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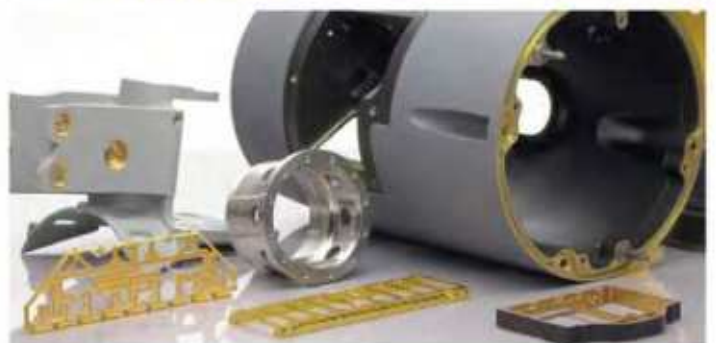
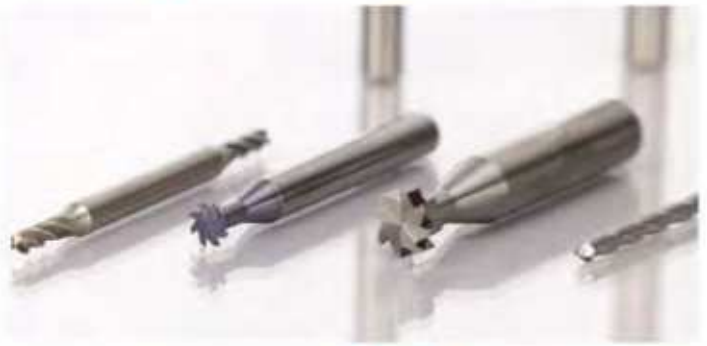
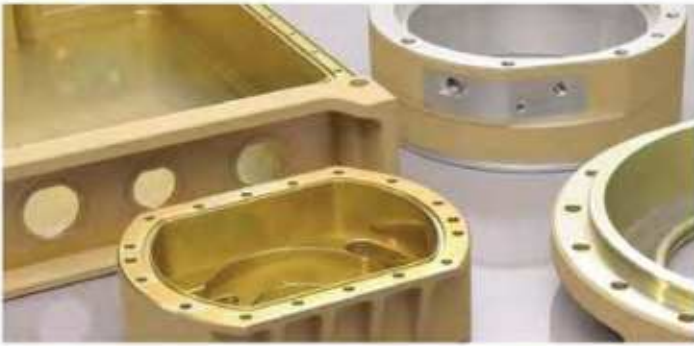


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**FIRST
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Last year there was no news more exciting than the announcement that Ford's Blue Oval City would be built in West Tennessee. Hailed as the largest investment in Tennessee's state history, the automotive assembly campus will be located near Stanton, Tennessee and will be operated by Ford Motor Company and SK Innovation.

With Ford's \$5.6 billion investment and the state's \$500 million in incentives, the project will require at least 6,000 on-site workers and will create another 27,000 jobs directly and indirectly, not counting those that will be construction related. The combined revenue from the jobs is expected to return \$1 billion or more back the state.

"One of the exciting aspects of this development is that it's the first green-field operation Ford has done in over fifty years," said Mark Herbison, President and CEO of HTL Advantage, a three-county regional economic development agency tasked with aiding and overseeing business retention and expansion in Haywood, Lauderdale and Tipton counties.

"A green-field operation is when a parent company locates into an untouched area where everything starts from scratch—new jobs, new facilities, are all created from the ground up," explained Herbison, who was recruited by HTL Advantage in 2019.

When he came onboard, he had no idea he would soon be working on a project described by Ford as "the largest ever US investment in electric vehicles, at one time, by any automotive manufacturer."

MANY FACTORS AND FIGURES PLAYED A PART

The Memphis Regional Megasite in Haywood County was an area ripe for development and Herbison was only one among several other economic development specialists who were proactively engaged in trying to find a tenant for the unique and expansive site. However, it was no secret that interest in the Megasite had become tepid in the preceding months. It had much to offer—if only they could find the right partnership of tenants.

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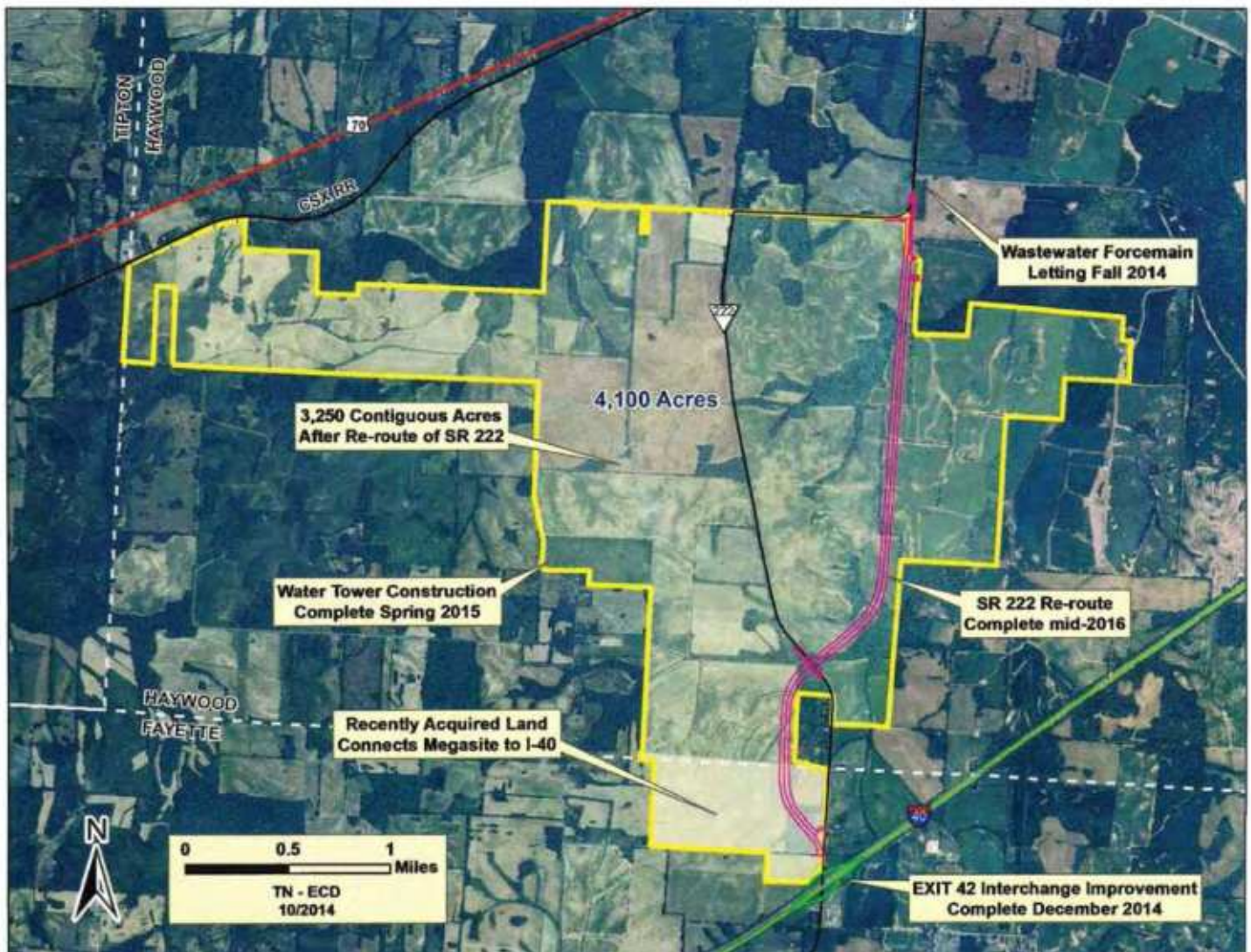
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Map showing megasite proximity to I-40

Over the past two decades much work and thousands of dollars had gone into getting the 4,000 acres sales-ready. And throughout that period the site was being touted by TVA, state, and local economic and community development representatives, elected officials, chambers of commerce and numerous others.

In 2016 then Tennessee Gov. Bill Haslam conducted a 10-day tour in Asia, where he personally called on several major manufacturers in an attempt to lure them to the Megasite. Herbison, who at that time was senior VP of economic development for the Greater Memphis Chamber, recalled that he had always dreamed of the site becoming a large auto manufacturer. The Asian trip, however, failed to attract any takers or serious prospects.

When Herbison began his new position with HTL Advantage, the quest to find a Megasite tenant became an even greater priority for the region. However, he soon realized there was no current data to support

his belief that the three counties he was now championing had a strong workforce in place. “I needed data to prove our capabilities,” explained Herbison. “Previously our workforce was being sold county by county. Companies like Ford don’t care about counties, state lines or political jurisdictions. They only look at drive-times. Typically, they want to see a 45-minute drive time for their employees, so that’s what we focused on.”

“The Ford and SK Advantage representatives loved the site,” said Herbison. “They wanted a huge one—and that’s exactly what we had to offer.”

In the second quarter of 2020, Herbison commissioned two labor studies, followed by a further, more granular study. Final reports were completed by the end of 2020 and revealed valuable data points. They found a population of one million people within 45 minutes of

the Megasite. Within that 45-minute drive there were 187,000 people with skills to work at car plants, and almost 190,000 additional locals with the skills needed to work in a battery plant.

“We had a good story to tell,” recalled Herbison. These actions turned out to be eerily serendipitous. In February of 2021, Ford came knocking. “It was lucky timing,” remarked Herbison.

Ford had heard about the Megasite, and when their representatives arrived, Herbison was one of the first team members to greet them. The initial group was comprised of architects, engineers, TVA reps, the state engineer, wastewater experts, and others.

This is great news for Haywood and all of the surrounding counties in West Tennessee.

“The Ford and SK representatives loved the site,” said Herbison. “They wanted a huge one—and that’s exactly what we had to offer.”

The next stages of concern focused on costs, incentives and the workforce capabilities followed by quality of life issues.

“We spent three days with their representatives showing them neighborhoods, immersing them into the area,” said Herbison. “They loved what they saw. I think that’s what finally sold them.”

BLUE OVAL WILL LEAD TO A VIBRANT NEW CULTURE

“Here’s the thing about Ford,” Herbison stated. “I’ve

always heard when they start building in an area, they don’t stop. They expand their existing facilities, which leads to more growth and more jobs.”

This is great news for Haywood and all of the surrounding counties in West Tennessee.

“Haywood has been in a decline for the last thirty to forty years,” said Herbison. “Last decade they lost 8% of their population and the decade before that over 9% left the area. This will change that trend. I don’t know yet the magnitude, but it will grow significantly.”

Over the past several decades the loss of tax revenue meant public infrastructure utilities such as new Rd.s, lights, and wastewater treatment centers weren’t updated. But with state investment dollars on the way, improvements will soon change the vast landscape of the area into an economic oasis.

With the rush to accommodate the plant and its employees, other ancillary businesses—from retailers to various service providers—are gaining footholds. “We’re already seeing hotel growth in Brownsville and Arlington,” Herbison mentioned. “In fact, I think they’ve put a moratorium on new hotels in Arlington.”

It’s evident Blue Oval City is sparking fresh interest and enthusiasm in an area that has remained stagnant for way too long.

“It’s definitely going to change the culture,” asserted Herbison. “We’ll be adding and improving many things as we prepare for Ford. We’ll have new people coming in from all parts of the country; we’ll see a new demographic makeup that will bring changes in our school systems and in our public officials.”

“It’s going to be an exciting time for all of us.” **I**



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throw rocks
at girls!*



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COMES TO

When she drives by the outdoor pickleball courts in Shadowlawn Park, Bartlett Parks and Recreation Director Shan Criswell sees more than just a group of people having fun.

“It’s a sport where—at any given time—dads and daughters, seniors and youngsters, experts and beginners, can be seen playing together,” she says.

So what accounts for pickleball’s wild popularity? “What makes the sport attractive,” says Criswell, “is that it’s a game for anyone. You learn as you play, it’s easy to learn, and it’s a sport for all ages and levels of fitness.”

Although pickleball may appear to be a “new sport,” it really isn’t. It’s been around almost sixty years, and its creation is an interesting story itself. It was developed by a trio of dads looking for ways to entertain their kids. They dug out old badminton nets, found some wooden paddles, and a perforated plastic ball. They named the game pickleball after a neighbor’s dog, Pickle, who kept taking off with the ball.

Today the game is described as a hybrid of tennis, ping-pong, and badminton. Says Criswell, “The courts are shorter, and when the ball is hit, there’s a slower bounce. You get the sense you’re playing ping ball with a larger ball on a tennis court.”

Several years ago interest in the sport was brought to the attention of Bartlett Parks and Recreation by a handful of avid fans who wanted courts installed within the city’s parks.

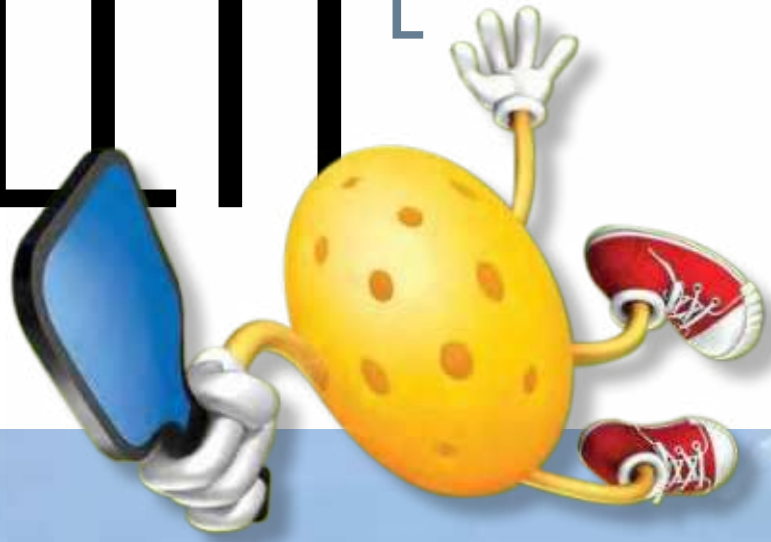


“At first we brought in some nets and had them available at the gym, but soon the demand grew for more,” recalls Criswell. “They petitioned for outside courts, which we obtained through fundraisers and grants. Last June we held a ribbon-cutting ceremony to unveil the two new courts at Shadowlawn Park.”

Already the sport has proven to be a draw. A few years ago a pickleball tournament was held to raise

BARTLETT

What makes the sport attractive is that it's a game for anyone.



money for Youth Villages. The fundraiser's success propelled it into an annual two-day event with major sponsors. Last year they raised around \$52,000.

Criswell says that this year a first-ever Bartlett pickleball league will be formed. Many of the league founders will be those who first introduced the idea to Bartlett Parks and Recreation. The league will develop a committee that sets rules of play on the courts

and will provide information for additional add-ons designed to ensure the social aspect of the game. This will include such items as a Paddle Saddle, which reinforces the first come, first serve rule, and discourages over zealous players from hogging the courts.

The city will also offer pickleball lessons taught by two certified instructors. **I**

St. Francis Bartlett — Finding the Gaps and Filling Them

“It takes experiencing a disaster to see where your gaps are and how to fill them,” says Chris Locke, CEO of Saint Francis Hospital Bartlett. “What we’ve learned is that flexibility and adaptability are essential keys, along with learning to become super creative.”

The disaster Locke is referring to is the COVID-19 pandemic, which early this year was still raging through the community, overwhelming hospital staff and resources. Having previously served as COO at Wellington Regional Medical Center in Florida, Locke has already worked through four hurricanes, and knows a thing or two about disasters.

“But COVID is a very different situation,” he explains. “With hurricanes—which occur predictably in Florida—we were well prepared with two teams, each with distinct functions. Disaster preparation for hurricanes has a similar playbook each time one hits.”

So how do hospitals prepare for disasters such as COVID-19?

“Hurricanes are very disruptive, but there is a beginning and end to them. With this pandemic we don’t have that closure. We don’t know what will happen next, so that’s why we’ve had to stay flexible and creative, and find new and different ways to do things.”



Locke, who’s served as CEO at St. Francis since 2015, admits the pandemic has created new challenges, but he’s laser focused on the messaging he wants to deploy to the community.

“We want people to know our emergency room doors are wide open. We’re constantly improving our efficiency as we try to meet patient expectations,” he says. “In fact, the front of the hospital has become an emergency entrance.”

From the time a person enters the front door, the patient’s care plan rolls into action. Within minutes the patient is assessed, critical information obtained, and any necessary testing is ordered. To further streamline this process, St. Francis has a call-in number whereby patients can alert the ER team so that upon arrival, they’re already one step ahead. There’s also an online check in for non-life-threatening conditions.

“There are three focus areas we keep front and center,” Locke emphasizes. “The first is efficiency. How quickly can we get this patient into the pipeline, assess their needs and alleviate their anxiety and fear? We try to treat every patient with the kind of compassion we have for our own family.”

The second focus, he says, has to do with the quality of care. In addition to things like trying to minimize a patient’s length of stay, this focus has also called for staffing upgrades. As he’s assessed providers and ER

physician groups, Locke is also looking to bring on more physicians who are board certified in emergency care. This has led to the hiring of Dr. Jay Nichols, medical director of ER operations, and Jacquelyn Whobrey, their new chief nursing officer. Also fresh to the leadership team is Glenn Sawnsen, ER director.

Locke's third focus area for St. Francis is the provision of outstanding patient service.

"We want our community to continue to trust us with their care. In return we will continue to provide a level of service that more than meets patient

expectations," explains Locke. He says the hospital staff has felt gratified by the support they've received during the pandemic. Church groups and others have brought food to the staff and have even held prayer vigils in the parking lot.

"If people would like to volunteer, we have a great auxiliary," Locke states. "Protocols are in place for their safety, and we've created processes to make them feel comfortable. Now, more so than ever, we appreciate the prayers, trust and support we've gotten. We want to make sure we continue to earn that trust." **I**


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What Else Can We do to Help Our Community?



Saint Francis
Hospital - Bartlett

T

his rhetorical question is asked by Dr. Jay Nichols, a board certified ER physician and Saint Francis Bartlett's new ER medical director. The conversation is about the expanding role of emergency room medicine, and how St. Francis is preparing to meet challenges as they arise.

Dr. Nichols, who's been with the hospital since July of 2021, brings to his position over twenty years of experience as a physician and a leader in healthcare management and ER services.

"We must continue to grow, learn and lead in the middle of this pandemic," explains Nichols, as he answers his own question. "All hospitals are trained for disaster—chemical, earthquakes, and weather-related events. None of us have been trained previously for long-term disasters, like COVID.

"We're serving our community by addressing those factors which will help us help them as we get through this pandemic together."

One way to assist, says Nichols, is to make sure St. Francis is taking care of its own employees. As the pandemic stretched from one year, to two and now into three years, healthcare workers have been thrown into untenable situations. Stress and burnout are running rampant, and it's no different at St. Francis Bartlett.

"You know, compassion fatigue is a real thing," says Nichols. "We have at the hospital what's called a

compassion fatigue room. It's a safe space for any of our employee to go to and take a 15 or 20 minute respite. Sometimes they just need to get away from things, and to feel supported."

Another way Saint Francis is helping its community is by looking into the future. "We want people to know we're staying ahead of the curve, and at the time when this pandemic will finally be over. We're constantly searching for new ways to add value, like advancing our service lines, and aggressively promoting our virtual queue."

Dr. Nichols is an animated, enthusiastic messenger for St. Francis Bartlett's emergency services. Self-described as passionate about his role, he's the liaison to all of the hospital's ER partners and service providers. He's eager to communicate the message that St. Francis has a robust system in place ready to take care of anyone who enters their emergency room. "It's a front-end process where people are seen immediately. It's a comprehensive system that's in place 24-7, from the time they arrive until they're released."



*ER Medical Director, Jay Nichols
Saint Francis Hospital Bartlett*

When talking with Nichols one learns what an important and specialized area ER medicine is. In 2007 he says, Memphis had only three ER trained physicians in all of Memphis. These days there are still only 25 who are ER trained and board certified.

Although board certification isn't required, having the professional license in emergency medicine is a credential that's highly desirable and displays an additional layer of competence, knowledge, and expertise. In addition, ER medicine is also listed as an emerging specialty according to several sources. A report in 2020 from the Association of American Medical Colleges listed this specialty as one that will likely see future growth.

"At Saint Francis we're interested in having more ER residents at our facility—and we're also creating a path

**Every day is challenging
but it's where I want and
need to be.**



certification," says Nichols. "It's intense training, but we're seeing interest in it."

It's clear Saint Francis is on the right track in its ER upgrades and in the reconfiguring of its leadership. "Every day is challenging," says Nichols, "but it's where I want and need to be." **I**

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Amy Maliskas:

Teacher of the Year

From the time she was very young, Amy Maliskas always knew her life's calling.



Oak Elementary Principal, Stephanie Beach congratulates Teacher of the Year, Amy Maliskas

Born and raised in the Bartlett community, she attended Bartlett schools, but began her career as a kindergarten teacher at Barret's Chapel in Arlington.

When she came to Oak Elementary four years ago she had almost a decade of teaching under her belt. When she entered her new classroom, it was filled with first-graders. Was this the grade she wanted to continue to teach?

"Oh yes! I love teaching the first grade. These kids are so much fun, and filled with a passion for learning. It's a joy every day to come to school and to know these kiddos are ready to do whatever I've got planned for them."

In Amy Maliskas's classroom, her young students never know what she might have planned for them. And that's part of the creative learning environment she's created that led her to be named the District's Teacher of the Year.

"I use games and lots of other ways to engage and create enthusiasm," laughs Maliskas, who on the day she was interviewed had worn a tutu to class along with a glow-in-the-dark shirt. "I'm not afraid to be silly and to try new things. My kiddos love being surprised and not knowing what fun thing we'll do next!"



Oak Elementary opened its doors in 1987, and today has a little over 30 teachers with around 20 students in each classroom. The school has always had the reputation for being one with a safe and nurturing environment.

And that environment embraces teachers and staff as well as its students. "We teachers are treated so well," states Maliskas. "I think this trickles down from Superintendent Dr. David Stephens. He leads by example, and even welcomes us at our new hire boot camps."

The trickle-down effect obviously played a role in Maliskas being chosen Teacher of the Year. In addition to her classroom she's also instructional coach at Oak Elementary. She mentors new hires over a three year period—mentoring and encouraging them as they learn the ropes and culture of the school. This year she is mentoring five new teachers.

"I want them to know it's OK to fail at something—just don't be afraid to try new things," says Maliskas. "I ask them to meet their students where they are, not where you want them to be."

In addition to her busy school schedule Maliskas also has a family—a first and fourth grader—as well as a husband. The kids both attend Oak Elementary, and her husband serves as a K-9 officer with the Bartlett Police Department.

Being named Teacher of the Year was unexpected but Maliskas is deeply gratified. "It was on my bucket list, but being surrounded by so many rock star teachers, I was shocked, but also very humbled.

"It's an honor for sure, but I keep my focus on the students. Kids just want to be loved and accepted. That's the most important thing I can do." **I**



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ENTREPRENEUR of the

Things are still humming along at a brisk pace for Entrepreneurs of the Year, Brandon Seavers, Mark Yoshida and their company Memphis Record Pressing.

Although the two business partners have worked together in the Memphis music industry for 25 years, it was their collaboration in 2014 with Fat Possum Records in Oxford, Mississippi that moved the needle toward the success they're seeing today.

The two began their foray into CD and DVD manufacturing with Audiographics Masterworks, which broke ground on a Bartlett facility at 3015 Brother Blvd in 2008. Six years later their partnership with Fat Possum resulted in the formation of Memphis Record Pressing (MRP), which soon became one of the nation's leading vinyl record manufacturers. With their planned expansion and \$13M in capital investment, they are now poised to take the top spot as the country's biggest record manufacturer, and one of the largest worldwide.

They also formed an alliance with GZ Media, a Czech-based record manufacturer which currently holds the world's title as the largest vinyl record manufacturer. Together they started Precision Record Pressing, which is based in Toronto. According to Seavers and Yoshida, having locations in Memphis, Toronto, and Central Europe makes it easier for international companies like Sony wanting to do a global release.

Due to the ever increasing demand for vinyl, the company runs its presses 24-7, and cranks out hundreds of

thousands of albums monthly. In 2020 their output was just over 4 million records. A staff of employees that range from 110 to 135 or more, is on track to keep pace with the demand. Last year's vinyl record sales in the



Mark Yoshida

Brandon Seavers

PRENEUR

year

These entrepreneurs are poised to lead the world in vinyl record pressing



This year MRP was featured in a major Memphis Moves campaign alongside such companies as Ford, Amazon, SK Innovations, Medtronic, and other companies touting their job growth and capital investment. They've also received recognition with their I Am MRP Spotlight, which features its employees—from press operators, client services, designers, maintenance technicians and office staff—in a short video. The video demonstrates what the employee does, in their own words, and serves as a way to acknowledge their contributions while promoting the company as well.

US increased 108% in the first six months of 2021, according to several industry publications. There's no evidence to indicate any changes in its upward climb.

Last August Memphis Record Pressing's application was approved by the city of Bartlett's Industrial Development Board (IDB) and Shelby County's EDGE Board for a 10-year Fast Track Jobs PILOT assistance in the form of a 10-year partial property tax abatement. The boards were impressed with its multi-million dollar investment and its prediction that MRP would add hundreds of employees with an average salary of around \$36,000.

The MRP partners revealed earlier this year they had considered moving their production to either Toronto or Prague, and then manage new projects in Northern Mississippi. However, after careful consideration, they elected to remain in Bartlett.

We think this is a great decision for these Entrepreneurs of the Year! Not only does it preserve the local jobs, and the businesses that benefit from their presence, but it also keeps the needle on this area's long, rich musical history. **I**

BARTLETT HIGH SCHOOL'S CULINARY PROGRAM IS ^{ON}_{TOP} OF CURRENT LABOR TRENDS

Now is a good time to enter a rapidly growing field

What does the future look like for people wanting to go into the hospitality field? It's a vast industry that not only hires hotel managers, wedding and event planners, and tour guides, but also executive chefs, food and beverage managers, pastry chefs, and others in the culinary arts.



Fortunately, prospects are bright for culinary arts graduates. In a recent report from the US Bureau of Labor Statistics the food and beverage industry is one of the fastest growing segments in the country, with growth outpacing the economy. The employment of chefs and head cooks is projected to grow 25% from 2020 to 2030, which is faster than the average for all other occupations.

This data is music to the ears of Clark Knight, Career and Technical Education Supervisor for Bartlett City Schools. "We've grown from being a simple food service program into a full culinary arts curriculum," says Knight. "And over the years we've seen a lot of growth and interest in this area of education."

Bartlett's program is particularly attractive to students who are drawn to a hospitality career but may not be interested in a four year college degree. They have options. The high school has recently partnered with the University of Memphis and its specialized culinary arts program, and Bartlett students are able to pursue one of several career paths upon graduation.

Students can opt for a certificate in the program, or they can continue with their earned post secondary credits toward either an Associate's or Bachelor's Degree. All three options will allow them entree into a growing and well paid field.

The original program, which was created 25 years ago, was modest. It started with a few classes offering an overview of the industry, as well as food prep, safety and sanitation. By the late 1990s it had developed into a robust curriculum with three levels of study and a full culinary kitchen.

"We now have a schedule with over a hundred students taking classes from our culinary instructor, Pam Diebold," says Knight. "She's a great asset to

industry and the foundational skills necessary to become a banquet chef, food and beverage manager, caterer, or executive chef. Other courses take a deeper dive, ranging from safety and sanitation, kitchen tools and equipment, recipe basics, ingredients, and kitchen staples. Students also learn advanced cooking principles, food presentation, and culinary professionalism. They're additionally coached on the types of business opportunities available to them, specifically related to which educational direction they pursue.

When students complete the culinary arts program, they will have accumulated a bRd. range of knowledge and skills enough to start building a professional portfolio. Knight says he's excited about the quality of the program, and its future. The dual enrollment partnership with the University of Memphis will help professionalize their program even further, and set them apart from other schools.

"Right now there's not a tremendous amount of culinary programs like ours out there at the high school level," states Knight, "but that could certainly change." With the Bureau of Labor Statistics projecting around 19,000 annual openings for chefs and head



BHS students learning the various cuts of poultry with a hands on approach. This and other fundamentals are taught in the culinary program.

our program, and she's injected a lot of passion and enthusiasm into our students taking these classes.

Diebold's curriculum is comprised of Culinary Arts I, II, III and are part of a program of study in Career and Technical Education (CTE) called Hospitality and Tourism. Classroom studies cover a bRd. range of topics including the history of the food services

cooks over the next decade, Bartlett High School's culinary arts program is on top of the labor need and is poised for success. **1**



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The Company That **Listens**

When Mike Crook, COO of Grace Medical, graduated from Ole Miss with a degree in marketing and sales administration he didn't know his career would lead him into a field where peoples' lives were changed daily. The medical device industry had not been on his radar. "I actually stumbled into this career," he recounts. In 1986, Crook was hired by Treace Medical, an orthopedic company based in Ponte Vedra Beach, Florida. "It was here that I learned about the industry, and about the delivery of superior customer service."

He remained with the firm as it later merged with Xomed-Treace. Eventually Crook moved on to take advantage of other opportunities in the field. He spent 14 years with Gyrus and its predecessor, Smith & Nephew ENT. During that time he held the positions of VP of Sales and Group Director of Global Marketing, and Senior VP in the Otology Business Unit for Gyrus ENT.

In 2007 Grace Medical's CEO Murray Beard approached Crook to see if he'd be interest-

ed in helping rebrand the business. Crook was up for the challenge. At that time Grace Medical had only been in the market for twelve years. Like some of the earliest medical device companies in this area—Grace started out as a small business run from the family garage of its founder Tony Prescott. It began as a contract manufacturing operation, producing titanium ventilation tubes used to drain fluid from the middle ear to reduce the occurrence of ear infections.

By the time Crook joined the company Grace had already patented such devices as a first-of-its-kind titanium adjustable middle ear prosthesis, as well as other proprietary and patented ENT products. Each advancement was designed for specific issues experienced by ENT surgeons in their delicate operations on their patents—many of whom are children. Problems such as ear infections and the incidence of perforation following ear tube removal were addressed with the introduction of its Triune Vent Tube.

Crook was impressed by the company's swift growth and its new and innovative product ideas. He hit the ground running. "I was over the sales and marketing operations, and



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became immersed into the company's ethos, which emphasizes cooperation and collaboration.

"Everything goes back to Tony," Crook says of Tony Prescott, the company's founder, chief technology officer, and inventor of foundational products that were patented for inner ear implants. Over the course of his career Prescott has filed for over forty patents. "Tony is a brilliant guy. He believes strongly in personal relationships and high quality products."

For several days the surgeons brainstormed ideas while Grace's teams took notes and listened. "We also spent quality time developing relationships and common ground," recalls Crook. "Some of these relationships evolved into friendships that we still enjoy today." It wasn't long before Grace Medical began earning the reputation as "the company that listens."

It was then team members realized they would need to make a commitment to spending more time on the Rd.. They would need to develop and nurture those budding relationships as they continued to support the sur-



To bring those two beliefs together the Grace team hosted a first of its kind panel meeting in New York. "Instead of taking a technology and putting it into a space—we did just the opposite," explains Crook. "We brought in surgeons from around the country and we drilled them on their needs and on their wants. We also brought in our research and development teams and said, here's the challenge, identify the needs."



geons. "Surgeons are passionate about different things in their field. We support those passions," says Crook. "These days you can go to almost any ENT surgeon anywhere in the country and they'll have a story to tell about Grace Medical."

Grace Medical employees also have plenty of stories to tell—some serious, some lighthearted. “Over the years I’ve heard from people who describe how they were impacted by the tiny, life-changing devices we manufacture and sell,” Crook recalls. “I remember in particular a letter from a lady who was a patient at Mayo Clinic. She said she didn’t realize how much the quality of her life was about to change until she received the device from Grace.”



Crook says Grace employees are also encouraged to have fun and to enjoy the work they do. “Our sales reps constantly tell us they feel like an important part of the company, and they appreciate our family orientation.” Crook also embraces this sentiment as he frequently finds himself spending time with surgeons and other clients as he crisscrosses the states and continents for his company.

“Surgeons are passionate about different things in their field. We support those passions.”

He chuckles as he recalls a particular incident following a surgeon-panel meeting in Ohio some years ago. “I was invited to the home of one of the surgeons who attended the meeting, and while there we suddenly heard the shriek of tornado sirens.” The surgeon

promptly hustled his guest down into his tornado shelter as outside the winds began whipping and the sky was turning black. “Well, when we got downstairs, he showed me that his tornado shelter also doubled as a wine cellar! From that point, it didn’t seem so scary after all.”

Now into its twenty-seventh year, Grace Medical continues in its mission to improve patient care through research, education and innovation. The company has grown to almost one hundred employees, ten of whom work in a small manufacturing division in Lake Havasu, Arizona. It currently has over forty international distributors, and sells its products in over sixty US territories. Its annual revenue is around \$22M.



Based in Bartlett, Tennessee, Grace occupies 38,000 square feet. According to Crook, “We could easily grow into another 15,000—we need more manufacturing space.”

Although the firm has greatly expanded in terms of employees, space, and new products,

it remains firmly grounded in its focus on hearing loss and innovations for endoscopic ear surgery. “Our reputation and our core beliefs are what drives us,” says Crook. “Our values are centered on keeping our commitments and fostering our relationships.” **I**

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A WHOLE NEW STYLE OF LIVING

Union Depot, spearheaded by developer Keith Grant of Grant Construction, is rooted in the idea that people are happier living in neighborhood communities that provide for most of their needs in a compact area. Formerly referred to as “mixed-use developments,” they are now mainly known as the live-work-play model.

“This is exactly the kind of project Bartlett needs, and that many have wanted, but just doesn’t exist here today,” says Dexter Muller, owner of Pinnacle Planning Advisors and economic development consultant for

the project. “There’s a growing number of people who want a home that has a smaller yard with less maintenance, and one where they can walk or bicycle to nearby restaurants or other retail establishments.”

The Live/Work/Play model isn’t new. It’s based on a nostalgic yearning for what used to be the benefits of living in a small town. Over the years city planners began noticing peoples’ complaints about long commutes, endless traffic and the lack of walking spaces in their communities. New ideas about urban develop-



ment began crystallizing around the return to a time when everything we want can be found in a shorter distance, and a shorter drive time. Even better, people could walk or bicycle to where they want to go—spending less time in the car and more time outside.

Developer Keith Grant, of Grant Construction, has envisioned Union Depot for a long time. “Developments such as these are part of a national trend. You can see the local success of the Smart Growth initiative in Germantown, which is modeled on the urban planning and transportation theory that concentrates growth in compact walkable centers and where sustainability is valued over short-term focus.”

The property that Union Depot will be built on was sold for \$4.1 million and sits on nearly 74 acres that was previously the site of the Baptist Children’s Home. Grant had eyed the space soon after the facility closed in 2018, but decided at that time not to pursue the purchase. For a project of Union Depot’s magnitude there needed to be new sewer services, Rd. improvements, and other public utilities.

pay for public infrastructure, and Muller had already assisted developers in implementing projects in Harbor Town, Highland Row, Graceland, and others along the Poplar corridor.

“I’ve probably worked on more TIFs than anyone else locally, and when I told Keith about them, he was very interested,” says Muller.

“Developments such as these are part of a national trend.”

The City of Bartlett had never used this type of financing before but they weren’t averse to either the project or applying for the TIF. “The people of Bartlett were great to work with—the mayor, his staff, everyone was so helpful,” says Grant.



Last year Grant took another look at the property. This time he had the help of Dexter Muller, who had experience utilizing Tax Increment Financing (TIF) on other major projects. This form of financing is a way of monetizing revenue to help

Things fell into place within record time. The economic impact plan by Younger and Associates, a requirement for a TIF, was completed in early fall of 2021 and clearly showed that the project would indeed yield a positive return for the city.

Then, in November of 2021 the Industrial Development Board unanimously approved the City's first Tax Increment Financing for the proposed multi-million dollar mixed-use project.

With the final sale contingent upon the City's approval of both the project and the new financing, Grant was able to close on the property just days before his contract expired. "We really appreciated the City's speed in bringing this all together," Grant says. "We've been building in this community for 50 years, and we're convinced Union Depot will be a real asset to Bartlett."

"I'm thinking this is probably the largest single development in Bartlett's history," states Muller. "And it comes with two huge benefits. One, it offers a whole new style of living, and two, it'll be a revenue producing venture, bringing in millions through state and local taxes."

New city property taxes generated by Union Depot is estimated to produce over \$5 million, along with the City's share

The development will take around five years to complete says Grant. It's estimated to create over 1,000 construction jobs as well as another 700-800 new jobs, directly and indirectly. Future opportunities will be generated as restaurants and other retail open within the community.

An interesting fact about the development is the name itself. Back in 1829 Union Depot was the name of the community that would later become Bartlett. It served as the last major stop in the stagecoach line running west from Nashville before reaching Memphis. When the Memphis & Ohio RailRd. replaced the stagecoach routes, Union Depot remained a railRd. depot.

Union Depot was a small farming community graced with a smattering of farms along Stage Rd.. In 1866, with less than one hundred citizens, the hamlet became incorporated and was renamed "Bartlett," after planter Major Gabriel M. Bartlett. **I**



of some \$18 million from state and local sales taxes. Total taxes for the city and county may add as much as \$47.4 million to its coffers.



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GRANT & COMPANY *A Family Dynasty*

Three generations of Grant & Co. home building began with Carl Grant, who started the first company building new homes in the early 1940s. His sons, Richard and Milton Grant, continued in the family trade, and in the 1970s

began their own companies. Richard Grant is still owner and managing broker of Richard Grant Homes, LLC.

"They built homes in northern Shelby County, mostly in Frayser and Raleigh," says Keith Grant, a third-generation home builder, and president and CEO of Keith and David Grant Homes, LLC.

"After graduating, I started a separate business," Grant continues. "It was in 1996, and I was the first of the third generation."

The Grant business model is unique. Each generation has spun off new companies but each stayed connected to the original company. Keith Grant's sister, Kim Grant Brown, started her own business, Kim Grant Homes, LLC.

"And when my son graduates, he'll start the first fourth-generation company," says Grant.

And where will he graduate from?

"University of Tennessee, Knoxville," Grant says with a laugh. "That's where we've all graduated from!"

The family businesses have done very well. In the 70 or so years they've been in operation, Grant homes and developments have expanded beyond Memphis and Shelby County. With 360 lots being built in Oakland, they've also become prominent in DeSoto and Fayette counties.

What drives the success of the Grant home builders?

"We have a set of core values that we stick with, and that's brought us to where we are today," states Grant. "Our three main objectives are to pursue excellence in all of our dealings, to serve our customers passionately, and to continually express gratitude." **I**



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MAYOR KEITH McDONALD



A LEGACY OF LEADERSHIP

When visitors enter Mayor Keith McDonald's office in Bartlett's City Hall, the first thing they notice is how inviting and unpretentious it is. Adornments on the walls and bookshelves are testaments to his family, his faith and his community. On a console, sitting alongside the wall to his left, is a quotation carved in marble, given to him some years ago by an employee. It reads: "Meet the Needs and Exceed the Expectations."

Dressed in tan khakis, boat shoes and a long-sleeved blue shirt with a pen peeking from the pocket, Mayor McDonald radiates a friendly, relaxed expression and manner. On this morning he sips from a tall Starbucks cup, sitting comfortably behind an uncluttered desk. In another setting he could pass for a college economics professor.

But don't be fooled by the mayor's easy-going demeanor. As Bartlett's longest-serving mayor, McDonald is no stranger to hard decisions, controversy and bold moves. In 2013 he stood firm in his decision to prevent Bartlett's schools from becoming



merged into a massive school district that would have consolidated Memphis City Schools with those operating in the county. He was frequently quoted proclaiming, "This is a sword I'm willing to die on, politically." When advised his reputation was at stake, McDonald's unwavering response was, "So be it."

When a small contingent accused him of playing racial politics, McDonald fought back with facts and logic. Smaller educational systems have always performed better than larger, sprawling districts, he argued, pointing to the abundance of verifying data. There's more local control, and it's easier to hold people accountable, he contended. "I wasn't afraid to step up and say we'll finance it with a half-cent sales tax," McDonald recalls. "I knew a tax increase would pay for it, and it did."

Although some of the other smaller municipalities were thinking along the same lines, it's likely McDonald's



Mayor McDonald with Bartlett City School's "Teachers of the Year", school principals and administration

assertive messaging inspired them to also put forth similar tax referendums to their voters. In the end, all of the other small cities within the proposed school district chose to break away and form their own independent systems.

That was neither the first nor last time Mayor McDonald plowed forward on issues requiring leadership in the face of controversy and uncertainty. Last year he inveighed against vaccine hesitancy among Bartlett's first responders. Despite being a passionate supporter of his fire and police services, McDonald expressed disappointment with employees who were slow to roll up their sleeves. In a Fox News interview he decried the fact that only 40 percent of his first responders had received the vaccine at that point in time. In the interview he added, "If you don't get the vaccine, I'm not going to pay you while you're off for quarantine because you didn't take it."

Again bucking the tide, Mayor McDonald advocated for a statewide mask mandate while other Tennessee mayors equivocated the measure. But his concern remained focused upon the realities of further possible business shutdowns and the impact the pandemic would have on the economy and workforce. He told Channel 5 News, "It's a hot potato position.... I get it. I know I'll have critics, and that's OK."

His positions have not always been universally popular, but they've certainly been popular enough to keep the 67-year-old mayor in office for 20 years. When reelected in 2018, he announced it would be his final stint in office.

"I want our police officers to know how important they are. We give them every sort of training that's available."

It's probably fair to say McDonald's path to public service—culminating in becoming mayor of Tennessee's 10th largest city—began even before he was old enough to vote. He served as class president in high school, was involved in leadership activities in college, and says he's always been motivated by the desire to make a difference.

What some people may not know is that McDonald's circuitous path also included an early career in broadcasting. While still in high school he learned to spin records, read announcements, and deliver impromptu chat—all while operating the board at a local radio station. He recalls, "The manager of WJZM in Clarksville said, 'we need someone to fill a slot and you've got the voice.' The only issue was my age." Due to station

policies there were certain activities the high schooler had to be circumspect about, but otherwise—“AK, the DJ”—as he was known, played rock ‘n roll, while picking up new communication skills that would someday become useful.

Along the way McDonald worked in retail, studied insurance, and then became licensed to sell. Eventually he started McDonald Insurance, a company he led for 32 years. During this time he met and married his wife Patricia. And now, fifty years later, one of their two sons is the second generation owner of McDonald Insurance. Each son is married with two children.

In the 1980s, as McDonald’s insurance business was taking root in the community, he cultivated relationships with Bartlett’s business leaders. He was an active

His positions have not always been universally popular, but they’ve certainly been popular enough...

member of the Kiwanis and Bartlett’s Businessman’s Association. A pivotal point arrived when then Mayor Oscar Yates asked McDonald to travel to Nashville to

find out how Bartlett might become a beneficiary of the Governors Three Star Program, a grant to aid strategic community development throughout the state.

Upon his return he reported that Bartlett must have a bona fide chamber of commerce with a full-time employee in order to participate in the grant program. With this news McDonald, and other community leaders, set their sights upon forming the Bartlett Area Chamber of Commerce—an organization that celebrated its 40th anniversary in 2020. From there, says McDonald, “things began falling into place.”

He shakes his head at the notion of defunding his police department. “I want our police officers to know how important they are. We give them every sort of training that’s available.” Regarding Bartlett’s citizens, the mayor smiles and says, “We ask people to do the right thing. Sometimes that’s a warning. Sometimes it’s a ticket.”

Since 2003 the number of patrol officers has almost doubled. A Crime Suppression Unit was created to handle problem areas and a new Traffic Unit was developed that includes four motorcycle components. Other public safety improvements include a new fire station, a fire training faculty, and \$4 million for a new public safety dispatch.

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Other quality of life enhancements under McDonald's tenure is a multi-million dollar investment in Bartlett schools, a new public library, an enlarged and renovated senior center, and city park developments that are among the best in the mid-south. The City of Bartlett has been extraordinarily successful at obtaining multi-year grant funding for projects such as the construction of Freeman Park.



When asked if he's looking forward to retirement, and might be ready to start taking it a bit easier for a change, McDonald admits the last four years have been challenging. "Before then, there was the great recession, now the great pandemic. And then personally, the quadruple heart by-pass and my recent knee surgery."

That's a lot to have on one's plate. But will he miss the routine? Has there been some fun being mayor?

"Yes, I've had some fun moments. And I've met some great people," McDonald recalls. "I liked the fact I was able to call up Lamar Alexander whenever I needed help with something, and Rep. Kustoff has been a tremendous ally."

McDonald was invited twice to the White House during President Obama's administration. "I was sort of a lone voice among so many Democratic folks," he laughs. "But it was fun being there, and I appreciated the invitations. David Kustoff gave me a tour of the

Capitol and showed me areas not everyone gets to see. To stand there at that vantage point was awesome."

"I liked the fact I was able to call up Lamar Alexander whenever I needed help with something, and Rep. Kustoff has been a tremendous ally."

Mayor McDonald has also logged considerable time at the state Capitol in Nashville. "Over the years I've had to spend a lot of time there—playing defense as well as offense. Most people don't realize there are some bills that have unintended consequences. Legislators may not see the impact they have on us. Since Shelby County has issues other counties don't, it's been important to develop relationships with state representatives and with folks in the Federal government."

Relationship building and maintaining them is important to Mayor McDonald, and it's something he keeps in the back of his mind as he winds down his tenure. Someone soon will be replacing him, sitting behind his desk, grappling with issues and problems just as he has.



And making decisions that'll affect the lives of people in his community.

So what comes next for Mayor McDonald? And how does he want people to remember him? As he ponders these questions, he chooses his words carefully.

"I hope people will remember I'm a man of faith, that I love my family, and I love this community. Not everybody agrees with every decision I've made, but at the

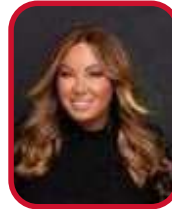
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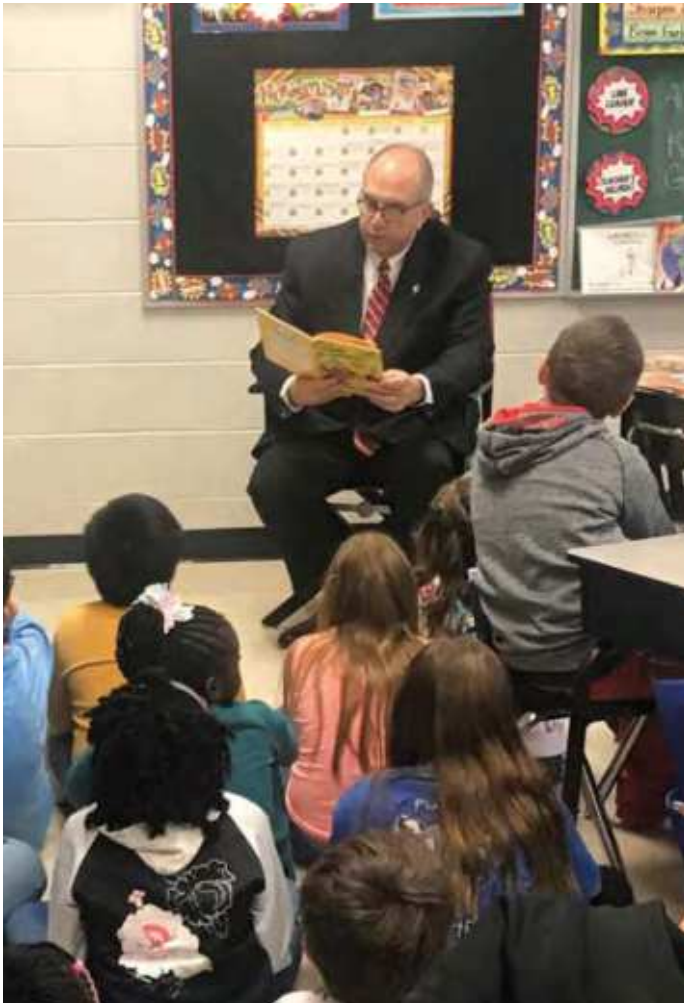
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You don't want to just do the job—you want to do it the very best you can,”



end of the day I made those decisions to the best of my ability, based on the information available to me at that time.”

McDonald says he's contemplating writing not one, but two books. One would be a compilation of things he's learned in office, and the other a collection of stories—some humorous, some thoughtful.

Once again, the discussion turns to the motto on the console against the wall. “You know, no matter what it is you do, everybody likes to be recognized. But to be recognized, you need to be kind of exceptional. You don't want to just do the job—you want to do it the very best you can,” he says. “It's a secret to success to have that mindset.” **I**



IN THEIR OWN WORDS:

“Mayor McDonald's leadership has never wavered, and his commitment to our community is second to none. It's been a pleasure working with the mayor as we built Bartlett City Schools. He was always willing to support our schools, and our students. I appreciate his passion for our community, and Bartlett City Schools will be a major part of his legacy.”

Dr. David A. Stephens
Superintendent
Bartlett City Schools

“I've known this man for more than 20 years. His real strength is that he knows, and stays true to, his core values. He loves his community, and they love him back. He's got what I call 'hugability.' With some people, it's a handshake. When people see Mayor McDonald, they want to hug him!”

Tre Hargett
TN Secretary of State

“Keith McDonald is a man of high integrity. He's fair, and he's ground spiritually in a way that informs whatever he does. Very few things cause him any real angst. He would never do anything for one citizen that he wouldn't do for another.”

Randy Lilliard
Edward Jones

“Mayor McDonald will be missed greatly, and meeting the high bar he set will be difficult. I've seen first hand his skills in leading and selecting others to manage the services our city provides. He has demonstrated his love for our citizens and his determination in settling for only what's best for them. His Christian beliefs have influenced all he does, and we're all better for that.”

Jack Young
City of Bartlett Vice-Mayor



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HALLOWEEN

COVE

It's almost time to start planning Halloween if you live on Domino Cove, also known as Halloween Cove in the Rockyford subdivision in Bartlett.

That's right. Every May—some six months from the night of spooks and goblins—the cove's residents prepare to become the must-see Halloween attraction for the city of Bartlett and beyond.

"It takes us a whole six months to get ready," says Steve Leet, the retired fire fighter who modestly admits to getting the whole thing started.

So how did this month-long celebration of spookiness get started?

"Well, about twenty years ago my brother came over here with a bunch of styrofoam left over from unpacking furniture," recalls Leet. "He said I should use them to make a few Halloween decorations for the front yard, so I cut them into some make-shift tombstones and everyone seemed to like them."

In fact, his neighbors were so impressed they started creating some of their own decorations. And the rest, as they say, is history.

It wasn't long before all seven houses in the cove became yearly participants.

"We made all kinds of decorations from scratch using things like old windshield wipers, grinder motors, and pulleys to create flying ghosts and later a Ferris Wheel," says Leet. "These days it's gotten a whole lot bigger with rising skeletons, organ music, evil clowns, and all sorts of other things."



Some of the additions include an animatronic skeleton band playing music into the crowds, a Grim Reaper with flashing eyes, a "spooky circus," a moving prop of a guy getting run down by a lawnmower, and other elaborate novelties.

Each year new items are introduced, and others are repaired or retired. Neighbors are often approached by people wanting to donate a piece of equipment or help out in some way. "We really do need to start working on our displays six months in advance," says Leet. "There's a lot of planning, getting things out of storage, choosing themes, and all sorts of work that goes into putting this together."

"But it's a totally collaborative effort. Residents want to participate because it's such a fun community-building



activity and it brings so much joy to kids and grown-ups.”

Some people come by numerous times during the month of October to see the displays and to take photos and maybe catch something they didn’t see on their first tour of the cove.

That’s right. The show is free and open to the public from the first of October until the thirtieth. “We don’t do like some folks with Christmas decoration,” Leet chuckles. “Everything come down the next day, and some neighbors even start disassembling the end of the Halloween night.”

So what happens on the actual Halloween Night?

Leet says every cove dweller can be found sitting in their driveways, interacting with visitors, or participating by dressing up as spooky characters. Others cook out in their carports. The cove is closed off to cars allowing foot traffic only. And the Bartlett police help direct traffic, as cars become backed up for several miles leading to the cove.

“It’s a fun, hectic night but everyone is enjoying themselves and it makes the six months of planning all worthwhile,” says Leet.

And of course a mountain of candy goes into the bags of the kids as they make their way from one house to the next. Each neighbor purchases around \$500 worth of candy along with more sweets that have been donated for the cause.

In recent years the cove has set up a photo booth where people can get their pictures made. Although they’re not charged for their photos, donations are accepted and are given to St. Jude Children’s Hospital.

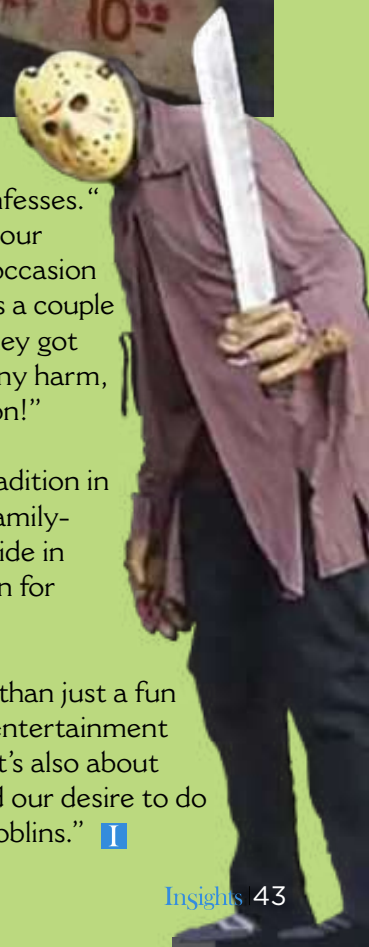
Have they ever had any “bad apples” coming around and messing with their displays?



“We’ve been fortunate,” Leet confesses. “In the twenty years we’ve put up our decorations, we’ve only had one occasion when something got stolen. It was a couple of girls who pulled a prank, and they got caught. They really didn’t mean any harm, but I think they learned their lesson!”

Halloween Cove is a cherished tradition in the Rockyford subdivision. It’s a family-oriented community that takes pride in their homes and in their reputation for neighborliness.

“I think Halloween Cove is more than just a fun way to get together and provide entertainment for our youngsters,” adds Leet. “It’s also about giving back to our community and our desire to do good works through ghosts and goblins.” **I**





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Dr. David Atkinson

THE KEYS ARE AWARENESS, ACCESS AND QUALITY OF CARE

The statistics are startling. Tennessee ranks fourth within the top states reporting the highest rates of mental illness. Roughly 20% of Tennessee's adults have some form of mental illness—including such conditions as depression, anxiety, alcoholism, and drug abuse. Within this population 4.4% of adults have serious mental issues such as schizophrenia or bipolar disorder.

Citing these statistics is Dr. David Atkinson, the newly appointed Service Line Director for Behavior for Methodist Hospital's Behavioral Health. Atkinson formerly served as Interim Clinical Director for the mental health facility, on a contractor basis. Last year the Service Line Director and Clinical Director was combined into one role that spearheads all behavioral health services for adults.

"This allows us to have a narrower focus," says Atkinson. "We address behavioral health with an emphasis on the connection between mind, body and spirit. This includes marital and family counseling, neurological services, substance abuse and eating and drinking behavior."

Atkinson, who's originally from Darlington, S. Carolina, has only lived in the area since July of 2021, but is no

stranger to mental health leadership. With more than thirty years in healthcare management, teaching, and critical care nursing, Atkinson has previously served as CEO of Arizona Medical NeuroPsychiatric Hospital, Director Of Nursing Services for the Aurora Behavioral Health System, and has held other leadership positions in emergency services, clinical nursing, and behavioral health.

"One thing I want to do in our community is to address some of the misconceptions surrounding mental health," says Atkinson. "Things like, all people with mental health issues are crazy. Or, all people suffering from mental health problems are violent, can't hold jobs or lead productive lives."

Another misconception is that some people believe behavioral health challenges are "rare." This, he says, is untrue.

"Think of it like this: If you go into a grocery store and have shoppers in Isle One count off—1, 2, 3, 4, 5—every one out of those five shoppers will have some sort of mental health issue. Maybe it's mild depression. Maybe they suffer from anxiety or panic attacks. Maybe they've been drinking more as COVID has led to increased isolation."

So what is Methodist Behavioral Health doing to confront these misconceptions, and to address behavioral problems in the community?

“We’re increasing awareness about our multitude of services,” states Atkinson. “We are educating about how to access them, and we’re constantly addressing quality.”

“We do a lot of speaking engagements, plus we partner with schools and chambers of commerce. We’re also deploying our information on one of our most effective programs called the Living Well Network.”

The Living Well Network is a free, confidential service connecting people to local behavioral health resources. The program is detailed on their website,

www.thelivingwellnetwork.org. Online, people can evaluate their well-being through surveys, videos, and information targeted at specific groups such as violence survivors, first responders, caregivers, LGBTQ+, seniors, among others.

“One thing I want to do in our community is to address some of the misconceptions surrounding mental health”

Also available is the MLH Spiritual Care Helpline. Open 24/7, including holidays, this free resource offers interfaith support in the form of prayer, spiritual questions and other emotional needs. The adult spiritual care hot line is 901-573-5631, and for young people, 901-297-2388.


Atkinson also stressed the importance of the community acknowledging the work being done by all healthcare workers. “They’ve been stretched to the limit by COVID, and many are leaving the profession due to the stress,” he says.


What can the Bartlett community do to support mental health workers?

“We’re pleading with people to use evidence-based methods of dealing with COVID. This helps them and us. Get vaccinated, wear masks, keep practicing social distancing. This will go a long way—by working together.”

Atkinson also emphasizes how people should deal with loved ones suffering from mental health issues. “Show patience and caring. Don’t be judgmental. Listen — don’t challenge their feelings,” he advises. “And most of all, encourage them to seek help. They are not alone.” **I**

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Agricenter's CEO John Butler describes the Equine Showcase Arena as "a Mecca to the horse and competitive riding industry." The facility, which includes a covered multi-purpose arena, an outdoor arena, and an indoor warm-up area, serves as a resource not only for equestrian shows, rodeos and competitions, but also for car and boat shows, festivals, circuses, trade shows, and other events.

Prior to becoming the Show-Place Arena, the land was first called the Equestrian Center, and sported two outdoor rings for riding.

Mayor Bill Morris, who served as Shelby County mayor from 1978 to 1994, appealed to local Coca-Cola Executive Bobby Pidgeon, Sr. to build out the facility. Pidgeon agreed to lease the land on which he constructed the 31,250 square foot arena, and it was opened in the summer of

1986. From there, the arena was later gifted to Shelby County Government to operate. In 2005 the county

government decided to get out of the horse business, and it once again was passed along—this time to Agricenter International.

With its storied past, the Show-Place Arena has evolved into a first-class facility. "There's been a \$12 million investment over the last five years," says 52-year-old Butler, who began working at the Agricenter in 2016 after a career at Cargill. For Butler, who's also a fifth generation farmer from Dyer County, the equine campus helps fulfill what he calls "a higher mission that's a beneficial asset to our community."

While some of the activities held in the main arena require paid tickets most of the equine events are free to the public.

"Also, the horse community, and the horse shows and competitions have a great family atmosphere," adds



Butler. Over the past years the arena has drawn such attractions as the Mid-South Quarter Horse Show, National Walking Horse Association competition, the Lucky Dog Barrel Race, and the Liberty Bowl Rodeo, to name just a few.



kinds of equine activities,” says Butler, “and our intention is to keep growing in popularity. In fact, our RV park now stays booked out as far as nine months in advance, and many of those booking are related to horse shows and rodeo events.”

Event organizers are attracted by the numerous amenities the ShowPlace Arena has to offer. Among those are six barns offering over 600 total stalls, onsite shavings, an RV park with trailer hook-ups, and reasonably priced transient boarding. The main arena seats 4,500 with restrooms and concession stands. The outside arena seats 2,000, and offers electrical hookups and other services. Other amenities include access to a show office, a show trailer, and indoor and outdoor ticket booths.

The future looks good for the continued growth and interest in equestrian events at the ShowPlace Arena. “Our facility has made it easy to accommodate all

Another point of interest is that there are more horses per capita in Shelby County than any other county in the nation. This could be among the many reasons people are drawn to the ShowPlace Arena to participate and enjoy in the wide variety of events. Throughout the year shows range from dressage, speed and endurance displays, show-jumping, barrel racing, and other types of competition. A number of these events are sponsored locally, but attract participants from around the country. But it’s certainly the love of horses, and the sportsmanship associated with them, that brings “horse people” together. As Sir Winston Churchill once said, “There is something about the outside of a horse that is good for the inside of a man.” **I**



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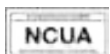
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THEY SAVED THE CROUTONS



Last year three Bartlett couples came together to reopen the Side Porch Steakhouse, a restaurant with deep roots in the city's history. Housed in a quaint cottage built in 1936, its interior and exterior radiate a welcoming warmth.

According to Emily Cook, one of the owners, the house at one time served as a telegraph office and at another time was the residence of a Bartlett mayor. "It's been a special place for people to dine out for many years," says Cook, who acts as book-keeper, accountant, and historian. "There are so many family stories—we even know of three couples who

met here, and later married. There are probably others, too."

The landmark restaurant at 5689 Stage Rd., was originally opened in 1976. Since then it's been the go-to place to celebrate anniversaries, graduations, birthdays, Mother's Days, and many other occasions. When its closure was announced last year on Facebook, many Bartlett residents were devastated.

The popular diner was in its third ownership, and as any owner will tell you, operating a restaurant is a tough business even in the best of times. But illness and staffing issues caused by COVID-19 became an insurmountable challenge.

While other long-time diners were grieving the inevitable loss of the Bartlett institution, Cook says that she and her husband along with four friends developed a plan. That

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plan was to ‘save the croutons,’ which soon became the rallying cry behind the effort. Without having previous experience running an eating establishment, the six of them decided to purchase the Side Porch Steakhouse, and to preserve the legacy of its famous croutons.

How famous? Well, you might say they’re about as well known as the “thrown rolls” at Lambert’s Cafe in Ozark City, Missouri. The Side Porch’s croutons start out as big buttery, garlic-infused rolls, which are quartered into manageable bite sizes. The homemade hunks are then toasted, seasoned, and emerge from the oven soft on the inside and crusty on the outside. They’re often described as insanely delicious.

“The croutons were the very first thing most people asked us about when they learned we were buying the restaurant,” laughs Cook. She assured them that yes, the croutons would be there, exactly as they’ve always been. “We preserved all of the original recipes with just a tweak or two, but the menu is basically the same.” The only addition is the assortment of desserts provided by Frost Bake Shop.

The Side Porch Steakhouse owners are David Reaves and his wife Stephanie, Jeff and Jan Jones, and Emily and David Cook. All six are either empty-nesters, or almost-nesters. In addition, they’re well-known for their community involvement—from serving on the

school board, PTA and booster club service, to elected offices.

The group made careful, well thought out plans before opening. Says Cook, “Although the menu stayed intact, we made extensive upgrades and renovations. We concentrated on physical improvements, and didn’t want to rush into opening until we’d completed them.”



Currently opening at 4:30 PM and operating five days a week, the owners are pleased to see the old crowd returning and new faces trying out the restaurant for the first time. It’s hard to find an online review giving the steakhouse less than five stars.

One reviewer on Yelp had this to say:

“A Bartlett institution is back with a new ownership group. Side Porch was always a family favorite for special occasions, so we had to try it out after a long awaited reopening. The new ownership has preserved the soul of the restaurant while giving it the fresh update it greatly deserves. Despite the recent opening they’re operating like a well oiled machine . . . Service was prompt and everything came out perfect. I cannot fail to mention the beloved croutons have been saved, and are better than ever!”

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Another tradition was preserved by the new owners. Bartlett High School students comprise part of their 14-member staff of front and back of the house workers. “You can literally see the high school from where the restaurant stands,” says Cook. On the other hand, there was a long-time tradition that needed to be changed. You can now make reservations at the Side Porch Steakhouse, whereas in the past it was pretty much pot-luck as far as wait time.

“As popular as this restaurant has been over the years, people would come and sometimes have to wait a long time before being seated,” explains Cook, who holds a degree in business from Rhodes College. “With our reservation policy now in place, this cuts down on the wait time, and improves the customers’ experience.” So how involved is the rest of the ownership group?

“One of us is here every day,” says Cook. Since she handles the bookkeeping and accounting, Emily Cook tends to come in most days.

“It’s a learning curve,” she says. “With all of us, this undertaking marks a new phase of our lives. There’s definitely challenges, and a lot we’re still mastering, but I think I can speak for all of us by saying we’re really enjoying the ride!”

Check out the Side Porch Steakhouse website for more information at <https://www.sideporchsteakhouse.com/>. **I**



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"Aviation is a critical industry to the Mid-South economy and this program is another shining example of why community colleges exist," Dr. Tracy D. Hall, President of Southwest Tennessee Community College says. "This new program will help address the critical shortage of commercial pilots and fuel the pipeline to jobs with FedEx and other major airlines in Memphis and beyond." Dr. Aaron Jagers, Jr., chair of Southwest's technologies department, agrees Memphis' reputation as a major transportation hub for the nation gives the program a seamless taxiway to filling aviation positions with local and regional carriers. "We are aiming high in providing a top-notch curriculum and training that can take our students anywhere they want to go," Jagers said. "The possibilities are endless for career growth. They can take flight at FedEx or land a job with the Deltas of the world." The program also is partnering with the Organi-

zation of Black Aerospace Professionals and Luke Weathers Flight Academy (LWPA) to help make aviation study and flight training accessible to underrepresented and low-income students. Only 3 percent of airline pilots and flight engineers are people of color. Captain Albert Glenn, co-director of LWFA, said Southwest is wise to establish an accelerated pipeline of aviation professionals from our local communities. "For certain industries, technical skills are becoming more essential than a four-year degree," Glenn said.

Students will study air craft operations, aviation regulations, weather and safety, international flight planning, air craft engines, instrument pilot simulation, and ethics and psychology, among other subjects. After completion of the 60-credit hour program, the sky's the limit for potential earnings. Annual salaries for aviation professional begin at around \$30,000 and top out at well over \$100,000. Airline pilots start out at about \$50,000 and top out at around \$400,000 a year.

Dual enrollment is offered at East High School with plans to add more area high schools soon.

For more information about the AOT program, visit Aviation Operations Technology or call 901-333-5000.

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Brenttaylorfuneraldirectors.com

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www.memphisfuneralhome.net



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(901) 388-6030
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www.goBluSky.com

C-1, Inc. Construction
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www.c-1inc.com



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www.chriswoodsconstruction.com

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www.linkousconstruction.com

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www.roseconstruction.com

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Bartlett, TN 38134
(901) 266-5005
www.essarycommunications.com

Television Station

Local ABC 24
1725 N. Shelby Oaks Dr., Ste. 101
Memphis, TN 38134
(901) 323-2430
www.localmemphis.com

Love Worth Finding Ministries
2941 Kate Bond Rd.
Bartlett, TN 38133
(901) 382-7900
www.lwf.org

WKNO TV/FM
7151 Cherry Farms Rd.
Cordova, TN 38016
(901) 458-2521
www.wkno.org

Theatre

Bartlett Performing Arts & Conference Center
3663 Appling Rd.
Bartlett, TN 38133
(901) 385-6440
www.bpacc.org

Hollywood 20 Cinema
6711 Stage Rd.
Bartlett, TN 38134
(901) 763-3456
www.moviepage.com

Malco Theaters
5851 Ridgeway Ctr.
Memphis, TN 38120
(901) 761-3480
www.malco.com

Playhouse on the Square / Circuit Playhouse, Inc.
66 South Cooper
Memphis, TN 38104
(901) 725-0776
www.playhouseonthesquare.org

Tire Dealer & Service

Point S - Performance Tire & Service
1744 Bartlett Rd.
Memphis, TN 38134
(901) 382-0126
www.performance-tireandservice.com

Travel Agency

Bartlett Travel, Inc.
7984 Highway 64
Bartlett, TN 38133
(901) 842-4813
www.bankofbartlett.com

Chamber Discoveries
1300 E Shaw Ave., Ste 127
Fresno, CA 93710
(866) 952-2884
www.chamberdiscoveries.com

Dreams Unlimited Travel
(901) 672-0761
www.ytbtravel.com/MarianReimann

Travel Leaders
2765 Wolf Creek Pkwy., Ste 104
Memphis, TN 38133
(901) 377-6600
www.gotravelleaders.com

Utilities

City of Bartlett
6400 Stage Rd.
Bartlett, TN 38134
(901) 385-6400
www.cityofbartlett.org



Memphis Light Gas & Water
PO Box 430
Memphis, TN 3810-0430
www.mlgw.com



Veterinarian

Family Veterinary Practice
5712 Stage Rd.
Bartlett, TN 38134-4516
(901) 385-8387
www.familyveterinarypractice.com

Video Production Services

API Photographers Inc.
3111 Stonebrook Circle
Memphis, TN 38116
(901) 396-8650
www.apicine.com

Dean Film & Video
6695 Fletcher Creek Cv.
Memphis, TN 38133
(901) 373-0101
www.deanhd.com

Master Video Productions, Inc.
2832 Bartlett Rd.
Bartlett, TN 38134
(901) 372-7012
www.mastervideomemphis.com

V2 Media
7850 Stage Hills Blvd., Ste 103
Bartlett, TN 38133
(901) 794-3515
www.v2memphis.com



Waste Removal

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1253a George Selby Dr.
Arlington, TN 38002
(901) 450-5712
www.junkluggers.com

Recyclops
136 E. South Temple, Ste 1400
Salt Lake City, Utah 84111
(615) 775-3578
www.recyclops.com

Republic Services
3840 Homewood Rd.
Memphis, TN 38118
(901) 362-4700
www.republicservices.com

Waste Connections of TN, Inc
621 E Brooks Rd.
Memphis, TN 38116
(901) 398-5400
www.wasteconnectionsmemphis.com

Website Design

Dreamcapture Design
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www.Dreamcapture.Design

Weddings

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Going the Extra Mile in supporting the mission of the Bartlett Area Chamber

Encore Sponsors support the BACC by participating in program activities that benefit the membership and the community



The Bartlett Area Chamber of Commerce could not provide the level of services to its members and the community without the direct assistance from its associate partners housed within the BACC office at 2969 Elmore Park Rd. These organizations help the BACC in everything from graphic design to workforce development. We are extremely fortunate to have this talented pool to enhance the BACC's mission.



Chamber 101

The Bartlett Area Chamber of Commerce is just one of approximately 4,000 chambers across the country. Yet it, like all other chambers in America, is an autonomous entity that answers to no one except its own governing body...its Board of Directors and its membership. It is not a franchise of a holding company or part of the US Chamber of Commerce or even the Tennessee Chamber of Commerce. It is a not-for-profit standalone membership organization, incorporated in the State of Tennessee and recognized by the US Secretary of the Treasury. One of the main misconceptions of a chamber of commerce is that it is an arm

of city government – which it is not. Though it works closely with all governments, its independence from government is one of its many strengths.

Chambers of commerce represent their local business community. Its mission is defined by its Board of Directors but the commonality among chambers is advocating for an environment conducive to economic growth...the type of growth that nurtures good paying jobs and ensures a prosperous and resilient economy. Every community is different and each has its own strengths and weaknesses. A good chamber of commerce addresses both and also looks for ways to leverage their assets toward new opportunities.



GMMDC

Greater Memphis Medical Device Council

More than 55 life science companies are located in the Memphis area and they are hiring individuals seeking a rewarding career. While still in high school, students can use the Tennessee Promise grant and dual enrollment classes to complete a diploma in vocational training, and then go directly into a job or an apprenticeship – with no college debt! College students may receive the same grant opportunities and extra credit for courses already completed.

The medical device industry enables workers to become a part of breakthrough treatment options that improve the quality of life for millions of people. A career in this unique industry offers individuals an opportunity to experience new discoveries, meaningful work and innovative technologies. There are dozens of diverse jobs available in the development, design, manufacturing and delivery of medical devices.

We have educational resources that help with tuition, child care, resume writing, job counseling and job interviews. Contact the GMMDC for assistance in taking your career to the next level of expertise and satisfaction.

Our honored veterans often find it difficult to find a way back to civilian employment and we're here to help. Your dedication, service for our country, specialized skills and past experience are valued and rewarded in the medical device industry. We'll provide you with educational programs to train and fine tune your special skills. And most of the tuition will be paid through grants and any military re-entry program provided to you.

Please contact Susan Wilson at the GMMDC office today for more information.
2969 Elmore Park Rd, Bartlett, TN 38134 • 901.380.2710 • email: swilson@gmmdc.org



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Jaime Deal

Senior Vice President
Private Client Relationship Manager
jdeal@firsthorizon.com
901-681-2625



FIRST HORIZON®



The Bartlett Chamber Foundation is a 501(c)(3) organization primarily focusing on Leadership, Education and Workforce Development in the Bartlett Community. It serves as a vehicle to administer and implement programs that may not fall within the traditional purview of a chamber of commerce. Main program areas are Leadership Bartlett, Mayor's Youth Leadership Council, community enhancement projects and workforce development. Emphasis is also placed on the education and training of existing and future employees on the skills needed for the 21st Century.



Commonly referred to as the "BRIC", the main conference room at the Chamber office is used for all types of meetings and brain storming sessions. The BRIC is the official Board Room for the Greater Memphis Medical Device Council but also serves as a conference room for workshops and seminars, presentations to prospective Bartlett businesses and investors, receptions, BACC Board meetings, ambassador meetings and many other activities. The BRIC has allowed the GMMDC and the Chamber to host activities that have led to job creation and new businesses locating to Bartlett. The BACC appreciates the funding provided by the Delta Regional Authority and for Mark Askew at A2H for facilitating the renovation.



The Greater Memphis Medical Device Council was founded in 2016 to help address the need of local Medical Device Companies to have access to the skilled employees needed to produce their products. In addition to providing life changing products, the Medical Device companies in the Greater Memphis area generate more than one billion dollars of economic impact annually and provides thousands of people in the Greater Memphis area with excellent careers.



TechEd2Go is a minority and small business enterprise with a dual mission of shrinking the digital divide in under-served communities and connecting great companies with a great workforce. Our services include aptitude and skills assessments, soft skills and technical training, and employee onboarding and coaching. We work with nonprofits, K12 school districts, businesses, and post-secondary institutions across middle and western Tennessee.

Bartlett Chamber Ambassadors Club

Few chambers can function effectively without a group of dedicated volunteers. The Bartlett Chamber Ambassadors Club is comprised of individuals from a diverse membership base, who recognize the contribution that a chamber makes to the community. Ambassadors offer their time and talent to assist fellow members and participate in almost every BACC event. The Ambassadors elect a President, Vice-President and Secretary and have three standing committees; mentorship, hospitality and events.

BARTLETT AREA CHAMBER OF COMMERCE STAFF

JOHN THREADGILL
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jthreadgill@bartlettchamber.org

KATHY CARL
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kcarl@bartlettchamber.org

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Workforce Specialist
john@TechEd2Go.com

LYN WHITSON
Manager
Bartlett Station Farmers Market
Bartlettstationfarmersmarket@gmail.com



Brother has been making a difference in the Bartlett community for more than three decades

Brother International Corporation moved into the Bartlett Industrial Park in 1986 and has been a big part of the Bartlett community ever since. Last year, more than 775,000 cartons were shipped from the company's Bartlett campus, which encompasses 103 acres and includes a 1.5 million square foot facility.

In addition to the company's distribution activities, Brother's Tennessee operations provide exceptional customer service from its customer contact center that supports end users with operational assistance for home appliance and crafting products, as well as dealer support.

BARTLETT FACILITY FACTS:

- Located at 7777 North Brother Blvd.
- Original facility completed in 1998 and underwent major expansion in 2004
- Facility spans more than 26 football fields!
- Employs nearly 600 locally
- Recognized as Tennessee Business Recycler of the Year by the Tennessee Recycling Coalition

BROTHER IS MAKING A DIFFERENCE IN THE LOCAL COMMUNITY

The company actively supports Kate Bond Elementary, the American Cancer Society's Relay for Life and various Bartlett events including the Stakeholder's Cup Golf Tournament through the Bartlett Area Chamber and the Bartlett Performing Arts Center.

ER

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