

BUSINESS PULSE

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RUTHERFORD COUNTY
chamber of commerce
 TENNESSEE

Rutherford County Chamber of Commerce launches new logo

Vibrant. Thriving. Dynamic. These are three words that describe the business community of Rutherford County, and now a new logo helps communicate those characteristics to the world.

“A logo is something that offers a first impression of an organization,” said Chamber President Paul Latture. “We’ve had our previous logo for over 14 years, and it just wasn’t representative of our organization anymore. Our new logo is clean, professional and offers a fresh perspective in marketing Rutherford County.”

Surveys were conducted with both Chamber members and non-members, and the feedback received was crucial in helping shape what the new image would look like. The new logo will now be used in all printed and online Chamber materials.

“Branding is crucial in the competitive world of economic development,” said Latture. “We are excited to offer this new brand as we continue our efforts in recruiting new businesses, creating new jobs and diversifying our economic base in Rutherford County.”

The Rutherford County Chamber of Commerce seeks to promote economic development and a quality of life to benefit all residents of Rutherford County. Programs, events and services are offered to both members and non-members. The Chamber operates out of a main office on Medical Center Parkway in Murfreesboro, and branch offices in Smyrna and La Vergne. Learn more at www.rutherfordchamber.org.

FROM THE PRESIDENT



This fall is a season of change for the Chamber. We've made some improvements to better serve our Members, and I'm happy to share them with you.

New Direction

We recently had the opportunity to assess the success of the *Business Pulse* newsletter. As you may know, the *BusinessPulse* has been around for over 15 years, and it was time to really think about the future of this publication. After getting feedback from Chamber Members, we decided to move in a different direction in communicating what's going on with the Chamber each month.

Thanks to the great partnership we have with the *Daily News Journal*, we are thrilled to offer a monthly Chamber newspaper page. It will still be published on the first Sunday of each month, but will offer a more focused look at highlights of our activities and how they impact you, the reader.

We will launch this new format next month, so make sure to grab a copy of the DNJ on October 2 to check it out!

New Look

If a picture is worth a thousand words, then the logo associated with your organization couldn't be more important. You sum up an impression of an organization by looking at a logo in mere seconds. Because of this, we wanted to make sure that our logo summed up everything the business community of Rutherford County was about.

We went through the process of developing a new logo that would reflect the Chamber's brand. We are excited to offer a logo that's clean, professional and representative of the vibrant, dynamic community we live in.

New Website Features

We realize that most people connect with us online, so we've made some improvements to our website to make it even easier. Events listed on our calendar can now be automatically linked to your Outlook calendar. When you pull up the Events page, there is an icon to the left of the event's name. Clicking on this icon allows you to add this event to your Outlook calendar, complete with date, time, address and event description.

We have also linked our Ribbon Cutting photos with our Facebook page to give people better access to all of the photos we take during our Ribbon Cuttings. We've found that photos are always a popular item with our Facebook fans, so connecting them to our website makes it easier for everyone to enjoy complete albums.

As we gear up for a busy fall season at the Chamber, we look forward to implementing these changes to better serve our Members.

Paul Latture III

BUSINESS
PULSE

The Chamber's mission is to promote economic development and a quality of life to benefit all residents of Rutherford County.

**2011 Chamber of Commerce
Board of Directors**

Gordon B. Ferguson	Chairman
Peter Demos	Chairman-Elect
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John Black	Economic Development Council
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Kendra Cooke	Membership Council
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Randy Knight	Director
Mike Kusch	Director
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Steve Steele	Director

2011 Chamber of Commerce Staff

Paul Latture	President
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Lee Rennick	Exec. Dir. of BEP
Holly Sears	VP of Economic Development
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Bess Rickman	Economic Development Specialist
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Mary Rose Shadrick	Director of Accounting
Barbara Wolke	Director of Group Sales

Katy Riddle | Editor
Rutherford County Chamber of Commerce

Rutherford County
Chamber of Commerce
3050 Medical Center Pkwy.
Murfreesboro, TN 37129
(615) 893-6565
(615) 890-7600 (fax)
www.rutherfordchamber.org

BusinessPulse is a monthly publication of the Rutherford County Chamber of Commerce, published and distributed the first Sunday of each month as an insert to The Daily News Journal and also emailed to the Chamber membership.



Chamber University and the TSBDC Present:

Searching for Success

Learn how to seize the power of Google



Thursday, October 13

Session I: 9-11 a.m. • Session II: 1-3 p.m. • Session III: 4-6 p.m.

\$40/Session Chamber Members, \$50/Session Non-members

Register online: www.rutherfordchamber.org/events

Session I:

Google 101

This workshop provides an overview of tools available from Google to help small businesses grow, be more productive and save money. Topics covered include: Search Engine Optimization, Google Places, Google AdWords, Google Analytics, Google Webmaster Tools.

AdWords 101

This workshop provides business owners an introductory understanding of how they can attract new business using AdWords. Topics covered include: Intro to AdWords, Google ranking explained, basic campaign structure, choosing quality keywords, and writing great ads.

Session II:

SEO 101

This workshop provides an insight into how Google and other search engines determine which websites are ranked in the organic listings. Topics covered include: SEO basics and best practices, sneaky techniques to avoid, case studies, and "build your SEO game plan."

AdWords 201 - Keywords

This workshop focuses on keywords. Topics include: how to build your list, how to evaluate and improve keyword Quality Score, using keyword research tools and techniques.

Session III

Google Places 101

This workshop provides an overview of Google's business directory, Google Places. Topics include: what a Place Page is, how to create or claim a listing, how to optimize your listing to increase visibility, and Google Boost.

AdWords 301 - Advanced Optimization Techniques

This workshop focuses on tools and strategies for optimizing existing AdWords accounts. Topics covered include: generating traffic, Quality Score optimization, analyzing competition, and tracking and measuring success.

Learn How to Start Your Own Business

Middle Tennessee State University's Small Business Development Center, in conjunction with the Small Business Administration, will conduct a free seminar on starting your own business on Oct. 18, from 4 to 6 p.m. at the Chamber building.

The seminar's purpose is to provide individuals interested in start-

ing a business with a broad overview of the many things they will be confronted with in doing so. It will introduce attendees to the Tennessee Small Business Development Center, the services available, and how it can assist in the development of their business venture. Sources for information gathering, research and databases available

are also discussed.

This seminar is intended for individuals who have never been in business. There is no charge to attend the seminar, or for the one-to-one counseling available, by appointment, after attending the event.

Reservations are

required and available by visiting www.tsbdc.org or calling (615) 898-2745. Participants should arrive and sign in 10 minutes prior to the startup of the seminar.


Need a Map?

The Rutherford County Chamber of Commerce has brand new, up-to-date maps of Rutherford County available for sale. The cost is \$3.95 plus tax and they may be purchased in Rutherford County Keepsakes, the Chamber of Commerce gift shop.

Call **(615) 893-6565**
for more information.

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PARTNERS IN PROGRESS

These members have demonstrated their continued support of the Chamber and its goal of supporting and advocating for business in Rutherford County by renewing their membership in **August 2011**.

A Plus Battery Inc.	HobNobMurfreeboro.com	Randall Matlock & Associates
AAA Lock N Safe	Holiday Inn the Crossings	Republican Party of Rutherford County
Aid and Assist at Home, LLC	Hunters Court Stable	Salon 536
Allen's Air Care Inc.	HylaBrook Antique Mall	Savor the Flavor Catering LLC
Ameri Care Termite & Pest Control	Investment Partners	Slayton Homes LLC
American Red Cross Heart of Tennessee Chapter	Jim Tracy, Senator	Smyrna/Rutherford County Airport Authority
Americas Best Value Inn & Suites	John Harney, The Parks Group	Southbranch Nursery, Inc.
Bell Buckle Hall & Cafe	Kroger Company, Middle TN Blvd., Murfreesboro	Southern Veterinary Center
Better Business Bureau of Nashville & Middle TN	Linens and More for Less	Stones River Dermatology PLC
Blue Coast Burrito	MacGregor Stables	StoragePlex (Village Partners)
Bob Parks Realty Smyrna	Mary Kay Cosmetics - Christine Summers	Strong Body
Burnetts Automotive	Mattress Gallery Direct	T & T Distribution Staffing
C.F. Inc	McCarter, Catron & East, PLLC	Tammy Heathcott Clark Maples Realty & Auction
Cassidy Turley	Morgan Stanley Smith Barney	Tennessee Fisher House Foundation, Inc
Cook's Pest Control	Murfreesboro Automotive LLC	Tennessee Medicine & Pediatrics
Corporate Flight Management	National Tire & Battery	TG Promotions
Courtland Coleman	Network Technology Partners	The Waterford in Smyrna
Days Inn and Suites	O'Charley's, Memorial Blvd., Murfreesboro	T-Mobile Limited Retail-Expertise
Dempsey Vantrease & Follis PLLC	Old Fort Academy, Inc.	Universal International Insurance, Inc.
Evergreen Consulting	Old Time Pottery	Watauga Title of Rutherford County
Gigi's Cupcakes	Ole South Financial	WD Stone & Associates
Gil's Ace Hardware	Papa John's, Sam Ridley Pkwy., Smyrna	Which Wich? Superior Sandwiches
Go USA Fun Park	Providence Christian Academy	
Henry's Florist, Inc.	Raiders Crossing	



Congratulations to the Leadership Rutherford Class of 2012

James Beach
Derek Blake
Shawn Bolinger
Michael Bowen
Amelia Bozeman
Eric Clements
Greg Cooke
Lynn Driver
Jeffery Dwyer
Robert Gerard
Tim Harris
Phillip Holt
Marsha Howard
John Jones
Jessica Justice
Jason King
Chad Lane
Steve Laughlin
Elizabeth Lemons

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Kidz Zone Play Systems
Murfreesboro Police Department
Stiletto Strategy
Randall Matlock & Associates, P.C.
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State Farm Insurance
Town of Smyrna
Fifth Third Bank
International Paper
First Tennessee Bank
Elaborate Images
John Jones Real Estate
FirstBank
Kious, Rodgers, Barger, Holder & Kious, PLLC
SunTrust
Pinnacle Financial Partners
Middle Tennessee Medical Center

Zachary McCluskey
Amy Painter
Jimmy Pitts
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Katy Riddle
Holly Sanders
Terry Schneider
John Shepard
Andy Stephen
Robert Stevens
Michael Stroud
Brian Sullivan
Brian Toll
Rebecca Upton
T. Kirt Wade
Terry Walker
Thomas Waring, Jr.
Justin Wax
Jennifer Williams

Stone Crest Medical Center
DoubleTree by Hilton
Self-employed
Special Kids, Inc.
Reeves Sain Family of Medical Services
Rutherford County Chamber of Commerce
North Rutherford YMCA
FASTSIGNS
River Oaks Community Church
Farm Bureau Insurance
Self-employed
The Timothy Network
Nissan North America
American Red Cross - Heart of TN Chapter
Dempsey Vantrease & Follis PLLC
JZB Printing
MidSouth Bank
Dow Smith Contracting Company
Wax Family Printing
Murfreesboro Medical Clinic

BEST LEADERSHIP PRACTICES

Thursday, September 8

7:45 - 10 a.m.

Register online: www.rutherfordchamber.org



Sponsored by:



\$20 (Chamber members) • \$30 (non-members)

RUTHERFORD COUNTY CHAMBER OF COMMERCE

BUSINESS AFTER HOURS



Sponsored by



Tuesday, September 13

5-7 p.m.

Sponsored by:

Magnolia Valley Estates/Samary Plantation and AT&T

Held at:

The Magnolia Valley Training Facility on the Samary Plantation
2133 Allisona Road, Eagleville

\$5 (Chamber members) • \$15 (non-members)

Business Before Hours

A PROGRAM OF THE RUTHERFORD COUNTY CHAMBER OF COMMERCE

Thursday, September 22

7:30-9 a.m.

Habitat for Humanity,

850 Mercury Blvd., Murfreesboro



\$5 (Chamber members), \$15 (non-members)

For a full listing of Chamber events and programs, visit

www.rutherfordchamber.org

CREATING the BALANCE

Professional Development for Women

Friday, October 28

Embassy Suites
Murfreesboro - Hotel and Conference Center



Corporate Sponsors:



Networking Opportunities

'Nice little town' Smyrna gets accolades

Forbes lists it a top 25 retirement community

Courtesy of The Daily News Journal

Martha Ann Morgan has lived here her whole life. At 83, she knows a lot about the people and the places and the history that make Smyrna what it is.

That's why she wasn't surprised when she learned that Smyrna received national attention this month when it landed on Forbes Magazine's online list of top 25 suburbs for retirement.

"It's a nice little town," said Morgan, who retired from National Life Insurance Co. in 1983. "You

can get just about everything you want here."

When evaluating cities for its list, Forbes took into account cost of living, tax climate, crime rates, air quality, availability of hospitals and higher education. To be eligible for the list, suburbs had to be within a 25-mile radius of a big city.

With a cost of living well below the national average, an award-winning hospital, a community college and a relatively low crime rate, Smyrna — which is about 18

miles from Nashville — stood out to Forbes as a great place to retire. The town's population is near 40,000.

This marks the second time in recent years that Smyrna has garnered accolades for being a top spot for retirees.

In 2007, U.S. News & World Report named Smyrna as one of its Top 10 Best Places to Retire based on cost of living, climate, crime rate, access to health care, educational opportunities and cultural and recreational amenities.

"It's exciting to get national recognition for it," Town Manager Mark O'Neal said. "It's nice to get this type of attention twice in just a few years."

Smyrna is home to Motlow State Community College, which has plans to expand here, and the 101-bed StoneCrest Medical Center, a Thompson Reuters Top 100 hospital for 2009.

The tax rate in Smyrna is 86 cents per \$100 of assessed value,

SEE SMYRNA, PAGE 7

\$ Key Economic Indicators

2011 Numbers vs. 2010 Numbers

Labor Force Summary June 2011

These numbers compare Rutherford County's unemployment rate with that of the state and country.

	Labor Force	Employed	Unemployed	Rate %
USA	154,538,000	140,129,000	14,409,000	9.3%
Tennessee	3,166,600	2,843,100	323,500	10.2%
Rutherford Co.	143,110	129,990	13,120	9.2%

Building Permits Issued July 2011

A comparison of residential (single-family) and non-residential building permits issued in Rutherford County and each of its four cities.

	Residential (Single Family) Value	Non-Residential (Number) Value
Rutherford Co.	(18) \$3,640,577.78	(1) \$215,330.00
Murfreesboro	(51) \$9,258,024.00	(2) \$1,497,000.00
Smyrna	(9) \$968,357.00	(6) \$4,630,238.00
La Vergne	(1) \$278,000.00	(3) \$496,000.00
Eagleville	(1) \$90,000.00	(0) \$0.00

Countywide Business Economy

Total Taxable Sales	June 2011	\$272,790,863.57
New Business Licenses	July 2011	194
New Incorporations	July 2011	62

Labor Force Summary June 2010

These numbers compare Rutherford County's unemployment rate with that of the state and country.

	Labor Force	Employed	Unemployed	Rate %
USA	154,767,000	139,882,000	14,885,000	9.6%
Tennessee	3,056,300	2,747,800	308,500	10.1%
Rutherford Co.	134,510	121,940	12,580	9.3%

Building Permits Issued June 2010

A comparison of residential (single-family) and non-residential building permits issued in Rutherford County and each of its four cities.

	Residential (Single Family) Value	Non-Residential (Number) Value
Rutherford Co.	(25) \$5,094,856.34	(0) \$0.00
Murfreesboro	(24) \$3,354,972.00	(2) \$2,194,796.00
Smyrna	(12) \$1,656,074.00	(4) \$105,050.00
La Vergne	(9) \$1,469,000.00	(5) \$1,412,000.00
Eagleville	(1) \$264,107.00	(0) \$0.00

Countywide Business Economy

Total Taxable Sales	June 2010	\$264,024,643.29
New Business Licenses	July 2010	178
New Incorporations	July 2010	51

SMYRNA

Continued from Page 6

which is among the lowest in Rutherford County. Eagleville, La Vergne and Murfreesboro's respective rates are 75 cents, \$1 and \$1.27 per \$100 of assessed value. The county rate is \$2.47 per \$100 of assessed value.

Smyrna's Air Quality Index in 2010 was 32.1, which is about average, according to city-data.com, the website Forbes used to compare information for its list. The town ranks below the national average in the website's crime index.

While he's proud of those things, O'Neal said there's an intangible quality about Smyrna that draws people to the town.

"When people move here, they have a sense of community," he said. "That's important for us to maintain, that you can walk out on the street and say 'Hi' to somebody as you're walking by."

That small-town spirit can be found at the Smyrna Senior Citizens Center at 100 Raikes St., near the Smyrna Public Library. Patsy Brown, now 70, started the club 40 years ago after hearing a sermon about how there were few places for seniors to get together for fellowship and activities. The

center is open five days a week for games and meals and seniors take regular trips to plays, museums and restaurants in the area as well as longer trips to other states.

Brown, who served as director from 1971 to 1991, has made many friends there. Though not all of the center's members are retired, it's a good way for retirees to meet new people and be active in the community, Brown said.

Brown touted the North Rutherford YMCA, the top-notch health care, local churches, the safe environment and the "second to none" parks system as reasons people she knows have retired here.

"It's just a good quality of life that appeals to older people," she said.

And for fun activities, retirees should join the Smyrna Senior Citizens Center, she said.

One of the center's longtime members is Brown's friend Martha Ann Morgan, who goes on nearly all of the trips and rarely misses the group outings to plays at Chaffin's Barn Dinner Theatre in Nashville.

"I've known an awful lot of good people around here," Morgan said. "I've never lived anywhere else, but I've been to a lot of other places. ... I'd say (Smyrna) is a great place."

Advertising in the Weekly at a Glance e-newsletter, an electronic newsletter distributed every Monday

Benefits Include:

- Ability to target over 2,000 Chamber members
- The Weekly at a Glance's open rate (the percentage of people who open the email upon receipt) is consistently above the national average.
- In addition to emailing the newsletter, it is posted each week on the Chamber's Facebook page (over 1,300 followers).

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For more information, contact Kelli Beam at (615) 893-6565 or kbeam@rutherfordchamber.org



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Leadership Rutherford Reception

September 15

5-6 p.m.

Pinnacle Financial Partners
114 West College Street, Murfreesboro

This reception is for the Leadership Rutherford Class of 2012 and all alumni of the program to network and reconnect.

**Contact: (615) 893-6565
www.rutherfordchamber.org**



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Fisher House

The Tennessee Fisher House Foundation, Inc. is raising funds to construct a Fisher House in Rutherford County on the grounds of the Alvin C. York VA Medical Center to serve patients and their families at that facility and at the Nashville Veterans Hospital with free lodging. For more information, visit www.tennesseefisherhouse.org.



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Business and Service Guide of Chamber Members

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Confederate Infantry and Artillery Programs

September 3-4
Stones River National Battlefield,
3501 Old Nashville Highway, Murfreesboro
Contact: (615) 893-9501, www.nps.gov/stri

Chamber 101 Orientation

September 2 | September 9 | September 16 | September 23
September 30
8:30 a.m. and 2:30 p.m.
Chamber of Commerce, 3050 Medical Center Pkwy., Murfreesboro
New and prospective Chamber members can learn more about the Chamber and how take advantage of the many benefits included in membership.
Contact: (615) 893-6565, www.rutherfordchamber.org

Main Street's Friday Night Live Concert Series

September 2
6:30-9 p.m.
Public Square in Downtown Murfreesboro.
Free admission, food vendors and more. The O'Donnells will perform. Bring your lawn chair!
Contact: (615) 895-1887, www.downtownmurfreesboro.com

Cowboy Mounted Shooting Championships

September 2-10
8 a.m. daily, free admission
Tennessee Miller Coliseum, 304-B W. Thompson Ln., Murfreesboro
Contact: (615) 494-8879, <http://cowboymountedshooting.com>



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TN-0000686339

Main Street Saturday Market

September 3 | September 10 | September 17 | September 24
October 1
8 a.m.-noon
Downtown Murfreesboro (West Side of Courthouse)
Vendors will be offering fresh fruit, vegetables, breads and flowers.
Contact: (615) 895-1887, www.downtownmurfreesboro.com

Chamber University: Best Leadership Practices

September 8
7:45-10 a.m.
Chamber of Commerce, 3050 Medical Center Pkwy., Murfreesboro
\$20 Members, \$30 Non-Members
Contact: (615) 893-6565, www.rutherfordchamber.org

Annie

September 9-11 | September 16-18
Lampighter's Theatre, 14119 Old Nashville Hwy., Smyrna
This delightful musical comedy combines a heartfelt story, great story and highly memorable characters.
Adults: \$10, Seniors/Students: \$8, Children 4-12: \$5
Contact: (615) 852-8499, <http://www.lampighterstheatre.com>

24th Annual Pioneer Power Days

September 9-10
7 a.m. daily, admission charged
Eagleville Show Grounds, 747 Chapel Hill Pike
The South's largest antique tractor and gas engine show with over 700 tractors.
Contact: Jesse Geasley, (615) 542-5656

MTSU Football Game vs. Georgia Tech

September 10
Tickets available at the stadium ticket office or any Ticketmaster location.
Contact: (615) 898-2109 or 1-888-YES-MTSU,
www.goblueraiders.com

Fighting for Home and Hearth

September 10-11
Stones River National Battlefield, 3501 Old Nashville Hwy., Murfreesboro
Watch Confederate infantry and artillery demonstrations and hear the stories of local soldiers and their families.
Contact: (615) 893-9501, www.nps.gov/stri

Hallowed Ground: A Lantern Tour of the Stones River National Cemetery

September 10
Stones River National Battlefield, 3501 Old Nashville Hwy., Murfreesboro
Spend an hour walking through the cemetery by lantern light while hearing the stories of soldiers and civilians that tell us about the terrible cost of the Civil War.
Contact: (615) 893-9501, www.nps.gov/stri

Business After Hours in Eagleville

September 13
5-7 p.m.
Samarly Plantation/Magnolia Valley Training Facility,
2133 Allison Rd., Eagleville
\$5 Members, \$15 Non-Members
Contact: (615) 893-6565, www.rutherfordchamber.org

Leadership Rutherford Reception

September 15
5-6 p.m.
Pinnacle Financial Partners, 114 W. College St., Murfreesboro
This reception is for the Leadership Rutherford Class of 2012 and all alumni of the program to network and reconnect.
Contact: (615) 893-6565, www.rutherfordchamber.org

A Fine Wine Affair

September 15
Oaklands Historic House Museum, 900 N. Maney Ave., Murfreesboro
The wine tasting/alfresco dinner will start at 5:30 p.m. with various food stations set up with an appropriate wine served with each station for the perfect pairing. Reservations are required.
Contact: (615) 893-0022, www.oaklandsmuseum.org

Sam Davis Home Quilt Show

September 15-18
Sam Davis Home and Museum, 1399 Sam Davis Rd., Smyrna
150 years of quilting will be on display, including vintage and contemporary quilts from the 1800s-2011, along with a judged quilt show competition, lectures and appraisals.
Contact: Sam Davis Home, (615)459-2341

Music at the Mill Summer Concert Series

September 16, free admission
Gregory Mill Park, 390 Enon Springs Rd., Smyrna.
Stretta will perform at 7 p.m., food vendors will be available
Contact: Smyrna Parks & Recreation Department, (615) 459-9773

Old Timers' Festival

September 16-18
Veteran's Memorial Park, 115 Floyd Mayfield Dr., La Vergne
Enjoy the City of La Vergne's annual festival celebrating La Vergne and its citizens, with a country ham breakfast, parade, musical entertainment and fireworks.
Contact: Kathy Tyson, (615) 287-8690

Days of Washing, Chuming and Learning

September 21-22
9 a.m.-1 p.m., reservations required
Oaklands Historic House Museum, 900 N. Maney Ave., Murfreesboro
Teachers and parents can plan a day of hands-on activities, demonstrations, crafts and games.
Contact: (615) 893-0022, www.oaklandsmuseum.org

Business BEFORE Hours

September 22
7:30-9 a.m.
Habitat for Humanity, 850 Mercury Blvd., Murfreesboro
\$5 Members, \$15 Non-Members
Contact: (615) 893-6565, www.rutherfordchamber.org

National Walking Horse Championships

September 26-October 2
Tennessee Miller Coliseum, 304-B W. Thompson Ln., Murfreesboro
Contact: Shana Miller, (615) 494-8879

MTSU Football Game vs. Memphis

October 1
Tickets available at the stadium ticket office or at any Ticketmaster location.
Contact: (615) 898-2109 or 1-888-YES-MTSU, www.goblueraiders.com

Confederate Hoofbeats

October 1-2
Stones River National Battlefield, 3501 Old Nashville Hwy., Murfreesboro
The 7th Tennessee Cavalry will perform demonstrations and tell the story of the most powerful arm of the Confederate army.
Contact: (615) 893-9501, www.nps.gov/stri

The Net

October 4
8 a.m.
Chamber of Commerce, 3050 Medical Center Pkwy., Murfreesboro
Sponsored by Double Tree by Hilton, Murfreesboro
Contact: (615) 893-6565, www.rutherfordchamber.org

What makes our community great?



**It is the People of Rutherford County, Tennessee,
who make this community such a great place to live.**

The Rutherford County Chamber of Commerce members, Board of Directors, Destination Rutherford investors and staff thank the governments of Murfreesboro, Smyrna, La Vergne, Eagleville and Rutherford County, as well as every business and community leader, and every Rutherford County resident, for a tremendous working partnership.

Each one of you contributes by working so hard and so well together to create the outstanding success story that is Rutherford County, Tennessee.

Let's build on that success story in 2011 and beyond by continually working together to further our great quality of life.



3050 Medical Center Parkway • Murfreesboro, TN 37129 • (615) 893-6565
315 S. Lowry St. • Smyrna, TN 37167 • (615) 355-6565
5093 Murfreesboro Rd. • La Vergne, TN 37086 • (615) 793-5444

www.rutherfordchamber.org

Old Timers' Festival in LaVergne set for September 16-18



La Vergne's popular Old Timers' Day has expanded into a three-day festival, now known as Old Timers' Festival. The event will take place Sept. 16-18, with carnival rides beginning on Sept. 15, at Veteran's Memorial Park in La Vergne.

The event, which began in 1973 and celebrates La Vergne and its citizens, is gearing up for its 38th year, making it the oldest ongoing festival in Rutherford County.

The carnival rides are a new addition this year, and other features include juried arts and crafts, a food court, free concerts and an exciting parade with floats and marching bands. WSMV Channel 4's own Larry Flowers will be the grand marshal of the parade.

The La Vergne Rescue Squad will once again host the popular country ham breakfast on Saturday, Sept. 17 from 5 – 10 a.m. On Sunday, the Old Time Gospel Homecoming will feature choirs, singers, and other entertainment from local churches.

Don't miss the exciting Kids Zone, which will feature jump houses, face painting, balloon art, games with prizes, and a dog and pig circus.

Food vendors will provide everything from Italian ice, catfish and barbecue to hotdogs, funnel cakes and fried bologna. Craft vendor products include woodwork, stained glass, handmade jewelry, musical instruments, artwork, photography, books, and much more!

Old Timers' Festival is free and open to the public. Please note: this is an outdoor event and will take place rain or shine.

For more information, email oldtimers@lavernetn.gov or visit www.OLDTIMERSFESTIVAL.COM.

Looking for local products such as honey, jams, jellies, coffee books and postcards? We have them all at Rutherford County Keepsakes, located in the Chamber of Commerce building. Stop by today at 3050 Medical Center Parkway, Murfreesboro

Sam Davis Home Quilt Show to be held September 15-18

The Sam Davis Home is excited to welcome visitors to the 3rd Annual Quilt Show held Sept. 15-18, which will feature new, vintage, and antique quilts from the local community and neighboring counties.

The Sam Davis Home Quilt Show will be open to the public from 10 a.m. to 4 p.m. on Sept. 15-17. Due to the success of this event in previous years, the historic site will open its doors for an additional day on Sunday, Sept. 18, from 1 to 4 p.m. The cost of admission per person is \$8 per day; however, pre-sale tickets of \$6 are available before the Quilt Show opens and can be purchased directly from the Sam Davis Home by calling (615) 459-2341 or emailing director@samdavishome.org.

Quilts will be draped and hung throughout four different buildings, including the historic Sam Davis Home and the modern museum, offering visitors a change of scenery as they travel throughout the show. No matter its age or condition, a quilt tells a story through its design, material, and maker. This show gives visitors an opportunity to see stories unfold before them and explore the history and lives of individuals and families throughout the past 150 years. Although quilts are the primary art form, fiber and needle arts will also be on display during this four day exhibit.

In addition to community members presenting their quilts during this event, the Carter House Quilt Collection will be displayed throughout the museum. This is an exciting addition to this year's show as the collection, presented by The Battle of Franklin Trust, has never before been available for public viewing.

A Certified Quilt Appraiser will be available for appointments, but sign up quickly as the appointment times fill up at a rapid rate. A live band featuring 19th century music will wile away an afternoon for



those who wish to spend part of the day outside relaxing in the rocking chairs along the veranda. A catered lunch by Breaking Bread, a local meat and three restaurant, will be available along the banks of Stewarts Creek for selected hours during the days of the event. On Sunday afternoon, a vintage quilt care demonstration will be offered for all those who wish to see how to properly fold, store, and maintain the beauty of such creative pieces of art.

As the interest in this year's Quilt Show sweeps across the nation, we encourage everyone in the community to enter their own quilts in this annual event. Many quilts are needed for this incredible show to be an even bigger success than last year and we would be honored to feature your quilt treasures! Consider entering your own creation, a family treasure, a garage sale find, or the quilt at the foot of your bed!

For more information on the Quilt Show or to inquire about becoming a volunteer for this event, please call (615) 459-2341. The Sam Davis Home is located at 1399 Sam Davis Road in Smyrna.

New Interpretive Signs Unveiled

It's a sign of the times—interpretive signs, that is. Thanks to the Rutherford County Convention and Visitors Bureau and the Rutherford County Wayfinding Signage Board, a new interpretive signage program is in place in the downtown Murfreesboro area.

Visitors and newcomers will be able to learn about the historical significance of Rutherford County with ten new signs that have been recently installed in the downtown Murfreesboro area. There are six new signs on the Courthouse lawn, one at the Center for the Arts, one at Cannonsburgh Village, one at the train depot and one at the Civic Plaza.

These new interpretive signs are Phase 2 of the Wayfinding Signage Plan that erected 135 signs throughout Rutherford County to help visitors easily find tourism attractions and points of interest. Topics for the interpretive signs range from The Square during Wartime, Uncle Dave Macon, The Town Square-Founding of Rutherford County and Murfreesboro, 1860s View of East Main Street, Arts Center/Murfreesboro Post Office and The Railroad and Fortress Rosecrans.



Wayfinding Signage Board Members and dignitaries officially unveil one of the new interpretive signs on the Rutherford County Courthouse lawn. Pictured from left to right: Wade Hays, Faye Elam, Paul Latture, Shirley Jones, Mayor Ernest Burgess, Janelee Wise, Gib Backlund, Mayor Tommy Bragg, Patsy Brown, David King, Dana Richardson, Mona Herring, Janie Zumbro and Kathy Tyson

"The new interpretive signs are designed to enhance the visitor's experience when they come to downtown Murfreesboro," said Mona Herring, vice president of the

Convention and Visitors Bureau. "These new signs will give the reader a view into the deep history of how Rutherford County was established and how we have progressed through the years to become the

growing, vibrant community that we are today."

This comprehensive signage program has been in the works since June 1997. Strict Tennessee Department of Transportation (TDOT) and Federal Highway Administration (FHA) guidelines caused the project to stall for a time. A pilot experimental sign program for Rutherford County, along with Chattanooga and Memphis, was approved by TDOT in December 2003 and this allowed the project to move forward once again. Rutherford County now boasts the only county-wide wayfinding signage program in Tennessee.

All monies for the signage project were obtained from a Transportation Enhancement Grant from the Tennessee Department of Transportation and a matching funds grant from the Christy-Houston Foundation.

Travel related expenditures for Rutherford County were \$216,670,000 in 2009. This provides \$180 of tax relief for every household in Rutherford County. For more information, contact the Rutherford County Convention and Visitors Bureau at (615) 893-6565 or online at www.ReadySetRutherford.com

Sold Out Marathon Encourages Spectators

With a record-breaking registration sell-out of 11 days, organizers of The Murfreesboro Half Marathon are encouraging residents to line the race course to cheer on the 2,500 participants.

"This year, The Middle Half has been designated an official MTSU Centennial Celebration event," said Melinda Tate, race director. "We hope to see MTSU's Alumni Drive lined with students, staff and alumni cheering on their friends



and neighbors. The medal that each finisher will receive commemorates MTSU's 100 years of excellence."

Runners from 24 states have reg-

istered for the 5th annual 13.1 mile race, scheduled for October 15 at 7 a.m. Registration is still open for Murph's Fun Run, a one-mile course for kids ages 6 - 13.

"Ninety-six percent of the registrants are from Tennessee cities," said Tate. "Approximately half will be traveling and staying overnight, either in hotels or with friends."

Because the course runs by the geographic center of Tennessee, begins and ends at Middle Tennessee

State University and is presented by Middle Tennessee Medical Center, it has been tagged The Middle Half.

Spectators along the course are encouraged to cheer on the runners with signs and music. Admission is free to the MTSU Track and Soccer field where the runners will cross the finish line.

For more information and a map of the course, visit www.TheMiddleHalf.com.

Did You Know?

2011 marks the 200th birthday of Murfreesboro, the 100th birthday of Middle Tennessee State University, and begins the sesquicentennial—150th anniversary—of the Civil War.

BEP Thanks Business Partners for a Winning Summer

The BEP would like to thank the following businesses for making our summer education programs possible. Through the volunteers and financial support they provided, 46 educators and 35 middle school students had the opportunity to learn about the local business community in fun, hands-on, practical ways. **We appreciate these partners supporting BC³ Academy for Math and Science Study Enhancement, Professor Buzzo's Discovery Academy, and State Farm Summer Business Camp this year.**

Animal Care Clinic
 Aramark State Farm
 Art Growden Creative
 Barnes & Noble
 Beechcraft Heritage Museum
 Chef Julio's
 Chiropractic Associates of Murfreesboro
 City of Eagleville
 City of Smyrna
 City Tile
 Consolidated Utility
 DAB Thompson Transportation
 Demos' Restaurant
 Dream Catchers
 Eagleville City Hall
 Ecovillage Training Center
 Equilibrium MedSpa
 Experimental Aircraft Assoc. #419
 First National Bank of McMinnville
 First Tennessee Bank
 General Mills
 Ingram Barge
 Ingram Content Group
 Jason A. Jones, CPA
 Jo's Cakes and Catering, Inc.
 Jozoara's
 Junebug Design Studio
 Lamplighter's Theatre
 LogicForce
 Lucky Ladd Farms
 Maximum Change, Inc.
 Metropolitan Nashville Airport Authority
 Middle Tennessee Electric
 Membership Corporation
 Middle Tennessee Medical Center
 MidSouth Bank
 Monroe Carrel, Jr. Children's Hospital
 at Vanderbilt
 MTEMC Customers Care
 MTSU:
 Aerospace Dept.
 Campus Recreation Center

Chemistry Dept.
 College of Basic & Applied Sciences
 Dept. of Engineering Technology
 English Dept.
 Jennings A. Jones College of Business
 Dept. of Physics and Astronomy
 School of Agribusiness & Agriscience
 Murfreesboro Police Department
 Murfreesboro Fire Department
 Murfreesboro Municipal Airport
 Murfreesboro Water and Sewer Department
 Nashville Public Television
 Nashville Symphony
 Nashville Zoo
 Naticakes
 Nissan North America
 Oaklands Historic House Museum
 Old Fort Golf Club
 Orkin
 Phoenix Boats
 Prudential Rowland Real Estate
 Team Don Day
 Quality Industries
 Real Teacher Tees
 Reeves-Sain Drug Store
 Regions Bank
 Rutherford County Board of Education
 Rutherford County Chamber of Commerce
 Rutherford County Emergency Medical Response

Rutherford County Sheriff's Office
 Siegel High School
 Smyrna Police Department
 Smyrna Pulmonary Sleep Center
 Smyrna/Rutherford County Airport
 Special Ops Emergency Response
 Springhouse Worship and Arts Center
 State Farm
 StoneCrest Medical Center
 Stones River National Battlefield
 Studio S Pottery
 SunTrust Bank
 Tennessee Department of Transportation
 Tennessee Technology Center Murfreesboro
 Tennessee Walking Horse National
 Celebration
 The Blue Porch
 The Heritage Center
 TN Farmer's Cooperative
 Tri-Star Title and Escrow
 Vanderbilt Dept. Physics and Astronomy
 Wings of Eagles
 World Outreach Church
 WWL



Barrett named United Way Campaign Associate

The United Way of Rutherford and Cannon Counties has announced the hiring of Dana Barrett as its new Campaign Associate.



Originally from Lynchburg, Tenn., Dana Barrett holds a B.S. from Middle Tennessee State University in Physical Education and Health.

After completing her degree, Barrett served in the United States Marine Corps as a Domestic Violence Investigator in California, Japan, and Korea. She was awarded the Navy and Marine Corps Achievement Medal for Superior Performance as well as a certificate of appreciation for exemplary, distinguished performance.

Prior to United Way, Barrett was most recently employed as a teacher at Lancaster Christian Academy in the areas of reading, spelling, language, physical education and community service.

"I wanted my life to make a difference in those around me, and now I have a job that makes a difference in my community," Barrett said.

Brian Hercules, President and CEO of the local United Way, noted that Barrett's "diverse experience and constant pursuit of excellence will make her a valued team player on the United Way staff."

The Campaign Associate will be responsible for assisting with United Way's annual fundraising campaign, public relations, and overall resource development.

Barrett may be contacted at Dana.Barrett@uwrutherford.org.

Local Physician to make house calls to clients of Family Staffing Solutions, Inc.

New service reintroduces delivery of health care in the home

Well-known Murfreesboro physician, Dr. Jim Garner, has expanded his practice to include house calls for clients of Family Staffing Solutions, Inc. on an exclusive



basis announced Becci Bookner, president and CEO of Family Staffing Solutions, Inc. of Murfreesboro. Bookner believes that Family Staffing Solutions is the first personal care company in Tennessee to provide this service to its clients through an alliance with a private medical practitioner.

Dr. Garner is an internal medicine specialist and a lifelong resident of Murfreesboro who has a sincere interest in the health care of community residents. He has served in many prominent positions including Chief of Medicine and Chief of Staff at Middle Tennessee Medical Center. His philosophy of medical practice combines the foundation of evidence-based knowledge with

commonsense and compassion.

"It is our mission to take care of people. The alliance with Family Staffing Solutions will create new and innovative ways to facilitate this mission as the health care climate continues to change and evolve," stated Dr. Garner, a graduate of the University of Tennessee Medical School who completed his residency at Pensacola Educational Program.

This service is distinctly different from the 'concierge medicine' practice that is emerging across the country. The personal access to Dr. Jim Garner by clients of Family Staffing Solutions can provide the same level of access to primary medical care as concierge medicine without the annual fee.

To learn more about this exclusive service, please contact the Murfreesboro office of FSS, Inc., at 615-848-6774 or visit www.familystaffing.com. Family Staffing Solutions, Inc. has provided over two million hours of in-home quality personal care services since 1999.

RCHBA "Kick It Up" Tournament

It's time to Kick it Up! Please save the date! On Saturday, Oct. 15, the Rutherford County Home Builder's Association will hold its first Kick it Up Kickball Tournament.

Proceeds from the tournament will go to help RCHBA and Habitat for Humanity. Registration and a continental breakfast will begin at 7 a.m., followed by the start of the tournament at 8 a.m. The event will be held at Sports Com/McKnight Fields, located at 120 DeJarnette Lane, Murfreesboro, TN.

This event is slated to be a single elimination tournament. Each team will need a minimum of eight players to play and can register up to 20 players. There must be two members of the opposite sex

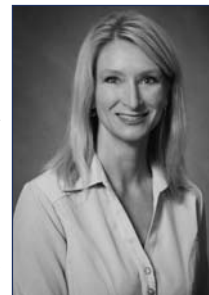
to play on each team. For a little fun, a member of the team may dress up as the opposite sex to get around the two member of the opposite sex rule.

The entry fee is \$200 per team. Each game will last a minimum of 45 minutes or 5 innings. The official rules of the tournament will be given to each coach at the manager's meeting at 6 p.m. on Monday, Oct. 10, at F&M Bank (802 Memorial Blvd. in Murfreesboro). The coaches of each team will communicate the rules to their players before the tournaments starts. The registration deadline is Friday, Oct. 7.

Corporate sponsorships are available, ranging from \$50 to \$250.00. If interested, please contact Jessica Brewington at (615) 890-8224.

Roxanne Raney Joins Roscoe Brown as Accounting Associate

Roxanne Raney has joined Roscoe Brown, Inc. as an accounting associate in the company's Murfreesboro office.



Roxanne Raney

"We are very pleased to welcome Roxanne to our staff," said Jaime Craig, Office Manager of Roscoe Brown, Inc. "Roxanne's experience, knowledge and skills have already helped us tremendously. She brings a wealth of experience in payroll, accounts payable and receivable, billing and customer service to our company."

Raney is a Bedford County native and currently lives in Unionville. She has worked in office management for the past 19 years, having owned a business and worked for two organizations in Shelbyville in operations, accounting and sales.

"In addition to my daily office responsibilities, my job is to help solve problems and make an ongoing contribution to help the organization run smoothly," Raney said. "The company is the same

inside as outside: making things better for our employees and our customers, treating people with respect and doing the right thing. I'm very excited to be a part of Roscoe Brown."

Raney is married to Keith Raney, who provides products to Tyson Foods, Inc., and the couple have two children, Jacob, 20, and Stacie, 16. Roxanne enjoys golf, exercise and attending her daughter's soccer games. The Raney's are active members of North Fork Baptist Church in Shelbyville.

Roscoe Brown, Inc. is a 70-year-old family-owned and family-operated company headquartered in Murfreesboro, with additional fully staffed offices in Nashville and Tullahoma. The company provides residential and commercial customers throughout 25 counties in middle Tennessee with indoor comfort solutions, including complete sales, service, and installation of high quality heating and air conditioning systems. Roscoe Brown, Inc.'s mission is to provide the highest quality, most economical and most efficient products and services to its customers.

ask US.

If you have
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about business
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Mike Hallum
has the answers.



When you need to know the value of your business assets, ask Mike. As a Certified Public Accountant and a Certified Valuation Analyst, Mike helps businesses and individuals determine the value of tangible and intangible assets and assists with financial forensic services, fraud detection and prevention.

Mike knows that an objective business valuation can be the difference between success and failure. Which is exactly why you want him on your side.

How else can DVF help you? Just ask us.



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