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Joining the Staff



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## COMMUNITY COMES TOGETHER

Berry Farms Families  
Provide Safe Halloween  
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### COVER PHOTO BY MICHAEL TEDESCO

Michael found this fence watching the seasons change in Franklin. With Thanksgiving just around the corner, winter will be here soon.

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**FAITH & WORSHIP 18**  
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“

***“I LOVE SEEING MY PATIENTS, AND WE WERE SUPER BUSY, SO I EITHER NEEDED TO WORK MORE DAYS OR ADD ANOTHER DOCTOR”***

”



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# BERRY FARMS EYECARE

THE EYE DOCTOR FOR BERRY FARMS

**BY JASON ZASKY**

Three-and-a-half years ago, Dr. Jana Crim opened Berry Farms EyeCare on Moss Lane in Berry Farms, and the practice has already become everything she thought it would be—and more. In fact, Dr. Crim recently added a second optometrist, Dr. Melissa Dow, who has been practicing in the area since 2007.

“I love seeing my patients, and we were super busy, so I either needed to work more days or add another doctor,” explains Dr. Crim. “Since Dr. Dow and I have worked together in the past, we knew that we practice the same way and that it would be an easy fit.”

Meanwhile, Dr. Crim has also expanded the practice’s physical footprint. When she opened Berry Farms EyeCare in 2017, she shared space with The Look Facial Aesthetics, which has since expanded and is now a standalone boutique on Hughes Crossing.

“It was my five-year plan to occupy the entire space [at 40 Moss Lane, Ste. 110], but it happened after only two years,” she adds.

## COMPREHENSIVE PRIMARY EYE CARE

As for the services offered at Berry Farms EyeCare, Dr. Crim says the practice offers “all comprehensive primary eye care. We do dry eye therapy and any medical visits. We do diabetic eye

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exams and we treat eye injuries. Basically, anything that is not eye surgery, though we do the pre-operative appointment leading up to the surgery, which we can co-manage with the surgeon.”

The practice also has a retinal scanner, so retinal exams can be performed without dilation. Berry Farms EyeCare also offers an extensive selection of the most up-to-date eyeglass frames and lenses, not to mention contact lenses, including multifocal contacts.

“We have 400 frames to choose from,” explains Dr. Crim. “We order them based on what we think is stylish but we don’t reorder the same styles. So if you come here and buy a frame, we don’t just re-stock it back. We try to find unique frames. We see a lot of our patients at [the Berry Farms] Publix, and we don’t want everybody to have the same glasses and sunglasses. So we try to keep our orders on trend with what is popular and what looks good,” she concludes.

#### THE PATIENTS OF BERRY FARMS EYECARE

As for who chooses to come to Berry Farms EyeCare, well, it’s families—entire families, for the most part.

“It’s so sweet. I’ll see the wife or the mom and then she’ll bring the kids. And then the husband comes, and after that, it will be the grandparents. It’s fun because we get to know the whole family,”

says Dr. Crim, referring to herself, Dr. Dow and her five staff members. “It’s really rewarding to make a family connection.”

In part, that’s because Dr. Crim and Dr. Dow—who both went to school at the University of Alabama at Birmingham School of Optometry—have families of their own, with Dr. Crim, a mother of three boys and Dr. Dow, a mother of two daughters. Both are also strong proponents of the local community, with the practice sponsoring local schools and the Special Olympics. In a typical year, Dr. Crim also does a medical mission trip to Mexico, bringing donated glasses with her to provide to patients in need.

Berry Farms EyeCare also makes it a point to provide free eye exams for infants before their first birthday. “You want to check a child’s ocular health and development that early,” explains Dr. Crim, “and then if everything is okay, we see them when they are three years old and six years old. And then every other year unless they start wearing glasses, at which point they come every year.”

At this point, Dr. Crim can’t imagine living or practicing anywhere else. “Berry Farms is a great place to be, and I love having my own practice,” she says. “I know my patients by first name and hear their stories and get plugged into the community.”

“This is my community,” she concludes. “From the beginning I said, ‘I want to be the eye doctor for Berry Farms.’”

*For more information, see Berry Farms Eyecare’s ad on page 4*



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# THE CHURCH AT WEST FRANKLIN

## A VIBRANT, FAMILY-ORIENTED COMMUNITY

### JASON ZASKY

If you've driven past The Church at West Franklin—at 700 New Highway 96 West in Franklin—you've probably noticed the red brick façade with the white columns and the towering steeple.

"The way the church looks on the outside does not reflect what's happening on the inside," offers Worship Minister Brad Cleveland. "It looks like you would have a very traditional experience here, but it's really not that. It's vibrant and energetic; it's not a suit-and-tie atmosphere."

In fact, The Church at West Franklin came into existence six years ago as part of a revitalization of the former West Franklin Baptist Church, which explains the dichotomy.

"They were in this building for several years, and when their numbers started to decline and knew they needed help, they reached out to Brentwood Baptist Church," explains Cleveland. Long story short—and revitalization process long-since complete—The Church at West Franklin is now one of a group of regional campuses under the Brentwood Baptist umbrella.

"Some years ago Brentwood Baptist's senior pastor, Mike Glenn, had a vision that he called the Middle Tennessee Initiative," notes Cleveland, which included planting new churches in the greater Nashville area and helping churches in need get back on their feet. Today, Brentwood Baptist Church has eight campuses, with locations ranging from Lockeland Springs to Nolensville to Harpeth Heights and Station Hill.

Yet The Church at West Franklin isn't a mere satellite of Brentwood Baptist. While the mission is the same at every location—that is, "engaging the whole person with the whole gospel of Jesus Christ anywhere, anytime, with anybody"—each campus has the autonomy to, as the Brentwood Baptist Web site puts it, "contextualize ministry to its unique community under the leadership of its own pastor."

"We don't pipe in video of our senior pastor. Our campus has live preaching every Sunday," emphasizes Cleveland, referring to West Franklin's Campus and Teaching Pastor Matt Pearson, who

PAGE 12 >

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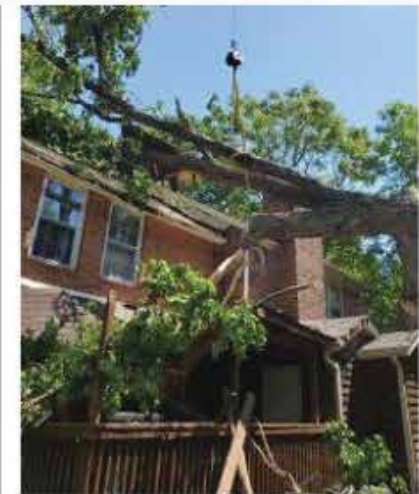
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by all accounts is a truly gifted preacher.

“One of the comments I hear most frequently about him is how passionate he is to preach and teach the Bible to folks,” says Cleveland. “He is very committed to preaching and teaching the Word in a way that makes sense and is applicable. People who have heard it their whole lives will hear it in a new way, and people who are hearing it for the first time will hear it in a fresh way.”

Moreover, Pearson’s friendly and outgoing nature reflects the warm, inviting feel of the entire campus.

“It’s pretty rare that somebody comes in and out of our building without someone greeting them and wanting to get to know them better,” says Cleveland, who encourages anyone interested in potentially becoming a member to come to one of the church’s two-part Discovery classes.

“The first part is Discover Us, where you can learn about the church and decide if it’s a place you want to be a part of,” he begins. “Then we have a second part called Discover You, where we help people discern and discover their place and their aptitude for serving through the church and the community around us.”

Those who become members can get involved with the worship choir, children’s ministry, student ministry, or via life groups.

“Life groups are intimate—10 or 12 people—and that’s how people can make friends, study the Bible, and be prayed for. Life groups are our main mechanism of community,” explains Cleveland.

As for Sunday services—held at both nine and eleven a.m.—

music plays a big part.

“Every Sunday morning we sing, and we do our very best to make things as engaging as possible,” begins Cleveland, who attended the University of Mobile on a music scholarship and also has a Master of Divinity degree in worship leadership from Southeastern Baptist Theological Seminary.

“We have a band of great musicians, we have a choir, and we have video to enhance the experience, but it’s participation-driven rather than spectator-driven,” he adds. “We find ways to make it engaging to people who have grown up in a traditional church and those who are looking to get involved [in a church] for the first time. I think we strike a good balance of that,” says Cleveland, who is able to draw on his musical training and 18 years of experience in leading worship.

As for keeping the environment safe in the age of COVID-19, Cleveland says The Church at West Franklin is taking “pretty significant precautions,” including keeping the sanctuary at no more than 50 percent capacity and maintaining social distancing in the pews. Meanwhile, the overwhelming majority of members attend services online, as the church live streams Sunday services on YouTube and Facebook Live. In fact, thanks to the online component, attendance at services have been on the rise.

“I think there is something for everyone when they come here,” concludes Cleveland. “Our church feels like a family, and a vibrant one at that.”

For more info, see *The Church at West Franklin* ad on page 18



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# AMERICANS ARE RECONSIDERING INVESTING IN EDUCATION DUE TO COVID-19, EDWARD JONES FINDS

AMID CONCERNS OVER VALUE AND QUALITY, RESPONDENTS’ REEVALUATION OF EDUCATION ALSO EXPOSES MAJOR KNOWLEDGE GAPS IN SAVINGS TOOLS



Jeff Good

As Americans head back to school, virtual learning or a hybrid approach, 36 percent of adults are reconsidering their investments in higher education amid COVID-19, according to a recent study by financial-services firm Edward Jones, conducted by Morning Consult. Eighty percent of those currently saving for an in-person, four-year college or university cited concerns that the quality of education may suffer if universities move to online learning, including access to tools and resources necessary for education (47%), lack of community aspect at school, such as sports teams, clubs and on-campus housing (35%) and required in-person lab time (31%).

Due to the current climate, 32% of respondents said they are more likely to attend an online-only college or university, and 20% of respondents said they are more likely to skip higher education and look for full-time employment or internships instead.

“In this period of uncertainty, it is more important than ever for Americans to be aware of all the available education savings options,” said Tim Burke, Edward Jones principal responsible for education savings. “As learning environments and needs change in light of the pandemic, it’s critical to keep in mind that higher education will continue to be important, so proper steps to save should remain a top priority.”

### 529 PLAN AWARENESS AND UNDERSTANDING STILL LAGS

With the value of college under a microscope, only 45% of Americans recognize a 529 plan as an education savings tool, up from the firm’s 2019 study\*, where awareness stood at 33%. Of those who correctly identified a 529 plan as an education savings vehicle, there was still a significant misunderstanding of the plan’s usage, as only 29% properly said it could be used for more than higher education.

Roughly one-third of Americans were aware of the uses for 529 plans (29%); 28% recognized that 529s can be used for K-12 expenses and 29% reported awareness of the features and potential tax benefits that 529 plans offer. When it comes to savings vehicles, respondents indicated that they choose to save for education via a personal savings account (30%) rather than a 529 plan (21%).

### IMPORTANCE OF SAVING FOR EDUCATION RECOGNIZED, BUT OBSTACLES REMAIN

Behind retirement (46%) and emergency funds (44%), their child’s education (21%) was the third-most frequently cited life event that Americans are currently saving for and prioritizing, followed by their own education (11%).

Although Americans recognize the importance of saving for education, there is a gap between actual savings and comfort with what they have saved. Forty percent of adults do not feel they are saving enough to reach their goal for future education expenses. However, instead of increasing education savings contributions, 34% of adults said they will contribute the same amount to future K-12 education savings in the next five years. Emergency savings, however, will take a larger share of the pocket due to the current COVID-19 environment, with more Americans citing this as an area where they will contribute more in the next five years (34%).

“Despite the current concerns about the return on investment regarding education, Americans would be wise not to lose sight of the benefits tools like 529 plans can provide in their ability to be redeployed for certain qualified expenses like K-12, higher education, apprenticeships, student loan repayments and education-related expenses, like a new laptop or internet access for those who choose to learn from home,” said Nela Richardson, Edward Jones Investment Strategist. “As goals change, it’s essential to speak with your financial advisor, who can help you prioritize your short-term and long-term savings goals and the most effective, tax-efficient tools to help you reach them.”

As part of its ongoing effort to increase financial resilience around topics like education savings, Edward Jones has established the Edward Jones Financial Fitness program using EverFi’s online curriculum. The program includes free financial education resources for Edward Jones clients, associates and communities. This complements the firm’s existing Financial Fitness program for high school students and teachers in 55 schools. Through the partnership, Edward Jones recently sponsored EverFi’s “LearnOn,” a virtual professional development conference for 3,000 teachers nationwide.

For more information about education savings, go to [www.edwardjones.com/529](http://www.edwardjones.com/529).

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Michael Dominic Tedesco is a photographer in Nashville, formerly New York City. Clients include: Mutual of America, Farm Bureau Insurance, Penguin Publishing Group, Gotham Books, Avery Books, Bloomberg Markets, Men’s Health, Women’s Health, Men’s Fitness, The Source, CMJ, St. Johns University, Decker Design, Jujamcyn Theaters, Journal Communications, Warner Music Nashville, University of Tennessee, Meharry College, Edge Artist Management and many Departments of Agriculture in the United States. View more work at [www.tedescopictures.com](http://www.tedescopictures.com)

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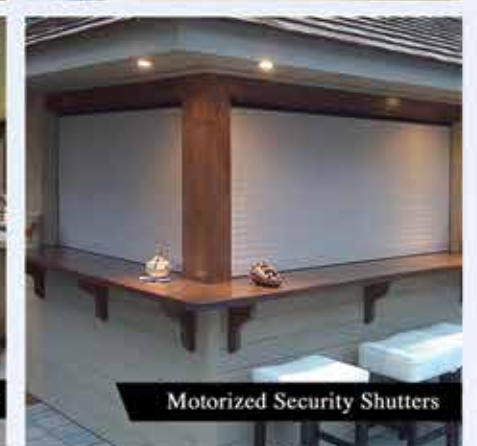
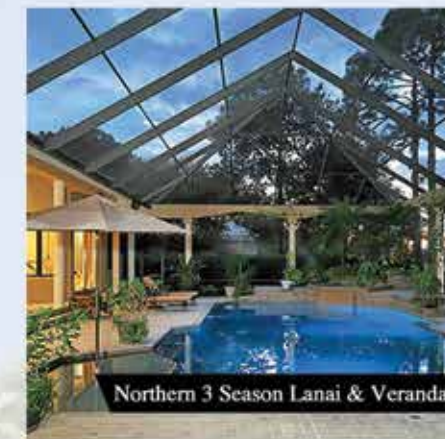
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