

## Making a difference you can hear

### Davidson celebrates 30 years as audiologist

BY JAMES CLARK  
Editor for the Southern Standard  
(McMinnville, Tennessee)

It was a milestone year for Lisa Davidson in 1988. It was the year she got married to her husband, Cliff, and it was also the year she began her career as a doctor of audiology.

Fortunately for Lisa, her business and her marriage are both alive and well. She recently had a 30-year celebration for her business, now named Audiology and Hearing Center of Cookeville-McMinnville.

"When I first started, the only adjustments you could make to a hearing aid were with a tiny screwdriver and you could really only make two adjustments," said Davidson. "Now hearing aids are computer processing chips and they can be adjusted very specifically to a person's hearing loss and their lifestyle. I always tell my patients that being successfully fitted is a process that usually takes three to four visits to get it just right."

Davidson said the recent name change is to "play nice with Google." She said it's much easier in the online world to operate two businesses if they both have the same name so that's what she did with her offices in McMinnville and Cookeville.

"I'm still here and nothing

else has changed but the name," said Davidson.

She got her start working out of the same building as Dr. Andrew Dean near the fairgrounds. She stayed there almost 20 years before moving to the offices next to Rite Aid. In 2013, she bought the building on North Chancery Street across from the main entrance to Walmart and that's where she plans to stay.

"We offer a complete diagnostic evaluation that's covered by most insurance companies," said Davidson.

She said sometimes hearing loss is determined to be due to a medical condition and those cases are referred to a physician. She handles the other cases where amplified frequencies can result in improved hearing.

Davidson said the average lifespan of a hearing aid is five to six years. She said if a person's hearing changes during that span, the hearing aid can be adjusted.

"Hearing aids can be reprogrammed, but they are kind of like computers," said Davidson. "There's so much better technology available after five or six years, you're better off to upgrade."

Audiology and Hearing Center of Cookeville-McMinnville is happy to welcome new patients and accepts most insurance. The business can be reached at (888) 429-5188.



Pictured at the 30-year celebration for doctor of audiology Lisa Davidson are, from left, Alyson Routanen, Pat and Kenneth Smith, Anne-Marie Calkins, and Davidson. For your hearing needs, the office can be reached at 473-3833.

### Unemployment remains historically low

The Tennessee Department of Labor and Workforce Development announced Thursday the statewide unemployment rate for July 2018. For the third consecutive month, the statistic has remained at a historically low 3.5 percent.

Tennessee's unemployment rate has not only remained unchanged since May, it mirrors the 3.5 percent unemployment during the same time period in 2017.

The state says companies are continuing the trend of new job creation across Tennessee. Between June and July, employers bolstered the state's economy by adding 2,500 new non-farm jobs.

"Tennessee's economy is strong and that shows in both a continuous low unemployment rate and the creation of more new jobs," said Gov. Bill Haslam. "We have worked hard to get to where we are by creating an

environment in Tennessee where businesses can thrive and by building strong workforce development programs that are paying off for both citizens and employers."

Over the past 12 months, nonfarm employment in Tennessee has increased by 56,300 jobs. The largest increases occurred in the state's leisure/hospitality, professional/business services, and education/health services sectors.

## JEFF'S BODY SHOP

Serving White & Surrounding Counties Since 1982



- Expert Color Matching
- Repair Any Make of Vehicle
- Baked On Finishes
- 24 Hour Towing
- Frame Repair
- Rental Cars Available

931-738-7820

Open: 8am-5pm  
740 Fred Hill Road • Just off Hwy. 111



Southern Insurance

Division of SouthPoint Risk Advisors

419 North Chancery St.  
McMinnville, TN  
931-473-9641  
www.southpointriskadvisors.com



Peggy Hutson

...a neighbor, someone you know, someone you can trust and respect.

Call today and talk to a real person who cares about your family's protection and security.

Auto-Owners INSURANCE

LIFE • HOME • CAR • BUSINESS



- Pointe • Ballet
- Lyrical • Jazz
- Hip Hop • Tap
- Talented Tots
- Pre-K • Kindergarten
- Leaps & Turns

Classes Start  
September 4th

Paula's Dance Academy  
119 Main Street • 473-0505



Don't Just Live Life...  
Hear Life

PROUDLY SERVING OUR COMMUNITY  
30 YEARS  
AUDIOLOGY & HEARING CENTER

Free Bluetooth accessory with purchase of a pair of level 7 or 9 hearing aids! Expires 8/31/18.



Voted Best Hearing Services since 2015

Provider Owned and Operated



Audiology & HEARING CENTER

Cookeville - McMinnville

Formerly McMinnville Hearing Center

McMinnville  
904 N Chancery St, Ste 1  
888.429.5188

Lisa Davidson, Au.D.  
Doctor of Audiology

AUDIGY CERTIFIED

tnaudiology.com

Peaches & Concord Grapes

Available Now

Fresh & frozen fruits available!

Randall Walker Farms

Visit our fully stocked sales yard for trees and plants year round.

Monday-Friday 7am-5pm • Saturday 7am-4pm

8240 Manchester Hwy • Morrison, TN 37357  
931-635-9535 • www.rwfarms.com