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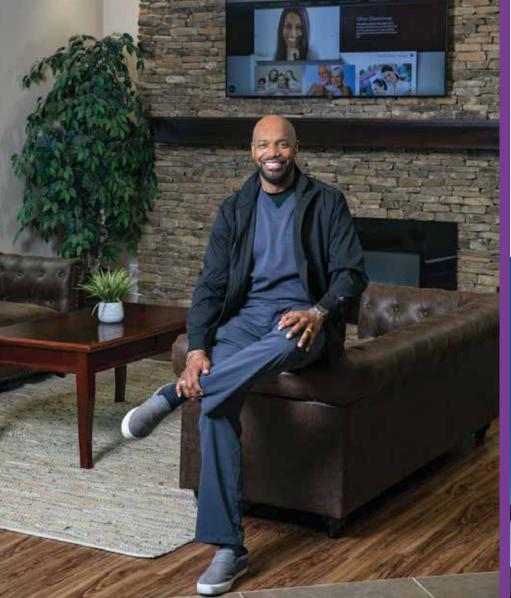
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# Inside {local} January'23





#### 8

#### FROM WASHINGTON TO MOUNT PLEASANT

Custom guitar builder relocates for a better life

#### HOMEGROWN AND PROUD

14

Local business owner finds his place at home

#### LOCAL FOCUS COMMUNITY SNAPSHOTS 6 SERVICE DIRECTORY 20, 21

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**ON THE COVER:** Veritas Custom Guitars relocated from Washington State to the heart of Mount Pleasant. They create custom made guitars tailored to the musicians who play them. Read their story on page 8.

**ADVERTISING INFORMATION** Interested in advertising to over 7,200 homes in Maury County? We can promote your business through direct mail delivery and social media promotions. We offer very creative opportunities to local businesses, reach out today for more details. Contact Jeff at 615-828-2542, or email jbryant@wilcolocal.com

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## **COMMUNITY SNAPSHOTS**



#### LOCAL BUSINESS RECOGNIZED

The SBA designated Tallgrass Meat Co. as the state's 2020 Small Business Startup of the Year. The year is not a typo; the SBA is just now presenting awards for 2020. Case Weber was unable to attend. Amelia Bozeman, Director of the TSBDC, collected his award and presented it to Casey on December 13th.



THE SURGICAL CLINIC

The Surgical Clinic in Columbia, specializes in advanced laparoscopic, endovascular, open vascular, general and venous surgical procedures, and is committed to providing each patient with an exceptional level of care and attention. The Surgical Clinic is located at 832 Westover Drive, Suite 200, Columbia.



#### **GRINDER'S SWITCH WINERY**

A self-proclaimed "hobby out of control", Grinder's Switch Winery has been growing and producing award-winning wine for nearly a decade. Grinder's Switch Winery is the brainchild of Joey and Gail Chessor, the small-town couple who turned their dream into a reality and a thriving family business. The Columbia tasting room is their newest location. This fun and funky tasting lounge offers tastings, wine by the glass, cheese boards and comfortable seating. They are located at 510 N Garden Street, Suite D, Columbia.



#### **POOCH PARADISE**

Pooch Paradise is a full-service Dog Grooming Salon. Located at 310B South Main Street, Mount Pleasant. Owned by Lauren Laws.



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## CUSTOM GUITARS MADE IN MAURY

#### PAM WINDSOR

Casey Marvin opened Veritas Guitars more than a decade ago in Vancouver, Washington. He's proud of how it's grown into the operation it is today – now based in Mount Pleasant, Tennessee.

"I started the company in 2010 in my garage by myself," he says. "It was a one-man shop for a long time, and just kept growing and growing. I never thought it would be as big as it is."

Veritas builds custom-made guitars for a wide range of clients, from those who play music for fun to professional musicians. Well-known artists, he's proud to call customers include Thompson Square, Russell Dickerson, Kelsea Ballerini, Mercy Me, Zach Williams, and others.

Marvin developed his passion for guitars at a young age.

"I fell in love with the guitar at the age of 10," he recalls, "and I wanted to start a band. Then, when I was 12, I took apart the Squier Strat my parents bought me, because I wanted to see how it worked. My mom was really upset when she came in and saw my whole guitar taken apart."

She was also surprised when he successfully put it all back together. From then on, he had a fascination with the way guitars

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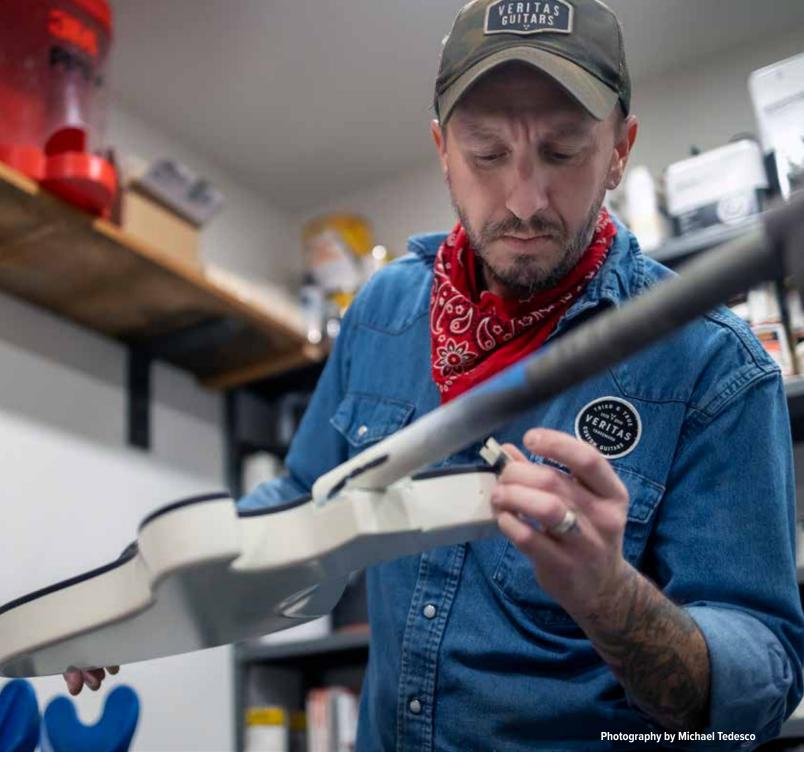
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#### < FROM PAGE 8

are built and how they sound.

"I began modifying and tweaking a lot of my friends' guitars. Then, at 16, I decided I wanted a really nice guitar, and since I couldn't afford one, I was going to build my own."

As soon as he finished, he realized he'd made some mistakes.

"I strung it up, strummed one chord, then took it apart and started on my next guitar. And that's when I fell in love with designing guitars."

It would be a while before he did it for a living. A talented musician in his own right, Marvin played semi-professionally for years. Later, after hanging up life on the road to start a family, he built guitars on the side. Then, someone suggested he do more with it.

"A friend of mine who owns a drum company called Truth Drums kind of pushed me into doing it as a career. I decided to give it a shot and call it Veritas, which means truth, since he encouraged me to do it."

His guitars are all tailor-made, specifically designed for the musician who will play them.

"They're all original; I design all of them," he says. "I love vintage guitars and have always been a big vintage guitar guy but could

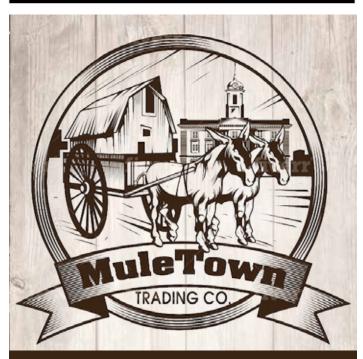




Jacob Fleenor, M.D.

Ophthalmologists **Timothy Gordon, M.D.** and **Ralph Hamilton, M.D.** board certified ophthalmologists, are excited to welcome Dr. Jacob Fleenor to their practice at Columbia Eye Physicians, PLLC. Dr. Fleenor is from Rogersville, TN., and attended UT Knoxville. He received his MD degree from Quillen College of Medicine in Johnson City and completed his ophthalmology training at Baylor Scott and White Medical Center in Temple, TX.

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#### < FROM PAGE 10

never afford one. The thing I don't like is the struggle. Vintage guitars don't always play in tune, they can be noisy, troublesome, and finicky. So, when I approached this, I said let's take what makes vintage guitars special and fix all of the things that make them challenging."

He had a lot of success in Washington state, where he started, moving from one bigger building to another.

"And then COVID happened," he says. "Then, the rioting and everything, and it made things extremely difficult for us. It was no longer a safe place to raise a family, and the way of life didn't align with how we wanted to live."

So, he and his family headed to Nashville, where he was already doing business with artists buying his guitars.

"We wanted to be part of a community and be in a small town, and we found this building in Mount Pleasant. We fell in love with it and the people here. It's been amazing."

Marvin has an exceptional team that shares his passion for creating one-of-a-kind guitars.

To learn more about Casey Marvin and Veritas Guitars visit veritasguitars.com.

## LET THE NEW YEAR RING IN A NEW YOU WHEN IT COMES TO SKIN CARE.

It is never too late to implement changes to your skin care routine that will help you age gracefully. Make your New Year's resolution the gift of healthy skin by considering the following:

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**Sunscreen:** It is important to both protect the skin from Ultraviolet A related aging rays as well as skin damaging Ultraviolet B related burning rays. Although there is controversy regarding certain chemical sunscreens, you can never go wrong with a pure physical blocker which is comprised of either Zinc Oxide or Titanium dioxide. At Harpeth Valley Dermatology, we offer our Hydroessence SPF 40 which includes a physical blocker coupled with moisturizing agents and Hyaluronic acid to boost moisture retention and prevent fine lines and wrinkles. This is a perfect complement to any anti-aging regimen.

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#### For more information, please go to harpethvalleydermatology.com or call us at 615-905-8083.



Dr. Benjamin Bashline

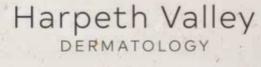


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to R: Trey Britton, Lexy Greene, Susan Reed, Sandy Finney, Tonia Nicholson, Melissa Pierce, Vanessa Burgos, Hal Landers. Photo by Robbie Mathis

## A MULTI-LINE AGENCY WITH **"PERSONAL TOUCH SERVICE"**

#### **BY JASON ZASKY**

Hal Landers has owned and operated Landers Insurance Agency since 2002, so he has seen a lot of change in Columbia over the past two decades. But what hasn't changed is his agency's commitment to providing great service to clients.

"We have the words 'Great Rates, Great Service' on our business cards and our billboards," begins Landers. "We have found that by offering a great product and attaching that to great service, that's a satisfied customer."

Specifically, Landers and his team of seven focus on providing what he refers to as "personal touch service," which is a rarity in today's world.

"If you call us, someone is going to answer the phone immediately. If you need to discuss your coverage, or need a new policy, someone here is going to take the time to ask you questions, listen to your needs, and help you buy the product that fits your needs and your budget. We are not here to just sell you a policy," he emphasizes. "And if you have a claim, we have an in-office claims

manager to help maneuver you through it."

As to products, Hal Landers Insurance is a multi-line agency that writes auto, homeowners, life, and business policies. In short, they can help anyone from the day they start driving through the end of life.

"Auto and home — which is also called personal line insurance - is our bread and butter," says Landers, but life and business insurance are as important as ever.

"A big thing now in business insurance is cyber liability and data breach liability. That's a big concern for business. And life insurance, I hope that is on everybody's mind, especially in light of the pandemic."

That said, Landers has a handful of recommendations for clients and potential customers, one of which is to do an annual review of your coverages and needs.

"There's a lot to look out on the auto side," he begins, with electric vehicles and ridesharing programs already common and driverless vehicles likely to change the landscape significantly in





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the coming years.

"And on the homeowner's side, home values have increased. You need to look at the value of your home — is that properly covered?" he adds, before turning to the topic of bundling.

"People should also be taking advantage of as many discounts as they can. If you can put your home and auto together or home, auto, and life together, that gives you a multi-policy discount. Also, pay an annual premium if you can because there are usually annual discounts," he advises.

Insurance specifics aside, Landers says he loves living and working in Columbia, which helps explain why he chose to open his own independent agency there after spending the first three years of his career working in Williamson County.

"Number one, I love the people. I have lived here my entire life," he begins. "You have that small town feel where you know everybody, and you can walk down the street, and everybody knows your name. The reason I wanted my business here is to be able to continue to work with the people in this community."

That said, he believes Columbia has done a good job of main-

taining its personality, even as it has seen an influx of people from outside Maury County.

"You've got a lot of people moving here because they like the value of what they get, and they like the small-town feel," he explains, before noting that Columbia's growth is helping the agency grow.

"Most of our clients come to us by referral. We advertise around town, but the best way to advertise is taking great care of your clients. With the amount of competition in selecting an insurance agency, we could not survive for 20 years without providing great rates and great service," he says.

As for the agency's future, Landers is confident that its best days are yet to come.

"We are going to continue to grow and continue to provide the best service we can. I don't see Landers Insurance Agency slowing down," he concludes. "We've lasted for two decades, and I see us remaining a part of this community for decades to come."

To learn more about Landers Insurance Agency, see their ad on page 22 or visit: landersinsuranceagency.com





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