秀节目, 不得借真人秀节目炒作包装明星, 也不得在娱乐访谈、娱乐报道等节目中宣传炒作明星子女。”换句话说, 《爸爸去哪儿》《爸爸回来了》等热门节目, 都要停了。综艺节目必须保护好未成年人, 这根准绳向来都被要求把牢。犹记《超级女声》大红大紫后的第二年, 广电总局出台相关禁令, 要求跨省赛事参赛选手年龄必须满18周岁。“明星亲子秀”红了以后, 2015年9月新《广告法》做出规定: “不得利用不满10周岁的未成年人作为广告代言人。”总体来看, 这些措施的出发点是针对未成年人保护。

**Chinese films become highlight of 49th Houston Int'l Film Festival**  
The 49th WorldFest Houston International Film Festival began here on Friday with the premiere of 20 Chinese films becoming the highlight of the oldest independent film festival in the world. This year, Chinese film "Compact Density of Stone," a film about late Chinese leader Deng Xiaoping, became the opening film for Panorama China, a program of the festival that was initiated last year.

Hunter Todd, founder and president of WorldFest, said that they expanded the program to be a major spotlight of Chinese cinema for all of North America this year and these films will open a window to the world of the incredible capabilities of China filmmaking. Both Chinese Consul of Culture in Houston Yang Song and Panorama China Chairman Ray Jiang spoke highly of the festival and the Chinese films. 中国影片休斯敦国际电影节放异彩  
当地时间4月17日, 第49届休斯敦国际电影节经过为期10天的展映落下帷幕, 其首度开设的“全景中国”单元, 为中国元素闪耀世界舞台提供了一个平台。共有19部中国影片荣获电影节雷米大奖, 其中陆川导演作品《鬼吹灯之九层妖塔》荣获最高奖项评委会特别奖, 陆川获得“全景中国”最佳导演奖。和《鬼吹灯之九层妖塔》一同荣获休斯敦国际电影节雷米大奖的还有18部中国影片, 包括《侗族大歌》《一个人的课堂》《让爱回家》等5部评委会特别奖影片; 《超级保镖》《狼》《北京卡门》等5部白金奖影片; 《太极先锋》《山》《向北方》等8部金奖影片; 此外, 还将最佳艺术指导、最佳人物传记等多个分类奖项收入囊中。导演陆川、尹力, 演员王志飞、杨志刚、孙海英、吕丽萍等多个剧组的70余位中国电影人陆续到美出席电影节, 与广大影迷见面, 和国际电影人交流切磋。

## FINANCIALLY SPEAKING

### Stock market's first quarter roller-coaster ride not unusual



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Kings Island says "riders (on Banshee) will scream their way through 4,124 feet of track and seven stomach-churning inversions at speeds up to 68 mph on the world's longest steel inverted roller coaster." While Banshee riders get on and off at about the same place, many exit feeling like their insides have been rearranged.

With the S&P 500 experiencing a harrowing plunge of 11% between New Year's Day and February 11 and subsequent slingshot recovery of 13% to the end of March (finishing the quarter essentially flat), investors endured their own Banshee ride.

The first quarter provided excellent examples of some timeless investing lessons.

**The stock market is inherently volatile.** J.P. Morgan Asset Management calculated the average intrayear drop (peak-to-trough) in individual years from 1980-2015 was a whopping 14.2%. However, these drops seldom led to yearly losses, with 27 of the 36 years ending with positive returns. You may not have realized it at the time, but if you're invested in stocks, this is what you signed-up for.

**While the average annual return for U.S. stocks has been about 10% since 1926, actual yearly returns have almost never been "average."** It's somewhat of a conundrum; even though the annual average is 10%, it's not safe to assume 10% is a reasonable expectation for any given year. According to Vanguard, from 1926-2014, the average annual stock return was 10.2%, but actual returns fell in the range of 8%-12% in only 6 of 89 years.

**Time in the market is more important than**

**timing the market.** You'd like to sell ahead of drops and buy ahead of rallies. Successful market timing requires you to get both the sell and subsequent buy correct. This is not only futile, but devastating to long-term returns.

According to Crandall, Pierce, if you invested \$100 in the S&P 500 on the first day of 1991 and didn't touch it, you would have had \$618.96 at the end of 2015. However, if you missed just the single best trading day in each of those 25 years, you would have had just \$247.85.

**Bad news can be your friend,** if you let it. As Warren Buffett said in the New York Times at the darkest point of the global financial crisis, "bad news is an investor's best friend. It lets you buy a slice of America's future at a marked-down price."

Successful investors focus on **process, not outcome.** You can't tell if a short-term outcome was the result of a "good" or "bad" process. However, a sound process should lead to a good long-term outcome.

Investing is a probabilistic endeavor. Our process involves exploring the market's nooks and crannies to find underfollowed, unloved or misunderstood companies with common characteristics we believe increase our odds of success, over the long-haul.

We like to invest in high-quality businesses trading at a discount to our estimate of intrinsic value. We look for companies with large growth opportunities and strong, shareholder-oriented management teams. We avoid companies with excessive debt or risk obsolescence.

We stay away from what's currently "hot" and sectors we don't understand. Despite our best efforts, we've made mistakes (and will again). So, we diversify our holdings and limit the size of individual positions.

## Purdue Research Opens Door to More Efficient Sustainable Energy Source

Source: Inside Indiana Business, by Shannon Dawson, INPower Editor

While solar energy has long been recognized as a sustainable energy resource, the question of producing electricity when sunlight is not available has persisted for just as long. More highly-refined technologies developed in recent decades have resulted in the more efficient collection of solar power and better battery storage, but in late 2015 researchers at Purdue University and in Switzerland together presented a concept that could be a solar energy game changer.

They call it "hydricity," a combination of the words hydrogen and electricity. Rakesh Agrawal is a professor of chemical engineering who works on the project with other colleagues from Purdue and Ecole Polytechnique Federale de Lausanne

in Switzerland. He says, unlike standard solar-to-electricity to production, hydricity makes two products.

"Normally we would just produce electricity, not co-produce anything, then we store that electricity in batteries. We store them as chemical energy and then in the nighttime we use batteries for the electricity," Agrawal explains.

The hydricity process uses concentrated solar energy to superheat water that operates both electricity-generating steam turbines and reactors that split water into hydrogen and oxygen. The hydrogen and oxygen can be stored on-site while electricity is sent to the grid, and the hydrogen can be used to produce electricity when solar energy is unavailable. Because much of the same

equipment would be used for both daytime and nighttime functions, the systems would be able to transition between each other seamlessly and without shutdowns. An important bonus is that it produces no greenhouse-gas emissions; additionally, the stored hydrogen doesn't lose its energy over time in the same way batteries do.

"Here what we're doing by co-producing hydrogen, we avoid a step of making electricity and then storing it. We directly make hydrogen from sunlight, and that's what makes it more efficient," Agrawal says, because electricity and hydrogen are building blocks of nature, hydricity presents the potential to create a sustainable economy. "We can do almost anything: purify

water, produce chemicals, create fertilizer for food production."

Agrawal and the other researchers realize they're a long way from realizing their vision of these more practical uses of hydrogen culled from solar energy production, and Agrawal himself admits the financial hurdle is formidable. However, the process has been identified, and he's confident that, when the world needs it, it will be ready.

To start paving the way, the team has made proposals to fundraising agencies. Agrawal says they expect to hear back on their efforts to move the hydricity concept forward into reality in the next couple of months.