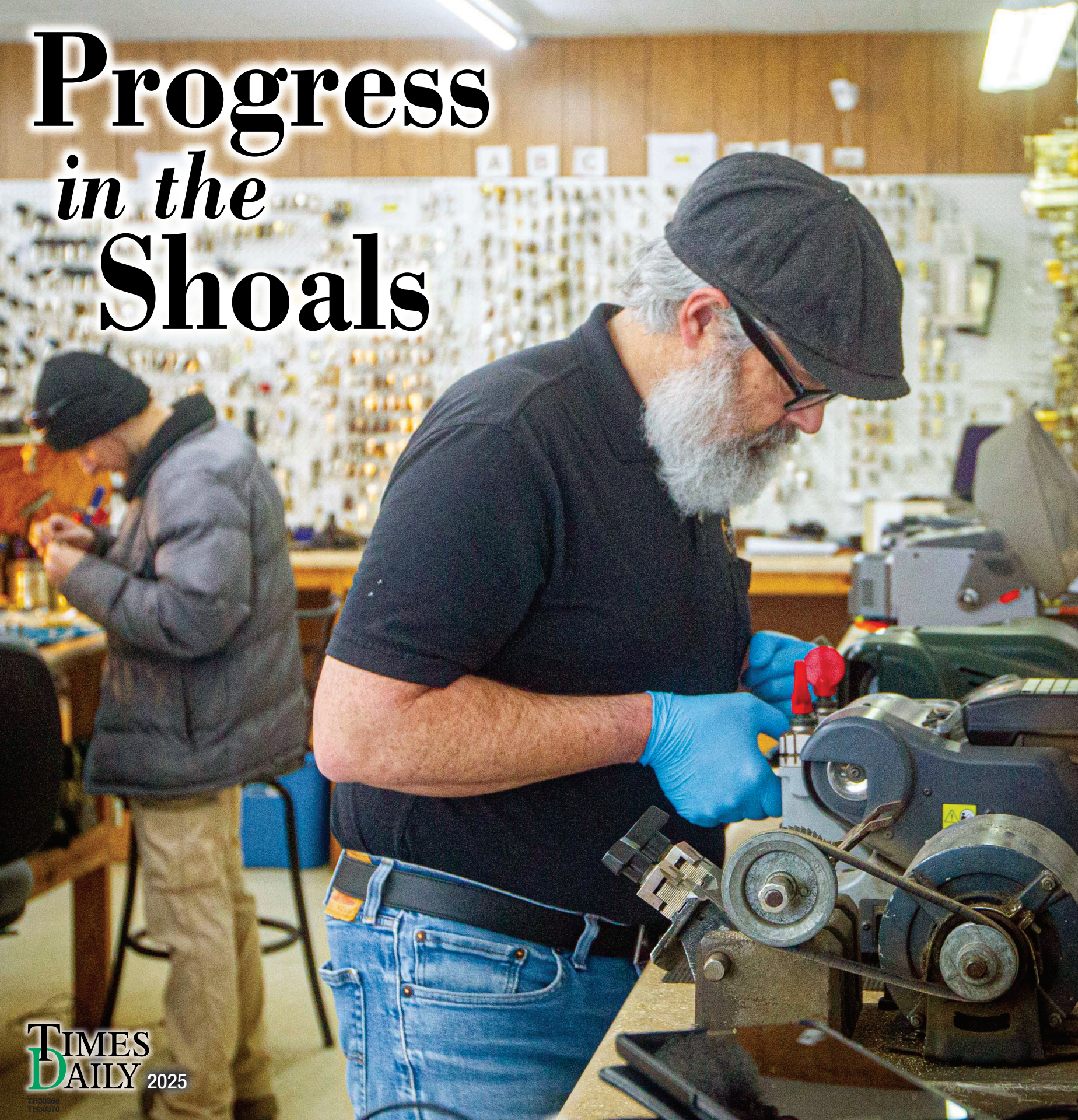


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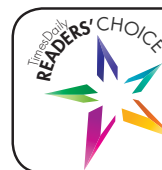
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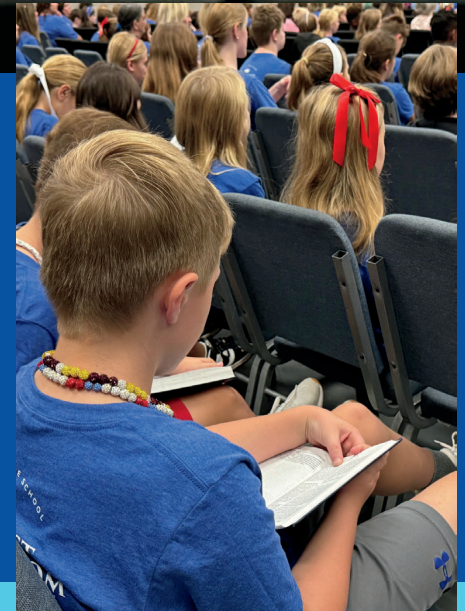
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On the cover



Garry Mahan works inside of Security Lock & Key. Mahan said what has been a boost to business is being available to customers 24 hours. [DAN BUSEY/TIMESDAILY]



Cortny Peden Davis, left, talks with Dr. H. Douglas Woodford inside of Full Life Wellness Center in Florence. [PHOTOS BY DAN BUSEY/TIMESDAILY]

Wellness is the key at Full Life

By Bernie Delinski
Staff Writer

FLORENCE — The staff at Full Life Wellness Center has a goal of making the business a sort of one-stop shop for wellness.

“That’s the idea,” said Cortny Davis, aesthetic coordinator and laser technician for the business at 156 Titan Drive. “That’s what we want it to be.”

Full Life has a primary care side, its own in-house lab, IV therapy and a wellness side, she said.

The wellness side provides hormone therapy, thyroid treatment and aesthetics work for anything from the pelvic floor to medical grade pills.

Dr. H. Douglas Woodford, an obstetrician gynecologist, founded Full Life 16 years ago and has built it up since then.

Davis said his reputation has been a key to its success from the start.

“He was already well loved in the community,” she said. “He was an OBGYN and he already had the



A member of the Full Life Wellness Center staff checks a patient’s blood pressure.

people’s trust. His business was building on word of mouth.”

The business continues to grow with Full Life and Bella Rose merging last year and adding aesthetics treatments last July. In fact, it is outgrowing its space, so the primary care aspect will move to a location up the road on Titan

ONLINE

Full Life Wellness Center’s website is full-lifemd.com/Florence

Drive in March.

“We have built it up to where it needs a full side just for pellets and hormone therapy,” Davis said.

Full Life has 26 employees and it is obvious from the atmosphere that they are proud of the work being done and enjoy their work.

“Everyone loves it,” Davis said. “I’ve made really good friends here. Everybody works as a team.”

Woodford also owns a Full Life center in Nashville, Tennessee, and is conducting a breast cancer study with hormone therapy, Davis said. Woodford is approved for pellet hormone therapy by the Intramural Research Program of the National Institutes of Health.

bernie.delinski@timesdaily.com or 256-740-5739. Twitter @TD_BDelinski



Garry Mahan has been owner of Security Lock & Key since 2010. [DAN BUSEY/TIMESDAILY]

Service is the ‘key’ to Security Lock & Key

By Russ Corey
Staff Writer

FLORENCE — The “key” to the success and longevity of Security Lock & Key, owner Garry Mahan said, is service whether it be during regular business hours or at 2 a.m.

“Service,” Mahan said, “That’s our number one thing.”

That means service to the community and availability 24 hours a

day, seven days a week, whether it be someone locked out of their car or a business.

“We do a lot of business being available 24 hours a day,” he said. “That’s been our plus.”

Security Lock & Key can handle anything to do with residential and commercial locks and keys, whether it be repairs, rebuilding or new installations.

Their service includes buildings and

motor vehicle locks and keys.

“We’ve done all the schools in the Lauderdale County School System,” Mahan said, adding that they’ve worked with numerous businesses in the city of Florence.

In the last couple of years, a lot of their work has been automotive keys and key fobs for vehicles with keyless entry and push button start.

“We’re mom and pop owned,” Mahan said. “We have four full time

ONLINE

Security Lock & Key’s website is shoalssecurity.com

employees. Our longest employee has been with us 10 years now. We have some good long-term people.”

Mahan said Security Lock & Key was started by Jack Luhrs in 1981 with

MAHAN

From Page S2

a kiosk at Southgate Mall in Muscle Shoals.

It was a place where you could drive up, get a key made and drive away, he said.

Then Luhrs purchased a building on Wood Avenue in Seven Points, where the business remained for years.

Mahan said he had left Lowe's where he'd worked for years and was kind of looking for something to do. He was living in Tennessee at the time and was in town and paid his friend Jack a visit.

"He found out I wasn't working," Mahan said. "He said, what you need to do is buy my business and become a locksmith. I said, yeah, right."

Mahan said he met with his son, who he discovered was also unemployed, and they decided to purchase the business.

"I bought it from Jack and took over in 2010," Mahan said. "We've owned the business for 15 years."

He said they decided to keep the "Security Lock & Key" name because it was well-known in the community.

"We stayed at that same location for almost four years, then bought the building at 1709 North Wood Ave.," Mahan said. "We bought that building in 2014."

One change they made to the business was offering 24-hour service.

"We immediately began taking night calls," Mahan said. "That has been a big key."

Mahan said Security Lock & Key frequently receives calls after hours.

"A slow night might be a couple of calls," he said.

Mahan said today he is semi-retired and his son, Heath Mahan, handles the day to day operations.



Garry Mahan works inside of Security Lock & Key. Mahan said what has been a boost to business is being available to customers 24 hours. [DAN BUSEY/TIMESDAILY]

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Dr. Tamsie Coker opened Coker Cosmetic & Family Dentistry on Sept. 11, 2001. [DAN BUSEY/TIMESDAILY]

Coker now treating children of her older patients

By Russ Corey
Staff Writer

FLORENCE — Putting people at ease and making them feel like family is

one reason Dr. Tamsie Coker believes Coker Cosmetic & Family Dentistry has lasted so long.

Coker said she can easily remember the date she started her practice

because it's a date that will likely remain in everyone's mind, Sept. 11, 2001.

Coker said she spent five years working in the dental practice of Dr.

Teena McLaughlin before deciding to open her own practice in Florence. She started the practice with her

SEE COKER, S5



A before and after of Lumineer offered by Coker Cosmetic & Family Dentistry. [COURTESY PHOTOS]

COKER

From Page S4

younger brother, Matthew Coker, who passed away in 2023 at the age of 47.

Coker said her practice started with her, her brother, two dental hygienists, two assistants and a front desk clerk.

Today, the practice has 14 people and is still at its original location on Darby Drive in Florence.

There are two full time dentists in the office and a retired dentist who works part time.

"He does root canal's for us," Coker said.

The practice provides general dentistry for all ages as well as other

services.

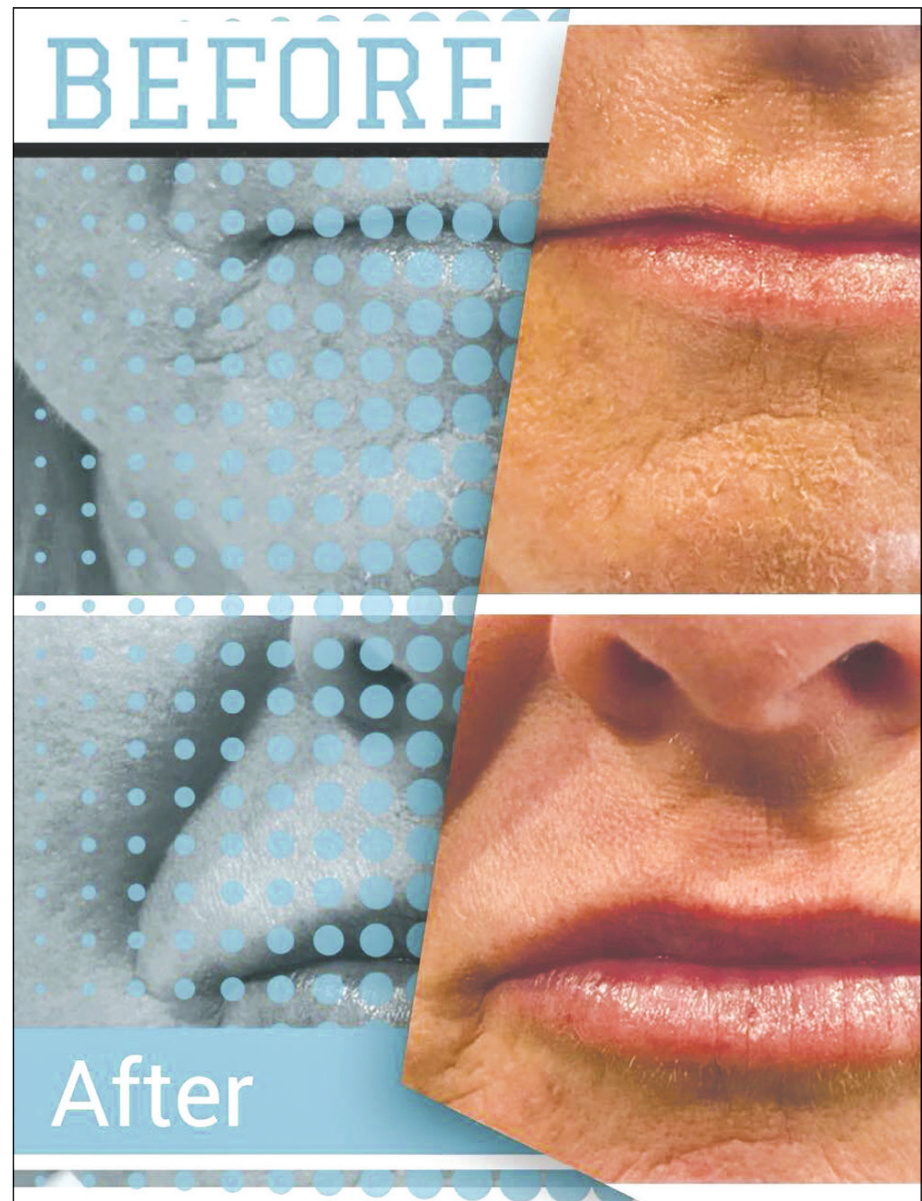
"We do everything from cleaning to cosmetic dentistry, veneers, Invisalign, and we recently started doing some spa services," Coker said. "We recently added a spa suite, where we do our spa services."

The practice also a facial sculpting service, she said.

"We've all learned as time's gone by, that people, they want to look good as long as they can and I already love to create beautiful smiles, but being to offer those other services complete the picture," Coker said.

She offered some thoughts about the practice's longevity.

"First of all, the good Lord has blessed me and had his hand in just about everything we've done around



A before and after of Botox and JUVÉDERM services offered by Coker Cosmetic & Family Dentistry.

here," Coker said.

And she always tells her employees to treat everyone the way they would like to be treated.

"If you do that, everything else will fall into place," Coker said. "Always treat everybody the way you want to be treated. Treat them like you're welcoming them into your home."

She wants everyone to feel comfortable and will do anything to make people feel welcome and at ease.

Coker said she wants her staff to build a rapport with their patients to build trust.

"You meet somebody's basic needs and make them feel comfortable then they learn to trust you and like you," Coker said.

She knew she wanted to do

ONLINE

Coker Cosmetic & Family Dentistry's website is cokerfamilydentistry.com

something in the medical field after working in a hospital, then with McLaughlin part time.

"This is a happy place most of the time," she said. "People aren't coming here when they're sick."

And most of the time, she doesn't have to deliver bad news.

"I'm treating my first round of patients, I'm treating their children now," Coker said. That's one reason why I chose dentistry. My patients come in well."

"I get to watch generations come through here."



From left, Siblings Cricket Sargent Cooke, Jace Sargent and Gina Sargent Smith stand inside of Sargent Cutlery, which has been in business for almost 60 years. [DAN BUSEY/TIMESDAILY]

Family interest sparked nearly 6 decades of business

By Alyssa Sutherland
Staff Writer

FLORENCE — Gina Sargent Smith said her father, Jim Sargent, always had an interest in knives.

However, she and her siblings, Jace Sargent and Cricket Sargent Cooke, never imagined that interest would still be their livelihood 57 years later

through the business started by their parents.

“When [mom and dad] passed away, we could have closed the doors, but we grew up in this, and we enjoyed it,” Smith shared, noting that her father and mother, Jean Sargent, became well-known ambassadors in the cutlery world.

Cooke said the Sargents initially

decided to open Sargent Cutlery after her father, Jim, retired from his work as a helicopter pilot.

He quickly made a name for himself as a cutlery salesman and in the knife show network.

“He was the godfather of Case knives,” Cooke said. She explained that as an ambassador for W.R. Case & Sons Cutlery Company, those with

ONLINE

Sargent Cutlery can be found on **Facebook** and **Instagram**

knife-related questions were often referred to her father.

Additionally, Jim became the

SARGENT

From Page S6

president of the National Knife Museum, all the while growing the family business.

“He built the first building on Chisholm Road – where El Polito Loco is – and the whole family joined in,” Sargent explained. “I imported products from overseas, dad collected antique knives, Gina was over engraving – we all pitched in.”

As the business grew, Jim decided that more space was needed, and Sargent Cutlery moved to a larger building on Fairground Road.

At that time, Cooke said Sargent Cutlery employed about 24 people and had two satellite locations in Gulf Shores and Texas.

However, about 20 years ago, the siblings decided it was time to “wheel it back in to keep it simple” and sold the big building and moved into their current location where their hours are “open when we’re here, closed when we aren’t.”

When Jim and Jean passed away, Case designed special knives in their honor.

Now, the business just Sargent, Cooke, Smith and their sister, Rosa Sargent Darby along with a graphic artist who helps with engraving.

“It’s not a normal business,” Cooke stressed.

While the current Sargent Cutlery showroom is notably smaller than its earlier renditions, Smith said that they still do plenty of local business in addition to mail orders and knife shows. Most, she said, takes place around Christmas when folks come in to buy gifts and companies place large engraving orders.

“We have people who come here from all over the world, and if they happen to be coming through town at midnight, we’ll come open for them then,” Smith added. “But we might not be here a typical 9 to 5.”

Instead, the siblings – especially Cooke and Smith – often take off with little notice to visit antique knife sales or attend knife shows with their own collection on display.

At the shows, they buy, sell and trade – something they say their dad did many times over the years at shows and beyond.

“Dad traded knives for everything,” Sargent said. “From a car to a box of Girl Scout Cookies or some dental work.”



Memorial knives made for the late Jim and Jean Sargent are found inside of Sargent Cutlery, which is located in Florence. [DAN BUSEY/TIMESDAILY]



Manager Laura Gannon, fourth from left, stands with some of the staff inside Wood Floor Store in Florence. [DAN BUSEY/TIMESDAILY]

Wood Floor Store has served the community for more than 2 decades

By Alyssa Sutherland
Staff Writer

FLORENCE — Laura Gannon has been an employee of the Wood Floor Store since 2004, just two years after Jerry Hollis Jr. opened the business.

By 2013, Gannon was the store manager, and she has remained in the position since, handing the day-to-day operations which make the business a success.

“I assist customers, go out to houses to measure and provide estimates, handle advertising — just a little bit of everything,” Gannon shared, noting that her favorite part of being in the business is helping customers figure out what they want in their homes.

Gannon said that when folks visit

the Wood Floor Store without a plan in mind, she and other employees spend time educating them on the types of materials available for their use, then narrow down the selection to “what fits their lifestyle.”

Despite occasional confusion over the years due to the store’s name, Gannon said that the Wood Floor Store offers “every type of flooring made” including hardwood, tile, laminate, luxury vinyl plank and carpet.

Additionally, the store offers tile choices for showers and kitchen backsplashes.

Over the years, the most popular flooring choice has shifted, and for the last several, luxury vinyl plank — referred to as LVP in the flooring industry — has taken over the majority of

the hardwood sales and all of the laminate business, according to Gannon.

“It’s the most popular, because it’s a floating floor (a floor with a locking mechanism that doesn’t attach to the subfloor) and it’s typically waterproof,” she explained. “For people with children or pets, it’s just easier to care for.”

Gannon noted that in the last couple of decades, luxury vinyl plank has come a long way in terms of appearance, which is another reason it has gained popularity.

In the 21 years Gannon has been involved in the business, she said the Wood Floor Store has doubled in multiple ways.

In 2018, the business moved from its first location, a 5,000 square foot showroom, to its current space, which

ONLINE

Wood Floor Store’s website is woodfloorstore.net

features a 10,000 square foot showroom.

With the larger space came a greater growth in clientele, according to Gannon, who emphasized that the move was great for the store.

Additionally, she said that the number of employees grew from seven to 14.

“It’s just grown tremendously,” Gannon said. “The best part is meeting all the new people who walk in the door and having good co-workers.

“It’s pretty much a family business environment, so that makes you want to come to work in the morning, and we get to help families build their homes, too.”



Mars Hill Bible School President Laws Rushing III, left, and Lori Tays, who is vice president for external relations for the school, talk about the future of the school. [DAN BUSEY/TIMESDAILY]

Focus on excellence propels Mars Hill through the decades

By Alyssa Sutherland
Staff Writer

FLORENCE — Mars Hill Bible School President Dr. Laws Rushing III feels humbled to play a small role in the school's vast history.

Originally founded as Mars Hill College by T.B. Larimore in 1871, Mars Hill is the second oldest private school in Alabama.

Though Larimore discontinued the school in 1887 to focus on full time evangelism, in 1947, his son, Virgil Larimore, agreed to sell a portion of his father's property to reopen the school.

"We're here based on the dreams, hard work and sacrifices of Larimore

and the churches and people who saw the value of his ministry and Christian education," Rushing said. "The greatest tribute we can give to the past is by being as visionary as they were about the future."

In its inaugural year, Mars Hill Bible School had nearly 400 students ranging from first graders to seniors. 79 graduating classes later, over 650 students in kindergarten through 12th grades attend Mars Hill and an additional 150 are in the preschool program.

"We're growing and doing new things, but we're not losing sight of where we started," said Lori Tays, vice president for external relations at Mars Hill. "As we grow, we don't want our

families to forget where we started — we want to focus on how and why the school began."

Tays and Rushing emphasized that Mars Hill's faculty, staff and administration educate students' minds, hearts, bodies and souls with a focus on excellence.

Recently, the pair poured over some of the historical literature associated with the school's formation and were astounded to find those same four words were central to documents pertaining to Mars Hill's early days.

It is the longstanding environment of excellence that continues to draw new families to the school as well as bring alumni back with their own children,

ONLINE

Mars Hill Bible School's website is mhbs.org

according to Rushing.

In a post-COVID world where the ability to work remotely has been celebrated, many former students chose to relocate to the Shoals so their families could continue to be part of the Mars Hill legacy — which Rushing said has made a multi-generational, worldwide impact.

"Every year, folks come back and go through these halls and remember their time within these walls," Rushing said,

BIBLE SCHOOL

From Page S9

noting that Mars Hill alumni have gone on to become doctors and lawyers, presidents of colleges, missionaries in foreign countries, teachers, politicians and more.

“There’s a real connection to the past here that is cherished, and our alumni are the true measure of our success.”

Those who visit the school and reflect on their own days roaming the halls, Tays said, are able to walk the buildings in which they were educated but also see a plethora of new additions and upgrades.

For example, at the start of the 2024-25 school year, the elementary school opened an entire new wing with spaces built to allow for growth and help some of the school’s youngest pupils excel.

Additionally, Rushing noted that administrators are placing emphasis on Mars Hill’s academics.

The elementary school recently acquired a new curriculum, and the high school now offers four diploma paths – standard, STEM, Humanities or interdisciplinary.

High school students also have the ability to earn up to 42 hours of college credit from the University of North Alabama, Northwest Shoals Community College and Freed Hardeman University taught by Mars Hill educators in their own classrooms.

Rushing said that beyond academics, Mars Hill is a hub for student life, and students are encouraged to build social lives rooted in community and service and feel like they belong at the school.

“We want them to love being part of Mars Hill Bible School,” he said. “We want them to know the value of people and each other.”

With the CHOOSE Act on the horizon, Rushing and Tays know that changes will soon come to Mars Hill, but they are excited to greet the opportunity school choice will bring with open arms.

Rushing believes that with school choice will come a revolution in the education world, and as a result, education will become more competitive.

“We have to raise the bar, and we’re preparing for that,” he said. “Our goal is to preserve the culture and success of Mars Hill, focusing on the quality of the education and experience we provide.

“We’re excited about the accessibility of diverse populations to Christian education.”



Children pose for the camera during lunch at Mars Hill Bible School. [PHOTOS BY DAN BUSEY/TIMESDAILY]



Mars Hill Bible School President Laws Rushing III, left, and Lori Tays, vice president for external relations for the school, said the school has more than 650 students from kindergarten to 12th grade. The school also has 150 students in the preschool program.

Side Lines focuses on customer base

By Bernie Delinski
Staff Writer

FLORENCE — Titian Scales walked into Side Lines Jewelry and Gifts for her first day at a part-time job in 1989.

Little did she realize at the time, she was stepping into her future.

“My older sister worked for the original owners and got me my first little part-time job here when I was a junior in high school,” Scales said.

Today, Scales and her aunt, Carolyn Phillips, own Side Lines.

“So, it’s really all I’ve ever done,” she said.

The store at 1605 Darby Drive in English Village has a long-standing reputation for quality merchandise and service. Scales, who bought the store in 1998, moved it to another location in English Village about two years ago, but made sure to stay in that same shopping center.

“I wouldn’t leave English Village for anything,” she said. “It’s just great neighbors and a great spot. It’s a good shopping destination.”

Scales said it is important to know your customer base and understand what they want.

“For one thing, we are a small, family-owned business,” she said.

“One of the things that’s kept us going all this time is we try to carry unusual and unique pieces. We know our customers don’t want to see themselves all over town. We have a loyal customer base and we are gaining customers all the time with social media. That has certainly helped.

“A lot of customers have become personal friends. We’ll do whatever it takes to make someone happy, and that is key in order to survive against some of your larger corporations.”

Scales said customers seem to appreciate the family atmosphere of the store. Her cousin and Carolyn Phillips’ daughter, Katy Hettinger is the manager.

“She’ll one day take over part of the shop when Carolyn decides to officially retire,” Scales said.

Along with selling merchandise, the store does engraving and repairs and designs jewelry.

Scales said everything they do is with the customer in mind.

“When we go to market, we usually



Katy Hettinger, left, is the manager of Side Lines Jewelry and Gifts, which is owned by Titian Scales, who first worked there in 1989 as a part-time employee. [PHOTOS BY DAN BUSEY/TIMESDAILY]

ONLINE

Side Lines Jewelry and Gifts’ website is sidelinesjewelry.com

have a list of certain things to look for, for different customers,” she said. “When we’re shopping we’ll see something and automatically know this customer will love this piece, or this customer will look good in this. Being on a personal level with your customer, I think that’s key for the family-owned business. That’s one of the perks of being a small shop.”

bernie.delinski@timesdaily.com or 256-740-5739. Twitter @ [TD_BDelinski](https://twitter.com/TD_BDelinski)



Katy Hettinger restores jewelry inside of Side Lines Jewelry and Gifts in Florence.

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APARTMENTS

Around Town





Dewayne Oakley stands inside Oakley Equipment which he says has developed to become the only locally-owned auto parts store in Florence. [DAN BUSEY/TIMESDAILY]

Quality service, products keep Oakley Equipment going

By Russ Corey
Staff Writer

FLORENCE — Dewayne Oakley knows that without customers, a business cannot survive, which is why he envisioned Oakley Equipment as a

destination for customers focusing on an extensive product selection, a clean store with knowledgeable and friendly employees.

Oakley started Forest Products in 1985 and became O&K Outdoor Power Equipment in 1990, according to

manager Brad Kutz.

The business was incorporated in 1995 and O&K was rebranded Oakley Equipment in 1997.

“We’re the only locally-owned auto parts store in Florence,” Oakley said.

The original location was on

Alabama Highway 157 across from the Underwood-Petersville Volunteer Fire Department. Oakley moved to a new building in 1996 that he constructed at 4990 Alabama 157.

SEE OAKLEY, S13



Oakley Equipment is located at 4210 Chisholm Road in Florence. Oakley NAPA is located at 4990 Highway 157 in Florence. [DAN BUSEY/TIMESDAILY]

OAKLEY

From Page S12

In 2005, Oakley moved his large equipment inventory to the (4210) Chisholm Road location, leaving the smaller lawn and garden equipment at the Alabama 157 location.

“Each business has continued to grow and ultimately each location took on its own unique identity,” Kutz said.

He said the Alabama 157 location became a destination for lawn and garden equipment such as Walker, Gravely, Ariens, Cub Cadet, Wright, Ybravo and other quality lawn mower

brands over the years, as well becoming one of Stihls elite dealers selling a wide range of residential and commercial products.

The Cloverdale Road location grew again in 2013, adding the NAPA auto parts brand to the mix.

“Our customers love us because we keep a wide range of stock for both equipment and parts, and we have a wonderful and knowledgeable staff,” Kutz said.

The Chisholm Road location has developed its reputation with large equipment such as Bobcat, Massey Ferguson, Barrentine Trailers, Econoline Trailers and McLendon Trailers,

among other over the years.

That location also carries a wide range of attachments from manufacturers such as Darrel Harp, IronCraft and Blue Diamond among others over the years.

“Both of our locations are what they call full-line dealers meaning that we offer sales of equipment, sales of parts and we also service what we sell,” Kutz said. “In addition, our equipment dealers offers a range of Bobcat equipment such as Skid Steer and excavators for rental.”

Kutz said Dewayne Oakley remains an integral part of the organization.

“As president, he oversees the

ONLINE

Oakley Equipment’s website is oakleyequipment.com

operation and makes sure the brand stays aligned with his vision,” Kutz said. “Dewayne knows that without the customers, business cannot survive. He wants to be big enough that customers don’t have to worry about our capabilities or capacity but small enough that we can provide customers with a real and genuine experience comprised of helpful and friendly peoples instead of a disconnected, automated, self service-oriented experience.”

Window World always takes a stand

By **Bernie Delinski**
Staff Writer

FLORENCE — Pretty much everyone knows the Window World commercials.

They conclude with someone from the company standing on top of a

window that is on the ground and saying, “We don’t just stand behind our windows, we stand on them.”

“That’s been something that’s been with Window World for a long time,” said Sean McGeehan, vice president of sales for the company.

McGeehan said that has served as

an example of the durability of their double-pane windows.

“It’s great for customers to see that visualization of our products,” he said.

The locally-owned Window World out of Huntsville serves the Shoals area under the ownership of Mike and Melissa Edwards.

In 2024, the company performed 2,358 in-bound jobs in Huntsville and the Shoals, McGeehan said.

Founded in 1995 by Leon Whitworth, the company has expanded throughout the decades, and Mike Edwards has been a part of it from the start.

“He originally started working as an installer for the founder,” McGeehan said. “He started working in the Shoals area.”

In 2002 Edwards became owner of Window World of Huntsville and the company has become a family tradition with members of the family taking over leadership roles.

“It’s kind of cool to see the multi-generational family part of it,” McGeehan said.

He said they have remained focused throughout the years on maintaining a positive reputation.

“They are built on take care of your neighbors,” McGeehan said. “They are built on the premise of take care of the homeowner. Do what you say you’re going to do and do it when you say

ONLINE

Window World’s website is windowworldhuntsville.com

you’re going to do it.

“In everything we do at Window World, we’re going to take care of the homeowner. Everything comes with a lifetime warranty. Honoring the warranty is equally as important as trying to find new customers. We can’t grow if we don’t take care of people.”

He said the company provides an option to finance and has approved financing vendors who work with the customers.

The company offers varieties of window and frame colors, grids, styles, types of glass and custom windows. That includes bay and bow windows, double-hung windows and more.

However, the name Window World should not be mistaken to indicate windows are the only products they offer.

It also offers a wide range of doors and siding and installs gutters.

Door options include entry, patio, French rail, storm, French and garage. Along with traditional siding options, Window World provides shakes and scallops and stone.

bernie.delinski@timesdaily.com or 256-740-5739. Twitter @TD_BDelinski



From left, Missy Edwards, Mike Edwards and Stefan Stowe of Window World say that they don’t just stand behind their windows. They stand on them. [COURTESY PHOTOS]



Window World was founded in 1995. Window World of Huntsville, which services the Shoals area, has been in ownership of Mike Edwards since 2002.



Missy Montgomery, CEO of MK Infusion Pharmacy, center front, stands for a group photo with her staff at their office in Muscle Shoals. [DAN BUSEY/TIMESDAILY]

MK Infusion Pharmacy provides freedom for chronically ill

By Alyssa Sutherland
Staff Writer

MUSCLE SHOALS — Missy Montgomery, CEO of MK Infusion Pharmacy, admits that her business is one of the few positively impacted in the wake of the COVID-19 pandemic.

“It improved our business, because more people wanted to do their infusions in the home, and insurance companies wanted them to ... instead of going into a facility,” Montgomery said. “Most people now prefer to receive

infusions at home in their PJs.”

Now a successful home infusion pharmacy with 16 employees and a calendar full of patients, Montgomery and her husband, MK Infusion Pharmacy’s Chief Financial Officer Mark Montgomery, said when the business began a decade ago, they were “walking on a prayer.”

Prior to the pharmacy’s 2015 opening, Montgomery was working as a home infusion pharmacist in Memphis, Tennessee, where the couple lived previously. While they had recently

relocated home to the Shoals, Montgomery continued to commute every day.

Then, her boss — one of the founders of home infusion — told her it might be time to open a business of her own.

“We met and he filled up a whole wall with information on how to get it started,” Montgomery recalled. “Home infusion was brand new here — we were the first in the area and no one knew what it was all about — and it was hard work to get established.”

While the pharmacy opened in 2015,

ONLINE

MK Infusion Pharmacy’s website is mkinfusion.com

the couple said it took over a year to build out their “clean room” — the space where all the pharmacy’s sterile products are made — and become fully accredited by the Joint Commission.

In that time, they had to gain active patients without a financial profit and

PHARMACY

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Missy Montgomery, CEO of MK Infusion Pharmacy, left, chats with her staff at their Muscle Shoals office. [DAN BUSEY/TIMESDAILY]

with Montgomery as the only home infusion provider.

Today, Montgomery said they continue to treat some of the same long-term patients who require regular, specialty infusions.

Montgomery explained that as a home infusion pharmacy, she and her staff “do a continuation of care” for patients going from the hospital to home if they require continued IV antibiotics or other injectables.

An order is required from a physician for MK Infusion Pharmacy’s services, and the practitioners do not provide chemotherapy infusions.

Nurses from MK Infusion Pharmacy — there are four on staff — will visit patients to teach caregivers how to administer medication with the help of home health.

“A lot of patients have chronic illnesses, and home infusion keeps them from having to travel to receive infusions,” Montgomery explained. “Home infusion gives them their lives back.”

Montgomery said the pharmacy’s clientele ranges from pediatric-aged patients to those in their later years, and they provide both short and long-term care.

For example, someone requiring IV antibiotics for six weeks or a pregnant woman in need of regular fluids to treat sickness are just as eligible for treatment as someone with a chronic condition.

The pharmacy also provides care to hospice patients — something Montgomery became passionate about after watching her grandfather pass away in pain.

“I didn’t want to see anyone else suffer,” she said.

Montgomery emphasized that MK Infusion Pharmacy has developed into a successful business because of the support she has had throughout the years.

A mother of two, she noted that owning her own business gave her the opportunity to keep her children — the first was born shortly before the Montgomerys started the business — on site in the early years. She said that every member of the MK Infusion Staff has followed suit with children of their own.

“We have a family-type relationship in our work environment,” Montgomery said. “We’re very close and it’s a comfortable environment, and I could not do this without these people — they’re all amazing.”



Mike Barnett, the owner of Barnett & Brown, right, talks with a staff member inside the Florence store. [DAN BUSEY/TIMESDAILY]

Building relationships lead to Barnett & Brown's growth

By Alyssa Sutherland
Staff Writer

FLORENCE — When Barnett & Brown Furniture's doors opened in August 2001, the business consisted of three employees and a 10,000-square

foot showroom.

Within the first six years, the showroom expanded to its current 48,000 square feet, and the store now has 17 employees, many of whom have been with the business for more than a decade.

Mike Barnett, the owner of Barnett & Brown, believes the secret to the business's success is in the treatment of its customers.

"We want to sell to people not just one time, but multiple times," he said. "If customers have a problem, we try

to take care of it, even at a loss, because we do want to have a relationship with the customer long-term — it's more important than just one sale."

Barnett explained that his

SEE BARNETT, S18

BARNETT

From Page S17

customer-centered approach is an expectation for his employees from day one. They are taught to be friendly, but not hover unless a customer asks for help, and they do their best to solve problems for every customer.

The store's employees know that it is imperative to treat customers how they would want to be treated and, when in doubt, issues are resolved in the customer's favor, every time.

"We give [the customers] the benefit of the doubt in any customer service issue," Barnett said. "If it's a problem to them, we take care of it."

In fact, Barnett believes the furniture business is really about helping people solve problems.

He and his staff are knowledgeable about spatial issues, fabrics, color palettes and more, and he said they do their best to help every customer who enters the showroom "find something to make their home more of a home."

Barnett began working at Lamar Furniture in downtown Florence as a college student, and he said offering that help was the part of the business he enjoyed most, and he has been doing it ever since.

When he and his late business partner Randy Brown decided to open a store of their own, they knew one of their priorities was offering low prices.

"I know everyone says they have low prices," Barnett said. "But we truly are a very low-priced operation and always have been."

Historically, Barnett said the furniture business included a high price and a negotiation process. He and Brown chose to remove that aspect of the business by setting one low price and removing the negotiation process.

On the sales tags around the store, it is noted that tax is included in the listed price, so customers know up front what they will pay for the piece in which they are interested.

Regularly, Barnett & Brown delivers in a 60-mile radius around the Shoals, but the store often makes deliveries to customers outside that zone, too, according to Barnett.

"We try to remove all the friction from the process," he said.

Barnett is proud of the selection housed in the store, which ranges from lower cost options to the best, and most customizable brands in the business.



Mike Barnett, the owner of Barnett & Brown, believes the secret to the business's success is in the treatment of its customers. [DAN BUSEY/TIMESDAILY]

Additionally, he noted that unlike many big box furniture stores, Barnett & Brown sells inventory off the floor in addition to having inventory and order options available.

As a result, deliveries can often happen quickly — sometimes as early as the same day — and the store's

inventory completely changes on a regular basis.

"We try to compete at every level and be the best in every category," Barnett said. "We turn our inventory, have a large selection to choose from, deliver quickly and get the items to customers in good condition.

ONLINE

Barnett & Brown Furniture's website is barnettbrown.com

"People make it harder than it is — treat people right, give a good price and do what you say you're going to do."

Southern Pride bests pests

By **Bernie Delinski**
Staff Writer

MUSCLE SHOALS — After spending decades building a successful local pest control business, Lee Davis retired in 2009.

So he thought.

Six years later, he had the opportunity to join Southern Pride Pest Control which was founded March 1, 2010, by some people who had worked for him.

Today, he leads that company.

“I thought I was ready for retirement,” Davis said. “I had a chance to come back and join the team in 2015. I bought one-half of the company, and then bought the other half in 2019.”

He said Southern Pride has grown through a good reputation and dedicated workers.

Today, there are 26 employees, about one-third of whom worked for him at the previous business.

The longevity of having the same exterminator is something customers seek, Davis said.

“One reason we are successful is we’ve obviously grown from scratch,” he said. “We try to create a family work environment, and the guys know that. We have very little turnover. Our customers are seeing the same technician over the years. That creates loyalty and familiarity.”

Davis said the employees know they will be treated well by the company and are expected to do the same for the customers.

“It’s our job to take care of them, and [our employees’] job to take care of our customers,” he said. “We gain a lot of customers whose biggest complaint with their previous pest control company was we see a different guy every month.”

When there are new technicians, they have the advantage of learning from the experienced ones.

“We work very hard at training our guys,” Davis said. “Most are very experienced so when we bring a new guy along they share that experience with him.”



From left, Jackson Davis, Lee Davis and Damon Williamson have been in the pest control business for several years. [PHOTOS BY DAN BUSEY/TIMESDAILY]

ONLINE

Southern Pride’s website is southernpridepestcontrol.co

Southern Pride offers a wide range of services, including pest, ant, bed bug, moisture, rodent infestation, flea and termite control.

The company is a member of the Shoals Area Association of Realtors and Shoals Home Builders Association, and Davis said those connections result in referrals from realtors and home builders.

“These relationships help us contact more customers,” he said.

His son, Jackson Davis, who is the company’s termite manager, said he can tell by coming in contact with customers how highly they think of the technicians.

“The trust they put in these guys is pretty awesome to see,” he said.

Jackson Davis said they look to Lee Davis as an example of how to create those relationships.

“The reason they are so good at their job is he leads by example,” Jackson Davis said. “Everybody sees how he conducts himself in front of customers.”

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Southern Pride Pest Control is located at 1021 Woodward Ave. in Muscle Shoals.

Oasis makes clients feel as good as they look

By Alyssa Sutherland
Staff Writer

FLORENCE — Lindsey McCutcheon's history with Oasis Day Spa & Salon goes back more than 16 years.

Then, at the start of her professional career, McCutcheon began to work at Oasis as an esthetician, performing facials, waxes and more before deciding to return to school and become a masseuse.

She had no idea that a little over a decade into the future, she would become owner of the business.

"I've now owned Oasis for a little over five years," she said. "When the previous owners decided they wanted to sell, I saw it as an opportunity to take what I love and own my own business."

McCutcheon always had an interest in beauty and wellness care, and before taking over the ownership of Oasis Day Spa & Salon, she was also working as a salon and spa management instructor, imparting her knowledge on others who share her interest.

Now, she enjoys using her passion to make clients look and feel their best alongside her employees — most of whom have been with Oasis as long as McCutcheon.

"When you look good, you feel good, and when you feel good, you look good," she said. "I love getting to see how happy our clients are and the difference in how they feel when they come into Oasis versus when they leave."

The offerings at Oasis range from massages, pedicures and facials to haircuts, colors and more.

Currently, Oasis is the only Aveda salon in the Shoals area, which means it is the only salon offering Aveda's hair color products and skincare line — something McCutcheon believes adds a "level of prestige" to the salon.

"We think it's the best you can use, so we're happy to have it," she said.

Often, Oasis will be used as a location for bridal parties, birthday parties and other events as groups come in to take advantage of the spa and salon services.

"Women love getting together here



SEE OASIS, S21

Lindsey McCutcheon has been owner of Oasis Day Spa & Salon for more than 16 years. [DAN BUSEY/TIMESDAILY]



Lindsey McCutcheon, right, works with a client inside of Oasis Day Spa & Salon in Florence. [DAN BUSEY/TIMESDAILY]

OASIS

From Page S20

and having a girls' day," McCutcheon said. "It's a great way to get together to celebrate, get massages and facials and have a 'me' day."

During McCutcheon's years with Oasis, she watched the business grow

due to word of mouth from satisfied clientele.

She strives to continue bringing the latest trends in style, color and cut to the salon side of the business and the newest techniques to the spa side through the help of her employees, who she said frequently seek out additional training.

For those unsure where to begin

with a spa experience, McCutcheon said her employees are always ready to offer recommendations. Oasis's two most popular spa offerings are a Swedish massage — a massage focused on relaxation rather than deep tissue — and a signature facial.

"I think Oasis is successful, because we have good people — good employees and a good, regular clientele,"

ONLINE

Oasis Day Spa & Salon's website is [oasisflorence.com](https://www.oasisflorence.com)

McCutcheon said. "How you look is important and how you feel is important, and when our customers leave, they're relaxed and happy and feel good."



Owners Mitch Parrish, left, and Alvin Lynch have been working together at C&H Heating and Cooling for more than three decades. [DAN BUSEY/TIMESDAILY]

C&H continues the standard set by its founders

By Russ Corey
Staff Writer

SHEFFIELD — C&H Heating and Cooling doesn't have a magic formula for being in business since the late 1950s.

They just provide quality service

and treat people like they want to be treated, co-owner Mitch Parrish said.

Parrish said C&H Heating and Cooling was founded in 1956 in Russellville by two engineers, Chris Clifton and Hayden Hargett, and was known as C&H Engineers.

In the late 1960s, Parrish said, the

business was taken over by general manager Gene Crane.

He said Crane operated C&H from 1968-2006 when he and Vietnam veteran Alvin Lynch took it over. The pair had been working for Crane at C&H for several years.

Eventually, Crane moved the

business to Florence in 1975.

Parrish said the name was changed from C&H Engineers because to use "engineers" in the business name there had to be engineers on staff.

"We're not engineers," Parrish



C&H Cooling & Heating is located at 205 W. 20th Ave. in Sheffield where it has remained since 2013. [DAN BUSEY/TIMESDAILY]

C&H

From Page S22

said.

They later moved the business to Sheffield in 2013.

“We are experts in air conditioning and heating,” Parrish said.

They aren’t afraid to tackle any heating and air conditioning problem that might come up.

C&H can complete system installations, servicing and changeouts, Parrish said.

Lynch said he started working at C&H in 1981 while Parrish joined the business in 1991.

Lynch came from a family of farmers, but when he was a young man, his father and a friend decided he would go to tech school in Hamilton and study air conditioning, which they felt would be a good career for the future.

Parrish graduated high school in 1979 and started college in 1981, but returned to study heating and air conditioning in 1986.

“Both of us had a good grasp of the business,” Lynch said.

But the secret to it, Lynch said, is “God’s blessing.”

They both learned from Gene Crane how to treat people and “to always do the right thing.”

“Even if it’s going to cost you, if you do the right thing, it’s going to work out,” Lynch said.

He admitted they sometimes make mistakes, but they also always correct them.

It can be cold, hot, dirty work, but they are often helping people out who are in a bind if their HVAC system goes out in the summer heat or below freezing winter temperatures.

Parrish said C&H covers all of northwest Alabama and parts of southern Tennessee with 16 employees.

“We’re not that big, but we accomplish a lot,” he said.

Lynch said he and Parrish have not

ONLINE

C&H Heating and Cooling’s website is chcooling.com

always agreed on everything, but they’ve never had an argument.

C&H, he said, has always been blessed with good employees.

Lynch describes himself as a combination of his life experiences, developing a strong work ethic working on the farm and teamwork in the U.S. Army.

“Alvin really set the standard,” Parrish said. “I worked for him and saw the kind of man he was. I saw potential in being here.”



Danielle Cole does some trimming of a small dog inside of Lucky Dog in Florence. [DAN BUSEY/TIMESDAILY]

Lucky Dog celebrates a decade of success

By Alyssa Sutherland
Staff Writer

FLORENCE — When Russ Bowling became the founding manager of Lucky Dog in 2015, he never imagined that a decade later, he and his wife, Carissa, would own not only the

grooming salon but an entire dog-care franchise, Barktown.

Bowling, who then worked at Pet Depot, thought his former business partner's idea for a place where people could bathe their dogs was interesting. The business model initially involved providing bathing

ONLINE

Lucky Dog's website is thebarktown.com/our-facilities/lucky-dog-by-barktown

stations and bathing products and handling all the post-bath cleanup for clients.

"At first, I thought it was crazy," he laughed. "I said, let's go for it, but we need to have grooming, too."

"It turned out to be a big money maker."

What started as one business with a

SEE LUCKY DOG, S25

LUCKY DOG

From Page S24

single groomer, a handful of employees and zero customers is now a booming pet enterprise that includes 10 dog groomers, and 50 employees spread across three locations, two of which now include dog boarding and daycare options.

Barktown in Sheffield, is the Bowling's largest operation. They shared that the location, specially designed to give everyone who enters a view of playful dogs, often has 60 clients in and out the door on any given day as opposed to Lucky Dog's approximately 40 daily customers.

At the Killen location, the Bowlings describe the "vibe" as calm, saying it is often the choice for clients whose pets are a little less social.

"Each location has a charm of its own," Russ emphasized, but he noted that at every location, the safety and care of every dog is of utmost importance.

In fact, changes have been made to the facilities over time to house fewer dogs in favor of giving each one plenty of room to roam.

Carissa noted that the couple's transparency with customers and the installation of live feed cameras at their facilities have led to a loyal clientele.

In fact, some longtime customers drive hours each way to have their dogs groomed at Lucky Dog every six to eight weeks.

"We've built so many great relationships," Carissa said.

She noted that they have cared for some pets for the entire duration of their lives, and multiple times, members of the Lucky Dog staff have been responsible for spotting a health condition in a dog, leading to life-saving treatment, according to the Bowlings.

In fact, the collective care provided by Lucky Dog has made the business so popular that some of its groomers are currently booked with regular clients through 2027.

The secret to their success? A staff filled with dog-lovers willing to go above and beyond for their four-legged clients and their owners.

"Getting people who love dogs and care for them has been the key," Russ said. "They know the dogs, they know their temperaments, and if something is wrong, they know immediately."



Carissa, left, and Russ Bowling own Lucky Dog along with Barktown in Sheffield and Killen. [DAN BUSEY/TIMESDAILY]



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Dr. Russell Jennings' practice has seen his employee number triple in size in less than 15 years in Muscle Shoals. [KEVIN TAYLOR/TIMESDAILY]

Shoals Plastic Surgery offers a local option

By Alyssa Sutherland
Staff Writer

MUSCLE SHOALS — Dr. Russell Jennings moved to the Shoals in 2011 with the goal of establishing an independent

plastic surgery practice.

“I had no idea how to estimate how much work goes into starting and establishing an independent practice when we opened Shoals Plastic Surgery,” he said, noting that in his 14

years of Shoals-area practice, he has witnessed the growth of a new hospital, gone from two to six employees and experienced an office fire that resulted in a complete remodel for his practice. However, his practice took off

and Jennings now works with North Alabama Medical Center, Helen Keller Hospital and North Alabama Shoals Hospital on a regular basis.

SEE JENNINGS, S32

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JENNINGS

From Page S30

He also performs minor procedures and esthetic work in-office, offering Shoals residents a way to receive the plastic surgery treatment they need without traveling far from home.

“Helping people that have a major problem and giving them enough help that they don’t have to go out of town is one of the best parts of what I do,” Jennings said. “There’s a lot to be said about recovery at home.”

Jennings said when he initially opened the practice, approximately 25% of the work he performed was esthetic in nature. However, over the years, he said that the ratio has shifted, and approximately 60% of his practice is now esthetics.

Despite that trend, he still sees plenty of minor cuts, small skin cancer removals, ear lobe tears and other minor cases in his office every week.

Additionally, he sees eight to 10 major cases at the hospitals each week including severe lacerations, burns requiring skin grafts, breast augmentations and breast reduction and reconstruction surgeries.

“At one point, we did as many breast reconstructions as the busiest surgeon in Memphis,” Jennings emphasized. “Unfortunately, that’s because we had a lot of breast cancer in this area”

Jennings believes that helping breast cancer patients is the most vital aspect of his practice.

Before Shoals Plastic Surgery opened, there was no local option for immediate breast reconstruction surgery without patients traveling two or more hours out of town, according to Jennings.

One of the first breast reconstruction surgeries Jennings performed in the Shoals is a procedure he recalls as one of his greatest medical moments.

“I performed it with Dr. Bob Bailey — it was a tram flap, where I took from her belly and reconstructed her breast,” Jennings remembered. “You could not tell a difference between the reconstructed breast and the intact breast.”

“Bailey said it was the best he’s ever seen in his life, and the patient is still doing well to this day.”

ONLINE

Shoals Plastic Surgery’s website is jenningsplasticsurgery.com



Dr. Russell Jennings is able to do minor cases in his office in Muscle Shoals every week. He said he also averages eight to 10 major cases at the hospitals in the Shoals each week. [PHOTOS BY KEVIN TAYLOR/TIMESDAILY]



Dr. Russell Jennings has served patients in the Shoals area for 14 years at Shoals Plastic Surgery in Muscle Shoals.



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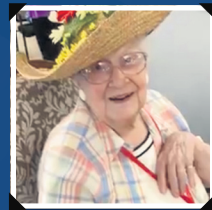
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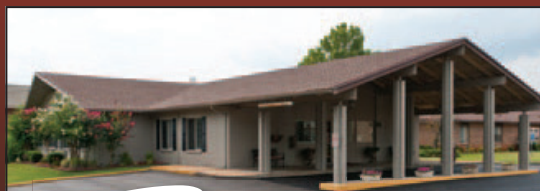
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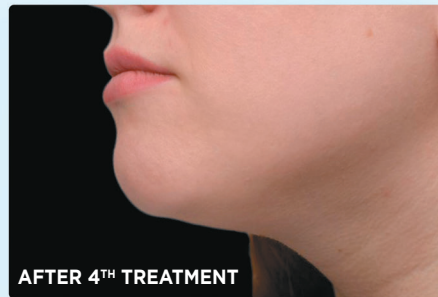
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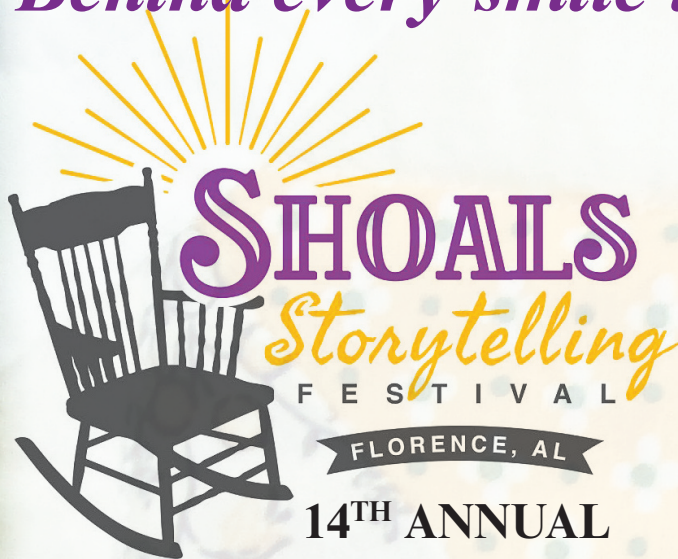
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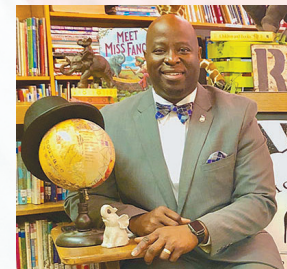
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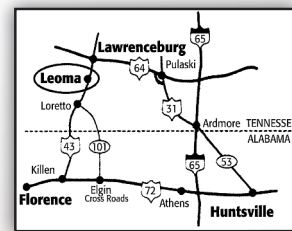


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