

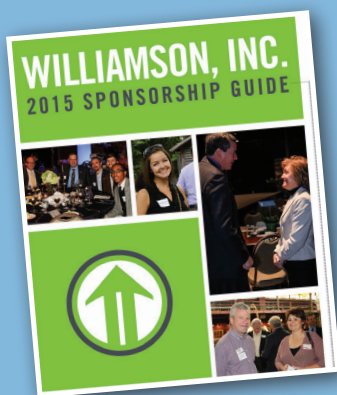
## in this ISSUE

PAGE 7

**Get an inside look at Austin expedition**

PAGE 7

**Meet and eat at the new Nolensville rec center**



**GRAB YOUR GOLF CLASSIC SPONSORSHIP SPOT NOW!**

## Sippin' whiskey may hold key to marketing

*"Half the money I spend on advertising is wasted; the trouble is I don't know which half."*

That quote often is attributed to the pioneering department store merchant John Wanamaker, who opened his first location in Philadelphia in 1861 in partnership with his brother-in-law and grew the business until his worth was estimated to be \$100 million when he died in 1922.

Marketing master Allen Hovious



Allen Hovious

promises to help attendees at the April 21 Williamson Chamber membership luncheon navigate that "wasted" advertising maze and help them identify just what part of their dollars are going down the drain. The meeting is being presented by the Monroe Carell Jr. Children's Hospital at Vanderbilt. Networking and late registration opens at 11 a.m. at the Franklin Marriott Cool Springs, 700 Cool Springs Blvd. E.

The program begins at 11:30 a.m.

A partner with LBMC Planning Services LLC, Hovious will call upon his experience with a Tennessee brand known all over the world as he presents on the topic, "Marketing: Building a Brand the Jack Daniels Way."

Hovious has worked extensively in the development and implementation of strategic and marketing plans for international, national and local clients. Prior to owning his own consulting practice, he was the driving force imple-

● CONTINUED ON PAGE 6

## Survey finds respondents looking on the bright side

The economic news is good in Williamson County. That's the conclusion of nearly 70 percent of Chamber members who responded to a survey done to create a snapshot about the current business climate and related issues.

When asked how they rated the Williamson County economy, 66.8 percent of the respondents said it is excellent. That response added to the 32.2 percent that said it is good made it nearly unanimous — we're on the right economic track in Williamson County.

The survey went to 3,152 people on the Chamber email list, and 387 responded. That's a 12.3 percent return rate, compared to 9.9 percent on a similar assessment done in 2014.

With traffic congestion and how to abate it at the top of residents' minds, the survey asked whether respondents would support raising taxes to pay for

transportation improvements that might include mass transit. Fifty-eight percent responded they would support an increase — a response some might find surprising in a staunchly Republican county.

For those people looking to get or change jobs, the survey indicated sunny times ahead. Just slightly more than 58 percent of respondents said they expect to hire additional staff in the next year, while another 20 percent left the door open, opting to answer they were not sure.

The survey also indicated a mostly positive picture for companies that are trying to add workers. Fifty-four percent of respondents said they are not having difficulty hiring employees with specific skills. However, 28 percent responded that it is a challenge.

Unlike some other areas in the country

● CONTINUED ON PAGE 6



Survey results were included in the data-packed 2015 Trends Report, which is available under Economic Development on the Chamber's website. Look for more Outlook Williamson coverage on page 4 and page 8.

# 2015 GOLF CLASSIC

THE HIDEAWAY AT ARRINGTON | WEDNESDAY, JUNE 24<sup>TH</sup>

8 am & 1:30 pm SHOTGUN STARTS | Team of Four: \$700 | Individual: \$175



# WELCOME new members

*These companies and individuals have made a commitment to business growth and to their community by joining the Williamson Chamber. They will enjoy the benefits of a robust business directory listing on the Chamber website and referrals from our office and from fellow members. When you need products or services, please search the directory on the Chamber website and do business with a Chamber member.*

**JOIN THE MEMBER BUSINESSES THAT SUPPORT THE WILLIAMSON CHAMBER – CALL US TODAY AT 615-771-1912.**

- |   |   |   |  |  |
|---|---|---|--|--|
| <p><b>ABC Docks LLC</b><br/>105 SE Parkway, Unit 111<br/>Franklin, TN 37064<br/>(615) 807-1141<br/>aaronbradley.com<br/>Ned Jones</p> <p><b>Advanced Health and Wellness Center of Nashville</b><br/>2001 Mallory Lane, Ste. 301<br/>Franklin, TN 37067<br/>(615) 630-0774<br/>adv-health.com<br/>Travis Morgan</p> <p><b>Alternative Cremation &amp; Funeral Service</b><br/>206 B Cool Springs Blvd.<br/>Ste. 201<br/>Franklin, TN 37067<br/>(615) 567-6969<br/>alternativcremationandfuneralservices.com<br/>Bobby Reed</p> <p><b>ASE Technology, Inc.</b><br/>7113 Peach Court, Ste. 200<br/>Brentwood, TN 37027<br/>(615) 595-8990<br/>asetechnology.com<br/>Becky Naron</p> <p><b>Back 2 Wellness</b><br/>1912 Columbia Ave.<br/>Franklin, TN 37064<br/>(615) 614-3722<br/>back2wellnessTN.com<br/>Ryan Moeller</p> | <p><b>COIT Cleaning and Restoration of Nashville</b><br/>1182 Antioch Pike<br/>Nashville, TN 37211<br/>(615) 781-9797<br/>coit.com/nashville-carpet-cleaning<br/>Taysir El Abed</p> <p><b>Commonwealth Properties</b><br/>1017 16th Ave. S.<br/>Nashville, TN 37212<br/>(615) 292-4602<br/>commonwealthnashville.com<br/>Everett Lowe</p> <p><b>Drive Now Franklin, Inc.</b><br/>110 New Highway 96 W.<br/>Franklin, TN 37064<br/>(615) 790-1055<br/>drivenowfranklin.com<br/>Barry Alexander</p> <p><b>Mathnasium of Franklin</b><br/>539 Cool Springs Blvd., Ste. 105<br/>Franklin, TN 37067<br/>(615) 465-6523<br/>mathnasium.com/franklin<br/>Diana Wills</p> <p><b>Franklin REALTORS</b><br/>198 E. Main St., Ste. 3<br/>Franklin, TN 37064<br/>(615) 794-1177<br/>FranklinREALTORS.com<br/>Marcia Franks</p> <p><b>Genesis Diamonds</b><br/>1731 Mallory Lane, Ste. 114<br/>Brentwood, TN 37027<br/>(615) 371-6765<br/>genesisdiamonds.net<br/>Nadya Geneizer</p> | <p><b>Integrity Background Screening LLC</b><br/>P.O. Box 90354<br/>Nashville, TN 37209<br/>(615) 696-7706<br/>integritybackgrounds.com<br/>Mike Irwin</p> <p><b>Kay Pfeiffer</b><br/>2211 Callaburn Place<br/>Brentwood, TN 37027<br/>(615) 416-1506<br/>Kay Pfeiffer</p> <p><b>Kenneth Zaves</b><br/>393 Childe Harolds Circle<br/>Brentwood, TN 37027<br/>(817) 707-7822<br/>Ken Zaves</p> <p><b>Kiwanis Club of Cool Springs Williamson County</b><br/>7020 Stone Run Dr.<br/>Nashville, TN 37211<br/>(615) 870-7040<br/>coolspringskiwanis.org<br/>Victor Legerton</p> <p><b>Landstar Entertainment LLC</b><br/>1017 16th Ave. S.<br/>Nashville, TN 37212<br/>(615) 234-4239<br/>landstarent.com<br/>Scott Metko</p> <p><b>Mint Julep Salon</b><br/>1400 Liberty Pike, Ste. 900<br/>Franklin, TN 37067<br/>(615) 599-5500<br/>mintjulepsalon.com<br/>Lee French</p> <p><b>Mrs. Tennessee America</b><br/>1304 Mallard Dr.<br/>Franklin, TN 37064<br/>(303) 467-6855<br/>Cheryl Brehm</p> | <p><b>Murff's Craft Brews and Burger</b><br/>5015 Harpeth Dr.<br/>Brentwood, TN 37027<br/>(615) 928-6156<br/>murffsmix.com<br/>Woods Murphy</p> <p><b>Nolensville Farmer's Market</b><br/>7248 Nolensville Road<br/>Nolensville, TN 37135<br/>(615) 419-2062<br/>nolensvillefarmersmarket.com<br/>Kasi Haire</p> <p><b>Patrice &amp; Associates Hospitality Recruiters</b><br/>9005 Overlook Blvd.<br/>Brentwood, TN 37027<br/>(615) 236-1133<br/>patriceandassociates.com<br/>Courtney Vanderveer</p> <p><b>Richard DeHart</b><br/>1161 Pin Oak Lane<br/>Brentwood, TN 37027<br/>(770) 331-2910<br/>Richard DeHart</p> <p><b>Roberts Williams Group</b><br/>604 Cotswold Park Court<br/>Franklin, TN 37069<br/>(615) 828-0753<br/>Caren Williams</p> <p><b>Sheila Cleveland</b><br/>5109 Pheasant Run Trail<br/>Brentwood, TN 37027<br/>(615) 500-1476<br/>Sheila Cleveland</p> <p><b>Skin 2NV</b><br/>103 International Dr., Ste. 106<br/>Franklin, TN 37067<br/>(615) 905-1660<br/>skin2nv-coolsprings.com<br/>Deborah Poland</p> | <p><b>Steve Blume Agency - Allstate</b><br/>601 B Old Hickory Blvd.<br/>Nashville, TN 37209<br/>(615) 352-3334<br/>allstate.com/steve.blume<br/>Steve Blume</p> <p><b>TDF Ventures LLC</b><br/>5137 Remington Dr.<br/>Brentwood, TN 37027<br/>(615) 373-3289<br/>Anthony D'Eredita</p> <p><b>The Comfy Cow</b><br/>7011 Executive Center Dr.<br/>Bldg. B, Ste. 105<br/>Brentwood, TN 37027<br/>(502) 439-9650<br/>thecomfycow.com<br/>Timothy Koons-McGee</p> <p><b>Tressler &amp; Associates Law Firm</b><br/>212 N. Castle Heights Ave.<br/>Lebanon, TN 37087<br/>(615) 444-2345<br/>tresslerassociates.com<br/>Todd Tressler</p> <p><b>Volkert, Inc.</b><br/>330 Mallory Station Road<br/>Ste. A-1<br/>Franklin, TN 37067<br/>(615) 656-1845<br/>volkert.com<br/>Mauri Lenderman</p> <p><b>Westgate Property Management LLC</b><br/>5042 Thoroughbred Lane<br/>Brentwood, TN 37027<br/>(615) 578-2100<br/>wgprop.com<br/>Jerry Jennings</p> |
|---|---|---|--|--|

## Thank you to these volunteers for their contributions this month to the Williamson Chamber membership committees.

- **ED CAGLE**, FirstBank, as an **Ambassador** for attending the most Chamber meetings and ribbon cuttings.
- **TRACY HILL**, Blink Marketing, of the **Engagement Committee** for mentoring the most new members through the orientation process.
- **DON REID**, LegalShield Brentwood, of the **Development Committee** for bringing in the most new members for the month.
- **DONNEL MILAM**, Fridrich & Clark Realty, of the **Member Relations Committee** for excelling in her efforts to reach out to members.



## Member Connect! Leads Exchange

Registration is open online through December for this popular small-group meeting for Chamber members only. Sign up now to save your space!

**LEARN MORE AND REGISTER AT [williamsonchamber.com](http://williamsonchamber.com).**

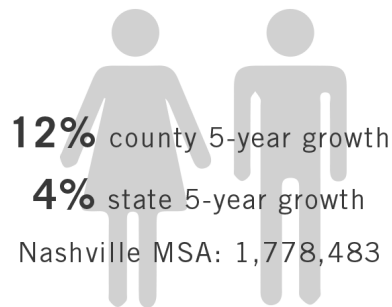


THE POINT is published as a partnership between the Williamson Chamber and *The Tennessean*. For editorial inquiries, contact Libby Older at [libby@williamsonchamber.com](mailto:libby@williamsonchamber.com). For advertising information, contact Lauren Carpenter at [lauren@williamsonchamber.com](mailto:lauren@williamsonchamber.com).  
5005 Meridian Blvd., Suite 150 | Franklin, TN 37067 | 615.771.1912 | [www.williamsonchamber.com](http://www.williamsonchamber.com)

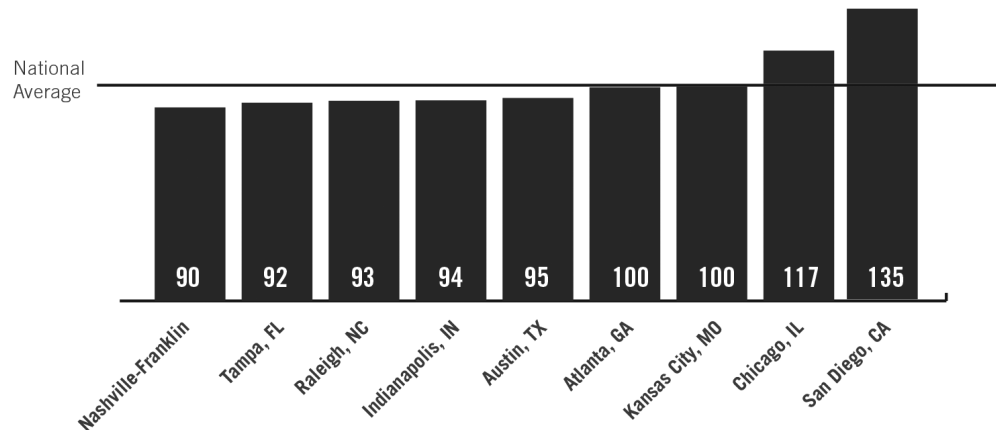
# ECONOMIC DASHBOARD - MARCH 2015



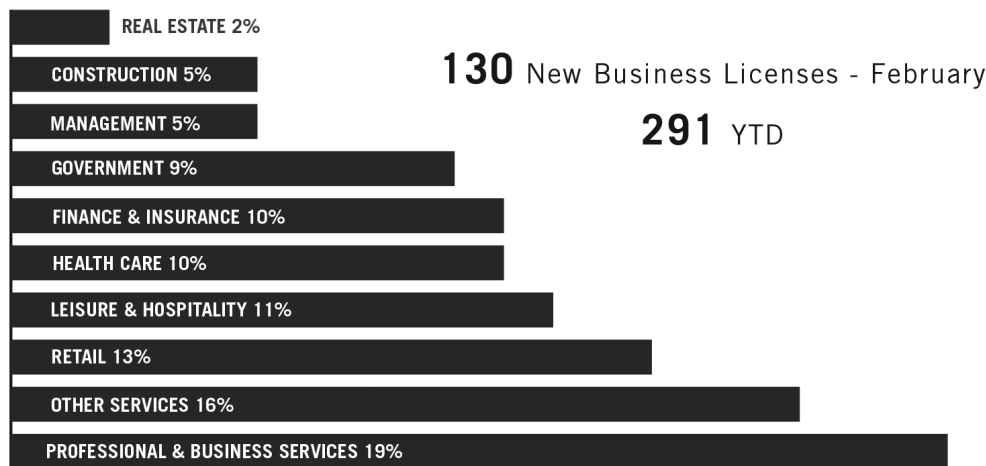
## POPULATION 201,486



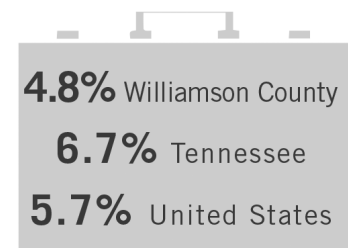
## COST OF LIVING Q4, 2014



## INDUSTRY BREAKDOWN



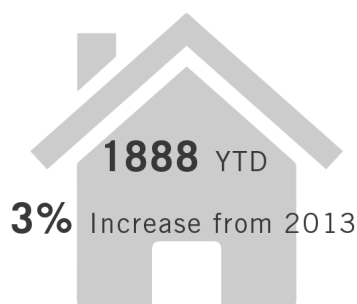
## DECEMBER UNEMPLOYMENT



99,770 Labor Force  
120,920 Total Jobs  
\$66,046 Avg. Earnings

**LOCAL SALES TAX INCOME:** FEBRUARY up 13% from 2014, up 13% from 2013

## HOME BUILDING PERMITS 143 ISSUED in NOVEMBER



## RESIDENTIAL DEVELOPMENT (FEBRUARY)

Median SF home sale price was **\$402,655**, up **6.2%** from 2014  
The # of SF home closings decreased by 3% from 2014.

## COMMERCIAL DEVELOPMENT (Q4 2014)

	VACANCY RATE	CLASS A AVERAGE	VACANT SF
Brentwood	<b>6.3%</b>	\$23.92	308,401
Cool Springs	<b>2.8%</b>	\$27.00	179,702



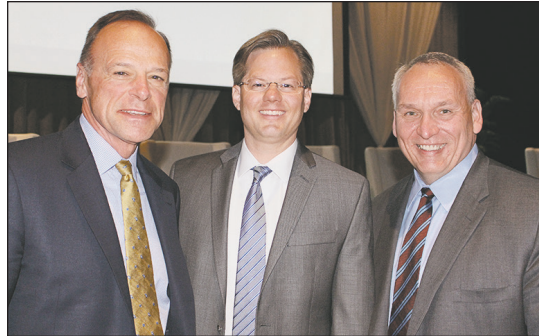
Managing the attendee check-in were volunteers Walter Tieck, left, Jill Kopecky, Grant Scoble and Cherie Hammond.



Michael Moeller, left, and Rod Jones visited during one of the breakfast breaks.



Matt Largen welcomed Greg Sandfort of Tractor Supply Company, a major Economic Partnership supporter.



Board Chair Chris Czarka, left, visited with Matt Largen and keynote speaker David Pickett.



Kickoff speaker Amy Gerber had the crowd's rapt attention. At nearly 350 attendees, the second Outlook Williamson was a sold-out event.



Matt Largen posed questions to Amy Gerber during the kickoff segment.

## Forum message: celebrate success, but plan ahead

It might have been billed as an anti-complacency rally when nearly 350 business owners and community leaders got together March 31 for Outlook Williamson, the first of four annual quarterly signature events organized by Williamson, Inc., the Chamber and Economic Development.

As President and Chief Executive Officer Matt Largen told the capacity crowd, the purpose of the half-day forum was to do an in-depth examination of Williamson County and its residents — who we are, what got us here and where we're headed.

"The biggest fear," Largen observed, "is that you get complacent."

The threat of standing still was underscored by the kickoff and keynote speakers, Amy Gerber of Jones Lang LaSalle and David Pickett of PwC.

Atlanta-based Gerber, who specializes in state incentive and tax negotiation and implementation, said the amount of data available to help companies evaluate where to locate their capital and jobs has exploded, and clients often want to make a decision within 10 months.

"Our clients are wanting more and more predictive analysis," she said.

Gerber ticked off the top four things companies value when looking to relocate: highway access, occupancy and construction costs, available land and available buildings.

But it's not all about the numbers, she added.

"At the end of the day, the client is

not going to make a decision until they step foot in your community," she explained.

Pickett, an accountant and office managing partner with PwC in Nashville, told audience members that having an "expansive view" is key to remaining relevant, pointing to business leaders of the past who "imagined things." He described five megatrends — developments that are "shaking the world" — and warned that "You can lose your relevance... if you don't engage."

From accelerated urbanization to demographic shifts, Pickett predicted a burgeoning demand for collaborative community efforts, a purpose-driven workplace to satisfy Millennials, and a balance of tech and creative talent to attract new people.

Noting that the Nashville area follows only Milwaukee in job growth in the field of technology, Pickett said this megatrend holds the promise of improving productivity gains as the workforce declines.

"It's more the answer than it is a trend," he explained.

In the end, Largen concluded, a strong economy depends on leadership, education and community — the final asset that often seals the deal when a business makes a commitment to Williamson County.

"It's hard to quantify, but it's probably one of the most important things we do," he said.

**"WILLIAMSON  
MEDICAL CENTER  
HAS THE RIGHT  
TECHNOLOGY, THE  
RIGHT PHYSICIANS  
AND THE RIGHT  
STAFF TO CARE  
FOR MY STAGE 3  
BREAST CANCER."**

—PHYLLIS MOLYNEUX,  
BREAST CANCER SURVIVOR

BREAST  
HEALTH  
center  
WILLIAMSON  
MEDICAL GROUP

NEW LOCATION  
OPENING  
JUNE 2015

Williamson  
MEDICAL CENTER

4321 CAROTHERS PARKWAY • FRANKLIN  
williamsonmedicalcenter.org





Josie Russell, left, and Ljiljana Krizanac-Bengez shared information about meeting sponsor King University.



Pamela Huxtable, left, Sheila Cleveland and Debbie Vandiver Martin traded networking news.

Speaker Margie Thessin, left, visited with Women in Business Chair Shanna Jackson and Dianne Conlee, who represented presenting sponsor CareCore-MedSolutions.



Mary Weary, left, who catered the luncheon posed with Sarah Tinsley and Hope Pace.

## Local women broke the mold in Civil War times

In modern times many women have to deal with the glass ceiling, but in the mid-19th Century the obstacles to success were much less transparent.

“Women were supposed to be three things: passive, obedient and cooperative,” Franklin on Foot co-founder Margie Thessin said about the role of females during that time.

“How’s that looking for you all?” she asked a roomful of Women in Business attendees at the March luncheon, which was presented by CareCore-MedSolutions.

Women in the 19th Century were “placed on a pedestal,” to keep them from being corrupted by the world, Thessin explained. “Marriage and motherhood were the only aims for women.”

And women having opinions — especially voicing them in public — was simply unacceptable.

“That would be disrespectful of your husband,” said Thessin, whose 12-year-old company offers a variety of walking and biking tours covering local food, historic figures and — still the most popular —

“haunted” Franklin.

However, Thessin’s research has turned up stories of quite a few fiery females who didn’t fit the typical mold — especially those who had to make it alone, often with children, after a husband died, became ill or left. They functioned as midwives, seamstresses, teachers, hosts to boarders in their homes, business managers and even “petticoat spies” who secreted information to home troops under their skirts during the Civil War.

“There were quite a number of women spies oper-

ating during the entire war” on both sides of the conflict, Thessin explained. The women typically were thrust into these roles because they had no husband, which forced them to take care of things they would have had no part of otherwise, she added.

In addition to the challenges faced by women while the Civil War was waged in and around Franklin, all Williamson County residents were hit hard during the conflict, Thessin observed.

“What you might not know is that all of Williamson

County was a battleground throughout three years of a four-year war,” she explained.

But, Thessin added, “for whites it was a totally different experience than it was for blacks during the war,” since slaves were looking toward gaining opportunities they had never had before.

In closing, Thessin shared the greatest lesson she said she’s learned about being a small-business owner: “Nobody cares about your business like you do...You have to do it. Nobody is going to do it for you.”



## what's new IN WILLIAMSON

WE CELEBRATE WITH LOCAL BUSINESSES AS THEY OPEN, EXPAND AND RENOVATE!



### BACK 2 WELLNESS CHIROPRACTIC CLINIC

1912 Columbia Ave. • Franklin

**Ribbon Cutting – March 17 • 1 local employee**

Located in the heart of Franklin, Back 2 Wellness customizes chiropractic care based on each individual’s health needs using the latest evidence-based information and technology. The practice incorporates exercise, nutritional and lifestyle counseling, wellness training and more.



### THE GODDARD SCHOOL IN BERRY FARMS

98 Moss Lane • Franklin

**Ribbon Cutting – March 12 • 8 local employees**

As an early development childhood preschool, Goddard works with children 6 weeks through 6 years old. The school offers convenient hours to support working families. The Goddard play-based curriculum builds upon the academic, social and creative foundation parents already have formed.



### GOODALL HOMES - BENT CREEK

6207 Christmas Dr. • Nolensville

**Ribbon Cutting – March 19 • 9 local employees**

This new-model townhome grand opening keeps growth going for Goodall Homes in Williamson County. Goodall Homes builds single family, townhome and courtyard cottages in six communities in Williamson County. Based in Gallatin, the nationally recognized builder also offers homes in Nolensville and Thompson’s Station.

## events&meetings

The CHAMBER OFFICE is located in Cool Springs at 5005 Meridian Blvd., Suite 150, Franklin.

- APRIL 8 YOUNG PROFESSIONALS FOCUS**  
11:30 a.m., Franklin Theatre  
419 Main St., Franklin  
Speaker: Mark Cleveland  
Presented by Saint Thomas Health
- APRIL 9 FUTURE MEMBERS INFORMATION SESSION**  
9 a.m., Chamber office
- APRIL 14 CHAMBER 101 MEMBER ORIENTATION**  
3:30 p.m., Chamber office  
Presented by First Citizens National Bank
- APRIL 15 YOUNG PROFESSIONALS ACTIVE CONNECT**  
5 p.m., Vanderbilt Legends Club  
1500 Legends Club Lane, Franklin  
Presented by Saint Thomas Health
- APRIL 16 NOLENSVILLE AREA BUSINESS COUNCIL**  
11:30 a.m., Williamson County Recreation Complex at Nolensville  
7250 Nolensville Road, Nolensville  
Speaker: Gordon Hampton  
Presented by Williamson Medical Center
- APRIL 21 MEMBERSHIP MEETING**  
11 a.m., late registration and networking  
11:30 a.m., lunch and program  
Franklin Marriott Cool Springs  
700 Cool Springs Blvd. E., Franklin  
Speaker: Allen Hovious  
Spotlight: First Friday  
Presented by Monroe Carell Jr. Children's Hospital at Vanderbilt
- APRIL 24 PUBLIC AFFAIRS ROUNDTABLE**  
7:15 a.m.  
Williamson County Administrative Complex  
1320 W. Main St., Franklin  
Speakers: Sen. Jack Johnson, Reps. Charles Sargent, Glen Casada and Jeremy Durham  
Presented by the Vanderbilt Office of Community, Neighborhood and Government Relations
- APRIL 27 FUTURE MEMBERS INFO SESSION**  
4 p.m., Chamber office
- APRIL 28 WOMEN IN BUSINESS**  
11 a.m., late registration and networking  
11:30 a.m., lunch and program  
Brentwood United Methodist Church  
309 Franklin Road, Brentwood  
Speaker: Agenia Clark  
Presented by CareCore-MedSolutions

### RIBBON CUTTINGS

- APRIL 11, 12 p.m. • Pedego Franklin  
APRIL 24, 11 a.m. • Mathnasium of Franklin  
APRIL 30, 3:30 p.m. • Derek Simmons State Farm  
MAY 5, 11:30 a.m. • Graceful Hands Chiropractic & Wellness Center

## Women's group to welcome Girl Scout leader

The journey from Brownies to Girl Scout Gold is a long one, and Agenia Clark is the woman charged with making sure that path stays secure in Middle Tennessee.

Clark is president and chief executive officer of the Girl Scouts of Middle Tennessee, which serves more than 13,000 Scouts across 39 counties with the assistance of 6,000 adult volunteers. The University of Tennessee graduate will be the featured speaker on Tuesday, April 28, at the Williamson Chamber's Women in Business luncheon at the Brentwood

United Methodist Church, 309 Franklin Road. The meeting is being presented by CareCore-MedSolutions.

Prior to stepping into the role of Girl Scout executive, the Brentwood resident held numerous volunteer positions within the organization, including two terms as the chair of the board of directors.

She also is a corporate director and founding board member of Avenue Bank, where she has served on the Audit Committee.

The April Women in Business meeting will get underway at 11 a.m. for late registration and networking. The luncheon program will begin at 11:30 a.m. The cost is \$22 for Chamber members and \$30 for non-members, who may register as guests. Sign up online now at [williamsonchamber.com](http://williamsonchamber.com) or by calling 615-771-1912.



Agenia Clark

Chamber members who register by the deadline will receive a pre-meeting list of attendees to help them prepare for networking opportunities.



### YOUNG PROFESSIONALS ACTIVE CONNECT

Wednesday, April 15  
5 p.m.  
Vanderbilt Legends Club

JOIN US NEXT TIME!



Young professionals filled the room at the March luncheon at the new Tractor Supply Company headquarters in Brentwood. The presenting sponsor was Saint Thomas Health.

## Membership luncheon (CONTINUED FROM PAGE 1)

menting corporate strategic and marketing plans for eight years at the Jack Daniel Distillery. It was his job to leverage the brand's unique character to expand the market, while also building brand equity for future use.

His unique method of diagnosing an organization's strategic needs and his team approach to implementing the plans have earned Hovious long-term relationships with many nationally known companies, including BMI, Diners Club International, Sara

Lee Foods and Cracker Barrel. His expertise, developed through work across many industries, ranges from strategic management to image-driven marketing.

The April membership meeting also will continue the new feature this year of spotlighting one of the Chamber's targeted interest groups during the monthly membership luncheon. This month the popular First Friday, which focuses on the interests of entrepreneurs and small businesses, will take the stage.

The Chamber's monthly membership luncheon costs \$35 for members and \$40 for non-members, who may register as guests. Save your spot at [williamsonchamber.com](http://williamsonchamber.com) or by calling 615-771-1912 by noon on Friday, April 17, to avoid the \$5 late fee. Chamber members who register by the deadline will receive a pre-meeting list of attendees to help plan networking opportunities.

All community members are welcomed.

## Survey results (CONTINUED FROM PAGE 1)

where information technology tops the list of open positions, in Williamson County the needs identified are more in the administrative, management and finance areas. Only 11 percent of respondents said their open jobs are in IT, while 44 percent didn't indicate a specific skills category.

Weighing in on an issue that's become a much-discussed topic

in the Nashville area, 58 percent of the respondents said they would like to see more affordable housing options in Williamson County, with 43 percent saying that being able to find affordable housing was extremely or very important for their workforce.

The survey responses gave this demographic picture of the respondents: 63 percent said the

majority of their workers are under 35; 36 percent said the majority of their workers live in Williamson County; and 49 percent said almost all of their employees hold a bachelor's degree or higher. The vast majority of respondents, just under 73 percent, said they have lived in Williamson County 10 years or longer.

# Texas cities to host Williamson Forward participants

Brad Dunn served as the first board chair for the unified, countywide Chamber, and he is out front again as a trip leader on the Williamson Forward expedition to Texas. In *The Point* Q&A this month, find out what he's looking forward to on the September expedition. Chamber members can learn about being a trip sponsor in the related story on page 8.

● **As the trip chair for the September expedition, what are you looking forward to most when the group visits Austin and San Marcos?**

During these months leading up to the trip, it is fun just to see the people/explorers who are adding their names to the expedition list. Rest assured that Williamson County is going to be well represented, with some of its finest business leaders, community leaders and stakeholders. In addition, it's

looking like a pretty fun group as well! I'm certainly looking forward to all the things that we will learn as best practices in managing growth and development of a similar urban and suburban area.

I'm also very excited about the opportunity to grow personal and professional relationships during a rare and unique experience such as this. A lot of planning and preparation is going into the itinerary and logistics to create not only a great educational and professional experience, but also one with some very nice personal touches as well.

● **Have you participated in this kind of community educational trip in the past?**

Although I haven't participated in a trip exactly like this, I will say that as we unified the three chambers of commerce in 2012, this is exactly the type of opportunity that we had in mind

during that process. With this trip, we can bring together a contingency of professionals who have the same goals as we seek to create a peer learning experience from a sister city that has been through some of the things that we're experiencing — all with the intent to return home with new ideas, energy and creativity that we may not have had otherwise. This is the kind of experience that pays dividends for years to come. Matt (Largen) and his Williamson, Inc. team have extensive experience hosting visitors to Williamson County from other cities, and I know they are working hard to maximize the return on investment for both the individual participants in Williamson Forward and for the community as well.

● **How will the Williamson Forward experience benefit the business and community leaders who participate, as well as the community as a whole?**

It right" in the major categories for the broad constituency that we serve through government, non-profit and private endeavors.

Issues such as education, transportation and traffic, workforce housing and quality of life require thoughtfulness, wisdom and perseverance when the growth curve looks like it does for Williamson County. A trip like Williamson Forward provides a focused and meaningful opportunity to help address

these issues from a broader and richer base of experience. The folks who will be on this trip are not just seeking to enhance their own interests, they also are looking to create solutions for the benefit of all those who live, work, learn, shop, worship, drive and play in Williamson County.



There's no debate about the fact that Williamson County is in a growth mode and that this trend shows every sign of continuing into the foreseeable future. These are exciting times for our community, but also challenging times as well. The challenge comes in trying to "get

## New rec center featured at Nolensville luncheon

With a basketball court, cardio equipment and many other exercise options nearby, attendees at the April Nolensville Area Business Council (NABC) luncheon might be inspired to finally commit to that healthier lifestyle they've been talking about since New Year's resolutions were made.

The quarterly NABC luncheon will meet on Thursday, April 16, at 11:30 a.m. at the new Williamson County Recreation Complex at Nolensville, located at 7250 Nolensville Road. The speaker will be Gordon Hampton, who recently took the reins as director of Williamson County Parks and Recreation after the retirement of longtime head Doug Hood.

The highly anticipated facility is the county's newest recreation center, which was transformed from its original form as an elementary school building built decades ago. The \$5 million project was a joint endeavor of the county and the city of Nolensville. Several dozen employees have been hired to staff the center, which will feature an outdoor pool for

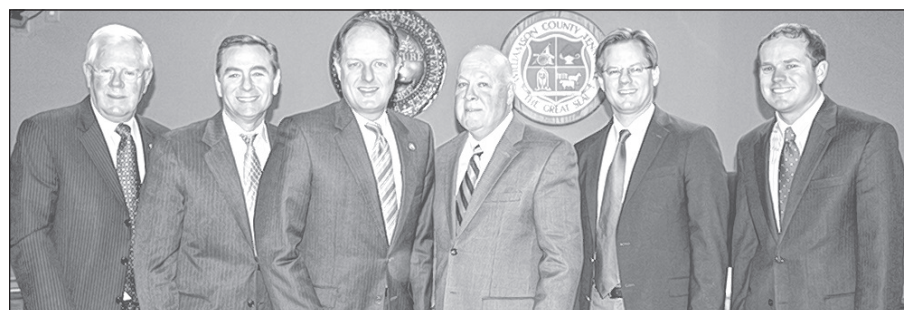
summer fun.

With a brand-new look and large rooms, the center offers a range of fitness and recreational activities, including cycling, theater, dance, group classes and choices provided specifically for seniors and teens.

"In the 20 years that I've been with Williamson County Parks, we've opened a lot of facilities, and we have never opened one that has as much anticipation surrounding it as this one," Hampton told *The Tennessean* earlier this year.

The NABC luncheon is being presented by Williamson Medical Center. The meeting is open to community members throughout Williamson County, who are encouraged to attend to learn about the opportunities available in this fast-growing area of the county. The cost is \$15 for both Chamber members and non-members, who may register as guests.

Register now at [williamsonchamber.com](http://williamsonchamber.com) or by calling Jenna Eckert at the Chamber office, 615-771-1912.



The usual crew at the early-morning Public Affairs Roundtable includes, from left, state Reps. Charles Sargent and Glen Casada, state Sen. Jack Johnson, moderator Dave Crouch, Williamson, Inc. President and Chief Executive Officer Matt Largen and Rep. Jeremy Durham.

## Public Affairs Roundtable keeps spotlight on Assembly

Lawmaking in the Tennessee General Assembly is about to wind down, so the time to catch up on hot-topic issues is now.

At the Chamber's Public Affairs Roundtable on Friday, April 24, Williamson County's state legislators will be on hand to share information about new bills that will be on the books going forward and those still in limbo. Dave Crouch, of the Chamber's Public Affairs Committee, will moderate the question-and-answer session.

The meetings, held January through October, take place at the Williamson County Administrative Complex at

1320 W. Main St. in Franklin. They are free and open to the public.

The roundtable sessions are broadcast live on WC-TV, the county's government and educational channel, and archived for later viewing on the WC-TV YouTube channel. Attendees should arrive by 7:15 a.m. to accommodate the live television presentation, which runs from 7:30 to 8:30 a.m. Audience questions are taken as time allows.

PAR is being presented this year by the Vanderbilt Office of Community, Neighborhood and Government Relations.

 #Outlook2015

Read our Tweets from the Outlook Williamson commercial real estate panel — Doug Brandon of DTZ, Janet Miller of Colliers International and Stephen Kulinski of CBRE.

“In Nashville the Southern hospitality and the professionalism with which we go about business is phenomenal.” (Brandon) #Outlook2015

“I think this is a region that believes in itself. We claim our problems and we work to solve them.” (Miller) #Outlook2015

Public-private partnerships can be used to create more building opportunities, says Kulinski. #Outlook2015

We need a regional, 25-year minimum plan for transit. We need a big, bold vision, says Miller. #Outlook2015

“We are a very welcoming community. You can come to Nashville and connect almost immediately,” says Brandon. #Outlook2015

“If we can’t continue to provide available space, clients will go somewhere else,” says Stephen Kulinski, @CBRE #Outlook2015

CATCH ALL THE TWITTER CHATTER @williamson\_inc.



Kati-Beth Sitz, left, and Stephanie Clark shared information about event sponsor Williamson Medical Center.



Wendy Monaci was on hand for event sponsor Vanderbilt Health.



Skanska’s Dennis Georgatos, center, visited with Brit Boatright, left, and keynote speaker David Pickett.



Cathy Holland and Rob Wigington represented event sponsor Metropolitan Nashville Airport Authority.



Joey Hatch, left, of presenting sponsor Skanska moderated the commercial real estate panel, which included Doug Brandon, Janet Miller, Stephen Kulinski and Matt Largen.

## OUTLOOK WILLIAMSON



Patti Butler, left, LeSandra Wall and Kraig Wall settled in and got the first look at the 2015 Trends Report.



Ray Mullican, left, Susan Shafer and Jason Mathews represented event sponsor Brentwood Academy.



Laing McCullough, left, Debbie Henry, Stanton Higgs and Diane Thorne represented event sponsor Transportation Management Association.

READ THE 2015 TRENDS REPORT AT [WILLIAMSONCHAMBER.COM/ECONOMIC-DEVELOPMENT](http://WILLIAMSONCHAMBER.COM/ECONOMIC-DEVELOPMENT).



Williamson Forward will offer our residents visiting Austin what these representatives from Richmond, Va., recently enjoyed when restaurateur Andy Marshall gave an insider tour of downtown Franklin.

## Time’s short to lasso this branding bonanza

If you’re looking to get your business name in front of community leaders, taking a sponsor spot for the Chamber’s Williamson Forward educational trip to Austin and San Marcos, Texas, in September is one sure way to do that.

The trip will bring together chief executive officers or their designated representative, government officials and influential community leaders for the three-day expedition from Sept. 28 to 30. Sponsors must be Chamber members. Learn about the benefits of joining on the website at [williamsonchamber.com](http://williamsonchamber.com) or by calling the membership staff at 615-771-1912.

The premier presenting sponsorship — which brings with it high visibility on all promotional materials — is still available. A range of other brand-building opportunities

also are being offered, starting at a \$2,000 investment. These sponsorships can be linked to the programs and other activities jam packed into the three-day educational trip. The programs focus on education, transportation and housing. Meal sponsorships are available for lunch and dinner. Most meals, air fare and hotel accommodations are included in the \$2,000 participation fee.

To discuss sponsorship opportunities, contact Meetings and Events Director Abby Bass at [abby@williamsonchamber.com](mailto:abby@williamsonchamber.com).

To inquire about joining the fact-finding trip, contact Chief Operating Officer Cindi Parmenter at [cindi@williamsonchamber.com](mailto:cindi@williamsonchamber.com). Both can be reached by phone at (615) 771-1912.