



**STRONG ROOTS. SMART BUSINESS.**

## Summer 2024 Newsletter



**Capital  
Deployed**  
**\$141M**



**Square Feet  
Developed**  
**3,379,909**



**Jobs Created/  
Retained**  
**3,380**

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**Three Roots Capital Upgrades  
Internal Infrastructure, Partners with  
Two Local Small Businesses**



*Pictured (from left to right): DownHome Loan Manager logo, Don Dally (NerdsToGo Computer Service) and Marcus Blair (Omega Digital Solutions).*

Much like Three Roots Capital (3Roots) invests in projects and companies throughout East Tennessee and greater Appalachia, 3Roots also invests in its own internal systems, tools, and processes. “We are preparing for growth, planning for the long haul and being intentional in our pursuit of excellence because the communities we serve deserve it,” said Kim Krebs, Loan and Investment Administrator. “Our clients deserve to work with a community development financial institution (CDFI) that’s sophisticated but also still shakes hands and looks people in the eye. We want to help these businesses succeed.”

[Read Full Article](#)

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## 3Roots Spotlight: Kim Krebs



3Roots welcomed Kim Krebs as its Loan and Investment Administrator in January 2023.

Kim’s extensive experience in sales, HR, portfolio analysis, cost reconciliation, contracts management, and software implementation made her the perfect fit to join the 3Roots team in the new position. “3Roots is growing and we needed to bring on someone with Kim’s expertise to drive the automation and streamlining of our portfolio administration infrastructure to prepare for future growth,” said Grady Vanderhoofven, President and Chief Executive Officer. “Kim came on and got right to work. She accomplished more in her first 90-180 days than we had accomplished in the previous four years in terms of implementing a new software platform. Kim’s passion, tenacity, and attention to detail have been a wonderful addition to our team.”

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## 3Roots Updates



Credit Coalition to advocate for making the NMTC program permanent. NMTCs are one of the most efficient community and economic development tools in low-income regions. 3Roots used NMTC financing to fund family-owned small businesses that have expanded their operations and created over 359 high-quality jobs in Tennessee and Kentucky. Chris serves on the board of the NMTC Coalition. Learn more about NMTCs in a recent 3Roots LinkedIn article.

[About NMTCs](#)

President and Chief Executive Officer Grady Vanderhoofven participated in two recent New Markets Tax Credit Workshops in Chattanooga and Johnson City alongside Truist Community Capital, BrightBridge Capital and other key partners like Grant Summers of Summers-Taylor, Inc. The purpose of these events was to educate the community about NMTCs as a tool for financing companies and projects. Learn more about NMTCs and the New Markets Tax Credit Extension Act in a recent LinkedIn article.

[Learn More](#)

Grady was spotted at the Tennessee Bankers Association 134th Annual Meeting with Amy Bunton and Hank Helton of Pathway Lending. Grady has known Amy and Hank for almost 23 years. Amy was at Tennessee Valley Authority when they made an investment in the Southern Appalachian Fund, which Grady co-managed and which invested in successful, job-creating companies like Eonstreams (acquired by VitalStream), Tricycle (acquired by Shaw Industries) and TiER1 Performance. Hank and Grady worked together in the early days of Tech2020 Finance Corporation, the genesis of Pathway Lending.

[Connect with Grady](#)



Center invited Grady to speak on a panel for Cultivate Appalachia Bootcamp 2024. Grady spoke alongside valued partners Ken Woody, President of Innova Memphis, and Pete Nelson, President of AgLaunch. Innova Memphis manages the TennesSeed Fund with 3Roots and Meritus Capital. 3Roots enjoys the opportunity to support local and regional startups.

### About TennesSeed Fund



Grady was asked to serve on the Advisory Board of the new Moser Center for Entrepreneurial Leadership at Carson-Newman University. Speaking about the appointment, Grady said, "I'm energized by being asked to participate as a member of this Advisory Board. Carson-Newman University is making a big commitment to entrepreneurship. I look forward to engaging with my fellow Advisory Board members to support John Morris as he leads the Moser Center to realize its potential as an entrepreneurial engine."

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CFO Chris Miller attended an East Tennessee Industrial Council meeting at Brushy Mountain State Penitentiary. 3Roots has provided multiple loans to fund the preservation and growth of Brushy Mountain as a tourist destination, with loan proceeds funding concerts and expansions. 3Roots Director of Small Business Lending and Investing Dennis Corley visited Brushy Mountain to see progress on the recently financed new RV park. 3Roots is happy to continue to partner with Pete Waddington at Brushy Mountain!

### Visit Brushy Mountain



Director of Small Business Lending and Investing Dennis Corley spoke at the 100Knoxville Quarterly Workshop. Dennis covered the main criteria commercial lenders examine when considering a request from a business for a loan. He also discussed the underwriting process, personal and professional credit, the financial documentation process, necessary records and length of time, best business structures, where to find resources, different types of funding and the funding process.





3Roots is proud to be a founding member of the Innov865 Alliance, which develops, supports, and promotes the Knoxville region's entrepreneurial ecosystem. For Startup Day 2024, 3Roots is the Crowd Favorite Award sponsor, along with Carrasco Trump, PLLC, and is also sponsoring and moderating a Fireside Chat as part of the day's events. Startup Day 2024 is a celebration of Knoxville's thriving entrepreneurial community and includes a pitch competition during which entrepreneurs pitch to a panel of venture capitalists, angel investors and industry leaders. Registration opens next month!

[About Startup Day](#)

## 3Roots Resources



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