

# Nashville Business Journal

OCTOBER 19-25, 2007

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## Clarksville gets \$100M project

BY LINDA BRYANT  
NASHVILLE BUSINESS JOURNAL

One of the largest commercial developers in the country plans a mammoth \$100 million plus Class A bulk warehouse, manufacturing and distribution space on about 200 acres in Montgomery County. Panattoni Development Co. has

signed a letter of intent with the Clarksville-Montgomery County Industrial Development Board for the land, says Hayne Hamilton, senior-development manager of Panattoni's Nashville office.

The timetable includes developing up to about 2 million square feet of industrial warehouse space

in the next four to five years. Panattoni agreed to the IDB's asking price of \$34,000 per acre, or \$7.3 million for the acreage.

"This is a big statement that says we're a part of the overall Nashville region," says James Chavez, president and CEO of the Clarksville Economic Development Council.

"This will expand our manufacturing efforts three-fold and gives us a chance to work with a top player."

Clarksville, about 45 miles northwest of Nashville, is Tennessee's fastest growing and fifth largest city.



Chavez

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Premier Micronutrient CEO David Newell with Chief Development Officer Randy Looper

## Premier's move to rev up revenue

Micronutrient company makes shift from government market to more fertile consumer ground

BY ERIN LAWLEY  
NASHVILLE BUSINESS JOURNAL

As a generation of concert attendees, NASCAR fans and iPod users age, hearing loss is an increasing concern—and for one local nutrition company, it means a fertile market for growth. Nashville-based Premier Micronu-

trient Corp. is bringing its Hearing Health product, previously only available to members of the U.S. military, to consumers.

"It's a huge market," says David Newell, chief executive officer of Premier Micronutrient. "We are ready and poised to grow."

Premier Micronutrient develops formulations of vitamins, minerals and antioxidant supplements—or micronutrients—to use along with treatment for certain diseases and to support general health.

The formulations are designed to protect cells by decreasing harmful toxins and inflammation and increasing immune function.

As it is, 90 percent of the company's revenue, or about \$3 million to \$5 million per year, comes from government contracts.

Newell says the company could double its government revenue in the consumer arena.

Hearing Health, a supplement

See PREMIER page 54

## Deposits climb by \$2B as banks muscle in on growth

BY CYNTHIA YELDELL  
NASHVILLE BUSINESS JOURNAL

Bank deposits in the Nashville area grew by more than \$2 billion within the last year according to the latest numbers from the Federal Deposit Insurance Corp.

A comparison of bank deposits shows that Regions Bank has a commanding lead in the Middle Tennessee market, while Bank of

### Market leaders

Top banks/market share, Nashville MSA (%)

1. Regions Bank	19.9
2. Bank of America	14.7
3. SunTrust Bank	14.1
4. First Tennessee Bank	8.1
5. Pinnacle National Bank	7
6. Fifth Third Bank	4.4
7. Wilson Bank & Trust	3.4
8. U.S. Bank National Assoc.	3.0
9. Greenbank	2.7
10. Tennessee Commerce Bank	2.2

America has overtaken SunTrust for the No. 2 spot.

The numbers are an indicator of a booming economy as banks expand to take advantage of the area's growth.

Regions has 19.9 percent of the market share and \$1.5 billion more in deposits than its closest competitor. Behind Regions big numbers is its merger with market leader AmSouth last year.

That deal resulted in a total of 91 offices in the Nashville-MSA with \$6 billion in deposits, according to annual market share data for deposits as of June 30.

Bank of America has \$3.5 billion in deposits

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### Meeting a need

New convention space in Murfreesboro likely to mean more events stay there.

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## PREMIER: Launch includes key partnerships

CONTINUED FROM FRONT PAGE

designed to reduce ringing in the ears and protect against hearing damage and balance disorders, is the first product Premier is launching commercially.

About 28 million Americans have some degree of hearing loss caused by heredity, disease, physical trauma or exposure to loud noises, according to the



Wyatt

National Institutes of Health.

Ten percent of Americans between the ages of 20 and 69, or about 22 million people, may have already suffered permanent hearing damage from excess noise, reports the National Institute on Deafness and Other Communication Disorders.

The commercial launch includes several partnerships, including an endorsement from The Ear Foundation and promotion by Ear Inc. Premier will also look to expand its base of physicians.

Suzanne Wyatt, executive director of The Ear Foundation, says her organization

partners with many groups to promote solutions for healthy hearing.

"People will have the ability to protect themselves biologically through the antioxidant formula, as well as protect externally through things such as earmuffs or ear plugs," says Wyatt.

Premier plans to add employees to grow its sales and marketing staff, and is taking additional space in the Palmer Plaza office building to accommodate them.

Premier has several other products, such as a formulation specifically for veterans, one for diabetes care and for cardiovascular disease, which it sells exclusively through its Web site.

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