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“

*“The Tutoring Center staff has been amazing. They go above and beyond to support our son and daughter. When we brought our kids in for tutoring, I thought it was going to be to get some extra help. I didn't realize the level of support and commitment we would get.” -Parent of a 9th and 12th grader*

“

*“This place is fun, and a safe place to ask questions.” -4th grader*



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The pocket parks in the Berry Farms neighborhood provide beauty and serenity in the short winter February days. When the sun appears, the shadows created by the bare trees projects artwork on the ground.

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Photography by Michael Tedesco

# A GUIDE FOR YOUR FINANCIAL JOURNEY

JEFF GOOD OF EDWARD JONES INVESTMENTS HELPS CLIENTS BUILD, GROW, AND PROTECT WEALTH

## BY JASON ZASKY

Understanding investments and the product offerings of financial services companies can be overwhelming. Yet, making uninformed decisions can have substantial and life-altering financial impacts. That's why it's vital to find a financial guide who can help you pursue a personalized financial strategy.

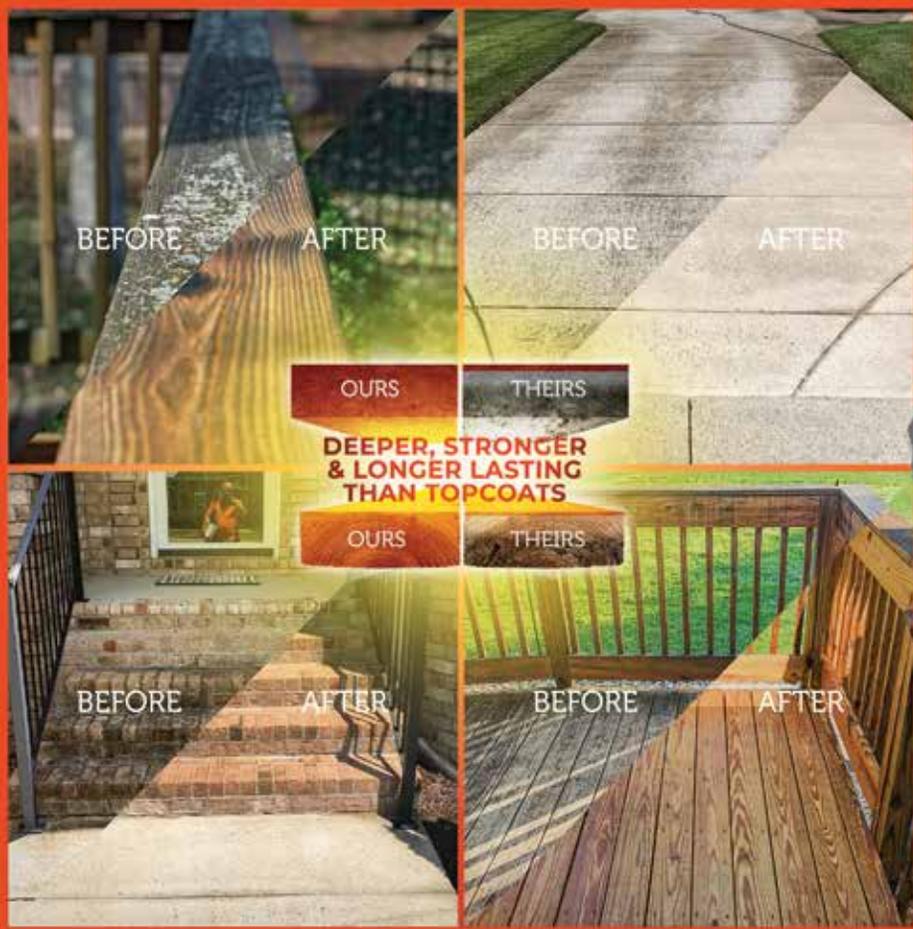
"The value of having a good financial advisor is that they take the time to get to know you, your life situation, and your goals before offering solutions," says Jeff Good, a financial advisor for Edward Jones Investments who opened his own office on Rural Plains Circle in July of last year.

"Achieving financial goals starts with having a great team that helps understand you as the client," says Good, who works closely with a branch administrator to address needs.

"When we meet with folks, we take them through an established five-step process," he adds. "We want to get a good understanding of their current financial picture and what is important to them. We want to dream with them and figure out where they would like to be—a year from now, five from years from now, and into retirement."

At that point, Good can tailor a personalized financial strategy and recommend solutions designed to build, grow, protect and

**PAGE 8 >**



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# Edward Jones



Photography by Michael Tedesco

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ultimately distribute wealth to the next generation.

“For us at Edward Jones, clients really appreciate the experience of working with just one dedicated team,” he says, “as we can really help them navigate all the complexity that is out there—to solve problems and deliver solutions tailored specifically for them.

Good says his clients are at all stages of life, ranging from young professionals who are just starting their careers to those who are nearing retirement or already retired.

“A large group of my clients are families in their 30s and 40s

who have been in the workplace for several years, may have kids, and are dealing with issues like paying for college for their kids or dealing with aging parents. They are wondering if they are on track for retirement,” he says.

Among other things, Good typically helps clients consolidate various retirement accounts, noting that, “We have a lot of products and services to implement for clients based on specific situations.” That includes everything from retirement and college savings accounts to insurance and annuities.

But at the end of the day, it’s a desire to serve that drives him.

“I’m really good at my job as a financial advisor, but above all

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else, I am going to be there to walk alongside my clients not only when life is going well for them, but probably more importantly, when they are facing difficult challenges. More than anything, my clients know I am going to be there when they need me for whatever the situation.”

Good says he has had clients tell him that he’s the first financial advisor they have met who truly cares about their best interests, as opposed to selling them products and services they may or may not need.

“I can’t tell you the impact that has on me,” he says, “[their] complete faith that I am always going to do what is in the best interests of my clients and their families.”

That’s one of the main reasons he is looking forward to serving

more households and small businesses in Franklin and the rest of Williamson County, which he has seen grow dramatically during the 20 years he and his family have lived in the area.

“My client base looks a lot like Brentwood and Franklin. It’s dynamic, and it changes every day,” he concludes. “There’s an influx of people who are adding value to this community, and I am trying to serve them as best I can.”

#### **CONTACT**

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**615-656-4367**

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Harpeth Valley Dermatology is a family-owned and operated, full-service medical practice consisting of three board-certified dermatologists: Dr. Megan Morrison, Dr. Pezhman Shoureshi, and Dr. Benjamin Bashline. With convenient locations in Thompson's Station and Smyrna, our practice provides dermatologic care to all ages in the middle Tennessee area. We have a reputation amongst the medical community for providing quality dermatologic care to all of our patients.

Our dermatologists bring a wealth of medical experience that collectively spans over twenty years. Through their prior experience, they became increasingly concerned with the ever-apparent shift from patient-centered dermatologic care to that of a corporate driven business. Many dermatology practices have replaced their board-certified dermatology physicians with providers lacking specialized training, which can be misleading to patients. At Harpeth Valley Dermatology, our mission is to provide our patients with a true dermatology experience.

Our dermatologists are experts in diagnosing and treating a wide array of medical conditions. We provide comprehensive treatment modalities for common conditions such as eczema, psoriasis, acne, and warts as well as diagnosing and treating skin cancer and various autoimmune conditions. As osteopathic physicians, we provide a holistic approach to diagnosis that focuses on finding the root of the problem instead of solely treating symptoms. We customize treatment plans to not only provide effective management, but more importantly, find a solution that patients feel comfortable with. Outside of medical services, we also provide a full spectrum of cosmetic procedures. These include toxins, fillers, lasers for anti-aging and scarring as well as platelet rich plasma (PRP) treatments for hair loss. We are also proud to carry our own line of Harpeth Valley Dermatology products for anti-aging.

One of the most important services we provide is screening for skin cancer. Twenty percent of Americans will develop skin cancer and it remains the leading cause of cancer in the United States. All three of our dermatologists are members of the American Academy of Dermatology (AAD) and regularly provide free skin cancer screenings sponsored by the AAD. Outside of diagnosis, the dermatologists at Harpeth Valley Dermatology are experts in providing surgical and non-surgical treatment options for skin cancer, including Mohs micrographic

surgery. Dr. Morrison is not only a board-certified dermatologist but she is also a fellowship-trained Mohs surgeon. Mohs surgery is the gold standard for skin cancer treatment and offers the highest cure rate (99%) while minimizing the cosmetic effects of surgery.

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**Dr. Pezhman Shoureshi and Dr. Megan Morrison**



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Photography by Michael Tedesco

# EDUCATION TRANSFORMATION FROM INDIA TO WILLIAMSON COUNTY

## STUDENT UPS ACT WITH HELP OF LOCAL TUTORS

**BY JASON ZASKY**

When Akshat Krishnan came from India to the United States in April 2019, he quickly discovered some important differences between the educational systems in the two countries. A family friend suggested he reach out to The Tutoring Center, on Hughes Crossing in Franklin, to help make the adjustment from going to school in Pune, near Dubai, and attending Ravenwood High School in Brentwood.

One of his main challenges concerned mathematics.

“In India they don’t separate algebra, geometry, and pre-calculus,” he explains. “They mix everything together and teach students in portions over the years. But here they separate the

subjects, so as a freshman, you take Algebra I, and then the next year, it’s geometry. Then it’s Algebra II and pre-calculus or something else.”

Over the course of a year or so, the tutors at The Tutoring Center were able to help him fill in the gaps and catch up in subjects where he was behind.

In the meantime, he also faced the daunting prospect of taking the ACT, so he enrolled in The Tutoring Center’s ACT prep program four months before he was scheduled to take the test.

“He took the ACT with us in the beginning, and he scored a 27,” relates Joshua Powers, director of The Tutoring Center. But when he took the ACT after completing the Center’s four-month

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“**IN INDIA THEY DON'T SEPARATE ALGEBRA, GEOMETRY, AND PRE-CALCULUS**”

Photography by Michael Tedesco

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program, he raised his score dramatically.

“He went from a 27 to a 35 composite score. So, he improved eight points, which is massive,” offers Powers, noting that “this is a good representation of what kids can do when they are really committed—when they are putting in the effort behind the scenes.”

“I got a lot of help from The Tutoring Center,” elaborates Krishnan. “I also practiced on my own a little bit, searching for sample papers and working sample problems.”

Now the Ravenwood High senior is in a much better position to get into the colleges and universities of his choice, not to mention secure valuable scholarship money.

Krishnan says when all is said and done, he plans to apply to a dozen schools, and he hopes to study accounting when he gets to college.

“He has a couple of acceptances already, and we’re working to help him figure out the scholarship situations,” adds Powers, who encourages parents to think ahead, whether that concerns getting

their kids ready for standardized tests or securing other academic help.

“Prepping for the ACT is a three- to four-month process. Don’t wait until two or three weeks before the exam to give us a call,” he advises, as “the rule of thumb is that every month you are with us equals a point. If you’re with us for two months, you’ll get roughly two points higher. If you’re with us for four months, you will see a three- to five-point improvement.” Or, in Krishnan’s case, eight points.

That can make a big difference when it comes to the Tennessee HOPE Scholarship, for example.

“The majority of students are just out of line for the HOPE scholarship,” explains Powers. “Our goal is to get [families] at least \$8,000 in scholarships and \$4,000 in the first year [of college] alone.” That far exceeds the cost of ACT test preparation at The Tutoring Center and a decidedly strong return on investment.

To be sure, Krishnan is glad his family friend connected him with The Tutoring Center. The individual attention he got from his tutor was particularly valuable. “I liked it,” he says. “It was a positive experience, and everyone was real nice there.”

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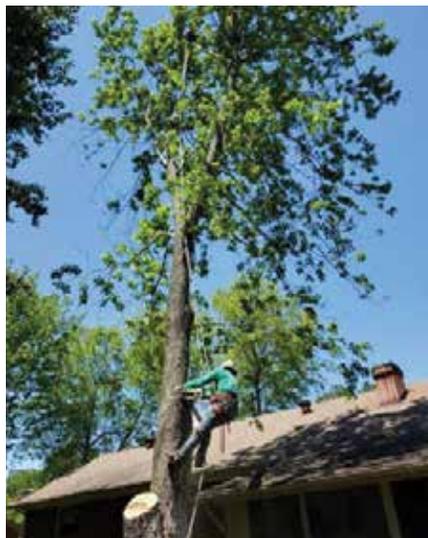
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# TAKE STEPS TOWARD A HEALTHIER LIFESTYLE

There isn't a better time than now to start getting fit with health information and products so easily accessible. Simply incorporate the basics into your daily routine - good nutrition, adequate exercise and a daily supplement - and start down the path toward better health.

## PLAN A NUTRITIOUS DIET

The Dietary Guidelines for Americans describes a healthy diet as one that emphasizes fruits, vegetables, lean meats, poultry, fish, beans, eggs, nuts, whole grains and fat-free or low-fat milk products. It should be low in saturated fat, trans fat, cholesterol, salt and added sugar.

- Warm weather makes fresh produce more easily accessible. Eat more fruits and vegetables by setting freshly washed and prepared produce on the kitchen counter or at eye level in the fridge. At every meal, make sure half your plate is made up of fruit and vegetable servings.
- One-fourth of your plate at every meal should be made up of grains, such as wheat, rice, oats, cornmeal or barley. People who eat whole grains as part of a healthy diet have a reduced risk of some chronic diseases.

- The remaining one-fourth of your plate should be lean or low-fat cuts of meat, plant-based protein or seafood.

## GET REGULAR EXERCISE

The Department of Health and Human Services recommends an adequate amount of exercise every day. This guide can point to the right amount of exercise to add to your schedule:

- Get at least 150 minutes of moderate aerobic activity every week. For best results, spread the time out over several days. Do strength training exercises at least twice a week. Lifting weights builds muscle, which means the body burns more calories - even at rest.
- It's important to keep in mind that when people are active, they produce more free radicals. The antioxidants found in supplements can help buffer the negative effects of the workout.

Improving your diet, exercising regularly, taking a daily supplement and getting enough restorative sleep are all important steps to overall wellness. Work to incorporate each step into your daily routine until you reach your goal of good health, and find more health-conscious tips at [eLivingToday.com](http://eLivingToday.com).

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## LAUREN WARD TO SERVE AS VISIT FRANKLIN INTERIM PRESIDENT & CEO

The Williamson County Convention & Visitors Bureau (Visit Franklin) board of directors personnel committee has named current Vice President of Marketing & Communications Lauren Ward as Interim President & CEO beginning January 30, following the departure of President & CEO Ellie Westman Chin.

Ward has been with Visit Franklin since May 2017, where she has overseen the bureau's marketing and communications efforts, as well as the Visitor Center and its employees. Additionally, Ward has worked closely with the President & CEO on goal and vision setting for the bureau as a whole, as well as directly with hospitality industry partners across the county to promote the area to potential visitors.

Prior to her work with Visit Franklin, Ward served as an Account Supervisor at McNeely Pigott & Fox Public Relations for almost a decade, conceptualizing and implementing PR, marketing, and advertising campaigns for a variety of clients including Amazon, Skanska, Athens State University, and the U.S. Department of Labor's Job Corps program. Lauren was also responsible for business development and managed the intern program at the agency. Ward received a Bachelor's degree in Communication Studies from the University of Tennessee.

"Although it's a bittersweet time for the bureau with the departure of Ellie, I am thrilled and honored to assume the position of Interim President & CEO," said Ward. "I'm incredibly proud of

the team we've assembled at Visit Franklin and the passion they have for their work, in partnership with our hospitality partners, to bring visitors to the area and support our local businesses. I look forward to working more closely with the board over these next few months and supporting the staff as we transition."

The Williamson County Convention & Visitors Bureau's board of directors is forming a search committee that will direct a nationwide search for a permanent President & CEO. The committee will include the board of directors personnel committee, chaired by Williamson County Commissioner Steve Smith, with hopes to have a successful candidate finalized in the coming months.

"We believe that we have a very attractive opportunity here in Williamson County for the next President & CEO," said Smith. "While we're obviously disappointed to lose Ellie, and wish her the best in her new position, we anticipate having a lot of interest because of the hard work she and her team have done the last six years to put Visit Franklin in the strong position it is in today. We have great confidence in finding a highly qualified individual to lead Visit Franklin moving forward."

Westman Chin's last day with Visit Franklin is January 29, and she, along with her husband Ken, will transition to Madison shortly thereafter where she'll begin her new role as President & CEO of Destination Madison.

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# NOTABLE DATES FOR FEBRUARY

Need a special day? February is filled with reasons to celebrate, everything from Honoring Chocolate to Ground Hogs day to celebrating animals! We have included this list to help you get a head start on the month!

<b>FEB 1</b>	<b>NATIONAL DARK CHOCOLATE DAY</b>	
<b>FEB 2</b>	<b>GROUND HOG DAY</b>	
<b>FEB 7</b>	<b>SUPERBOWL</b>	
<b>FEB 9</b>	<b>NATIONAL PIZZA DAY</b>	
<b>FEB 12</b>	<b>PRESIDENT LINCOLN'S BIRTHDAY</b>	
<b>FEB 12</b>	<b>CHINESE NEW YEAR</b>	
<b>FEB 14</b>	<b>VALENTINE'S DAY</b>	
<b>FEB 15</b>	<b>PRESIDENTS DAY</b>	
<b>FEB 16</b>	<b>TRADITIONAL DAY FOR MADI GRAS CARNIVAL</b>	
<b>FEB 22</b>	<b>NATIONAL MARGARITA DAY</b>	
<b>FEB 27</b>	<b>INTERNATIONAL POLAR BEAR DAY</b>	

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- Be the first to know about special sales and promotions
- Find out about new businesses and local developments
- Submit story ideas for the next issue



For advertising info please call **615-828-2542**, or email [jbryant@wilcolocal.com](mailto:jbryant@wilcolocal.com)

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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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MICHAEL DOMINIC TEDESCO  
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# Faith {local} & Worship



## CAMPS

**SAVE 10% OFF**

**DAY Camps:** Winter, Spring Break & Summer  
**OVERNIGHT Camps**

Promo Code **BF10** • Offer ends 3/1/2021

**DeerRun.camp**

615.794.2918 • Located just 20 minutes from Berry Farms!



## FRANKLIN FIRST UMC

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SUNDAYS 8:45, 10:00 & 11:15 AM

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**Saint Philip**  
CATHOLIC CHURCH

**ESTABLISHED 1871**

*Where no one is a stranger.  
We invite you to join us for Mass.*

**Saturday** 5:30pm Vigil in English | **Sunday** 7:00am Bilingual;  
8:30am, 11:00am & 5:00pm in English | 1:00pm en Español

First Avenue & Main Street in Historic Downtown Franklin, TN  
[StPhilipFranklin.com](http://StPhilipFranklin.com) | 615.791.8588

Gatehouse Church

**Sunday Worship at 10:00 am**

email: [gatehousechurch@mail.com](mailto:gatehousechurch@mail.com)

615.495.8812

*"Here I am! I stand at the door and knock.  
If anyone should hear my voice and open  
the door, then I will come in and dine  
with them, and they with me."*

113 Murfreesboro Rd. Ste. 119 | Act Too Players | Franklin, 37065

## Want to see your church featured here?

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Are you enthusiastic? Competitive? Energetic? Do you have a passion for seeing small and medium sized businesses succeed? Do you have a passion to succeed and see direct results for your effort?

Maybe you are bored in your present employment situation, or tired of working without respect. Frustrated by the fact that decisions affecting your livelihood are made thousands of miles away allowing you little or no input?

### Can you be our next account executive? You must be:

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- Possess the ability to close customers and maintain ongoing professional relationships
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- Have a positive upbeat attitude
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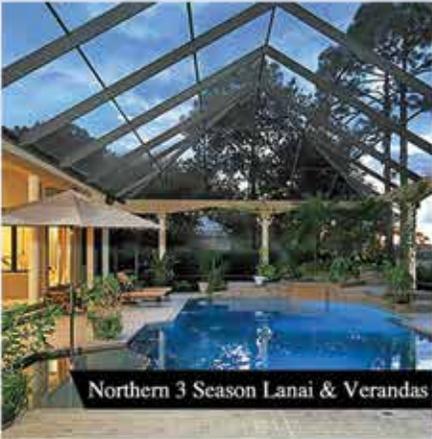
### Enjoy the benefits of joining our team:

- Flexible work schedule to fit your lifestyle
- Generous commission structure
- Time off without pressure
- No micro management
- Ability to work from home office
- Ground floor opportunity

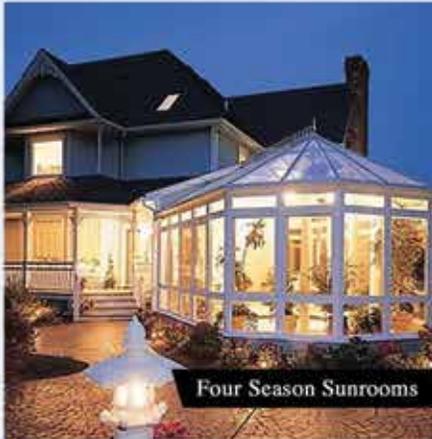
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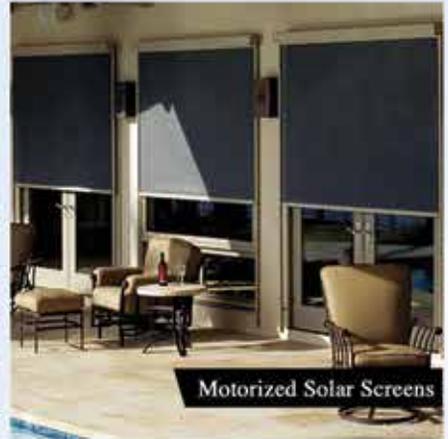




Northern 3 Season Lanai & Verandas



Four Season Sunrooms



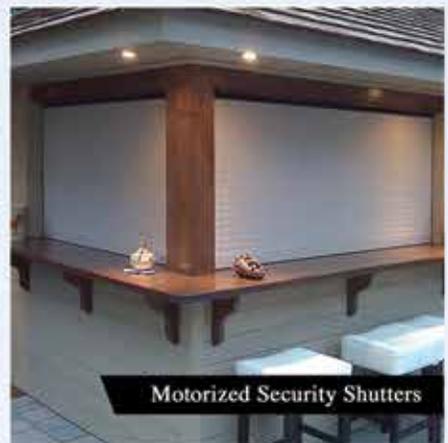
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State Farm, Bloomington, IL  
1211999

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**Thornhill**

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## FAMILY & FRIEND *Winter Adventures*

**DAY PASSES | 10 a.m. to 7 p.m.**

**EACH SATURDAY IN FEBRUARY** Feb. 6, 13, 20 & 27

\$15 per person: all day pass; free for age 3 & under

\$7 per person: 5pm entry to watch the movie

**5:30 p.m. • Indoor Movie with 20 ft screen**

**Indoor & Outdoor Recreation and Activities**

**Guided Recreation available at additional cost:**

Zip Lines, Giant Swing, Pedal Karts, Archery & BBs and more

♥ VALENTINE'S PARENTS' NIGHT OUT ★  
 ★ **FRIDAY, FEB. 12** ♥  
 Celebrate Valentines Day!  
 5-9 p.m. • \$20 per camper  
 ages 4 to 15



## MARRIED COUPLES *Romance Weekends*

Experience romance, renewal, and refreshment to build a stronger relationship with each other.

**VALENTINE ROMANCE WEEKEND | Feb. 12-14, 2021**

**SPRINGTIME ROMANCE WEEKEND | Mar. 19-21, 2021**



# CAMPS

## Winter Day Camp

age 5 to grade 6

**PRESIDENT'S DAY**

Monday, Feb. 15

**EACH SATURDAY  
IN FEBRUARY**

Feb. 6, 13, 20 & 27

8 a.m. - 4 p.m.

\$69 per camper | Lunch included

## Spring Break Day Camp

age 5 to grade 6

**MARCH 15-19**

8 a.m. - 4 p.m.

\$69 per camper | Lunch included

**Register for the whole week  
or individual days!**

## Family Camp

**YEAR-ROUND**

Spend focused time with each other to create long-lasting memories. Your adventure is completely customized by you.

Upscale accommodations, delicious meals, recreation, games, and incredible hospitality – all in an amazing environment. Choose activities your family will enjoy and plan your own schedule.

## Summer Day Camp

**JUNE-JULY**

age 5 to completed grade 6

## Summer Overnight Camp

**JUNE-JULY**

**1-Week Camp:**  
completed grades 3 to 10

**2-Week Camp:**  
completed grades 6 to 10

**CAMPS  
SAVE 10% OFF**  
 DAY Camps: Winter,  
 Spring Break & Summer  
 OVERNIGHT Camps

Promo Code BF10  
 Offer ends 3/1/2021

**For more info & to register, go to: [DeerRun.camp](http://DeerRun.camp)**  
**615.794.2918 • Located less than 20 minutes from Berry Farms!**

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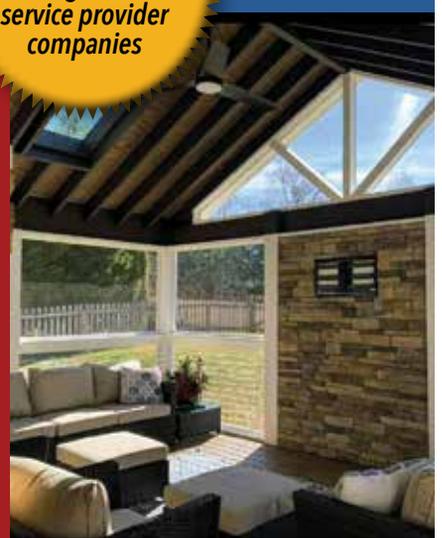
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