

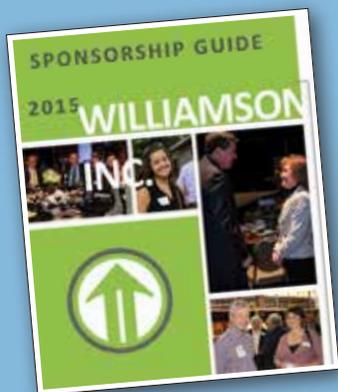
## in this ISSUE

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**Pin down  
'casual Friday'  
wardrobe rules**

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**Public affairs  
and traffic high  
on agenda**



**SEE PAGE 8 FOR OPPORTUNITIES  
TO PROMOTE YOUR BUSINESS!**

## Bike, hike or run to take in transit discussion

There's no doubt about it – most Middle Tennesseans really love their cars. The creeping stream of traffic during work rush hours is evidence of that romance, which may be surpassed only by the frustration of watching time tick by while inching forward in those lines.

But with Williamson County expected to add nearly 25,000 jobs in the next decade and a 1.3 million population growth projected in the region by 2040, experts who focus on transit



Michael Skipper

and how it affects lifestyle and the economy are warning the current system just isn't sustainable.

The transit problem and how we might fix it will be the topic of the Williamson Chamber's January membership luncheon on Thursday, Jan. 22, at Embassy Suites in Cool Springs, 820 Crescent Centre Drive. The meeting is being presented by Vanderbilt Health.

Michael Skipper, executive director of the Nashville Area Metropolitan

Planning Organization (MPO), will be the featured speaker for the 11:30 program. Networking begins at 11 a.m. And meeting attendees also will have a role to play. Using digital polling devices, they will weigh in on some of these thorny transit questions.

In addition to his MPO responsibilities, Skipper serves as the lead facilitator and advisor to the 10-county Middle Tennessee Mayors Caucus. The MPO is the federally designated transportation planning agency for more than 3,000 square miles and

● CONTINUED ON PAGE 6

## Events will offer education, exercise, escape

The Williamson Chamber's 2015 annual signature events will bring together business professionals from throughout the community to learn, interact and promote business – almost always with some informal fun mixed in.

Whether it's out on the greens or at a sophisticated dinner celebration, sponsors and participants will gather to represent their businesses and stay informed about the economic climate in Williamson County.

Membership dues account for about 55 percent of the annual Chamber budget, so the additional support provided by the signature events is imperative to maintaining high-quality offerings that promote education, leadership development and valuable business connections. In addition, a portion of the event proceeds goes to support the long-standing and highly successful leadership programs overseen by the nonprofit Williamson County Chamber Foundation.

In 2015, the Chamber is sticking with some community favorites and adding a new direction – south to Austin, Texas, to be specific. Save these dates and consider whether your business could benefit from signing on as a



Workforce development looms as a major challenge with the expansion of companies such as Mars Petcare, which opened a \$110 million Global Innovation Center in Thompson's Station in 2014.

sponsor of one or more of these popular events.

**OUTLOOK WILLIAMSON • March 31, 7:30 to 11 a.m., The Factory** – Featured for the first time in 2014, Outlook Williamson is an intensive, half-day economic forum during which attendees learn about business trends from local and

● CONTINUED ON PAGE 7

**Get better  
at conflict.**

### “Strategic Conflict Management”

February 10 & 11, 2015

A SkillsLab sponsored by Lipscomb University's nationally noted Institute for Conflict Management. Spend two days developing master's-degree-level skills you can put to work the next day.

Register at  
[lipscomb.edu/icm/skillslabs](http://lipscomb.edu/icm/skillslabs)

skillslab

LIPSCOMB  
UNIVERSITY

# 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.**

**Bank of Tennessee  
Loan Production Office**  
725 Cool Springs Blvd., Ste. 600  
Franklin, TN 37067  
(615) 732-6057  
bankoftennessee.com  
Jason Loggins

**Daily Juice**  
700 Old Hickory Blvd., Ste. 203  
Brentwood, TN 37027  
(310) 490-3453  
dailyjuicecafe.com  
Robbie Nowinski

**Evolve**  
277 Mallory Station Road  
Ste. 106  
Franklin, TN 37067  
(517) 712-2132  
evolveimg.com  
Joel Edwards

**Family Advantage  
Federal Credit Union**  
100 Stephen P. Yokich Parkway  
P.O. Box 39  
Spring Hill, TN 37174  
(931) 486-3125  
myfafcu.org  
John Kenley

**Fish Executive Leadership Group LLC**  
102 Woodmont Blvd., Ste. 239  
Nashville, TN 37205  
(615) 866-5367  
fishleadership.com  
Debra Fish

**Guaranty Trust Company**  
214 Centerview Dr., Ste. 205  
Brentwood, TN 37027  
(615) 895-5101  
guarantytrust.com  
Kevin Blankenship

**Hand and Stone**  
4091 Mallory Lane, Ste. 124  
Franklin, TN 37067  
(615) 791-0091  
handandstone.com  
Jack Mullen

**Homestead Manor**  
4683 Columbia Pike  
Thompson Station, TN 37179  
(615) 686-2858  
homesteadmanor.com  
Ryan Walters

**HST Interior Elements**  
680 Rundle Ave.  
Nashville, TN 37210  
(615) 321-9590  
hstinteriorelements.com  
Tony Roper

**Newk's Eatery - Brentwood**  
7115 Executive Center Dr.  
Brentwood, TN 37027  
newks.com  
Mollie Ann Trollinger

**Payscape Advisors**  
22 Middleton St.  
Nashville, TN 37206  
(615) 579-8914  
payscape.com  
Nathan Stallcup

**Plan Left LLC**  
604 Gallatin Ave., Ste. 209  
Nashville, TN 37206  
(615) 649-0690  
planleft.com  
Matthew Smith

**Pohlid PLLC**  
205 Powell Place, Ste. 357  
Brentwood, TN 37027  
(615) 369-0810  
pohlid.com  
Kathleen Pohlid

**Pollock Printing, Inc.**  
928 6th Ave. S.  
Nashville, TN 37203  
(615) 255-0526  
pollockprinting.com  
Gary Pollock

**Raymond James**  
2525 West End Ave.  
Nashville, TN 37203  
(615) 321-4215  
raymondjames.com  
Marian Andreescu

**The G Group**  
6005 Trout Lane  
Spring Hill, TN 37174  
(312) 473-9762  
GGroupOnline.com  
Jim Gaustad

**VEXTEC Corporation**  
5123 Virginia Way, Ste. C-21  
Brentwood, Tennessee 37027  
(615) 372-0299  
vextec.com  
Ashley Clark

## Get Chamber info from the insiders who volunteer

More than 225 business professionals volunteered their time and talent in 2014 to assist the Williamson Chamber in its work and to support their local community in that effort.

On the frontline of that volunteer cadre are Chamber members who are out in the community day by day sharing the story of the benefits of membership with business professionals who haven't yet joined.

"People want to know how it will pay off when they commit a portion of their budget to be a member of the Chamber," explained Senior Membership Development Director Pam Von Ehr. "Our membership team certainly can provide that information, but it means so much more when it comes from a fellow professional who has personally experienced what the Chamber offers and is willing to answer

any questions they might have."

Anyone interested in talking with a Chamber member can send a request, along with their preferred method of contact, to Member Relations Specialist Liz Long, who will ask a representative to follow up. Email her at [liz@williamsonchamber.com](mailto:liz@williamsonchamber.com). The Chamber also hosts regular monthly meetings for "future" Chamber members – informal informational sessions where all questions are taken.

Many members are keenly engaged in sharing the Chamber message, and during the past year those who have brought in new members have participated in a good-natured competition. Every time a member refers someone who joins, his or her name is tossed into a random drawing every few months to receive a gift basket valued at \$300 to \$500. Three baskets were presented in

2014; they included Chamber membership perks and gifts donated by local businesses. The winners were Michelle Gattis of Cetera Advisor Networks, Dan Telford of Exodus HR Group and Emily McClendon of CMG Financial.

"This recognition is a small thing, but it helps to show these busy professionals that their commitment to the Chamber is highly valued," explained Membership Development Director Renee Shafer. "Working alone our small membership staff could never have the impact that these goodwill ambassadors do as they talk with colleagues and friends."

"I would encourage anyone who is interested in learning more about the Chamber to take advantage of the insight these members can provide," Von Ehr added. "They truly are some of the most plugged-in professionals in the Williamson business community."

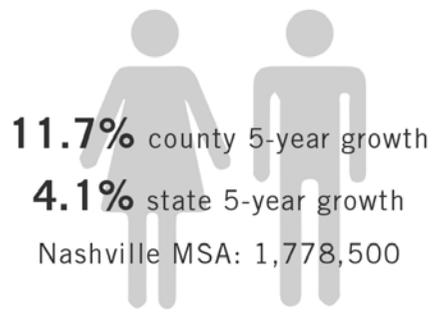


*At the end of 2014 Michelle Gattis won the random drawing for the gift basket, which is presented to recognize Chamber members who are out in the community working to bring in new people.*

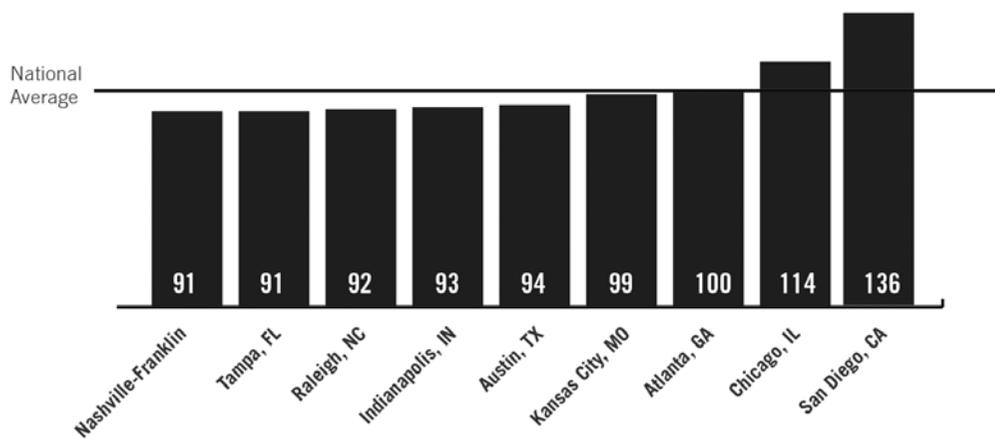
# ECONOMIC DASHBOARD - DECEMBER 2014



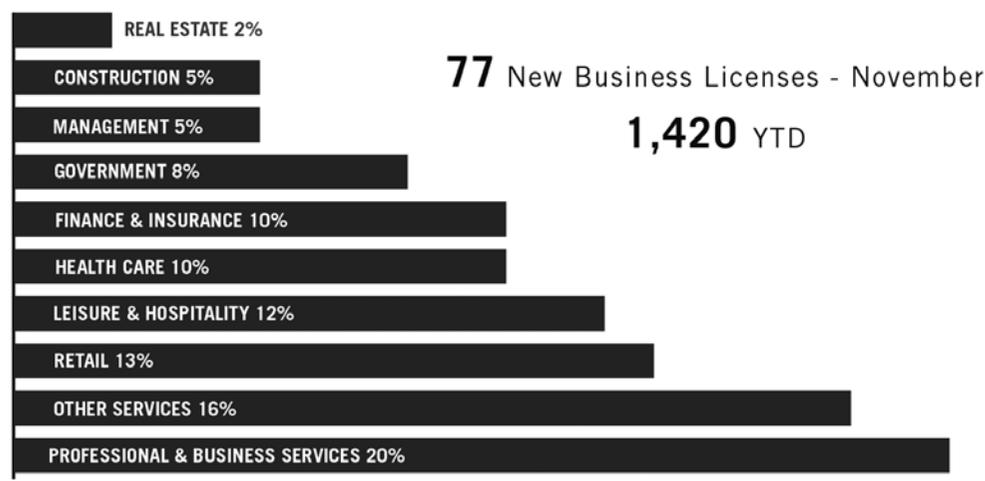
## POPULATION 201,486



## COST OF LIVING Q3



## INDUSTRY BREAKDOWN



## OCTOBER UNEMPLOYMENT



101,630 Labor Force  
122,552 Total Jobs  
\$66,000 Avg. Earnings

**LOCAL SALES TAX INCOME:** OCTOBER- up 11% from 2013, up 18% from 2012

## HOME BUILDING PERMITS 204 ISSUED in OCTOBER



## RESIDENTIAL DEVELOPMENT (NOVEMBER)

Median SF home sale price was **\$387,930**, up **3%** from 2013  
The # of SF home closings decreased by 22.9% from 2013.

## COMMERCIAL DEVELOPMENT (Q3 2014)

|              | VACANCY RATE | CLASS A AVERAGE | VACANT SF |
|--------------|--------------|-----------------|-----------|
| Brentwood    | <b>3.7%</b>  | \$23.88         | 183,587   |
| Cool Springs | <b>2.7%</b>  | \$25.57         | 165,711   |

# Cure closet issues over lunch

Remember when that floppy blouse bow was the woman's wardrobe stand-in for the guy's tie? Yes, back in the day female professionals were admonished to "dress for success" by emulating their male counterparts – wide-shouldered suits and all!

Is that still going on? What does today's "dress code" look like?

Shopping diva Cathi Aycock will provide some insight into that professional wardrobe conundrum as guest speaker for the Williamson Chamber's Women in Business (WIB) luncheon on Tuesday, Jan. 27, at 11:30 a.m. at the Brentwood United Methodist Church, 309 Franklin Road.

The Nashville native recently joined online lifestyle publication StyleBlueprint after using her shopping skills to keep *Tennessean* readers up to date on retail trends and finds. Her Daily Crave column was accompanied by a frequently changing picture showing off Aycock in the latest fashions. Her WIB talk on workplace attire is appropriately titled "What

(Not) to Wear: The New Norm."

In her new position, Aycock will contribute Williamson County retail stories to StyleBlueprint, as well as articles for the online publication's Southern edition. Started in 2009 in Nashville, the company has added editions that focus on Atlanta, Louisville, Memphis and Birmingham. The growing culture and lifestyle site covers home design, fashion and recipes and features local



Cathi Aycock

shops and restaurants in each city. The publication also has launched local city guides that highlight the best dining, service providers and shopping spots. More than 250,000 people visit StyleBlueprint each month, and 50,000 individuals receive morning emails from the outlet.

The January Women in Business is being presented by MedSolutions. The luncheon costs \$22 for members and \$30 for non-members, who may register as guests. A \$5 late fee will be added for registration after noon on Friday, Jan. 23. Learn more and sign up online at [williamsonchamber.com](http://williamsonchamber.com).



Enjoying the holiday cheer were Paige Thompson, Kim Ferguson, Anna Hill, Martha Harvey and Susan Parsons.



Dental Bliss sponsored the mixer portion of the party, with Amy Moore as representative.



Outgoing Women in Business leader Linda Hirsch showed off the Streater Spencer painting offered in the live auction.



Shanna Jackson, second from the right, will lead Women in Business next year. Joining her here are Juanita Patton, Nancy Conway and Susan Minor.



Josie Russell, right, organized the "walking fashion show." She's joined here by Gina Prince.



Alicia Moorehead represented presenting sponsor Vanderbilt Health and Williamson Medical Center Walk-In Clinic.

**"THEY SAVED MY LIFE"**  
-DUANE EDDY

#MYWMCSTORY  
MYSTORY@WMED.ORG

## Women in business celebrate

Champagne and fashion that supports philanthropy were both close at hand when more than 100 female professionals gathered to celebrate the holidays and a productive Chamber year at the recently opened Audi of Nashville on Mallory Lane.

Couture for a Cause, which resells donated high-end designer styles and gives a portion to local non-profits, provided clothes for the "walking fashion show." The shop, itself a non-profit, is located in Brentwood.

An event committee planned the special session, opting for a change from the usual luncheon, said Meetings and Events Director Abby Bass. Vanderbilt Health and Williamson Medical Center Walk-In Clinic was the presenting sponsor.

A silent auction and a photo-op with Ironman rounded out the party, which also welcomed new Women in Business steering committee members. Bass said the coming year promises to bring many more new experiences for those who participate in this Chamber special-interest group.

# YOUNG PROFESSIONALS



Not just at holiday time, but throughout the year, the Young Professionals offer popular monthly mixers.



Jenna Elkins joined other celebrants in exchanging business cards, a common sight at Chamber events.



## YOUNG PROFESSIONALS FOCUS

Wednesday, Feb. 11  
11:30 a.m. • Cisco Systems

**JOIN US NEXT TIME!**



Denis Jaupi, left, and David Mattson enjoyed a celebratory beverage.



Taking a moment to pose were Rene Inman, left, and Katherine Hardee.



Derek Hoevel, left, and Ben Webster will continue to serve on the Young Professionals Steering Committee in 2015.



# what's new IN WILLIAMSON

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



## HOMETOWN PET FRANKLIN

1203 Murfreesboro Road • Franklin

**Ribbon Cutting – Nov. 15 • 12 employees**

With this first location, HomeTown Pet is the place to find premium products for pets of all kinds – from dogs and cats to chickens and horses. Now also open in Fairview, the store welcomes pets and their people, who can get advice from expert staff. Grooming, adoptions and mobile vet services also are available.



## PINOT'S PALETTE

690 Old Hickory Blvd., Suite 102 • Brentwood

**Ribbon Cutting – Dec. 10 • 12 employees**

Pinot's Palette offers painting classes and private parties for corporate events, birthdays and other engagements. The store also sells frames, wine glasses and more. JBS Family Enterprises plans to open three more locations in the state to bring the creative experience to individuals, families and groups of all kinds.

## GETTING NOTICED IS THE POINT!

Are you opening a business, renovating or expanding? Chamber members can get assistance with a ribbon cutting, then share their news in *The Point*, which is delivered monthly to nearly 36,000 *Tennessean* subscribers.

**Email [liz@williamsonchamber.com](mailto:liz@williamsonchamber.com) to plan your celebration.**

## events&meetings

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

- JAN 15 FUTURE MEMBERS INFO SESSION**  
9 a.m., Chamber office
- JAN 22 MEMBERSHIP MEETING**  
11 a.m. networking, 11:30 a.m. luncheon  
Embassy Suites Cool Springs  
820 Crescent Centre Dr., Franklin  
Speaker: Michael Skipper,  
Nashville Area MPO  
Presented by Vanderbilt Health
- JAN 27 WOMEN IN BUSINESS**  
11:30 a.m.  
Brentwood United Methodist Church  
309 Franklin Road, Brentwood  
Speaker: Cathi Aycock, StyleBlueprint  
Presented by MedSolutions
- JAN 30 PUBLIC AFFAIRS ROUNDTABLE**  
7:15 a.m., Williamson County  
Administrative Complex  
1320 West Main St., Franklin  
Presented by Vanderbilt University Office  
of Community, Neighborhood and  
Government Relations
- FEB 06 YOUR SMALL BUSINESS RESOURCE:  
FIRST FRIDAY**  
7:30 a.m., EISPACES  
1550 West McEwen Dr., Ste. 300, Franklin  
Speaker: Kim Riley, Hylant Nashville  
Presented by FirstBank
- FEB 10 AN INTRODUCTION TO JAPANESE  
BUSINESS PROTOCOL**  
8:30-11 a.m., Chamber office
- FEB 10 CHAMBER 101 MEMBER ORIENTATION**  
3:30 p.m., Chamber office  
Presented by First Citizens National Bank
- FEB 11 YOUNG PROFESSIONALS  
FOCUS LUNCHEON**  
11:30 a.m., Cisco Systems  
1500 W. McEwen Dr., Franklin  
Presented by Saint Thomas Health
- FEB 12 NOLENSVILLE AREA BUSINESS COUNCIL**  
11:30 a.m., Providence Baptist Fellowship  
1668 Sunset Road, Brentwood  
Ken McLawhon, Nolensville Town  
Administrator  
Presented by Williamson Medical Center
- FEB 19 MEMBERSHIP MEETING**  
11 a.m. networking, 11:30 a.m. luncheon  
Franklin Marriott Cool Springs  
700 Cool Springs Blvd. E., Franklin  
Presented by Vanderbilt Health and  
Williamson Medical Center Walk-in Clinic

### RIBBON CUTTINGS

- JAN 28, 11 a.m. • Guaranty Trust Company  
JAN 29, 12 p.m. • Goodall Homes – Lockwood Glen

PLEASE CHECK THE WEBSITE  
FOR UPDATES AND MORE INFORMATION.

# Chamber welcomes new leaders

Twelve Williamson Chamber board members will begin serving new terms this month.

The group will be led by these new board officers: Chris Czarka of Nissan North America as chair; Brit Boatright of FirstBank as vice chair; Bart Jones of Investment Planners as treasurer; and Debbie Henry of The TMA Group as secretary. Judy Hayes will serve as the immediate past chair.

The Chamber also welcomes these board members who will serve through 2017:

- Corinne Bergeron – Jackson National Life Insurance Company
- Mark Cleveland – Elicit Brands LLC
- Jeff Drummonds – Lattimore Black Morgan Cain
- Paula Harris – Barge, Waggoner, Sumner and Cannon
- Cathy Holland – Metropolitan Nashville Airport Authority

- Derby Jones – *Williamson Herald*
- Mike Looney – Williamson County Schools
- Andy Marshall – A. Marshall Family Foods
- Amy Cross Nance – Attorney at Law
- Dawn Rudolph – Saint Thomas Health
- Dr. Henry Russell – Vanderbilt Medical Group Williamson

The board has a total of 36 members.

The Chamber wishes to thank these retiring board members for their service: Barry Alexander, Alexander Automotive; Joe Budd, Budd, Melone & Co.; Brad Dunn, Pinnacle Financial Partners; Gaylord Gardner, ICS Law Group PC; Tena Mayberry, Century II; Tony McLarty, Mapco/Delek; and Rachel Waterhouse, Tennessee Department of Commerce and Insurance.

A complete list of board members is available under "About the Chamber" on the website at [williamsonchamber.com](http://williamsonchamber.com).

## Public Affairs Roundtable moving to Friday

The Chamber's popular Public Affairs Roundtable is moving to the last Friday of the month starting with the January session, which will bring together Williamson County state legislators to brief constituents on issues expected to take center stage in the 2015 General Assembly.

The roundtable time and place will stay the same, convening on Friday, Jan. 30, at 7:15 a.m. in the Williamson County Administrative Complex at 1320 W. Main St. in Franklin. The one-hour show will continue to be seen live on WC-TV, the county's government and education channel, with the video rebroadcast during the week and archived on the station's YouTube channel.

Moderator Dave Crouch of the Chamber's Public

Affairs Committee will lead the guests in a discussion of what's upcoming in the Tennessee General Assembly, which opens on Jan. 13.

The Public Affairs Roundtable is organized by the Chamber to provide public access to elected officials and professional staff at all levels of government. The roundtable is held January through October except for February in 2015, when it will be featured at the Chamber's monthly membership meeting on Thursday, Feb. 19.

The roundtable is free and open to the public. No registration is required. Attendees are asked to arrive promptly at 7:15 a.m.

to accommodate the live television broadcast. Audience questions are taken as time allows.



At a 2014 Public Affairs Roundtable session, community leaders Steve Smith, left, Ellie Westman Chin and Mike Looney took time to catch up.

## Membership luncheon (CONTINUED FROM PAGE 1)

1.5 million people in seven Middle Tennessee counties, including Williamson.

Working with government officials at all levels, the business community and other citizens, the agency develops short-range and long-range transportation plans and addresses related issues, such as land use, safety, climate change and public health. The MPO is authorized to plan, prioritize and select transportation projects for federal funding.

A regional public opinion poll

published by the MPO in November showed a growing demand for more diverse transportation options in Middle Tennessee. That demand is reflected in a regional visioning project for connecting communities in a 10-county area that would include the development of rapid transit, commuter rail, express coach, vanpools and other options. The MPO is overseeing studies to determine the costs, benefits and other requirements and ramifications of each

of the proposed transit services.

Chamber members who register for the January luncheon by the deadline – Tuesday, Jan. 20, at noon – will receive a list of all attendees before the meeting. The Chamber is offering this networking tool in response to members' requests. The luncheon costs \$35 for members and \$40 for non-members, who may register as guests. More information and registration is available at [williamsonchamber.com](http://williamsonchamber.com).

# Transportation, advocacy tapped for Chamber emphasis

In the Q&A this month, new Board Chair Chris Czarka shares some thoughts about what's ahead for the Chamber in the coming months.

● **What are the most valuable benefits the Chamber brings to local businesses and to the county?**

As outlined in the vision and strategic plan for the Chamber, our mission is to take an innovative approach to building a prosperous business community here in Williamson County. We have a big task in trying to do so for such a diverse group of members, from the sole proprietors to the large multinational companies headquartered here.

We create valuable avenues for many of our members to share information, enhance communication and establish

connections with other business professionals and community leaders. Likewise, through these activities and the relationships that are created, we strive to be an organization that cultivates talent and leadership. We do that by enhancing the leadership skills people bring back to their respective businesses, as well as to the community at large.

One of the value drivers or synergies created by merging three of the local chambers in 2012 was to allow for this Chamber to be a key regional partner and have a stronger advocacy voice for our members regarding issues impacting the county and Middle Tennessee. Whether we are a resource or an advocate regarding government affairs that affect our businesses, or

partnering for an educated workforce, we are in a unique position to provide this value and support for our members.

● **As the Chamber board chair, what goals or challenges would you like to focus on in 2015?**

My primary goal for the upcoming year is to ensure that we continue to focus on the strategic plan we adopted in 2013 and be certain that we continue to execute the plan and modify it as needed to reflect changing business conditions – in essence, to ensure that the strategic plan remains relevant.

As it relates to specific initiatives I would like to focus on in 2015, I would highlight two areas. First, I

would like to continue to develop our policy around the advocacy role of the organization. In the dynamic business environment we

continuing to focus on what's best for all of our members.

Secondly, the tremendous growth in Williamson County is outstanding for a business-oriented organization such as the Chamber. However, with growth comes issues, and the foremost issue we face is transportation. I can foresee the Chamber being a partner with the public sector with regards to this issue to ensure our members have an opportunity to provide input and be a part of

the solution. After all, the quality of life is why many of us were attracted to this area and why we choose to live, work and play in Williamson County and Middle Tennessee.



## Signature events (CONTINUED FROM PAGE 1)

national experts, hear from leaders who are shaping the economy and get a first look at wide-ranging statistical information illuminating both of those in Williamson County. This year's program will focus on a high-interest topic for almost all businesses: workforce development. A keynote speaker will be Amy Gerber, senior vice president for business and economic incentives at Jones Lang LaSalle, which provides commercial real estate strategy, services and support to organizations around the globe.

**GOLF CLASSIC • June 24, 8 a.m. and 1:30 p.m., The Hideaway at Arrington** – Presented by Nissan, the popular Golf Classic is a flighted scramble with two shotgun starts, so there's always a perfect choice for joining in as an individual player or as a team. The tournament can accommodate 244 participants. Chamber membership is not necessary to participate, so businesses often invite clients or colleagues to make a foursome. At the end of the day, an awards mixer brings together players and non-players to toast participants and one of the county's premier fundraising events.

**WILLIAMSON FORWARD • Sept. 28 to 30, Austin, Texas** – Austin competes with Williamson County

when certain types of companies are looking to locate or expand, so business and community leaders want to find out what that Texas city is doing right. The Austin trip will be the first one put together by Williamson, Inc., which incorporates both the Chamber and Economic Development. The team will be exploring a range of topics, including housing, transportation, education and economic development. Trip participants also will meet with local leaders in the nearby city of San Marcos, which is similar to Franklin.

**ANNUAL MEETING • Nov. 19, 5 to 8 p.m., The Factory** – This is an evening to look forward to, when the Chamber hosts an event that seamlessly combines business with pleasure. Inaugurated in 2013, the State of the Chamber dinner is a time for community members to celebrate all that is good in Williamson County. Attendees will get a wrap-up of the year's accomplishments and learn about what's on the horizon during this popular, sophisticated dinner program that brings the entire community together.

To learn more about the signature events, click on "Events" and "Sponsorship" under the "Chamber" menu heading at [williamsonchamber.com](http://williamsonchamber.com).

## LOOK FOR NEWSLETTER ON WEDNESDAY

*The Point* will publish on a different day starting this month. Look for it on the second Wednesday of each month delivered with *The Tennessean*. Chamber email subscribers will receive it digitally the same day. Suggestions and comments about the Williamson, Inc. newsletter are welcomed at [libby@williamsonchamber.com](mailto:libby@williamsonchamber.com).

## An Introduction to JAPANESE Business Protocol

Learn about the intricacies of Japanese business culture and etiquette at a free event hosted by Williamson, Inc. Economic Development in association with the Japan-America Society of Tennessee and the Consulate-General of Japan in Nashville.

From bowing to presenting gifts, Japanese business protocol can be confusing to those who are unfamiliar with it. This session will help professionals bridge the cultural and communication gap and support good outcomes when working with Japanese colleagues and customers. Topics to be covered include business card exchange, relationship building, meeting logistics and more.

**FREE EVENT**  
open to all business professionals.  
REGISTRATION IS REQUIRED.  
Seating is limited.

To save your space  
contact Morgan Dent at  
[morgan@williamsonchamber.com](mailto:morgan@williamsonchamber.com)  
or 615-938-7485.

**WILLIAMSON, INC.**  
ECONOMIC DEVELOPMENT  
5005 MERIDIAN BLVD., SUITE 150  
FRANKLIN, TN 37067



**2.10.15**  
**8:30 - 11 AM**



# GET READY FOR **business** IN 2015



The **MONTHLY MEMBERSHIP LUNCHEONS** draw the largest and most diverse crowds. Speakers share their expertise on a range of up-to-the-minute topics, including education, technology advances and economic growth.



**WOMEN IN BUSINESS**, which draws the second biggest attendance each month, is one of several Chamber special-interest groups – this one focusing on professional development and mentoring for female professionals.

The **PUBLIC AFFAIRS ROUNDTABLE** is the only place residents can get a front-row seat to learn the latest news from state legislators and county and city officials. Running January through October, the roundtable will not convene for its regular meeting in February but will be featured at the monthly membership luncheon.



Small-business professionals and entrepreneurs flock to **FIRST FRIDAY** to learn from programming aimed at their special interests and needs. Held on the first Friday of each month except when holidays intervene, these popular meetings consistently draw a full house.



To serve the unique needs and interests of members in the earlier phase of their careers, **YOUNG PROFESSIONALS** offers leadership development, community engagement and informal mix-and-mingle activities for those 40 and younger. Meetings and mixers are held every month.



**W**ith 1,350 business members and more than 3,700 on the subscriber email list, the Williamson Chamber is the largest business organization in Williamson County. In 2015, almost 100 events and meetings already are on the schedule. Based on participation in 2014, these are expected to have a combined attendance of well over 4,000.

The Chamber's four annual signature events and the recurring monthly meetings highlight a premier presenting sponsor and additional event or meeting sponsors. These sponsorships, combined with member dues, enable the Chamber to offer superior networking opportunities, unique educational programming and outstanding leadership development. In return, sponsors get a proven forum to showcase their brand before a targeted, engaged audience.

If your business is a Chamber member, now's the time to evaluate the diverse groups that gather for Chamber events and meetings and consider which sponsorship spot hits your target audience. Ranging from \$200 to \$10,000, there's an opportunity that fits every budget. Contact Abby Bass at [abby@williamsonchamber.com](mailto:abby@williamsonchamber.com) to find out more.

If your business is not yet a member, contact Pam Von Ehr or Renee Shafer on the membership team at 615-771-1912 to find out about the many benefits that come with being part of the countywide Williamson Chamber.



The quarterly **NOLENSVILLE AREA BUSINESS COUNCIL** meetings provide networking and professional development opportunities for those doing business in this growing area on the northeastern edge of the county. Professionals from throughout the county are invited to attend.