



Bank & Trust Company
The Bank That Puts You First



EMPLOYEE BENEFIT CONSULTANTS
Strategy + Results





We channel our energy and passion into building strong connections between employers and employees.



Taylor Lindsey,
Fourth Generation

In today's business atmosphere, nothing is more important than making a company and their employees more productive, creative, and happy in their careers. It's vital for an organization and growth.

At Employee Benefit Consultants, Inc. (EBC), a client's success is their most desired outcome. They are committed to channeling excitement and passion into their work and want employers to know their business is in the absolute right hands.

According to Taylor Lindsey, executive officer, "As a fourth generation family-operated benefits agency, Employee Benefit Consultants is more than just insurance. We focus on strengthening the relationship between employer and employees. Shaping an organization with high morale boosts productivity and helps establish a lasting and dedicated staff. Your employees are the heart and soul of your business. A well-designed benefits program will connect you to the heart and soul of your team."

Lindsey added, "Our company mission statement is simple and direct. – 'We help employers strengthen their businesses by building strong employee connections.'"

EBC helps their clients achieve these goals through key HR strategies:

- Employee attraction and retention
- Company engagement and morale
- Internal and external communication
- Productivity and efficiency
- Control rising costs of healthcare

Serving Southwest Virginia, East Tennessee, and southern West Virginia, EBC works with employers to identify organizational goals. They partner with their clients developing a roadmap to help them identify problems and then present customized solutions. Each client is different and as a boutique firm, EBC gathers the resources to meet the specific needs of each client. They offer services focused on employee benefits, HR consulting and support, cost containment, HR administration and benefit technology, strategic planning and wellness.

Located in Richlands and Abingdon, VA, EBC looks to future growth in East Tennessee. According to Lindsey, "Our growth will be made possible by working with employers that have a greater sense of devotion to their most valuable asset, their employees. With our long history and experience, employers we work with understand it is not an easy process and are ready to grow and evolve with us."

Lindsey said, "We know that healthcare is one of the most important influences in your life—and your business. It can affect your wellbeing, stress level, attitude, employees, and bottom line. Helping businesses become smarter healthcare consumers and

achieve better outcomes is what gets us excited and drives us every single day. Our motivation and drive are powered by the responsibility we feel towards our clients. We thrive on creating a healthier, happier world, one client at a time."

The complexities of the Affordable Care Act have made employee benefits decisions considerably more time consuming and difficult. Not only do employers have to decide what's best for the health of their employees and budget, they must also learn to navigate a new set of rules and be concerned if they are in compliance with Federal requirements. The changing nature of the health care landscape makes it even harder to keep up. One day employers are in compliance and the next day— they're not.

With this new information and responsibility falling on the shoulders of already lean human resource departments, it's easy to understand why many employers aren't aware they are out of compliance. Being non-compliant can have serious consequences. In addition to raising a red flag with the Department of Labor, it can also become an extremely heavy financial burden due to penalties and fines. At Employee Benefit Consultants, they'll make sure you're in compliance.

The cost of providing employee benefits can be high. EBC can help with:

- Policy reviews
- Compliance & audit resources
- Staying current with alerts and news updates
- HR Audit
- Pay or play
- Employee tracking
- Affordability safe harbors
- ACA reporting (6055 & 6056)
- Determining qualified benefits
- Cafeteria plans
- DOL audits
- HIPPA / COBRA / ERISA / FMLA
- Benefit Technology audit
- Summary plan descriptions

Employers know that 'business as usual' no longer exists. Today's corporate climate has changed drastically with new technologies and information readily available daily. Business is being conducted more quickly and efficiently. Strategic thinking and creative solutions can no longer be considered extras. They are a required part of day to day business.

Lindsey concludes, "As a vital business partner, we'll build a stronger and more profitable organization for you and a stable, secure and fulfilling workplace for your employees."

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PRINCIPALS:

James R. Lindsey, Founder
York Lindsey, Partner
Taylor Lindsey, Partner

DATE FOUNDED:

1947

NUMBER OF EMPLOYEES:

6



A Note From the Publisher

For many of you who have been *Business Journal* readers for a number years we are proud to present our first issue of *Profiles In Business*. The publication is designed to give regional businesses the opportunity to include stories about their companies commonly referred to as 'advertorials', or an editorial description of their company.

It makes for interesting reading along with factual information about companies in our region that are new or may have been here for many years.

You would be amazed at the number of companies across America who request our annual, popular *Book of Lists* publication. Now they have a more descriptive concept of 'who' in *Profiles in Business*.

In every edition of *The Business Journal of Tri-Cities Tennessee/Virginia* we are surprised at the facts and information we learn regarding businesses and institutions in our region. Many we have discovered are international.

We developed this issue which tells 'who is in our market' and later we plan an exciting additional publication of 'Market Facts' that every business will find interesting and will provide valuable research.

These profiles give you some insight into the working lives of the people who make up our



regional business community, because each and every one has a unique story.

I hope you enjoy reading *Profiles In Business*.

Bill Derby,
Publisher

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Johnson City, TN office on the corner of Knob Creek Rd. and State of Franklin Rd. Virginia Offices: Abingdon, Bristol, Bridgewater, Christiansburg, Fairlawn, Harrisonburg, Lebanon, Lynchburg, Norton, Staunton, Verona, Waynesboro, Wise and Wytheville. Loan production offices in Winchester, Woodstock, Roanoke and Rocky Mount. Tennessee Offices: Bristol, Gray, Johnson City and Kingsport.

First Bank & Trust Company meeting the needs of Southwest Virginia and East Tennessee

A top performing bank earning accolades year after year!

First Bank & Trust Company, headquartered in Abingdon, VA, has carved out a regional market niche catering to businesses large and small as well as consumers since 1979. First Bank & Trust Company prides itself with... “We built our name on TRUST..One Bank...One CompanySince 1979.”

The local bank offers all of the services expected from a larger organization helping customers with their most basic to their most complex financial needs. Their growth and success serves as a daily reminder that they are privileged to have their customers’ trust and will always put the needs of their customers first. That philosophy is embodied in the corporate theme “The Bank That Puts You First.”

According to William H. Hayter, President and CEO, “We remain committed to the founding values that have played a pivotal role in placing First Bank & Trust Company among the top performing banks in the nation. Our financial strength has generated value for our customers, our communities, our employees and our shareholders.”

Customers recognize their exceptional service, but just as

importantly the national banking industry regularly recognizes outstanding performance by the bank. Traditionally, First Bank & Trust Company earns top awards in the agribusiness industry.

Some of the awards and accolades the company has earned include: 2016 Recipient of the Business of the Year Award from the Virginia Agribusiness Council. Distinguished Leadership Award from the same council in 2015. They were 24th in nation Most Profitable Community Banks based on total assets of less than \$2 Billion in 2015. Lender of the Year in 2013 and 2010 by the USDA Business and Industry for Outstanding Participation in the Rural Business Loan Program. First Bank & Trust Company is continually noted as Top Performer and 23rd in the Nation among top performing mid-sized banks, 2008-present. They were also ranked 12th among the top 50 proven performers with a minimum asset size of \$500 million in 2014, plus many more notable awards year after year.

With 21 office locations there will be a First Bank & Trust Company near you for your convenient, personal and business banking needs.



Bank & Trust Company
The Bank That Puts You First

CONTACT INFO:

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18528 Lee Highway - P.O. Box 1000
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www.firstbank.com

TOP EXECUTIVE:

William H. Hayter,
President and CEO

DATE FOUNDED:

1979

NUMBER OF EMPLOYEES:

323



High Road Digital

High Road Digital has been in the fast lane since it's development in 2013 and has its sights set on the horizon. Specializing in digital marketing plans, the team is equipped to strategically enhance your business' online presence, increase performance, and help you achieve overall success. High Road Digital has expanded their portfolio and partnered with some of the most prevalent corporations in the area. In fact, they pioneered real-time social media management during one of the Tri-Cities' largest outdoor festivals.

With a team of thirteen highly skilled and motivated individuals, the High Road Digital office is consistently filled with hard work, great ideas, and copious amounts of intentional attempts at humor. The staff is always looking for an excuse to fill the office with laughter. They've built cardboard forts in offices, done early morning yoga in the team room, posed for wacky pictures with various foods, and accidentally color coordinated on more than one occasion. The team treats each other and their clients with business professionalism. More than that, they treat them like family.

Although they specialize in digital marketing, High Road Digital is equipped with the knowledge and skills to offer full service plans. With companies wanting to keep brand consistency, High Road Digital offers all aspects of marketing services. But more than that, they are an extension of each company they partner with. They aren't just a marketing team; they are a part



of each of their clients' teams. No matter what the question, with them, the answer is always, "Yes." You can always count on them to get the job done and get the job done well.

High Road Digital will always be in the fast lane paving the way with creativity, laughter, and innovation. High Road Digital takes you places so you too, can #takethehighroad.



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TOP EXECUTIVES:
Jason Edmisten,
Managing Partner
Rob Bunch,
General Manager

DATE FOUNDED:
2013
NUMBER OF EMPLOYEES:
13

Connect with us



423.900.8424 | highroaddigital.com

Join us in the
Fast Lane



Driving the Standard in Digital Media



Robbie Miller, HR Director; Rob Corbin, Controller; Randy Bennett, Quality Manager; Arnie Gillert, Sales Director



Plant Manager Roger Calloway, CFO Ed Feaster and CEO Jean-Luc Koch

Microporous

Winning the market the right way

Microporous, the Piney Flats, Tennessee-based battery separator manufacturer, is experiencing a Phoenix-like rise since 2014. Like any 82-year-old manufacturing company, Microporous has seen its share of good times and bad times. These days, business is good and getting better.

Travis Cunningham, production manager at Microporous, has been with the company through flush and thin, and he knows the difference. For most of the last decade, Cunningham and his colleagues worked for several successive ownership teams that left employees feeling they were working in the dark. Since the end of 2013, the new owners, a New York-based equity firm called Seven Mile Capital, reinvested in the business and empowered a new management team.

Cunningham says, “We have turned on the lights.” Talking about the difference between light and darkness isn’t just a metaphor. Under the previous ownership, even basic concepts such as proper lighting and safety procedures were not receiving the attention employees felt they should. The number of accidents per 200,000 working hours reached a high mark of 10. By contrast, under new management, that number has dropped to 2.8 over the last year.

“Roger and his team spent six months training our people on hazard recognition,” says Jean-Luc Koch, Microporous CEO. “It is part of an intended complete change of culture. The people here had to start thinking about safety. But the great thing is that when people start thinking, they start thinking not just about safety, but about improvement. Then the wheel starts moving and everybody starts getting excited and it’s just win/win all the way through.”

Today Microporous is the world’s third-largest manufacturer of separators for flooded lead-acid batteries. The Microporous

timeline dates back to the old American Rubber Company, which patented the first rubber battery separator, Ace-Sil, in 1934. In 2008, Microporous was purchased by Polypore/Daramic, and that’s when things began to get interesting. “Polypore’s growth has been through acquisition,” Koch says. “They would buy the competition, keep it for a few years, then shut it down, and keep control of the market. That was their strategy when they purchased Microporous in 2008.”

The Microporous acquisition, though, took Polypore a bridge too far. Polypore Daramic customers complained to the Federal Trade Commission, which raided Polypore’s Charlotte offices a few months after the Microporous acquisition.

“A few months later,” Koch says, “it was already clear there was no way Polypore could keep (Microporous) because of the evidence found and aiming at market control. The legal process that led to Polypore’s divestiture of Microporous took six years, during which Polypore made little investment in the Piney Flats facility, knowing the plant would soon be in the hands of a competitor. For Piney Flats employees, those were the dark years.

“They cut all the heads of R&D, there was low visibility, limited direct contact with customers, the market, conventions and expos where they might learn about innovation. Six years is a long time.” Koch says.

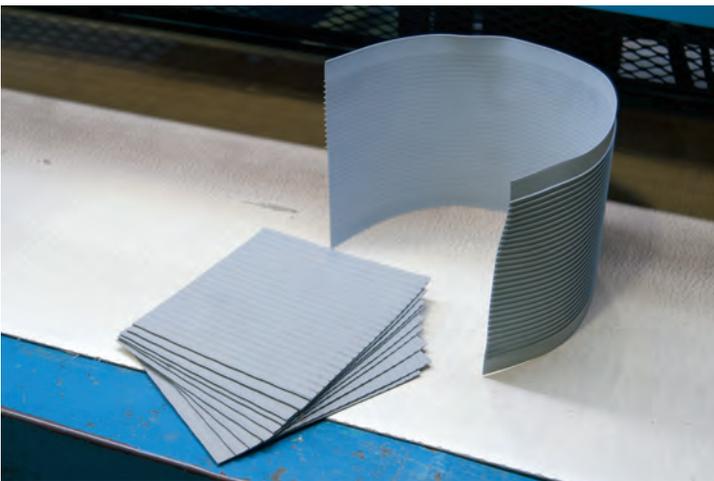
When Polypore sold to Seven Mile in 2013, Koch came on board and began building an experienced new management team, initiating a change in corporate culture and putting a new research and development structure in place to come up with new product ideas as quickly as possible. “Sixty percent of the upper management were not here two years ago. It’s a huge change!” “We brought a lot of people into the organization chart who knew the business so we could hit the ground running, maintain



Operations team



Research and Development Department



Duroforce Separator



Travis Cunningham, Production Manager

customers, bring additional credibility to the business, and address successfully the challenge to re-start R&D. Having now invested between \$2 million and \$3 million in R&D, the company is on good tracks,” Koch says. “We have some promising results, so we hope to have our first breakthrough six months to a year from now.”

In the meantime, Microporous is working hard to anchor a true culture of continuous improvement and manufacturing excellence... and invests accordingly.

Inside the plant, the difference in management styles is obvious, says CFO Ed Feaster, even in how the facility is laid out. “We used to have offices in seven different areas of the plant, so you’d have manufacturing engineering in one place, operations in another and finance over somewhere else. People weren’t talking,

You used to have to go over a catwalk to get to some of the offices. It was a key investment for us to cement a more team-based, open, transparent culture than we’d had in the past.”

“It’s working,” Cunningham says. “There’s definitely a more team feel to it now, and ambitious vision set forth. It’s good.”

Outside its walls, the company is also spreading the word about its culture change, extended capabilities and wealth of knowhow, and is building new or extended partnerships with customers aiming at further optimizing its products to meet their specific needs. “Building on the long lasting customer relationships of Microporous, and further optimizing our current product portfolio is our springboard to long-term success through joint product development and making a difference in this industry.”

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TOP EXECUTIVE:

Jean-Luc Koch,
CEO

DATE FOUNDED:

1934

NUMBER OF EMPLOYEES:

142



MICROPOROUS™

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150 years and growing

Milligan bolsters graduate studies for career-minded students

In 150 years, Milligan has grown from a one-room school beside Buffalo Creek in Northeast Tennessee to a nationally-recognized Christian liberal arts college.

In addition to well-respected undergraduate majors, the college has thriving graduate and professional studies programs (GPS), which expanded significantly in the last year.

In February, Milligan announced plans to launch a new physician assistant program in May 2017, pending accreditation from the Accreditation Review Commission on Education for the Physician Assistant (ARC-PA), as well as the college’s regional accrediting body, the Southern Association of Colleges and Schools Commission on Colleges. This program will come on the heels of Milligan’s new engineering program, featuring mechanical and electrical engineering majors, launching this fall.

When Emmanuel Christian Seminary became part of Milligan last summer, the college also added a number of new graduate programs including a Master of Arts in Religion, Master of Christian Ministries (which can be completed partially online), Master of Divinity and Doctor of Ministry.

“Ranging from business to education, healthcare, and ministry, Milligan’s GPS programs are designed to help adult students achieve their educational and career goals with a great academic experience in a caring environment,” said Dr. Lee Fierbaugh, vice president for enrollment management and marketing. “With small class sizes and flexible class schedules, including online and on-campus formats, our goal is to make degree completion and

graduate education accessible for working adults without sacrificing quality.”

In addition to Milligan being consistently ranked one of the best colleges and best values in the regional south by *U.S. News and World Report*, Milligan’s Master of Business Administration was recently ranked No. 34 among the nation’s “50 Best Value Christian MBA Programs,” according to Christian Universities Online.

More graduate offerings include: Master of Education, Master of Science in Counseling, Master of Science in Occupational Therapy, Graduate Certificate in Counseling and executive MBA certificates.

The college’s adult degree completion program offers a Bachelor of Science in Business Administration, Bachelor of Science in Child & Youth Development, Computer Information Systems and Bachelor of Science in Nursing for registered nurses (RN-BSN).

To learn more about Milligan’s graduate and professional programs, visit www.milligan.edu/gps.



MILLIGAN

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www.milligan.edu

TOP EXECUTIVE:

Dr. Bill Greer
 President

DATE FOUNDED:

1866

NUMBER OF EMPLOYEES:

250+ faculty and staff



Sitting - Nancy Harvey, Mary Dugger. Standing - Ashley Arnold, Tywana Hatfield, Justin Tomlinson, Dana Moore

Spherion Staffing of Johnson City

Spherion® has been serving the recruiting and staffing needs of Northeast Tennessee and Southwest Virginia for 20 years. With a love for helping people, owner Carol Trahan opened a Norrell franchise in 1996 and has since become a trusted source of talent and opportunities to businesses and job seekers throughout the area. In 2000, they changed their name to Spherion, expanding their capabilities and resources, while continuing to provide customers with the kind of personalized service that speaks of local ownership.

A woman-owned business, Spherion is dedicated to helping companies acquire the diverse, highly skilled talent they need to stay competitive. But it's their consultative, service-centric approach to staffing that sets them apart. "Supported by a tenured team of HR professionals with 50+ years of experience and established relationships throughout the business community, we really understand our clients' needs. We don't just fill jobs, we strategically recruit and place candidates with the right skills and personality to succeed in their organization," said Carol.

Specializing in administrative, light industrial, non-clinical

healthcare and professional placements, Spherion fills a variety of workforce needs, including: direct hire, long-term assignments, contingent staffing and onsite solutions.

Supported by a team of nine staffing specialists, Spherion provides a high caliber of service to their customers. Many of their clients have been with them for more than a decade and they take good care of their candidates—creating very low turnover. Moreover, their commitment to safety has enabled them to reduce the risk of workplace incidents, lost time and associated costs for their clients.

"Focused on making the best fit for our clients and candidates, we pay attention to the details. From candidate profiling and skill assessments, to customized recruiting and retention plans, we tailor our solutions to the unique needs of each customer," said Carol.

Founded on faith-based values and high ethical standards, Spherion is a staffing company with great accountability for results and a passion for giving back to the people and organizations in their community. To learn more, contact Spherion at 423.283.0607 or visit us online at www.spherion.com.



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TOP EXECUTIVE:
Carol Trahan
Licensee Owner

DATE FOUNDED:
1998
NUMBER OF EMPLOYEES:
9

Innovative technology with a focus on personal service



New Peoples Bank, the bank of your future

New Peoples Bank was formed in 1998 as an answer to the communities' yearning for hometown banking. The response was overwhelming as more than 2,400 stockholders emerged to raise in excess of \$11 million in start-up capital within a 90 day sale period.

The mission of the bank was established and remains today to: provide high quality, state of the art, golden rule banking services to its communities while giving a reasonable return to stockholders while providing a challenging and rewarding work environment for its family of employees.

That mission was so sensible, so honest and so clearly a response to exactly what the community longed for that the Commonwealth of Virginia authorized New Peoples Bank to open three branches at once, beginning with the central headquarters in Honaker, quickly followed by branches in Weber City and Castletown. Virginia had never before authorized more than one initial location for a start-up bank but was impressed with the community support and capital-raising ability of New Peoples Bank's seasoned bankers, board members and initial subscribers.

From 1998 to 2016 New Peoples Bank has grown from 3 branch locations to 19 locations throughout southwestern Virginia, including Abingdon, Bristol, Gate City and Weber City, northeastern Tennessee, including Kingsport and southern West Virginia. The bank currently employs 265 banking professionals prepared to

serve existing and new customers and has over 4,400 shareholders who are primarily residents of the communities they serve.

During the Great Recession, the bank overcame some very challenging times and is now stronger than ever. New Peoples Bank is safe, sound and committed to fulfill its guiding mission for the communities and all of the people that live in those communities.

Adherent to the Golden Rule

The Golden Rule was written into the mission statement from the beginning. "Do unto others as you would have them do unto you" is the guiding principle that the bank will never stray from and it is regarded as the primary rule that New Peoples Bank serves by. There are a lot of rules and regulations involved in banking, but this one surpasses them all.

More than just a Bank, New Peoples Bank is a Community Bank

New Peoples Bank is a true community bank. From the beginning, it has dedicated itself to the communities it calls home. The bank has a special responsibility to contribute to the growth and well-being of the places where its people live and work. After all, when the community thrives, so does the bank.

New Peoples Bank's commitment includes being involved in some of the largest community outreach and development

initiatives around. The bank is proud to be a leader in the charitable giving of financial support and volunteer hours. Each year, bank employees log countless hours in support of various events and organizations.

New Peoples Bank is also proud of its employees and the time and talent they donate to worthwhile causes in their communities. At any branch, you're likely to meet volunteers who do everything from coaching youth sports to repairing homes for local seniors. Most area civic and non-profit organizations count a New Peoples Bank employee among their leaders.

New Peoples Bank reinvests back into the communities and especially the youth. For instance, New Peoples Bank has provided financial education material to local high schools since 2009.

"How to Do Your Banking" is a curriculum designed to teach young adults in high school classrooms basic money management skills, including how to access and manage credit responsibly. To date New Peoples Bank has provided these materials to more than 12,000 students in the communities it serves.

High Tech, High Touch

Community banking in 2016 can be personal, efficient and digitally driven. New Peoples Bank enhances the overall customer experience with technology that provides superior customer service. New Peoples Bank is innovative and constantly enhancing its products and services to meet the needs of existing and new customers.

For example, New Peoples Bank is introducing to the region Interactive Teller Machines which are being installed at New Peoples Bank locations during the second quarter of 2016. These machines combine the convenience of an ATM with the personal touch of a bank professional.

Through the ITMs, you can interact one-on-one with a personal video teller through real-time video, performing virtually every transaction you normally enter the branch to do. A personal video teller will be available at each interactive teller machine from 7 a.m. to 7 p.m. Monday through Saturday. Not only can you complete transactions with the assistance of a teller, you can also use the ITMs as a normal ATM 24/7.

New Peoples Bank is not afraid of technology, but at the same time it is not willing to sacrifice the personal touch that many customers desire. In the bank's products and services, there is a commitment to combine these two elements to provide the ultimate customer experience.

Moving Forward

This action phrase best describes New Peoples Bank. Things are rapidly changing in the financial industry, but New Peoples

Bank is moving forward to make sure they are not overtaken by the winds of change. Traditional and electronic banking services as well as investment services are provided through the bank. In addition, insurance products are provided through its subsidiary, NPB Insurance Services.

As described by President and CEO Todd Asbury, "Change is taking place at a rapid pace, but we are moving forward in our products and services to make sure that we stay in line with the changing trends. We understand that all of our customers, whether they are individuals or businesses, have different needs and that not everyone is in the same stage of life. We have designed our products and services to meet those needs. It is not a matter of what we want, but rather what our customers want. Mobile banking, automated banking, remote banking, online banking, being served in a branch, having a personal meeting; however our customers want our service, we strive to meet them there. We are moving forward with our customers in mind."

In conclusion, New Peoples Bank is the name. New is intentional: new opportunities, new customers, new technology, new markets, new ideas, are who we are and where we are headed. People is also part of the name. It is intentional also: serving people, helping people, guiding people, building relationships with people, accountability to people, is also who we are and why we exist. New Peoples Bank is the perfect combination for meeting people's financial needs today and for the future.



CONTACT INFO:

Headquartered in
Honaker, Virginia
Newpeoplesbank.com

TOP EXECUTIVE:

C. Todd Asbury,
President and CEO

NUMBER OF EMPLOYEES:

265

Traditional & Electronic Banking Services, Financial Services, and Insurance Services.
For more information about New Peoples Bank, call (276) 873-6288.



Changes Medical Spa & Laser Center

Richard Jackson, M.D., had a vision when he opened Changes Medical Spa & Laser Center in Johnson City 3 years ago: to bring new, innovative non-surgical aesthetic treatments to the area. Patients from 10 states have come to the TriCities for those services, and appreciate Jackson's ongoing vision.

"Dr. J.", as patients call him, says that his goals are simple: To offer services that are state of the art, affordable, effective, safe, comfortable and that have little or no downtime. "We focus on needs that are not met elsewhere in the region, to provide services that fill a niche for special health problems."

Dr. Jackson and his wife, Angela Shelton, developed the concept of the laser center when they returned to Tennessee after living in Connecticut for many years. Hearing from people who had issues not able to be addressed locally, and traveling to other states for treatment, led to the wide range of services they provide today. Some of their services are found nowhere else in a day's driving distance.

"Our personal business philosophy guides everything we do, every day. We treat everyone like family and have a friendly, welcoming environment. We listen, and explain recommendations and alternatives, and do not pressure or rush patients. As Medical Director, I'm on-site daily, which is not the case at most medical spas. We offer services, products and equipment that we have tested ourselves and researched extensively. We offer services for all skin tones and ethnicities, because we saw that there was a need for that. And we give back to the community," said Jackson.

Changes supports local fundraisers and provides some free services to cancer survivors, such as removal of radiation therapy tattoos and laser hair removal post-chemotherapy if the hair returns in unwanted areas. Changes supports the Children's Miracle Network, and the Miss Tennessee Scholarship Pageant, as well as providing services as sponsors for most local title holders, including the past 3 Miss Tennessees.

Jackson's goal of providing innovative laser services has been more than met, with Changes being the only place in the region offering these new treatments:

- SculpSure laser, for fast, comfortable permanent elimination of unwanted fat,
- Fotona 4D Non-Surgical Face Lift,
- LipLase laser lip plumping,



Richard Jackson, M.D.

- IntimaLase procedure, for immediately-effective vaginal rejuvenation post-menopause and vaginal tightening post-childbirth,
- IncontiLase treatment, for female stress urinary incontinence,
- NightLase procedure, for snoring and sleep apnea,
- The miraDry procedure, for permanent elimination of unwanted underarm sweat, odor and hair, in only 1 – 2 treatments.

According to Dr. Jackson, "Our patients' needs, and those of the community, drive our continual growth and training. That's what motivates us and makes me happy to come to the practice every day."

CONTACT INFO:

106 Pinnacle Drive, Ste 106
Johnson City, TN 37615
423-328-0488
www.changesmedical.com

TOP EXECUTIVE:

Richard E. Jackson, M.D.,
Medical Director
Angela J. Shelton, Ph.D.,
M.B.A., Director

DATE FOUNDED:

2013

NUMBER OF EMPLOYEES:

10



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People's Community Bank

A DIVISION OF FIRST COMMUNITY BANK

www.PCBResource.com

2681 Boones Creek Road,
Johnson City, TN 37615
423-915-2270

300 Sunset Drive,
Johnson City, TN 37604
423-915-2200

Appalachia Business Communications

Home-Grown Company Provides Solutions for Tri-Cities Businesses



When your company needs quality office equipment or it's time to replace a worn out copier, Appalachia Business Communications has a full line of superior multifunction office equipment to get you up to date and running more efficiently.

"We are proud of our beginnings and how far we have come over the past 37 years. It says so much about our company," said Jeff Eaves, company president.

With humble beginnings in Knoxville in 1970 with a staff of three, Appalachia Business Communications, today is one of the largest photocopier companies in the Tri-Cities region.

In 1979 they opened an office in Colonial Heights, with two employees and have grown to a staff of ten including factory trained service technicians, sales personnel and administrative staff. Continuing to grow, the company moved in 1992 to their present 7,200 square foot headquarters in the Tri-City Business Park in Gray, TN.

Appalachia Business Communications is an authorized dealer for TOSHIBA Electronics; servicing TOSHIBA Copiers and Facsimiles in Upper East Tennessee and Southwest Virginia. In addition they are an authorized distributor for Lexmark, KIP America wide format products and services. Appalachian Business features a complete line of multifunction office equipment, Workflow management software, digital document handling and storage with new computer network support and security along with digital signage solutions with content management.



Jeff Eaves

Eaves added, "Our commitment to service has helped us to become one of the largest photocopier dealers in the Tri-Cities area and by offering network support to our current customers as well as accounts that want proactive network protection."

"We realize if your equipment is down with a standard business function without local support, your concern is how soon will it be back up and running. Our mission in service is to resolve your concern and quickly," said Jack Eaves, vice president.

Their mission statement supports their 'home grown' philosophy: "Appalachia Business Communications is focused on providing supreme products and success to investors in the office equipment industry. Our mission is to achieve leadership positions in the market by serving the needs of our investors in innovative ways. We will create value for our investors by balancing short term performance and long term financial strength."

Values - Customer Satisfaction is Essential
 People - Employees Make our Services Possible
 Quality - Is Important in Everything We Do



CONTACT INFO:
 107 Tri City Business Park Dr.
 Johnson City (Gray), TN 37615
 (423) 477-1300
 appalachiabusiness.com

TOP EXECUTIVE:
 Jeff Eaves
 President

DATE FOUNDED:
 1979
NUMBER OF EMPLOYEES:
 10



Dr. Donny Reeves



Dr. Scott Gentry

Your Vision, Our Mission

Providing Johnson City, Kingsport and Bristol areas with a full range of eye care capability.

The doctors at Reeves Eye Institute focus on achieving excellence in eye care. Helping you choose your path to vision correction is one of their most important goals. The Reeves Eye Institute was founded by Donny Reeves, M.D. who is a Board Certified Ophthalmologist, practicing in the Tri-Cities since 2004. Since Dr. Reeves is a Comprehensive Ophthalmologist, he is skilled in many facets of Ophthalmology including LASIK eye surgery, cataract surgery, glaucoma, diabetic eye care and more.

The Reeves Eye Institute and Reeves Surgery Center (A Joint Commission Accredited Surgery Facility) is located at 2328 Knob Creek Rd. Johnson City, TN and they are now accepting patients in their new Kingsport office.

Their practice and surgery center offers comprehensive eye care, including cataract diagnosis and laser assisted cataract surgery, glaucoma and diabetic eye disease treatment, retina disease management, and treatment options for blepharitis, dry eyes, floaters and flashes and more.

Dr. Reeves offers Blade-Free Custom LASIK and is the first in East Tennessee to offer the KAMRA corneal inlay for the treatment of presbyopia, or the need for readers' glasses.

Dr. Reeves was born and raised in Ogden, Utah and graduated

from Ogden High School, received his Bachelor of Science degree from Weber State University, and a medical degree from the University of Utah School of Medicine. He completed his transitional internship at Bassett Healthcare in Cooperstown, New York and his Ophthalmology training at the University of Wisconsin, Madison. In addition, Dr. Reeves served in the United States Army Reserve for over nine years.

Dr. Scott Gentry recently joined Reeves Eye Institute after 34 years in private practice as an Optometrist in Johnson City. Dr. Gentry adds an extra dimension to the practice allowing added care to serve patients. He received his O.D. degree from the Southern College of Optometry and graduated from Science Hill High School and Wake Forest University and is also a Honorary Alumnus of East Tennessee State University. He was the 2013 TAOP Optometrist of the Year and formerly served as a member/past president of the Tennessee Board of Examiners in Optometry. He is IAB Board Certified in Therapeutic Optometry.

Donny L. Reeves, M.D. and Scott Gentry, O.D., invite you to call for an appointment at their main office in Johnson City or their new location in Kingsport: (423) 722-1311.



**Reeves Eye
Institute**

CONTACT INFO:

The Reeves Eye Institute, PLLC
The Reeves Eye Surgery Center, LLC
2328 Knob Creek Road
Johnson City, TN 37604
reeveseyeinstitute.com

TOP EXECUTIVE:

Dr. Donny Reeves, M.D.

DATE FOUNDED:

2012

**NUMBER OF
EMPLOYEES:**

29



Nuclear Fuel Services

Making a Difference in Our Communities and Around the World

Located in Erwin, Tennessee, Nuclear Fuel Services, a subsidiary of BWX Technologies, Inc., operates a uranium fuel materials production facility to support America's fleet of nuclear-powered submarines and aircraft carriers. It also converts Cold War era government stockpiles of highly-enriched uranium into material suitable for further processing into commercial nuclear reactor fuel.

Nuclear Fuel Services, Inc. (NFS) is both a strategic asset for America and an economic engine for Northeast Tennessee. With more than 1,000 employees and contract workers, NFS is committed to manufacturing specialty nuclear materials for the U. S. Navy's fleet and other customers while protecting its workers, the public and the environment.

NFS Facts

- NFS is the largest employer in Unicoi County
- NFS assists more than three dozen non-profit organizations in East Tennessee through financial support, volunteerism and materials
- NFS is the largest contributor to the United Way in Unicoi County
- NFS has a robust speakers bureau program, with more than 70 employee-volunteers, reaching more than 30 schools and other educational organizations in the Tri-Cities area
- NFS routinely donates time, money and resources to school computer labs and other technology-focused organizations in support of STEM
- NFS meets twice yearly with its Community Advisory Group, which is made up of legislators, business leaders, educators, and other key influencers in the community
- NFS is committed to protecting its workers, the public and the environment



NUCLEAR FUEL SERVICES, INC.™
a BWX Technologies, Inc. company

CONTACT INFO:
Susan Metcalf, APR,
Communications Director
1205 Banner Hill Road
Erwin, TN 37650
(423) 735-5494
nuclearfuelservices.com

TOP EXECUTIVE:
Joel W. Duling,
President

DATE FOUNDED:
1957
NUMBER OF EMPLOYEES:
1000+



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communities and around the world**



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2016 marks our fortieth year of service to commercial, educational, industrial, manufacturing, and medical facilities of every size.

LaFerney Commercial Roofing is experienced in recovery and repair work. A major installer of single-ply roofing membranes, LaFerney specializes in the recovery of EPDM, built-up, modified, and metal roofing systems. At LaFerney Commercial Roofing, we understand each roofing situation is unique. The needs of our customers are serviced before, during, and after the roofing project is complete.

Having proudly served the Southeastern United States since 1976, our team knows the climate and environmental challenges low slope and flat roof buildings face. Research, a thorough analysis, and evaluation of problem areas provide the information needed to custom fit a roofing system to meet the unique needs of each facility.

Along with this experience comes the practical and professional knowledge of materials and techniques to best meet customer needs. LaFerney Commercial Roofing conducts a stringent inspection process through all phases of every roofing project and prides itself on a quality outcome.

LaFerney Commercial Roofing has built its reputation on excellent workmanship, integrity, training, innovation, and low employee turnover. Efficiency, competitive pricing, and expert craftsmanship are important. We care about customer satisfaction and the years of performance yet to come.

Regardless of the type of facility, draw on the experience of LaFerney Commercial Roofing to deliver the optimal solution for your roofing needs. With focus only on commercial buildings with low-slope and flat roofs, LaFerney Commercial Roofing is confident in its ability to find the right solution for your roofing needs.

Our customers expect LaFerney Commercial Roofing to be all that we are: professional, experienced, and accommodating. Our customers know we are only a phone call away. We have been on call for 40 years. We will be on call for many more.

LaFerney Commercial Roofing

2642 Sullivan Gardens Parkway • Kingsport, TN 37660

laferney.com • 423.349.4141



Tysinger, Hampton & Partners, Inc.

Providing a solid foundation for projects across the region

For over 34 years, Tysinger, Hampton & Partners, Inc. (TH&P), have helped plan, research, measure, design and inspect hundreds of construction projects in Tennessee, Virginia and North Carolina. Their expertise in civil engineering and surveying has played a major role in helping cities, towns, developers, and contractors to develop transportation, infrastructure, and site improvements that will last decades, if not longer.

With 18 employees, TH&P is one of the largest civil engineering and surveying firms in the Tri-Cities area. TH&P's engineers, surveyors, and inspectors have the capacity to complete work within strict time limitations and to provide a local level of attention to detail, quality, cost control, and on-time delivery.

According to Thomas Patton, Jr., TH&P president, "Our goal is to provide simple, sound, effective solutions, and to be the client's project team partner throughout the process of consulting design and project management. We let our firm's talents, experience and diversity work for you to develop your 'Solutions for the Future.'"

Engineering

TH&P's civil engineering department includes professionals skilled in the design, permitting, project management, contract administration, and construction observation of site developments, roadways, bridges, trails, utilities, flood studies, erosion and sediment control, storm water, and water quality projects. TH&P also provides construction engineering inspection (CEI) services by certified and experienced personnel.

Surveying

TH&P's surveying department combines highly skilled professionals with state-of-the-art equipment and technology to provide accurate and cost effective surveying services. Their crews utilize total stations, global positioning systems (GPS), and robotic equipment to collect field data, provide construction layouts, prepare boundary and topographic surveys, route surveys, subdivision plats, and record drawings. TH&P is a full service, field-to-finish surveying firm ready to assist their clients with one-stop services.

Clientele

TH&P's clients include federal and state agencies, cities, towns, counties, developers, retail chains, industries, engineers, architects, contractors, and individuals. TH&P has been privileged to work on many projects throughout the years that have helped to shape and improve the local community, including transportation, utility, rural bridge, site development, drainage, and hospital projects for clients including the City of Johnson City, City of Kingsport, Town of Erwin, Town of Unicoi, Town of Surgoinsville, Little Milligan and Fish Springs communities, TDOT, Washington County, Unicoi County, Carter County, Johnson County, Bristol Motor Speedway and Tri-Cities Regional Airport, ETSU, Mountain Home Veterans Administration, Mountain States Health Alliance, and Wellmont Healthcare. Through their comprehensive experience, TH&P provides clients with innovative and cost effective services using teams of professionals familiar with the local terrain, regulations, and governing agencies.



Tysinger, Hampton & Partners, Inc.

CONTACT INFO:

3428 Bristol Hwy.
Johnson City, TN 37601
(423) 282-2687
www.tysinger-engineering.com

TOP EXECUTIVE:

Thomas O. Patton, Jr.,
President

DATE FOUNDED:

1982

NUMBER OF EMPLOYEES:

18

Who Really is Steve Grindstaff?

Many people want to know, “who is the man behind the dark sunglasses and pinstripe suits referred to as “The Boss?”

Steve Grindstaff is a bluntly honest, down-to-earth, compassionate, driven, humble, hardworking and benevolent man. Born and raised in Elizabethton to Thomas and Edna Grindstaff, Steve came from a modest, hard-working family. His father, Thomas was an Elizabethton police officer and his mom, Edna was a textile worker. He grew up mainly at his maternal-grandmother’s home wearing hand-me-downs with holes in his shoes and clothes too large for him.

As he grew older, he realized that wasn’t what he had in mind. At the age of thirteen, Steve worked two jobs, as a paperboy, getting up at 4:00 a.m. before school and later mowing lawns. By then he was making more money than his parents. This gave him a taste of what life could be like if you had a good work ethic. School was easy for him, rarely opening a book, making good grades and playing football. With a great gift for sales, he could sell ice cream to an Eskimo, even to his teachers.

Football was his love and he received the highest football honors. Once he knew that he could make something of himself, he put his whole being into becoming the best at it and he did. In high school, Steve played football with his best friend, Larry Counts. They have remained life-long friends. After graduation, he signed with East Tennessee State University, playing for Coach Robert Bell. The drive and competitiveness kicked-in that would make him a car mogul.

Senior year on winter break, he worked part-time at Bunton Chevrolet in Elizabethton, a job that changed his destiny. In one month he sold 42 cars and made more money than he could earn as a teacher or coach. Dropping out of college with only one semester to graduation, Steve had no regrets because he saw his future in the car business. As quickly as he stepped foot on the car lot, he developed a “no-nonsense attitude.” The principles he learned in football were the same he adopted in the business world. A top-selling salesman in the State of Tennessee, he earned the trust of his customers, who returned with their family and friends. Steve





The Grindstaff Family: Steve, Baron, Steven, Bentley and Ashley

still has those same customers today.

Earning his way in the car industry, he wanted more. With his natural-born selling skills, he ventured in to real estate. With Rab Summers and Richard Booth, he developed Woodstone Condominiums. Steve was the sole real estate agent and became a \$100 million real estate producer!

However, his love for selling cars convinced him to go back to Bunton and make them a purchase offer. After convincing the Bunton family to sell, he became sole owner in 1987, and emerged as “The Boss.” In 1990 Grindstaff Chrysler and Dodge were added to the Elizabethton locations, as well as Jeep in 1994 and KIA in 1996.

People who live in Elizabethton know how much Steve has given back to his community from the blessings of his success. He realized the true importance of football and the principles

that taught him the fundamentals of life. He knew future leaders would be coming from the Elizabethton High School Football program and wanted to support them by providing pre-games meals and new uniforms.

He didn’t forget about the students who were academically successful either, he started the Carter County Awards Banquet, providing meals for the students and families along with trophies and scholarship money for the highest GPAs. Steve really doesn’t like to talk about what he does for kids or the community because it comes from his heart and his philosophy has always been, when it comes from the heart you don’t talk about it.

From his humble beginnings, his philosophy has been, “if you just believe in yourself, work hard and stay focused, you can obtain your life’s goals.”

CONTACT INFO:

Corporate Headquarters
2224 West Elk Avenue
Elizabethton, TN 37643
423-542-4136

TOP EXECUTIVE:

Steve Grindstaff,
President, CEO

DATE FOUNDED:

1987

**NUMBER OF
EMPLOYEES:**

146



Grindstaff Ford- www.grindstafford.com | Kia of Kingsport- www.kiaofkingsport.com | Grindstaff Kia- www.grindstaffkia.com

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