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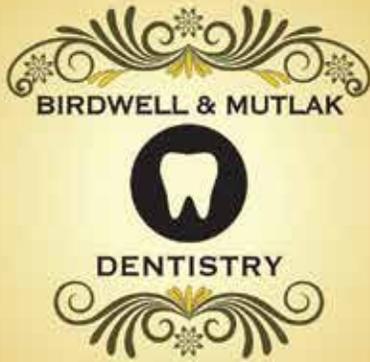
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JANUARY 2020

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Inside *{local}* January 2020



6 LOCAL FAMILY MARKETS CBD OILS AND PRODUCTS

Stop in and learn more at this local CBD marketplace now open in Franklin



12 FRANKLIN HOSTS VOLUNTEERS

Organization returns to Franklin to teach and educate Volunteerism



16 WINTER EVENTS

Check out these featured events you may not already know about in our community



LOCAL FOCUS
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LIVEGREEN CBD MARKETPLACE

A TRUSTED LOCAL SOURCE FOR CBD PRODUCTS, ADVICE



Staff Photography

BY JASON ZASKY

“Most of our time is spent educating customers,” says Josh Henrick, who opened LiveGreen CBD Marketplace—a family-owned hemp and CBD marketplace on Murfreesboro Road in Franklin—with his wife Erin in April of last year. The focus on education is hardly a surprise, “because a lot of people don’t know the difference between hemp and illicit forms of cannabis,” he adds. Hence common questions like: “Is it legal?” (Yes) “Is it safe?” (Yes) And “What exactly is CBD, anyway?”

To answer the latter question: CBD (Cannabidiol) is one of the many compounds found in the cannabis plant, and CBD products offer many of its therapeutic properties, without the “high” or psychoactive effect of THC. In other words, LiveGreen’s CBD products can help relieve the symptoms of a wide range of ailments, including everything from arthritis and joint pain to anxiety and depression, minus the side effects that are common to prescription medicines, alcohol, and other drugs.

To that end, LiveGreen sells sublingual tinctures (oils), edibles (gummies and candy), topicals, and smokables, all of which are

vetted for purity and effectiveness. For customers, choosing a mode of ingestion is largely a matter of personal preference—and sometimes influenced by the condition(s) one is looking to address.

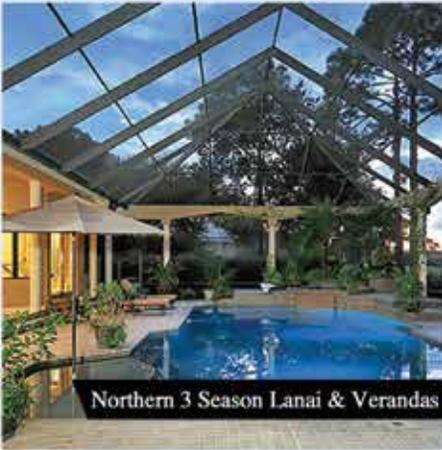
“A topical is great for acute and localized pain,” explains store manager Laura Chaudhry, “but if someone has systemic issues—arthritis or aches & pains and joint inflammation all over—the tinctures are best because CBD is cumulative. It builds up in your system, and when people start taking the tinctures combined with topicals, we’re seeing incredible results.”

As for helping a customer discern what strength and concentration is best for them, well, this is where LiveGreen’s expertise—not to mention the store’s welcoming, confidence-inspiring atmosphere—comes into play.

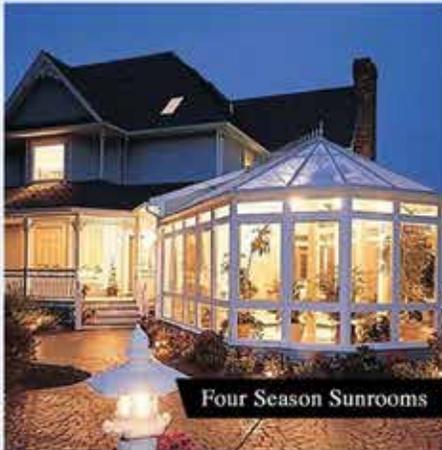
“We have a sitting area that we use for consults, and we sit down and find out what has brought them into the store,” advises Chaudhry, a cancer survivor whose experience is informed by the ways she has benefitted from using CBD. “Then we can advise them how many milligrams they may need.”

And while most of the store’s customers are newcomers to

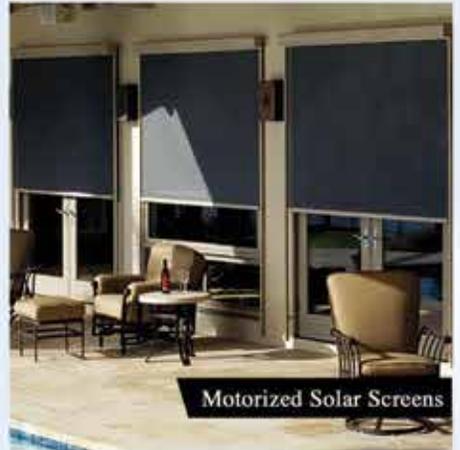
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Four Season Sunrooms



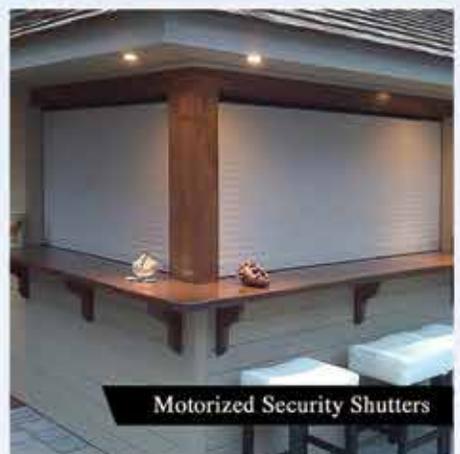
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Staff Photography

< FROM PAGE 6

CBD—and many have exhausted all of the possible remedies offered by “western medicine”—they also encounter people who say they have tried CBD and that it didn’t help them.

“When people tell me CBD hasn’t worked for them, it typically tells me one of two things: It was not a quality product. Or they weren’t taking enough for what they were trying to treat and for how their body responds to CBD.”

But because it’s an unregulated market, product quality and serving size can be difficult for consumers to assess. “At a lot of places, it will say CBD on the bottle, but it won’t provide a percentage or what kind of carrier oil it’s in,” adds Chaudhry. “We make sure we know exactly what percentage of CBD is in our products, as well as the carrier oil and how it is extracted. So we can provide a lot of education that other places cannot.”

That’s one of the reasons why LiveGreen has proven to be a good fit for Franklin and the surrounding area.

“We have found that Williamson County residents are very interested but also highly skeptical. They are intelligent, educated, very discerning and want to know what they are buying and don’t

want to order from the Internet,” says Henrick, though LiveGreen does ship product far and wide via its online store.

“People are relying on us to be educated, versus having no relativity or base point to make their own decisions online, and we do that without cost or appointment,” adds Henrick. “Once they benefit, they can attest to [the product’s effectiveness] and pass on [their experience], because [starting with CBD] requires a positive testimony from someone you trust.”

With many referrals coming courtesy of massage therapists, chiropractors and therapists, who tell their clients and patients about LiveGreen’s products, the most popular of which is its body butter—a topical, which can help alleviate aches and pains due to age, inflammation, surgery, or any number of other causes.

“The body butter is very easy to use. So it’s kind of a gateway into CBD,” quips Chaudhry, before noting that “your skin is the best absorber of CBD, so topicals work very fast and efficiently.” Meanwhile, pets have also proven to be a gateway to CBD, according to Henrick, as people see how well it works on their pets and decides to try it themselves—or try it themselves and then decide to give it to their dog or cat.

PAGE 10 >

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Staff Photography



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Henrick explains it this way: “People can define how they are feeling. A dog or cat doesn’t speak, but when a dog that wasn’t eating or couldn’t climb the stairs is now eating and climbing the stairs, that’s overwhelming proof that it works for them. A lot of

pets have anxiety issues related to situations—like car rides or strangers coming over—and CBD pet treats are good for situational issues while tinctures are good for old-age related issues.”

Yet regardless of whether a product is for a person or a pet, the Henricks are deriving a lot of satisfaction from helping people in their community. They live in Franklin, go to church here, and also have other business interests here—with Josh, the owner of a landscape architecture business called Greenspace Design and Erin, the president of an education, research and consulting business named Partner to Improve. <https://partnertoimprove.com/>

“We really wanted to be here in this market, and we’re happy and thankful to be a part of the community and the Chamber of Commerce,” says Erin, who like her husband, is optimistic that the business will continue to thrive, even if more competition—and regulation of the industry—alters the competitive landscape.

“By providing a comfortable and safe-feeling environment along with education and superior products, we have many returning customers,” she concludes.

For more information see page 23

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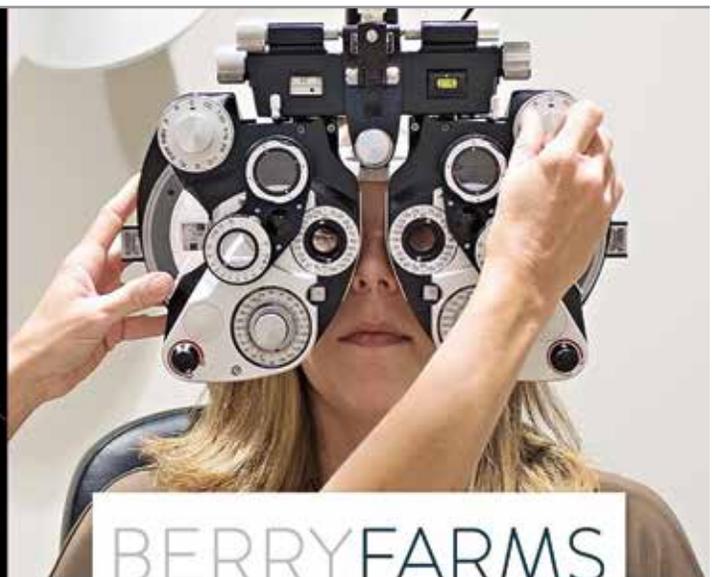
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Tennessee Conference on
Volunteerism and Service-Learning
February 9-11, 2020 | Franklin, TN

Photography submitted.

CONFERENCE ON VOLUNTEERISM AND SERVICE-LEARNING CONNECTS, INSPIRES

BY JASON ZASKY

“The Tennessee Conference on Volunteerism and Service-Learning is for anybody excited about making change through volunteerism,” says Stephanie Houghton, communications & outreach manager for Volunteer Tennessee, a 25-member bipartisan board that works to encourage community service

across the state.

Specifically, the ten-year-old conference “gives people tools that help increase service and volunteerism,” mainly by “putting them together with others who can share their experience and inspire them to learn new things,” she continues.

It attracts non-profit/volunteer management professionals, gov-

PAGE 14 >

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Photography submitted.

< FROM PAGE 12

ernment leaders, and business leaders, not to mention educators who are focused on service-learning.

Notably, the conference kicks off with the annual Governor’s Volunteer Stars Awards, which recognizes outstanding volunteers from each of Tennessee’s 95 counties. Then the event continues with a series of workshops and roundtables that offer tips and advice, not to mention the chance to build relationships with like-minded individuals.

The agenda also features a handful of plenary speakers, with this year’s lineup set to include: Jeremy C. Park, CEO of cityCURRENT, a partnership of businesses that have joined forces to make a difference; and Linda Ragsdale, president of The Peace Dragon, “a creative arts site dedicated to inspiring children and adults of the world to celebrate individual differences....”

An exhibit space allows exhibitors to showcase service projects, while professors have the opportunity to promote projects they are enacting on their campus.

It all adds up to an event that has expanded considerably in recent years, with the addition of a student track in 2016 and ses-



sions geared toward corporate social responsibility professionals in 2018. As a result, “we have seen more partnerships and engagement from businesses and corporate attendees who are interested in improving their communities,” notes Houghton.

But one thing that hasn’t changed is the conference’s relationship with Franklin—and the Franklin Marriott Cool Springs—

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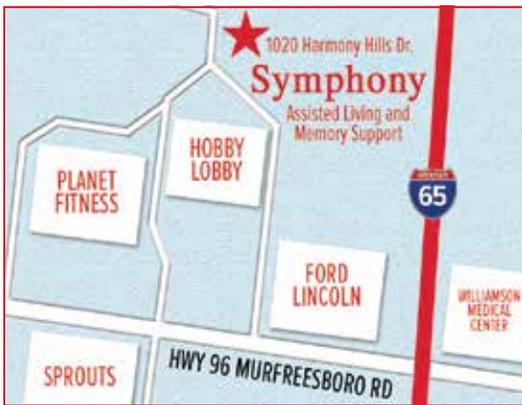
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“WE HAVE SEEN MORE PARTNERSHIPS AND ENGAGEMENT FROM BUSINESSES AND CORPORATE ATTENDEES WHO ARE INTERESTED IN IMPROVING THEIR COMMUNITIES”

Photography submitted.

< FROM PAGE 14

which has hosted the event going back many years.

“Since people are coming from across the state—and from outside the state—it’s a nice, convenient location with plenty of great restaurants and shopping and things for people to do when they aren’t at the conference,” explains Houghton. “The Franklin Marriott has always been a great partner, with a beautiful ballroom and plenty of breakout rooms.”

Going forward, Houghton expects the Tennessee Conference on Volunteerism and Service-Learning to expand further, noting that she sees attendees who come back year after year who are very excited to be a part of the proceedings. “We have attendees who come from Kentucky and other states, because not every state has a similar conference, and they are excited to be a part of this kind of event.”

“Not only is it a positive experience to hear about what people are doing in similar fields,” she says, “We always get feedback on how it’s great to connect with others who are focused on the same topics and areas and be in the same room with so many people who are trying to make change.”

WHAT: TENNESSEE CONFERENCE ON VOLUNTEERISM & SERVICE-LEARNING

WHERE: FRANKLIN MARRIOTT COOL SPRINGS, 700 COOL SPRINGS BLVD, FRANKLIN

WHEN: FEBRUARY 9-11, 2020

tn.gov/volunteer-tennessee/vt-events/vt-tcvsl

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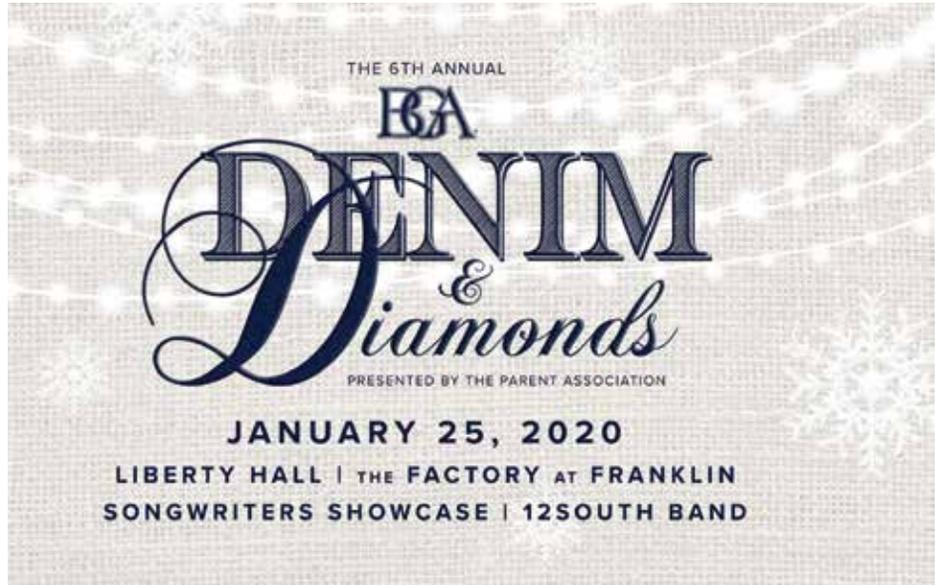
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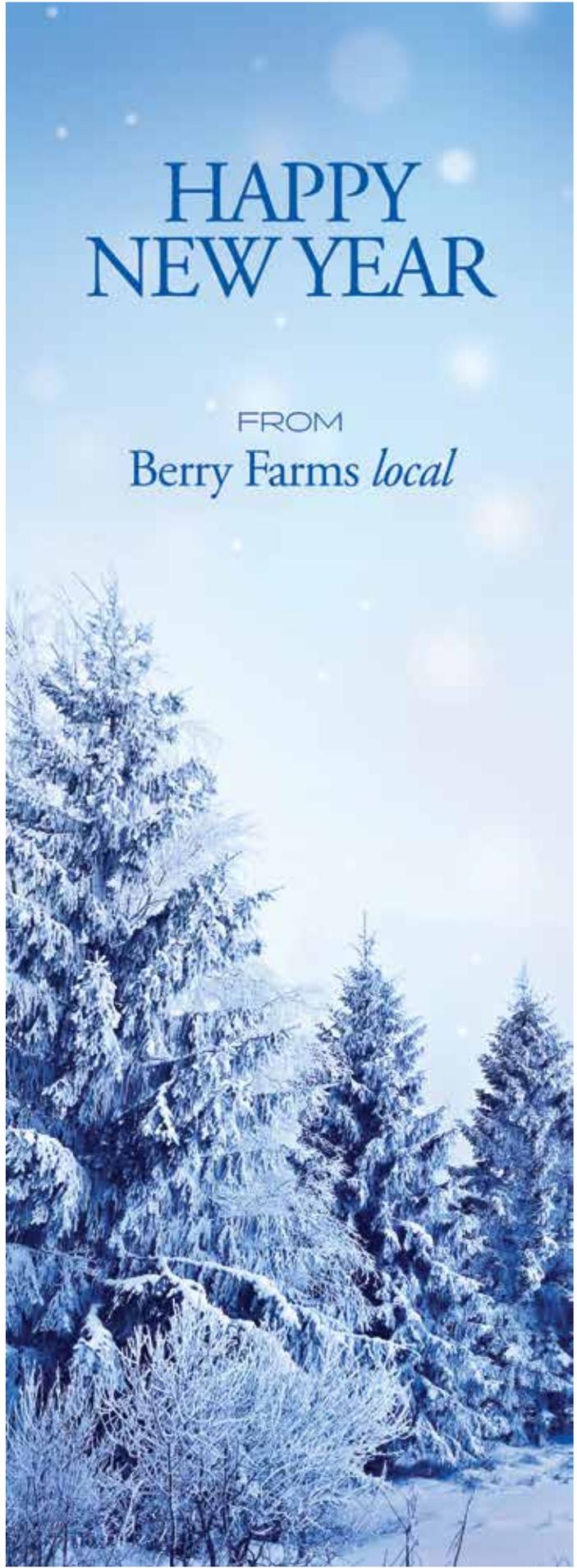
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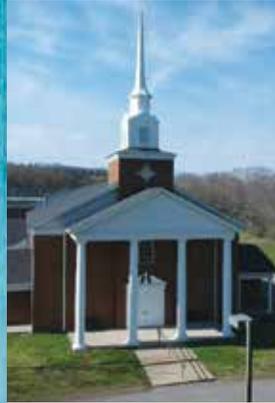
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