

New and expanded business activity

D1 to operate Averitt's wellness facility

Averitt Express has teamed with D1 Sports Training to open a corporate wellness center for Averitt associates at their Cookeville corporate headquarters.

The 16,000 square-foot facility features cardio equipment mounted with TV screens, in addition to free weights and weight machines. Other amenities include shower facilities, walking track, big-screen plasma TVs and rubberized floors designed for maximum comfort and support.

A D1 Sports trainer will staff the facility.

D1 also employs trainers at Comdata Corporation in Nashville, Ed Financial Services in Knoxville and the Carothers Building in Franklin, which includes companies such as Nissan and Ford.

In 2005, D1 was recognized by the National Governors Association and Tenn. Gov. Phil Bredeson for D1's wellness program at Comdata Corp.

Former University of Tennessee football player Will Bartholomew founded D1; the Nashville and Knoxville facilities are co-owned by Peyton Manning.

Briefcase

TradeMark Advertising has moved to Renaissance Farragut behind Season's Café and Campbell, Cunningham & Taylor. The agency's clients include Edamerica, Caris Healthcare, Pro2Serve, and the WhiteStone Group, as well as smaller startup companies. Atchley, Cunningham & Shoemaker has moved to 1324 Dowell Springs Blvd. in Knoxville. The firm is an affiliate of Strategic Financial Partners, a general agency of New England Financial. Atlantic Coast Consulting Inc., an Atlanta-based engineering consulting firm, has opened a West Knoxville office at 9040 Executive Park Drive to serve public- and private-sector clients. The office will be managed by Beth Headrick, a professional engineer. ACC's primary areas of service are solid waste management; transfer stations; material recovery facilities; landfill gas systems; and fleet operations and maintenance facilities.

