



*Thank You*  
for Supporting Small Business



# Husband and wife team defeat odds in business

## Billy Lowery . . . Plans, Patience and Prayers

By Billy Lowery

Special to T-G

I'm 18 years old, just graduated high school and not sure about college. Flash forward to age 65 and looking back, I can say without any uncertainty that I have had a rewarding 47 year career in the jewelry business. Beginning at Rone Jewelers on the square, I came to the conclusion that I went along with that building after I managed at the same location with four different owners. On the 25th anniversary of the exact date from my first day of work, I bought my business license for my very own store, Lowery Jewelers.

I'm normally not a risk-taker, but I have no doubt that God orchestrated circumstances and set the stage to make this possible. Looking back over the past 22 years of ownership, I have no regrets. Many folks think they want to own their own business but are unaware of the hard work it takes to succeed. There are many ups and downs throughout the experience.



Billy and Sharon

It takes lots of plans, patience and prayers to endure the unexpected day to day challenges.

Two major challenges were the road

construction of widening of North Main several years ago and the most recent COVID epidemic. After a 5-week COVID shutdown, we came back stronger than ever. We went into Christmas 2020 not knowing what to expect. It ended up being a record-breaking-December.

We believe people made a conscious effort to shop small businesses and shop at home. We can't thank our customers enough for this and hope they continue to patronize us.

I have been fortunate to have really great employees who help me get to where I am today. There is a time and season for each one of those who dedicated their time with me. For each one, I am so appreciative. Your business is only as good as your people.

After a 30-year career in teaching in Franklin, my wife, Sharon, retired and joined me in the store 12 years ago. Many folks claim it would be impossible to work with their spouse. We proved that myth

wrong and have made it work.

We compliment each other very well. Her love of beautiful gems and jewelry is crucial in purchasing just the right mix of inventory. We both have a passion of pleasing our guests and try for 100% satisfaction. If our customers aren't happy, we are not happy.

Lowery Jewelers hand selects each and every diamond and jewel with quality and value in mind. It seems we've found our niche to be unusual designs that aren't found in the big box chain stores.

Although we are thought to sometimes be an expensive store, when you consider quality, the best always is.

Along with our goal of exceptional personal service for each of our guests we have earned the reputation of honesty and integrity.

Lowery Jewelers holds the local record of having over 75 years of total jewelry experience. We are truly an "upscale shop with a down-home-charm."

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# From online to in-person: Sew Sudberry

By **ZOË HAGGARD**  
zhaggard@t-g.com

With the pandemic threatening closures for small businesses across the nation, beginning a small business from scratch didn't seem plausible last year.

In fact, COVID-19 rendered 31 percent of small businesses in the U.S. as "non-operational," according to a 2020 U.S. Small Business Administration survey.

And according to SBA, small businesses are defined as 500 employees or less.

But Sew Sudberry, a custom-order sewing and printing boutique located at 617 Parson Road in Shelbyville, began when the timing didn't seem right. But with their "backwards" business model, they started worked successfully.

## Background

Felisha Sudberry, a "Doolittle" native, found herself "wanting to do something with her hands."

It's in the blood. Her great-grandmother, who recently passed away last year, was



Owner Felisha Sudberry and employee Riley Davis hold boxes of "Berry Bundles," which provide subscribers with local goods, like super soft tees and yummy treats. Ten percent of the proceeds go to multiple charities and churches.

T-G Photo by Zoe Haggard



a seamstress. When Sudberry was 14, she wanted to learn some of the tricks of the trade, so she bought a sewing machine. She learned the basics and recalled her step-father teaching her how to sew a pillow. But she didn't pursue it and tucked her sewing machine away in her closet.

That is, until 2017. Finding time on her hands, Sudberry remembered something: her old sewing machine.

► See **Sudberry**, Page 4

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T-G Photo by Zoe Haggard

The Chamber of Commerce held a ribbon cutting Sept. 16 to commemorate Sew Sudberry's new location at 617 Parson Rd.

## Sudberry

(Continued from Page 3)

While working at the Tennessee Orthopedic Association, she began sewing as a hobby. Through YouTube videos and through attending classes at Hobby Lobby, Sudberry picked up the trade her great-grandmother had once done. She made baby bibs, appliques, and “super soft” T-shirts—eventually earning her the name the “T-shirt lady.”

Wanting to test out starting her own

business, she began selling her products online, through Facebook and Instagram.

There was no building, no employees, and a name she was trying out called “Sew Blessed.” It was when she was wanting to change the name to match the increasing demand that one of her co-workers suggested “Sew Sudberry.”

It stuck. And despite the hurdles of COVID-19, Sew Sudberry grew, transitioning from online to brick-and-mortar—that “backwards” business model.

But Sudberry assures, “It’s all worked out.”

### Transitioning from online

Over half of small businesses fail in their first year of operation—and that number reaches 95 percent when including the first five years. It’s mostly due to a lack of market demand, according to SBA.

But Sudberry assures she’s maintained an “amazing retention rate” with her subscribers. She currently has 100 subscribed to her website.

Subscribers receive a monthly “Berry Bundle,” which includes a tee with an exclusive design, a matching accessory item, a mystery gift, and berry-themed item. At least two of the four items are hand-picked from other small businesses.

It’s great Sudberry says, because not only can she make things she loves, but she can support other local businesses.

Sudberry also receives stock from Swig Life, Stephen Joseph, and Viv&Lou.

“It’s a gift to yourself,” she said. For example, last month’s August theme was “simply blessed.”

And since being online, Sudberry said she’s shipped items out to Florida, Michigan, Ohio, and California.

“I don’t know how people hear about me,” Sudberry said with a laugh. “I’m just blessed.”

Adding on to her husband’s workshop, Sudberry began building what is now the location of Sew Sudberry. The sewing shop filled with multi-colored threads and fabrics and, of course, sewing machines—was opened last July.

But one of the biggest benefits Sudberry has seen since transitioning to brick-and-mortar is the new “gift shoppe,” where she can further provide donations to business and nearby charities.

At least 10 percent of her profit from the “Berry Bundles” is given to charity organizations—like Homes of Hope, Isaiah 1:17, First Choice Pregnancy, American Heart Association, and many more. Sudberry said their giving usually changes based on what’s going on that month.

Because more than anything, Sudberry said she views her business “more as a ministry.”

“My goal is to give Jesus,” she said.

Sew Sudberry is open Monday, Wednesday, Friday 9 to 5:30 p.m., 9 to 6 p.m. on Thursdays, and 10 to 3 p.m. on Saturdays. Visit their website at [sewsudberry.com](http://sewsudberry.com) or visit their Facebook page. For custom orders, Sudberry says feel free to give her a call or message her at (931) 703-2427.

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T-G Photos by Zoe Haggard

You can find an abundance of multi-colored fabrics, threads, and sewing machines at Sew Sudberry—all of which are materials owner Felisha Sudberry taught herself to use.



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# Sports memorabilia store is unique

By **DAWN HANKINS**

Jon English is by profession a large business owner, but he's chosen Shelbyville as a place to house his antique sports and memorabilia, creating a unique small business on the east side of the historic public square.

The store specializes in those very hard-to-find sports antiques. His store is open on Saturdays and those interested in purchasing high-end sports collectibles might want to seek out English's store online.

Recently, Jon English Antique Sports and Memorabilia was awarded the "Brighten Your Corner Award," which is presented to businesses going beyond keeping their properties decorated and

renovated.

English has purchased several buildings on the historic public square—all which he's renovated, he said, for the betterment of the community. The award is presented by Shelbyville-Bedford County Chamber of Commerce Beautification Committee and is sponsored by First Community Bank.

**Linda Nichols of First Community Bank, left, and Sara Wood Chamber beautification chair, recently made an honorary "Brighten Your Corner" plaque presentation to sports memorabilia store owner Jon English.**

Photo by Nancy Ayers



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# Heritage Jewelers

On The Square



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**Wine Walk on the Square—December 10**

# Heritage South: \$8,600 to local classrooms

As the summer was ending and parents were gearing up for the school year to begin, one local credit union was looking for a new way to give back to schools. For years, Heritage South Community Credit Union has supported schools in many of the ways you would expect: sponsorship signs on ball fields, gifts for teachers, donations to school food drives, and financial education classes for students, to name a few.

“Giving back to our community is something we are passionate about,” said Heritage South CEO Laura Parham. “It’s at the core of what we do. Credit unions are built on the idea of ‘People Helping People,’ and the teachers in our community have done so much for our families.”

The credit union came up with an idea: what if they allowed their members to designate specific classrooms to receive donations? The campaign quickly took shape. Whenever a member was approved for certain loans during August 2021, the credit union would make a \$50 donation to

the teacher or school of their choice.

“It was a fantastic idea and we just ran with it,” said Sr. VP of Lending Betty Baker. “Anytime a member came in our office for a loan, we’d ask them if there was a teacher in our community they’d like to give a \$50 donation to.”

The campaign far exceeded the expectations of anyone at the credit union. All told, \$8,600 was donated over the course of one month. Specific donations went as high as \$450 for a single classroom.

Regardless of the amount teachers received, it was put to good use. “Thank you letters from teachers poured into the credit union,” said Wes Trundle, Heritage South director of marketing. “It was amazing to hear how the donations were used. Books, supplies, technology, there were just so many ways we were able to make an impact.”

To learn more about Heritage South, go to [www.heritagesouth.org](http://www.heritagesouth.org) or call 931-680-1400. Their offices are located in Shelbyville, Lewisburg, Murfreesboro, and Smyrna.



Submitted Photo

Betty Baker, Sr. Vice President of Lending at Heritage South Community Credit Union, left, was happy to recently deliver a check to Learning Way Elementary. Principal Kathy Reed was as well as happy to receive it on behalf of her students and teachers.


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# First Community Bank help adds up

**F**irst Community Bank of Tennessee is very involved in our schools and willing to present a saving class to elementary students, set up a booth at an open house or provide materials for personal finance classes to learn to budget and manage money.

FCB also has a program set up called School Spirit Debit Cards. Since 2017 FCB has given 3 cents for every swipe, made on an enrolled FCB debit card, to teachers, classrooms, sports teams, and organizations of each customer's choice. The swipes have added up totaling \$70,590.62.

Customers can use their First Community Bank debit card and for every SWIPE FCB donates 3 cents to the chosen teacher, classroom, school, sports team, or organizations. This program is of no cost to the account holder.

TAG - Teen Advisory Group is a Teen Workforce Readiness and Leadership Program Administered by FCB. It is a leadership program that offers local high school junior and senior students the opportunity to represent and promote First Community Bank to other students, their families and the community.

The program was created in an effort to engage and educate youth about their future financial health and goals. Through participation in this program students will learn leadership skills, workforce readiness skills and financial well-being skills.



Submitted Photo  
Since September 2017, First Community Bank of Tennessee has donated \$70,590.62 to Bedford, Moore and Rutherford County schools. FCB's Linda Nichols and Jimmy Joe Gillespie proudly display the check.

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For the month of October, the People's Bank "Teacher of the Month" at Community High School was Megan Gilliam and "Student of the Month" was Dalton Grizzle. People's Bank Representative Jeff Haynes is shown with recipients.



## People's Bank honors teachers, students

Peoples Bank of Middle Tennessee and Community High School are partners in recognizing a "Teacher of the Month" and "Student of the Month"—every month—for the 2021-2022 school year.

Peoples Bank of Middle Tennessee has always been a proud supporter of all Bedford County Schools.

Our employees live and work in our community that we serve. We have children and grandchildren who attend local schools. The bank is always seeking new ways to join with and encourage the local school system.

This past summer, Peoples Bank partnered with Community High School in a recognition program for the

2021-2022 school year. Each month, People's Bank of Middle Tennessee recognizes a "Teacher of the Month" and a "Student of the Month" as chosen by their peers.

Bank representatives said that it's an honor for them to shine a positive light on these teachers and students. The bank is also "very thankful" Robert Ralston, Community High principal, for being the facilitator of this program and an "encourager in the school he serves."

## Local banks 'lend' a hand to education

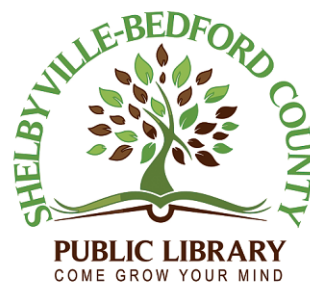
In a world of uncertainty, education officials continue to note that it's a consolation how local lending institutions are reaching out to students and teachers—both with financial support and encouragement for the future.

Below are just a few which have on-going programs to support education. (Please submit your small business/bank contributions to education to: [dhankins@t-g.com](mailto:dhankins@t-g.com). Your business story is waiting to be told.)



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# Small business in a growing community

By **JOSHUA RAY**

josh.ray@shelbyvilletn.org

Shelbyville has a lot of amenities for a family. It has a strong community feel with southern charm sprinkled throughout the City. We have a strong park system, one of the most incredible historic squares in the world, a rich history and a location that is impeccable. And what also really makes Shelbyville unique is all the small businesses.

Personally, my family and I enjoy shopping on the square every week. I enjoy eating breakfast at Popes; we love to shop at our antique stores in the square; and our girls enjoy trying different drinks from Cheers.

The ladies in my house enjoy shopping at K. Ellen Boutique to keep up with fashion trends. Taco Wapo is one of my wife's favorite places to eat in Shelbyville. As for me, Koffee Beanz has the best skillet in all the land!

Small business is what makes the local economy work. Money spent in local businesses typically circulates within the com-



**Joshua Ray**

munity more times than money spent in chain businesses.

Local business owners live within the community and spend their money in other local businesses.

When you shop at big box stores—although you are helping provide jobs to your neighbors and creating sales tax for local services the big box stores typically have a home office where their profits are utilized. Those dollars do not typically



come back to the community as much as dollars spent in small businesses.

Growth can have different impacts on different communities. Growth can be the

driving factor to new franchise businesses locating within a community and it can be

▶ See **Ray**, Page 12

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# Small business: lifeblood of economy

By **CHAD GRAHAM**  
Bedford County Mayor

As national data so profoundly demonstrates, small business is the lifeblood of our overall economy and a vital part of any local community. Therefore, my administration has made education, public safety and infrastructure that leads to jobs its top priority.

Through our Shelbyville-Bedford Partnership, we are not only focused on recruitment of new industry but also on workforce development, along with creating a rich retail environment for both retention and growth.

As county mayor, I am constantly looking at how to improve Bedford County as a place to live, work and do business. A better school system, and more post-secondary options, lead to a better workforce, and that's critically important to businesses of any size.

You can see for yourself how many small businesses have "help wanted" signs in the window lately. We want to make sure that we can do the best job possible of matching available workers with the right training so that they can find the right job, preferably with a local business.

That's why the county, along with the city, worked to facilitate the new campus of Tennessee College of Applied Technology,



which the state will build on the campus of 231 North Business Park.

A better quality of life makes it possible to keep more of our high school graduates in the community, either as part of the workforce or even as entrepreneurs, starting new and innovative businesses of their own. We want to emphasize and continually improve Bedford County's "quality of place" — whether that means having a good school system, or better shopping and recreational options, or a safe community well-protected by law enforcement and emer-

gency services. We need to make sure that our infrastructure is strong and supports both the needs of today and the potential of tomorrow.

Bedford County is working with the City of Shelbyville on improvements to the downtown area and our beautiful, historic courthouse square. Those improvements will make downtown even more of an asset than it already is, for tourists and residents alike. The development of Bedford County as a tourist destination—keyed to our existing assets, such as the Celebration grounds



County Mayor Chad Graham

and the Nearest Green Distillery—will provide new and exciting opportunities for local businesses, retailers and restaurants.

We're also working to make government operations more friendly to taxpayers, which includes small businesses. Our new county website makes it easier to find the services you need. We'll soon be moving our county planning and zoning office into the courthouse, which will put it right across the street from the property assessor and the register of deeds. We believe this will make it easier and more convenient to do business with the County.

I believe that building a better Bedford County benefits everyone, including the small businesses that are so important to our daily life.

## Ray

(Continued from Page 11)

the impetus for individuals to finally take the jump to start their own small business.

When done correctly, growth will create a harmonious mixture of franchises and small businesses that provide the goods and services for the entire community. If not handled correctly, the community can start to lean towards the franchise shopping options and take their dollars

away from local businesses.

One clear goal of our marketing campaign is to promote all of our businesses equally to ensure that our citizens and our visitors are aware of the different options available to them.

Our new tourism and marketing department is developing an action plan to help bring people to our community.

Some of those people will come for special events, such as the Celebration and to see our Eaglettes win basketball games, while others will come to shop in our local businesses. People come to Shelbyville every day to shop on our historic square.

Historically, downtowns were the place to go when you needed something. When big box stores started to develop, they located outside of your downtown corridors. A lot of the businesses that were once located downtown began to move out closer to those big box stores to maintain their exposure and traffic. Once the

mall concept was developed, those stores moved farther out and downtowns began to struggle.

Shelbyville is a good example of how multiple stores can be profitable within a community in different locations.

I hope that our Shelbyville can continue to be a place where entrepreneurs are excited to start a business, where locals and visitors both enjoy being in our community to purchase goods, and where the community is proud of the businesses that call Shelbyville home.

I know this may be a utopian concept, but there is no reason why it cannot remain true in Shelbyville, Tennessee. We have great people that live here, awesome businesses that operate every day, and plenty of quality places to eat. I am excited about what is happening now in Shelbyville and all that will be happening soon within our community.



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T-G Photos by Zoe Haggard

Patrick Bailey hopes to soon be the “BBQ Man of Shelbyville.” Bailey and wife, Stephanie, right, her mom, left, Anne Hawthorne, are big helpers with Bailey Smokes barbecue.

# Bailey Smokes: small truck, big flavor

By **ZOË HAGGARD**  
zhaggard@t-g.com

“I always enjoyed cooking,” said Patrick Bailey, owner of Bailey Smokes, a brand-new BBQ food truck that’s unique to Shelbyville.

“Shelbyville we have food trucks that come in and come out. But we really don’t have anybody here to call ‘this is our own.’ So, this is my own part of giving back to the community,” said Bailey.

This Bedford County native strives to give back to his hometown through his delicious one-of-a-kind BBQ. Brisket, pork, chicken wings everything’s done with a dry rub, like his Sweet Memphis Chili rub which he’s been working on for three years, and then smoked over a wood burner, which Bailey says took him 6 months to master.

Or if you’re feeling out-of-the-box, Bailey recommends his “Bailey Bombs”—Italian sausage wrapped in an onion petal with that sweet Memphis chili glaze and then wrapped in bacon to become something the size of a baseball (you can get 6 for \$20.)

Bailey even makes egg rolls but those

are on the “secret menu” for now.

“So now when I do go to different places and out of town, they see Bailey Smokes, they know he’s from Shelbyville. Shelbyville has a BBQ man,” he said with a big grin and big laugh.

But like most, Bailey had to start small. He would cook for get-togethers, hosting anywhere from 100 to 200 people. And when guests started encouraging him to sell his food, Bailey said he prayed about it honestly prayed about it.

“God started shutting the doors I wanted to go through...but then He started opening up doors for Bailey Smokes.”

He’s no stranger to the food industry, having worked at Chili’s and Legends here in Shelbyville. But when he developed back problems and found himself unable to do the work, Bailey didn’t know at the time that God was setting him up to do something bigger.

So he entered food contests. The first one he ever competed in, Bailey said he place 2nd in almost every category. He was amazed a guy building up from nothing was competing with the big shots.

He gave his business a go. With no

name, no brand, no nothing but the “new smell” on them, Bailey said he slowly but surely started building up a clientele and following.

That was around 2017, and then, “It’s like God turned a faucet on.” Things really kicked up this past year.

“I’m really blessed,” Bailey said.

And he’s giving back by passing out charitable donations of food to Nashville tornado victims and donating food to Journey House in Murfreesboro.

Why?

“I just want to make sure everybody’s alright,” Bailey said.

Bailey also caters events for the Bedford County Agricultural Center, the Rocky Mountain Elk Foundation, and Badcock’s at the Celebration.

With his food truck hitched to the back of his car, Bailey said he can park just about anywhere in Bedford County or Shelbyville City limits with his license. And, or course, you still have to pay attention and ask the owner’s permission for parking at a private business.

Still, he doesn’t only want to be in a food truck forever.

“My goal for Bedford County is a good, sit-down BBQ place. I want to bring BBQ back to Shelbyville.”

He said he’s still getting used to being his own boss “you can’t call in sick.” And, too, he admits, he doesn’t make a whole lot of money.

“But I’m happy,” he assures. “I just want people to be happy when they eat my food.”

He said he understands he like any small business survives off his customers. So, you’ve got to take care of your customers.

His neighbors get a lot out of it too. When Bailey brings extra food home to serve up to his neighbors, they can’t help but saying, “Patrick, you are a blessing.”

“When God gives you a gift, and you find your gift, you know it . . . This is my way of supporting, and this is my way of showing my love for God.”

Bailey admits he couldn’t do it without the love and support of his wife, Stephanie; his mother-in-law, and his auntie, Betty White, who Bailey said gave him incredible support and encouragement.

# STAR PT: convenience, exceptional care

By **ANGELA FERGUSON**

Marketing director STAR Physical Therapy

Being a small business in Shelbyville has allowed us—STAR Physical Therapy, 105 Northside Park Drive—to serve patients locally in their hometown without having to travel long distances for an exceptional physical therapy experience.

STAR Physical Therapy was established in 1997 with one clinic and one mission—to serve. Today, we have grown to offer that direct service in more than 60 clinics, and while we've grown, one thing that has not changed is our commitment to you, our communities, and our employees.

STAR Physical Therapy meets this commitment by first hiring good people—people with a servant's heart. We then provide our clinicians with the best clinical education program in the country. Our

99.7% patient satisfaction rating is proof positive that it works.

Our commitment to the communities that we serve can be seen in both time and money that we give to those that have been so good to us. From our sports medicine outreach program that keeps student athletes safe in nearly 40 high schools, to our sponsorship of youth sports, to our partnerships with Siloam Family Health Center, Mercy Children's Clinic, The Arthritis Foundation, Wounded Warrior Project, Make A Wish, and many others, STAR Physical Therapy strives to be a true partner to the community.

Being a small business in Shelbyville has allowed us to serve patients locally in their hometown without having to travel long distances for an exceptional physical therapy experience.

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STAR Physical Therapy's mission is to serve Shelbyville and surrounding communities with world-class PT care and individualized, hands-on care to ensure patients recover fully and quickly, according to Esther McConkey, PT specialist.

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# Daniel and Angie Jackson: "Arty All the Time"

By **DAWN HANKINS**  
dhankins@t-g.com

Small business owners Angie and Daniel Jackson love their store, "Arty All the Time" on the public square so much, well, they're about to live in the building, literally.

"We are going to have four bedrooms, two baths, kitchen/great room. We are getting there—still need trim, floors and a few more things."

For all their hard work, the Jacksons were recently awarded a "Brighten Your Corner" award from Shelbyville-Bedford County Chamber of Commerce. First Community Bank is sponsor.

The award recognizes local businesses for going above and beyond in renovations and decorations—all which the Chamber believes adds to the pleasure of shopping at home.

With the Jacksons help, now local residents can enjoy creating something beautiful from their store at 100 East Depot St. After all, who doesn't like to create and paint?

Arty All the Time specializes in paint

parties for kids and adults. The art venue does private birthday parties as well, adult painting get-togethers, Paint and Sip parties and in the future, they're hoping to offer a wide variety of other workshops with other mediums, including printing, clay, pastels and collage.

The art center is best described as "The perfect place to get together with family and friends and be creative!"

The Jacksons are another unique set of small business owners, especially since in addition to be co-owners, the Jacksons are a married couple. Angie notes, "Daniel is really good at helping me with whatever I need him to. Most of the time, that means he helps me get stuff out of the car, move tables around and fill up water jars. We've been married almost 30 years, so he's always there when I need him."



Daniel is in turn proud of what Angie is able to accomplish in the speciality of arts to this community. Angie also credits her mother, Karen Foldy, as someone who's always willing to help with paint parties. Most of all, she says Mom simply helps keep her "on track."

You see, Angie's a unique business owner; she's the Art I and II teacher at Shelbyville Central High School. Having dual professions, she says, can be a challenge.

"It's really hard to do both. That's why I haven't had as many weekday classes, lately. One day, I will be able to open daily but for now, it is mostly reservations only. I want to have some open paint days over Christmas break so kiddos can come make some sweet ornaments for their families."

Angie said she's looking forward to living in the Arty all the Time building. Proximity will be advantageous for hosting classes and continuing her education career.

The art shop—which is easily recognizable by the art palette decor on the front door, doesn't have set hours at this time.



Persons interested can call 931-639-0669 and schedule.

"I will be offering some open paint times for the holidays, along with paint kits to give as gifts. I have lots of cute door hangers that make great Christmas gifts!"

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Submitted Photos

For all their hard work, Angie and Daniel Jackson, owners of Arty all the Time on the public square, were recently awarded a "Brighten Your Corner" award from Shelbyville-Bedford County Chamber of Commerce. First Community Bank is sponsor and Linda Nichols, left, assisted in the recent presentation with Chamber Beautification Chair Sara Wood (far right.)

# Unique reasons to shop at small

BY DAWN HANKINS  
News Editor  
dhankins@t-g.com

There's just something about shopping with local, small businesses. There's friendly customer service, not to mention those little gestures, such as meaningful personal service, which make those businesses unique.

I grew up in this county—one which was filled with ALOT of mom and pop-type businesses. I remember how we knew everyone by name.

While the specialty of each business has changed with the times, the same small business warmth continues to exist in Shelbyville and Bedford County. Just ask Robert Daniel, county finance director, or any other local government official, how shopping at home impacts tax revenues.

We are happy to bring this new tab for small businesses right to your doorstep. It is our hope that you will patronize those businesses—each unique in their own way.

The numbers don't lie. Locally owned businesses may be classified as "small," but they have a big impact on the national economy.

According to the Bureau of Labor Statistics' Business Employment Dynamics report, small businesses created 10.5 million net new jobs between 2000 and 2019, accounting for 65.1 percent of net new jobs created since 2000 in

the United States. The Government of Canada reports that the number of small businesses in Canada in 2020 was far greater than the number of medium and large businesses, accounting for 97.9 percent of all the businesses in the country.

Supporting locally owned businesses is a great way to support a neighbor, but that's not the only attraction. Here are several reasons to shop small.

## The feel-good factor

Doing for others certainly has an impact on the person on the receiving end, but also benefits the do-gooders. A November 2020 survey by Union Bank found that 72 percent of Americans said supporting small businesses was more important than getting the best deals. That may be due to the feeling of helping out a fellow neighbor.

## Create job opportunities

Shopping at small businesses keeps those establishments afloat, and it also keeps their employees afloat. Small businesses are the largest employers in the United States. That's also true in Canada, where 68.8 percent of the total labor force works for a small business. A person may never know when he or she — or a relative — will need a job. Keeping small businesses viable provides a strong job market for locals.

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