

BUSINESS

Business

Meeting

with Robert and April Alcorn, owners of Sun Tan Village

1. What is the name of your business?
Sun Tan Village

2. What is your background?

Our background varies: Robert Alcorn is ex-Air Force with a specialization in aerospace engineering. He furthered his career when leaving the Air Force working overseas in the Middle East returning to the United States where the opportunity to purchase Sun Tan Village arose. This coincided with the beginning of our commercial poultry operation as well. April Alcorn graduated from TTU with a degree in marketing and always had a background in sales oriented positions throughout her career.

3. How long have you been in business?

Sun Tan Village has now been in business for 22 years. The previous owners Herb and Shirley Sweetland began the business in 1988 and we purchased the business in 2004.

4. What do you attribute to your business' success?

We attribute our success to our warm customer service, cleanliness, quality of our equipment and most of all delivering our clients with a healthy tan. For years, clients return

because they trust us to help them achieve a healthy tan for prom, weddings, vacations, or just to look and feel good. We also give back to the community through the local schools and TTU. We feel our foundation is solid because of 22 years of hard work, which in turn allows us to always deliver what our clients need.

5. How did you get into this field?

Robert worked for the Sweetlands in 1991 and his interest grew from the knowledge he acquired.

6. How is your business unique/different than similar ones in your field?

Our business is unique because of the level of customer service we deliver and the quality of tan our clients achieve. We furthered this customer service by adding 4,000 square feet that includes N' dulce Day Spa and Synergy Yoga and Pilates, which makes us very unique for the Upper Cumberland. We are also one of the largest tanning salons in the state with 37 tanning units and five different types of tanning units that allows our customers a variety ways to tan comfortably. We have several different price levels as well, making it very affordable to tan per month

or per minute. We make it our mission with coupons and daily specials to make it affordable for everyone during these trying economic times. We also keep in stock the largest selection of tanning lotions at competitive prices in the area.

7. What is demand for your business like in the area?

The demand for our business is good. Tanning is a seasonal business spring of course being the busiest because everyone wants to feel good in their spring apparel, but we are blessed with a steady flow of clients year around.

8. What do you enjoy about your business the most?

We enjoy the day-to-day interaction with our clients. We like to think of our clients as extended family. We enjoy hearing about other people's lives and the hustle and bustle of the business in general. We enjoy watching clients who come in and say I have never had a tan in their life and see them slowly develop a beautiful, healthy tan. It is satisfying on a daily basis to know we are educating people on the proper way to tan as well.

9. What do you least enjoy about your busi-



Herald-Citizen Photo/Ty Kernea

Robert and April Alcorn are pictured in front of one of the many units they offer for use at Sun Tan Village.

ness?
There really isn't anything about the business we don't enjoy.

10. How has the area responded to your busi-

ness?
The area has always responded well to our business whether it be our local clientele or our TTU students. I think that is because we strive to take care of everyone that comes in the door

as an individual and address their needs personally.

Any business leader interested in being profiled may e-mail business@herald-citizen.com.

Business Briefs

■ Otolaryngologist **Grant T. Rohman, M.D.** has joined the staff at Cookeville Regional Medical Center.

He is joining Upper Cumberland Otolaryngology located at 100 West 4th Street, suite 200 in Cookeville with doctors Charles

Jordan, Tom Lawrence, Bronn Rayne, Scott Keith and Mark Kriskovich.

Originally from Tennessee, Dr. Rohman has trained in all aspects of ear, nose and throat care and surgery. His professional interests include head and neck cancer, endoscopic sinus surgery, and thyroid/parathyroid surgery.

Dr. Rohman received his medical degree from East Tennessee State University's Quillen College of Medicine and completed his otolaryngology residency in June 2010 at the University of Tennessee Health Science Center in Memphis.

He is a member of the American Academy of Otolaryngology Head and Neck Surgery and the American Medical Association.

Dr. Rohman is joined by his wife Dr. Erin Rohman, a board-certified allergist/immunologist. They have two sons, Joseph and Ben. Dr. Rohman looks forward to serving the medical needs of our community.

To schedule an appointment with Dr. Rohman, call Upper Cumberland Otolaryngology at 528-1575 or (800) 539-7208.

■ **J&S Construction Company, Inc.** has recently been awarded a construction contract for the Madisonville First United Methodist Church, located in Madisonville, Tenn. In December 2007, a fire

completely destroyed FUMC's sanctuary. Working alongside Mark Rodgers, architect, and the FUMC Building Committee, J&S used the design-build approach to construction to design a new 14,000 square-foot sanctuary and a classroom and administrative addition, both to the existing building.

The sanctuary will seat over 250 people and has also designed a large gathering area where fellowship can be held both before and after service. The administrative and classroom wing will include offices and six classrooms, as well as a space for large youth gatherings.

"We are blessed to have the opportunity to help the Madisonville First United Methodist Church rebuild their sanctuary," said John D. Stites II, chief executive officer of J&S. "It is always exciting to have the opportunity to work alongside a church that has over 170 years of history in the community."

J&S' Design/Build approach to construction occurs when management deals with a unified Design/Build "team" working together on its behalf. With more than 52 years' experience building projects, relationships and trust, J&S has completed more than 90,000 square feet of LEED certified buildings and over 5,000 unique projects with a 75 percent repeat customer rate. J&S employs 100 of the finest craftsmen and trade professionals, including a number of nationally recognized and award winning engineers.

■ **Christy Hogue**, a radiologic technologist at the Outpatient Imaging Center at Cookeville Regional Medical Center, recently earned national credentials in mammography. Hogue earned the credentials from the American Registry of Radiologic Technologists

(ARRT).

This certification is not mandatory however it is strongly recommended by most facilities performing mammography due to strict requirements enforced by the FDA's Mammography Quality Standard Act. Hogue underwent extensive preparation to prepare for this certification.

"She is to be commended for her efforts," said Hugh Bennett, manager of CRMC's Outpatient Imaging Center. "By obtaining this credential, patients as well as physicians are assured that digital mammography exams are being performed by a technologist who has met established standards of training and education."

"Cookeville Regional is the largest medical facility in the Upper Cumberland," Bennett continued. "And this region deserves to have high quality medical care provided by well-trained and credentialed technologists in an ever-expanding and technically dependant field."

The ARRT is a nationally recognized organization that promotes high standards of patient care by recognizing qualified individuals in medical imaging, interventional procedures and radiation therapy.

ARRT provides a mechanism to recognize individuals who continue to demonstrate their qualifications through adherence to the standards of professional behavior and compliance with the continuing education requirements.

The Outpatient Imaging Center at Cookeville Regional is the region's first "all digital" full-service imaging facility and is located at 251 W. Third St.

Averitt honored by St. Jude Children's Research Hospital

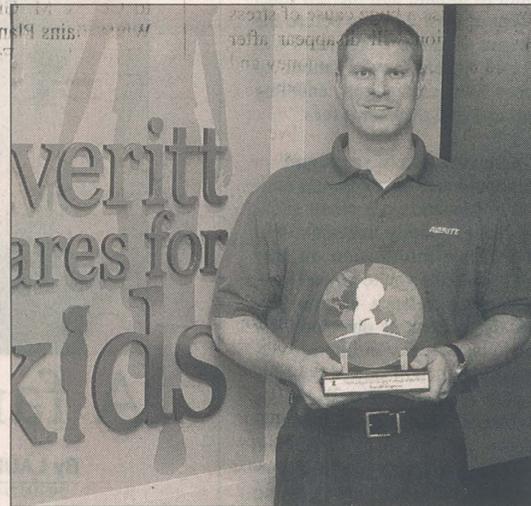
COOKEVILLE — Averitt Express, a leading provider of freight transportation and supply chain management, was recently recognized as St. Jude Children's Research Hospital's Employee Giving Partner of the Year during the presentation of the ALSAC/St. Jude Volunteer Appreciation Awards at a ceremony held on June 25 in Memphis.

The award was presented to Averitt in recognition of its associates' support of St. Jude throughout the past 20 years.

Since 1990, Averitt associates have made more than \$2.8 million in donations to St. Jude through Averitt Cares for Kids, the company's 100 percent associate-funded charity. Through this charity, Averitt associates completed an endowment to fund the initial construction of the Leukemia and Lymphoma Clinic at St. Jude, and they continue to provide financial support with annual donations to the hospital. Averitt Cares for Kids presented St. Jude with a donation of \$350,000 in 2009.

"Averitt associates have always placed the utmost importance on giving back to the communities in which we live and work," said Gary Sasser, Averitt's president and CEO. "We truly believe that there is no better way for us to accomplish that than through our support of St. Jude. Being recognized as the Employee Giving Partner of the Year is an extraordinary honor for us."

"We are so blessed to have compassionate champions of the St. Jude mission who are dedicated to helping our doctors and researchers find cures and save children battling catastrophic diseases," said Richard C. Shadyac Jr.,



Pete Ziegler, service center director of Averitt's Cookeville-area facility, proudly stands with the "Employee Giving Partner of the Year" award from St. Jude Children's Research Hospital. The award was presented to Averitt in recognition of its associates' contributions to the hospital through Averitt Cares for Kids.

CEO of ALSAC, the pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization.

In 2010, St. Jude was ranked the most trusted charity in the nation in a public survey conducted by Harris Interactive, a highly respected international polling and research firm. St. Jude was also named the nation's top children's cancer hospital in the 2010-11 Best Children's Hospitals rankings published by U.S. News & World Report. For more information, go to www.stjude.org.

For more information, call 1-800-AVERITT (283-7488) or visit www.averittexpress.com.

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Small business lending subject of free seminar Aug. 17 at TTU

COOKEVILLE — The Tennessee Small Business Development Center at Tennessee Tech University will conduct a free seminar on Aug. 17 titled "Small Business Loans — Ask the Lenders."

Does your small business need to borrow money? Are you confused by media reports

about small business lending? Do you have questions but don't know who to ask?

This seminar targets small business owners interested in information about potential sources of capital for their businesses.

The seminar will be presented by Tim Brew of Areawide

Development Corp., a non-profit certified development company, and Fred Crispin with Borrego Springs Bank, an SBA lender focusing on the Community Express Loan.

Topics will include SBA Community Express Loans and the SBA 504 program, borrower and project eligibility require-

ments, loan features, interest rates, and the application process.

A question-and-answer period will follow the presentation.

The seminar will be conducted from 4 to 6 p.m. on Aug. 17 in TTU's College of Business, 1105 N. Peachtree St., Johnson Hall, Room 102 (McLamore

Conference Room). Admission to the workshop is free, and drinks and snacks will be provided.

Reservations may be made by calling the TTU Tennessee Small Business Development Center at (931) 372-3706, or by visiting the website at www.tsdbc.org.

The TSBD network provides free counseling to new entrepreneurs and small business owners and operates statewide to assist the small business community.

For more information, visit www.tsdbc.org, or contact the TSBD office at TTU in Cookeville at (931) 372-3648.