



# The Torch

The official newsletter for Indiana state employees

## Friendly people and authentic experiences, that's Honest to Goodness Indiana

Lt. Governor Sue Ellspermann and Mark Newman, executive director of the Indiana Office of Tourism Development (IOTD) unveiled on February 12 a new consumer brand for Indiana. This new brand, the embodiment of the well-earned reputation for Hoosier hospitality and authentic experiences, is "Honest to Goodness Indiana."



"Everywhere you go in Indiana, the people and the experiences are genuine. Even our busiest attractions satisfy and delight visitors because here, more so than anywhere else, hospitality matters. That's real. That's Honest to Goodness Indiana," said Ellspermann.

The development of a new brand is an opportunity to create a unified consumer message for Indiana, connecting all regions; from north to central to south. The goals of this project were simple: to create a brand that truly represents the entire state;

to be respectful of Indiana's history but also be forward looking; and to be fitting for both rural and urban settings.

The Brand Narrative: Indiana is a state of undertold stories with wonderful assets and engaging people. In Indiana, our smiles are warm, our handshakes firm and our places have an undeniable charm. Our people do not pretend to be something they are not, because they are proud to be who they are. That genuine personality translates into authentic experiences for visitors traveling our state. In Indiana you can spend your days paddling a winding river, fishing an inland lake or browsing the shops on Main Street. You can visit a bustling capital city, sunbathe beneath soaring sand dunes, climb the highest hilltops or explore the deepest depths beneath the surface of the earth. You can enjoy homegrown produce—and get to know the growers—at our farmers markets, eateries, festivals and vineyards. Our cities offer the world-class museums, performing arts and high-energy sporting events you expect with friendliness that's an added bonus. That's Honest to Goodness Indiana.

Continued on page 2

### In this issue

2 • Honest to Goodness Indiana



3 • Asthma is an adult problem too

4 • March is National Nutrition Month  
• Asthma and nutrition links

5 • EAP webinars  
• Global fit

7 • Retirement seminar  
• Clean out your medicine cabinet

The Torch is published monthly by the State Personnel Department and is available online at [www.in.gov/spd](http://www.in.gov/spd)

### Got a story?

Submit your story ideas to: [spdcommunications@spd.in.gov](mailto:spdcommunications@spd.in.gov)

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Continued from page 1

## Friendly people and authentic experiences, that's Honest to Goodness Indiana (continued)

"This announcement begins a new era for Indiana's travel, tourism and hospitality industry. Today's launch is the culmination of nearly a year's worth of research and creative development and many of our industry partners contributed to the development of Indiana's new brand," said Newman. "Honest to Goodness Indiana is reflective of the entire state and for the first time in many years, our consumer brand incorporates all regions of Indiana."

The launch of this consumer brand comes as new economic impact data reveals the importance of tourism to Indiana's economy. The report, released in late December 2013, shows the travel, tourism and hospitality industry is the sixth largest industry in the state (excluding government), is directly responsible for nearly 140,000 jobs and contributes \$10 billion in revenue to Indiana businesses.

"The economic impact of the industry is remarkable and with this new state effort, it can expand even more," added Ellspermann. "The growing tourism momentum in Indiana makes now the best time to launch a new brand. Continuing the collaboration between the Office of Tourism Development and our industry partners, we can achieve great things in this important industry."

The execution of the brand strategy includes ad placements in ten targeted regional and national magazines that appeal to the travel lifestyle. The ads use a story-telling platform to highlight Indiana's destinations, attractions and cultural heritage. Readers of Midwest Living, Food Network Magazine, Cooking Light and others will soon read narratives showcasing the Honest to Goodness Indiana stories of Hoosier

originals such as Joseph Decuis, the farm-to-fork mecca in charming Roanoke; or the story behind Huber Winery and Indiana's award-winning wine industry; and other such stories that abound in the Hoosier State.

Outdoor billboard, radio and television advertising will also be utilized.

IOTD will focus on one market in Indiana and one market outside the state, with future expansion as resources allow. The in-state market will be Indianapolis, the state's population center. St. Louis will be the out-of-state market. St. Louis is within driving distance, can attract overnight visitors, offers affordable advertising options and has not had a heavy Indiana advertising presence.

Honest to Goodness Indiana replaces the "Restart Your Engines" campaign that was launched in April 2006. Early in the process, IOTD convened a brand development panel, comprised of over thirty individuals from within the travel, tourism and hospitality industry, government leaders and representatives from both the public and private sectors. Additionally, nearly 8,000 consumers participated in the development process through surveys and focus groups. The task of all convened participants was to describe the qualities, attributes and allure of Indiana. IOTD then developed the brand campaign with Indianapolis-



*Do you want to enjoy the snow? Try visiting the Pokagon State Park and Toboggan Run. This state park in Angola, Indiana offers the best of both worlds in a winter storm. The Potawatomi Inn has several lounge areas with cozy fireplaces just waiting for you and your favorite book, as well as an indoor pool. When the temptation of all that crisp white snow is too much, head out to the quarter-mile long toboggan run. Other winter-ready outdoor activities include cross-country skiing and ice skating.*

based marketing company Williams Randall. The mark, pictured above in the primary color scheme, will have a broad and diverse color palette applied to it, reflecting the diversity of Indiana's assets. The brackets are intended to give the mark a "stamp" feel; the Honest to Goodness Indiana stamp of approval. The logo is intentionally tilted to add playfulness to the design and the 16-degree tilt is a subtle doff of the cap to 1816, the year of Indiana's statehood.

"We are at a unique time where we have an opportunity to create unprecedented momentum for our state with the bicentennial approaching in 2016," said Newman.

Video from the announcement is available on [IOTD's YouTube page](#).

## Asthma is not a childhood disease and should be taken seriously

Many people consider asthma a childhood problem or one that can be “outgrown” – but there are currently 450,000 adult Hoosiers with asthma.<sup>1</sup> Cynthia Cunningham, a contractor for the Indiana State Department of Health, is one of those adults living with asthma.

Asthma is a chronic condition that affects the lungs. It causes wheezing, breathlessness, chest tightness and coughing. Although it is one of the most common chronic diseases, many people do not consider the gravity of the condition. In fact, one Hoosier dies every five days from asthma.<sup>2</sup>

In 2008, Cynthia was preparing for a spring break stay-cation with her husband and two children, but she was dealing with a cold that had persisted since October of the previous year. Even after antibiotics, it would not go away. She found herself using her rescue inhaler several times a day to control her shortness of breath and wheezing. Although she had been prescribed control medications in the past, she did not like the side effects. Like many people with asthma, once an exacerbation was over, Cynthia stopped taking her control medication.

On the first day of break, she called her doctor’s office to go for a breathing treatment to relieve her symptoms. They were not able to see her and called in a prescription for cough medicine and told her to go to the emergency room (ER) if needed. She took the prescription but an hour later, she was worse and using her



rescue inhaler every 15 minutes so she decided to go the ER.

As Cynthia left her home, she smelled a strong chemical odor which intensified the asthma episode and she was unable to breathe. Her husband rushed her to the closest hospital and as he pushed the wheelchair into the ER, her systems had started to fail. She was immediately given a breathing treatment, oxygen and intravenous steroids. When she was stable, the physician informed her she was being admitted since their exam indicated she was using only half of her lung capacity. Cynthia spent the first four days of spring break in the hospital receiving around the clock breathing treatments and IV steroids. Upon discharge, she was given strict instructions to follow-up with an asthma specialist. Needless to say, her family’s stay-cation did not go as planned.

Cynthia’s story may seem unusual but approximately 73 percent of all Hoosiers with asthma do not have their condition under control.<sup>3</sup> In 2012, 30,570 emergency department

visits and 7,707 hospitalizations in Indiana were for asthma.<sup>4</sup>

Cynthia is now compliant with control medications and rarely uses a rescue inhaler. In addition to taking medications as prescribed, asthma can be controlled by avoiding known triggers, such as tobacco smoke, perfumes, pet dander, allergens, and outdoor and indoor air pollutants. People with asthma should work with their health care provider to control their asthma.

For more information on asthma, visit [www.asthma.in.gov](http://www.asthma.in.gov) or contact Judi Magaldi, Chronic Respiratory Disease Program Coordinator, at [jmagaldi@isdh.in.gov](mailto:jmagaldi@isdh.in.gov).

Asthma is the March’s theme on the Invest in Your Health website. Visit it often throughout the month for more information on this condition.

### References

- <sup>1</sup>CDC Indiana State Department of Health Data Analysis Team [ISDHDAT], 2013. Behavioral Risk Factor Surveillance System Prevalence. Data, 2012.
- <sup>2</sup>ISDH DAT, 2013. Indiana Mortality Report, 2011.
- <sup>3</sup>CDC and ISDH DAT, 2013. BRFSS Asthma Call-back Survey, 2006-2010 children; 2012 adults.
- <sup>4</sup>ISDH DAT, 2013. Indiana Hospital Discharge Data Files, 2012.



## March is National Nutrition month, take notes

March is National Nutrition Month® ! This year, Indiana Academy of Nutrition and Dietetics (formerly Indiana Dietetic Association) would like you to celebrate nutrition and “Enjoy the Taste of Eating Right”. Our taste buds often drive our choices, so why not offer them something that’s yummy and nutritious?



Here are a few thoughts provided by the Academy of Nutrition and Dietetics to get the most out of some everyday meals:

- Make oatmeal creamier by using fat-free milk instead of water. Mix in some raisins, dried cranberries, cherries or blueberries, too.
- Make sandwiches on whole-grain bread, such as whole wheat or whole rye. Add slices of avocado, tomato or cucumber to lean roast beef, ham, turkey or chicken.
- When eating out, look for nutrient-rich choices, such as entrée salads with grilled seafood and low-calorie dressing, baked potatoes topped with salsa, grilled vegetables and reduced-fat cheese and yogurt parfaits made with strawberries and blueberries.
- Drink nutrient-rich, low-sugar beverages such as low-fat or fat-free milk or 100-percent fruit juice.
- Top foods with chopped nuts or reduced-fat sharp cheddar to get crunch, flavor and nutrients from the first bite.
- Spend a few minutes to cut and bag vegetables so they are in easy reach of every family member: some ready-to-eat favorites include red, green or yellow peppers, broccoli or cauliflower flowerets, carrots,

celery sticks, cucumbers, snap peas or radishes.

- Serve meals that pack multiple nutrient-rich foods into one dish, such as hearty, broth-based soups that are full of colorful vegetables, beans and lean meat. Make chili with a dollop of low-fat yogurt. Serve these with whole-grain breads or rolls.
- For dessert, enjoy a tropical treat by blending mango, plain low-fat milk, ice and a splash of pineapple juice, or stir chocolate syrup into a cup of coffee-flavored yogurt, freeze and enjoy.

The Indiana Academy recommends many resources that can be found at on the [Academy of Nutrition and Dietetics website](#).

For tip on eating healthy in 2014, on a budget and on the run check out the following:

- [Ways to eat more fruits and vegetables](#)
- [Eating right on a budget](#)
- [Healthy eating on the run](#)



Thanks to the [Indiana Academy of Nutrition and Dietetics](#) for this submission.

## Can food affect my asthma?

There’s no asthma diet that will eliminate your symptoms. But these steps may help:

**Eat plenty of fruits and vegetables.** They’re a good source of antioxidants such as beta carotene and vitamins C and E, which may help reduce lung swelling and irritation (inflammation) caused by cell-damaging chemicals known as free radicals.

**Take in vitamin D.** People with more severe asthma may have low vitamin D levels. Milk, eggs and fish such as salmon, all contain vitamin D. Even spending a few minutes outdoors in the sun can increase vitamin D levels.

**Avoid sulfites.** Sulfites can trigger asthma symptoms in some people. Used as a preservative, sulfites can be found in wine, dried fruits, pickles, fresh and frozen shrimp and some other foods.

**Avoid allergy-triggering foods.** Having asthma puts you at increased risk for having a food allergy. And allergic food reactions can cause asthma symptoms. In some people, exercising after eating an allergy-causing food leads to asthma symptoms.

**Eat to maintain a healthy weight.** Being overweight can worsen asthma and even losing a little weight can improve your symptoms. Learn how to eat right to maintain a healthy weight over the long term.

Making informed choices about what foods to eat and what foods to avoid won’t cure asthma. But it may improve your symptoms and your overall health.

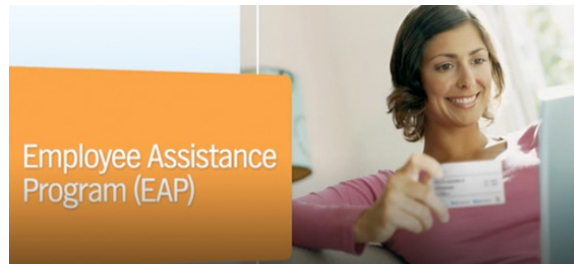
By: James T Li, M.D., Ph.D.,  
Professor at College of Medicine, Mayo Clinic. [Mayoclinic.org](#)

## Balance your life with Anthem EAP's free webinars

It's tough to focus at work sometimes when all you can think about are problems at home or in your personal life. Conversely, it can be hard to relax at home, because you are worried about every stressful thing happening at work.

These restless thoughts begin to seep into your everyday life and may have negative effects on your job, relationships and well-being. Anthem's Employee Assistance Program (EAP) offers confidential help to all State of Indiana employees through personal phone counseling or their [interactive website](#) 24 hours a day, 7 days a week. They offer a variety of resources for balancing work and home life including audio sessions, articles, assessments, and archived or newly published online webinars.

Anthem EAP has released their 2014 webinar calendar and is showcasing one new online seminar per month.



Webinar topics include ways to improve your health, information on child care, and caring for an aging relative. Attendance is online and new webinars launch the third Tuesday of every month at noon and 2 p.m. EST. March's upcoming webinar topic is titled Celebrating Midlife and discusses coping with Empty Nest Syndrome, finding your passion, dating and exploring encore careers. It is available beginning **March 18** and is open to all State of Indiana employees. Also, if you can't make it to the scheduled time, they are automatically placed in the webinar archive to view at your convenience.

If you would like to register for Anthem EAP's monthly webinars, visit [www.AnthemEAP.com](http://www.AnthemEAP.com) and click the Login button under Members on the left side of the page. When asked for your full company name, enter State of Indiana and click Login. Toward the bottom right-hand side of the screen, there is a gray box which lists upcoming Online Seminars. You can click one of the listed webinars, click View All to see all upcoming webinars, or click View Archived to see past online seminars. After you have clicked the title of the webinar you wish to register for, select the session you want, and then complete the registration process. Once you submit your registration, you should receive a confirmation email containing all of the information needed to join the webinar on its scheduled date. Also, the event is added to your Outlook calendar as a reminder. For more information on the Anthem EAP program, [please visit their website](#) or contact 1-800-279-5449.

## Use Anthem's Global Fit program to join a gym this month

As a state employee utilizing Anthem insurance, Gym Network offers discounts to more than 10,000



nationwide with 250 participating gyms in Indiana. Global Fit's Gym Network guarantees the lowest rates for its members. Gyms include major chains like Anytime Fitness, Curves and 24-Hour

Fitness as well as local and community gyms across the state.

Global Fit's Gym Network guarantees

the lowest price for participating gym memberships. Other benefits of Gym Network include:

- Full access memberships with the same privileges as full-cost members
- Flexible memberships including month-to-month terms at participating locations, travel privileges, freeze options and transfer options
- Access to the Global Fit store which includes Exercise On Demand (a one-year virtual gym subscription for \$39), Zumba® Exhilarate™ Body Shaping System, Nutrisystem, and other diet and nutrition programs
- Health Coaching which gives online or phone assistance in quitting smoking, losing weight or whatever personal obstacles you may have.

To begin using Global Fit's Gym Membership, first visit [www.anthem.com](http://www.anthem.com) and log in or register your username at the far right of their home page. Once logged in, hit the Discount tab and then the Fitness Health tab. This page should give you a Global Fit option where you can redeem the offer. Once on the Global Fit website, enter your zip code to find discounted gym memberships near you. Adult dependents that have an [Anthem.com](http://Anthem.com) account will also be able to use Gym Network.

The benefit is available now and you can find more information about Global Fit's Gym Network and what it has to offer by visiting [www.globalfit.com](http://www.globalfit.com) or by calling 1-800-294-1500.

## Free online tax filing available for Hoosiers, file your taxes now!

Nearly one million Hoosier taxpayers qualify to file their federal and state taxes for free through Indiana freefile (INfreefile)!



If your adjusted gross income (AGI) was \$58,000

or less during 2013, the Department of Revenue can offer you free federal and state tax filing online.

INfreefile provides faster refunds, easy-to-use professional software and both federal and state tax filings. It's a one-stop shop for your individual income tax filing needs. If you do meet the qualifications for INfreefile, to ensure that both your federal and state returns are free, visit [www.freefile.dor.in.gov](http://www.freefile.dor.in.gov).

What if you don't qualify? If you don't meet one of the criteria stated on the INfreefile website, you will need to pay for these services. Keep in mind, however, that there are many advantages to electronically filing:

- **Faster refunds**—e-filed returns are processed in an average of less than two weeks, while a paper return can take up to 10 weeks
- **Get more or pay less**—e-filing software may suggest credits and deductions you might not have known about
- **Better accuracy**—paper returns have a 20 percent error rate versus 2 percent for electronic returns
- **Better security**—fewer people see your information

In addition to e-filing, be sure to follow

these quick tips for protecting your identity during this tax season:

- Before filing, store your tax forms in a secure, locked box to ensure no visitors in your home have access to them.
- Don't reply to unsolicited calls or emails asking for your personal information. They may be scams.
- Shred all documents that you no longer need. Identity theft criminals "dumpster dive" during tax season.

For more tips for protecting your identity during tax season, visit the Indiana Department of Revenue Stop [ID Theft webpage](#).

If you have any questions specific to your return, please contact the department at (317) 232-2240 or email at [individualtaxassistance@dor.in.gov](mailto:individualtaxassistance@dor.in.gov).

### IDEM

## Its time to Clean Out Your Medicine Cabinet

Protect your family; protect yourself from accidental in-home poisonings. Eliminate a risk of theft from having unwanted, unneeded medications in your home. Remember the safety of our communities' ground water supplies is everyone's responsibility.

Marsh and MainStreet Pharmacies will be collecting and qualifying unwanted medications for **free** disposal:

- Friday, March 14: 9 a.m. to 7 p.m.
- Saturday, March 15: 9 a.m. to 5 p.m.
- Sunday, March 16: 11 a.m. to 5 p.m.
- Monday, March 17: 9 a.m. to 7 p.m.

Check [www.marsh.net](http://www.marsh.net) for the location of all Marsh and MainStreet Market Pharmacies.

What kinds of medicine can I bring?

- Pills, capsules and liquids (no aerosols, inhalers, Nitroglycerin or alcohol containing products).
- Medicine must be in original

container with original label intact.

- Medicines that have the words "toxic", "corrosive", "reactive", "ignitable", "flammable" or "poison" will not be accepted.
- Only one type of medication can be in a single container, no mixtures.
- No pill organizers will be accepted.
- No controlled or illegal substances (check with your regular Pharmacist if you're not sure whether a medicine is controlled).
- Sharps collected only in re-sealable, hard-plastic containers.

This program is for individuals only. Nothing is accepted from health centers, clinics, doctor's offices or other organizations. Pharmacist's decision to accept or reject any medication or container is final.

For more information, call 317-594-2408.

## Attend Turkey Run's Women's Wellness Weekend

Turkey Run Inn in Marshall is hosting its' first Women's Only Wellness Weekend on April 4-6. Your all inclusive weekend package includes the cost of the room and meals. You chose your schedule from a variety of courses including photography, bird watching, yoga, water aerobics, leather crafting, wine tasting, geocaching, clay exploration and more.



The package price begins at \$230 per person based upon double occupancy. **Call 877-Lodges1** for more information or to make reservations! Please [CLICK HERE](#).



## Going to retire soon? Plan to attend this free seminar

If you are serious about retiring from state employment, register now for the upcoming Pre-retirement Seminar. The day-long workshop is **April 16** from **8:30 a.m. to 4:30 p.m.** in IGC-S Auditorium. An hour break for lunch is also included. If you cannot make this session, a second workshop is scheduled for October 15.

This program is designed to assist state employees with advance retirement planning by providing information useful in making informed decisions. A sound retirement requires careful advance planning involving numerous interrelated topics, including:

- Public Employees' Retirement Fund
- Social Security information and options
- Insurance –options for both life and health insurance
- Benefits obtainable through Social Security and Medicare
- Hoosier S.T.A.R.T. –pros and cons of different types of investments for future retirement security.
- Key elements in estate

planning, including: last will and testament, living will, health care authorization, durable power of attorney, and death taxes.

- The Indiana Long-Term Care Program as an element of retirement planning.

This workshop is free of charge. Employees may attend the Pre-Retirement Planning Seminar on state time; however, your supervisor's approval is required to attend. Travel time and cost must be the employee's responsibility.

**How to Register:** Sign into PeopleSoft ([www.in.gov/spd/instep](http://www.in.gov/spd/instep)) and choose the ELM Training on the top left hand corner of the screen. It then opens a new window. From there, click Self Service. Under the "Learning" folder, click Browse Catalog. Choose State Personnel Department from the list of agencies, and then click the Next button twice until you see "Pre-retirement Seminar (SPD\_00056)." Click the link to register. Since the seminar is held during state time, your supervisor's approval is



needed in order to attend. PeopleSoft automatically sends this person an email asking him/her to approve your enrollment in this seminar.

Your spouse is welcome to attend, but registration is not necessary for them if they are not a state employee. Seating is limited, so reserve your seat today by logging into PeopleSoft ELM self-enroll for one of these seminars in the State Personnel Department catalog. Questions can be directed to [spdtraining@spd.in.gov](mailto:spdtraining@spd.in.gov).

## Historic Preservation Month photo contest

The Indiana Division of Historic Preservation and Archaeology (DHPA) is celebrating the tenth anniversary of our Historic Preservation Month photo contest. Help us celebrate this milestone by making this the biggest contest yet. Our current record is 187 photos—we'd love to break it. What can you do? The next time you're sitting around wondering what to do during some free time, go grab your camera and take some pictures of your favorite historic resource—building, bridge, cemetery, landscape. It doesn't matter as long as it is at least 50 years old and in Indiana.

The basic requirements are:

- Images must be 8x10 prints, mounted or matted on or with a white 11x14 matte board.
- The registration form must be attached to each photo
- Limit of three (3) photos per person

For a complete list of guidelines and the registration form, go to [www.in.gov/dnr/historic/3994.htm](http://www.in.gov/dnr/historic/3994.htm) Photos must be submitted by April 4, 2014.



Artwork by  
Jerry Williams

## New leadership

# Governor appoints new cabinet member

On Feb. 20, Governor Mike Pence named **Dennis Bassett** as the Director of the Department of Financial Institutions, a Cabinet-level position.



“With four decades of experience managing financial institutions, Dennis Bassett’s breadth and depth of knowledge is incomparable,” said Governor Pence. “His experience will be invaluable to the administration, and I’m confident he will serve Hoosiers with the highest integrity as Director of the Department of Financial Institutions.”

Bassett most recently served as Chairman of JPMorgan Chase Indiana from 2005 until his retirement in 2013. Bassett has also held a number of leadership roles at several financial institutions, including Indiana Chief Executive Officer for Bank One, Indiana President of Huntington Bank, Senior Managing Director and Manager of Large Corporate Banking at Bank One Capital Markets, and Senior Vice President and Manager of Large Corporate Banking for the Midwest Division at First Chicago NBD.

Actively involved across the state, Bassett is a member of the Butler University Board of Trustees, the Indiana State Chamber of Commerce, and the Central Indiana Corporate Partnership. He also serves as Director of the Greater Indianapolis Progress Committee, the Indiana Sports Corporation, the Indianapolis Symphony Orchestra, the Center for Leadership Development, and the Arts Council of Indianapolis. He is Board President of the Sharon L. Bassett Foundation.



On February 11, Governor Mike Pence joins Hoosiers and representatives of the Indiana Civil Rights Commission for Indiana’s Black History Month Celebration in the Indiana Statehouse. To see more pictures of the Governor, visit [in.gov/gov/2387.htm](http://in.gov/gov/2387.htm).

## Check out these specials at State Park Inns

### Abe Martin Lodge - Nashville

Winter Splash Special  
NOW - March 6, 2014: Having a splashin’ fun time with us and save!

- Sunday thru Thursday
- King or Double Queen Room \$89.99
- Patio King or Double Queen Room \$99.99
- Family Cabins \$139.99

Excludes premium rate time. This rate is only available at Abe Martin Lodge. Offer cannot be combined with any other specials or for groups.

Please [CLICK HERE](#) for our splashin’ flyer.

### Potawatomi Inn - Angola

SPRING SPECTACULAR RATE  
March 2 - May 22, 2014: Everything’s Better in 3’s!. Stay any three (3) consecutive nights between March 2 and May 22 and get 33% off your room rate!

Not valid with any other offer. 100% of stay due at time of booking. Subject to Indiana State Park Inn’s Cancellation Policy.

Please [CLICK HERE](#) for a flyer on this special.

### Turkey Run Inn - Marshall

Spring Break Special  
March 1 – April 30; Rate Code: SPBK  
Stay anytime between March 1 and April 30, 2014 and receive 20% off each nights stay. Kids 1-13 years old eat for free, kids 14 to 17 eat for half price. Maximum of two children per room. Not available with any other discounts.

### Spring Mill Inn - Mitchell

Spring 2 for 1 Special  
NOW - March 13, 2014: Stay 2 but pay for 1!

- Sunday - Thursday only
- Must be consecutive nights
- Subject to availability.