



## **COOL SPRINGS BANK LAUNCHES FREE SEMINAR SERIES FOR WOMEN ENTREPRENEURS**

**FRANKLIN, Tenn. (July 7, 2009)** – On the heels of a successful first small business seminar, First Farmers & Merchants Bank Cool Springs Financial Center and its Ladies Who Launch partner are formally launching a series of business round tables for women entrepreneurs.

The informational sessions will be held the second Tuesday of each month in the bank's community room and are intended to provide practical information and networking opportunities useful to women they launch their businesses.

The series' next session will be on Tuesday evening, July 14, 2009 and will feature Sherman Mohr, a Williamson County entrepreneur and social media expert, discussing social networking and marketing yourself. It will begin at 4:30 p.m. at the First Farmers Cool Springs Financial Center (300 Billingsly Court, Franklin, 37067). The seminars will last an hour with networking to follow. Light refreshments will be provided.

“With the languishing economy, many women are considering starting their own business, either out of a sense of real opportunity or necessity,” said Melissa Goodman, relationship manager, First Farmers Financial Center, Cool Springs. “Either way, these female entrepreneurs are seeking advice and information to help them better prepare for their launch and make their small business flourish. We’ve lined up a number of great speakers throughout the remainder of the year who will provide them insight and counsel free of charge.”

“I’ve found that Williamson County and Middle Tennessee is a great place to launch businesses, simply because of the entrepreneurial spirit that is fostered here,” said Sheilah Griggs, executive director, Ladies Who Launch, and herself owner of two self-launched businesses. “Our organization has been successful supporting women who have that dream and want to finally put wheels on it. We’re enjoying the partnership with First Farmers in helping provide tools and resources to help better set the stage for those dreams to come true.”

The sessions are open to all women and are not restricted to First Farmers customers. Upcoming topics include: business structures, advertising/public relations, web design, and financial planning. The needs of the group will help determine topic focus, with the bank arranging speakers.

For more information, call or email Melissa Goodman at the First Farmers Cool Springs Financial Center at 615-771-6484 or [melissa.goodman@fandmbank.com](mailto:melissa.goodman@fandmbank.com).

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***About First Farmers & Merchants Bank***

*Founded in 1909, First Farmers & Merchants Bank (Member FDIC) is one of the most successful independent banks in Tennessee, with total assets of approximately \$917 million and deposits in excess of \$758 million. An additional \$2.7 billion in assets is held by its Trust & Financial Management Department. Headquartered in Columbia, Tenn., the bank operates 17 offices in a seven county area in Middle Tennessee that includes Maury, Lawrence, Marshall, Hickman, Giles, Dickson and Williamson counties. It is distinguished by its commitment to traditional, personal banking relationships that incorporate state-of-the-art technology to provide the highest possible level of service. For additional information, visit [www.fandmbank.com](http://www.fandmbank.com) or call the main office at 931.388.3145.*