

**A growing
demand for
consultants
in our region**

Valley Business FRONT

**FOR THE UP AND COMING
AND ALREADY ARRIVED**

\$3 • Vol II: ISSUE 1 • OCTOBER 09



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WELCOME to the FRONT

Thankfully, we don't suffer from triskaidekaphobia. We don't have a fear of the number thirteen. In fact, in business, we're told 13 is a celebrated numeral. The 13th month means you've successfully negotiated one full year in business. Or at least made your way through it; thereby beating a majority of new business enterprises, ventures, and startups. This issue marks our thirteenth. So what?

We only mention it because we identify our volumes by what comprises a full year. In this issue, for example, we've included a handy reference guide for the most community-engaged readers and well-connected business professionals out there. Those of you who want access to the stories and profiles that graced our pages in Volume I (October 2008—September 2009). A tool not just for the historian or packrat, but a resource for networking. What we like to call "a little somethin' for the up-and-coming and already arrived."

You numerologists out there? You can keep talking about the supernatural significance of 13. Christianity's "Last Supper" (Christ plus 12 disciples). Judaism's Bar Mitzvah. The Norse gods at Ragnarok. Colgate University. The jersey number of Wilt Chamberlain and Dan Marino. The original colonies that formed the United States. The number of rejected stories before we get the one we want (okay, we made up that figure). But for us, your 13th FRONT is indeed a special issue. It's the one right before the special 14th issue. And the one right after the special 12th issue. Enjoy.

Tom Field

Dan Smith

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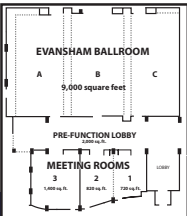
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Valley Business FRONT

COVER STORY

a growing demand for

DEPARTMENTS

8

THE CONSULTANT

TRENDS

- business etiquette 22
- workplace advice 23
- business dress 24

FINANCIAL FRONT 26

LEGAL FRONT 30

WELLNESS FRONT 32

TECH / INDUSTRY FRONT 38

DEVELOPMENT FRONT 44

RETAIL FRONT 52

RECREATION FRONT 58

EDUCATION FRONT 60

CULTURE FRONT 64

REVIEWS & OPINIONS

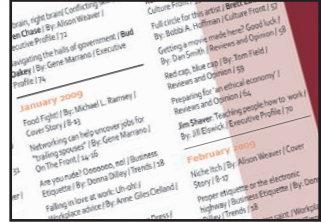
- dan smith 72
- tom field 73
- letters 75
- book reviews 76

FRONT'N' ABOUT 78

EXECUTIVE PROFILE 82

FRONTLINES

- career front 84
- calendar 89
- front notes 90
- patrons 92



Pages 16-21

FRONTindex Volume I



Captain NEEMO?

Page 41



Page 50

Mobile Office

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Valley Business FRONT

New Roanoke
office at the
Jefferson Center
Suite 100

P.O. Box 1041
Salem, VA 24153
(540) 389-9945
www.vbFRONT.com

Staff

Publisher /
Creative Director

Tom Field
tfield@vbFRONT.com
(540) 389-9945

Editor

Dan Smith
dsmith@vbFRONT.com
(540) 985-0408

Account Executives

Jane Dalier
(540) 239-2610

Deborah Vaughan
(540) 314-3892

Graphic Designer

Nicholas Vaassen
nvaassen@berryfield.com

Production

Berryfield, Inc.
PO Box 1041
Salem, VA 24153
(540) 389-9945

Departmental Contacts

Advertising
Subscriptions
News / Releases
Admin / Ops

ads@vbFRONT.com
info@vbFRONT.com
news@vbFRONT.com
info@vbFRONT.com

(540) 389-9945
vbFRONT.com
morefront.blogspot.com

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OCTOBER



Anne Giles Clelland



Jane Dalier



Tiffany Hodges



Tim W. Jackson



Leigh Ann Roman



Dan Smith

Editorial Advisory Board

Valley Business FRONT has organized an Editorial Advisory Board in order to help direct coverage. FRONT selected a group of 16 diverse business professionals, who will meet as a group periodically during the 18 months of the first board's service. It will turn over every year and a half.

The board will be given the task of helping FRONT understand the issues and develop coverage. "We're journalists," says Editor Dan Smith, "and not business experts. This group of distinguished business professionals—whose range in age, experience, level and specialty is impressive—will give us a solid handle on how business runs and what the primary issues and key players are in this region. My guess is that our coverage of business will be especially useful because of this group of people."

CONTRIBUTORS



Donna Dilley



Jill Elswick



Tom Field



Monica Fritz



Becky Hepler



Rob Johnson



Pete Krull



Gene Marrano



Deborah Nason



David Perry



Kathy Surace



Nicholas Vaassen



Deborah Vaughan



Greg Vaughn



Lori White

Biographies and contact information on each contributor are provided on Page 70.

2008 / 09 Members

Nancy Agee Carilion
Laura Bradford ClaireV
Warner Dalhouse retired banker, community activist
Cory Donovan NewVa Corridor Technology Council
Nanci Hardwick Schultz-Creehan
Ed Hall Hall Associates
George Kegley retired journalist, community activist
Terri Jones Access PR
Cynthia Lawrence Design Marketing
Stuart Mease Roanoke City
Mary Miller Interactive Design & Development
Bill Rakes Gentry, Locke, Rakes and Moore
Court Rosen Walnut Creek Development, Roanoke City Council
Jay Turner J.M. Turner Construction
Ed Walker Regeneration Partners
John Williamson RGC Resources

You will note that the Board is comprised of experts in many different business / industry “fronts.” This is intentional, as we are reporting on all the areas that affect our regional economy and are important to you. In keeping with our policy of being “the voice of business in the valleys” we ask each reader to join us as an editorial partner by calling or e-mailing us your ideas. You know more than we know about your business—or you certainly should—and that inside knowledge shared with our readers will make us all better at what we do.

“
I manage things. That’s what I do. But I wasn’t in charge here.”

— Page 33



Greg Vaughn Photography



FRONTcover model Kathy Stockburger... in a much less nerdy pose. No, those aren't her glasses, that isn't her flip chart, and in no way would she ever thrust her business card in your face. Add "being a good sport" to her characteristics as a consultant.

a growing demand for

THE CONSULTANT

Consultants' gold >

Executive Summary: Consultants seem to be everywhere these days. Some of that has to do with a bad economy, but most of it is the very definition of the entrepreneurial spirit.

By Dan Smith

Kathy Baske-Young was at a delicate career point and thought maybe an executive coach could help her determine what should come next for her. After some intensive soul searching and precise coaching, she found that she wanted to be ... well ... an executive coach.



Kathy Baske-Young



Bruce Bryan

That was several years ago and her coaching business, Blue Ridge Resources, has been quite successful in just about any way you care to measure success.

Baske-Young, who is the president of the Roanoke Regional Chamber of Commerce when she's not making high-level suggestions to executives, had been one of those very executives in broadcast TV. Her husband Mark is an artist and they found themselves living in different places 10 years ago. They wanted to settle somewhere and Roanoke was it.

"While I had wonderful experiences and enjoyed what I did," she says now, "I realized that my strengths and the parts of my job that I most enjoyed were developing staff and creating and executing a strategy. I hired an executive coach to help me sort through all of this and came to the realization that coaching was not only aligned with my strengths, it's something that I saw a growing need for in corporate America."

She also realized what so many are discovering: becoming a consultant is not simply a convenient job description for a business card when you're between jobs. It is the very essence of small business: find an itch and scratch it with a scratcher of your own design.

A Web site dealing with Mary Kay Cosmetics estimated there were 750,000 consultants in the U.S. four years ago and another site says consulting is a \$100 billion business. Another Web source broke consulting into these major categories: 35 percent tech planning; 20 percent strategic services, 15 percent enterprise consulting. Consultants tend to be well educated, many with PhD degrees. On the flip side: just one

Here's what they're saying

"Consultants provide extra 'horsepower' when needed."
—**Nancy Agee, COO, Carilion**

"Coaching is a process that helps individuals and organizations get clarity, improve their performances and achieve extraordinary results."
—**Kathy Baske-Young, Blue Ridge Resources**

"This spring, in part thanks to the economy's impact on the media companies, I made the decision to start my own company. It has been an incredible step that has fueled a lot of personal growth."
—**Bruce Bryan, B2C Enterprises, Roanoke**

"Sometimes a third party's take on an issue is better accepted and seen as unbiased."
—**Darlene Burcham, City Manager**

"At first it was a fleeting thought, then a fantasy, then an itch. I found I have an entrepreneurial spirit, a desire to control my destiny, a need for flexibility and a belief that if I set the right goals and work toward them, the business will come."
—**Johna Campbell, Leverage Inc.**

"Management consulting, at least while I was in it, was one of those odd businesses where there was an inverse relationship between size of firm and amount each person makes. I was a one-person firm but constantly partnering with others."
—**Diana Christopulos, Cool Cities Coalition**



Johna Campbell



Diana Christopulos

continued to Page 11



The word consultant covers a very wide range, from a sales rep that is selling cell phone plans to the executive coach or business advisor, and all the way to the engineer that is implementing Lean Six Sigma.

—Allan Tsang

in 10 consultants keeps at it 10 years. Health care and sales force automation are hot items right now, but engineers—as consultants—are not. Seems their thinking is too rigid.

A wide variety of businesses and individuals use consultants. John Williamson, CEO of RGC Resources in Roanoke, prefers the terms “outsourcing” and “purchased services” to “consulting,” but, he says, “We hired a geological consultant to look at some natural gas fields and give us an opinion on the feasibility of economically developing that field. It was short duration, project driven and a good use of a consultant. Likewise, we occasionally use consulting engineers on complex analysis or designs, such an up grade at the liquefied natural gas plant. These types of consulting services are infrequent and non-recurring.”

But, says Williamson, RGC uses “non-company specialized skilled labor or expertise to help us with functions ranging from routine legal issues to computers and network systems. We have outsourced a lot of functions to firms that specialize in certain areas and can do work cheaper than we can because of economies of scale or specialization.” That could be a case of a distinction without a difference.

Nancy Agee, chief operating officer of Carilion, one of the region’s largest employers, says it uses consultants sparingly, but with definite targets in mind, like the use of a “large scale utility of consultants to provide a fresh, thoughtful objective view, particularly for more thorny issues.”

Barry Moore, VP of outreach and strategic partnerships at Liberty University, is enthusiastic about consultants’ contributions: “Consultants bring us outside value in areas



Andrew Cohill



Sam English and Jenny Bradley

such as architecture and civil engineering, transportation, finance and taxes, real estate, fundraising development, athletics, and academics. We'll continue using them whenever we have the need for help with a project, program, or new idea."

Frank Pittard, executive director of the Roanoke law firm Gentry Locke Rakes & Moore says, "We have used consultants very sparingly," but that "these experiences were productive."

Roanoke City Manager Darlene Burcham says the city has issued seven consultant requests for proposals in the last two years. "Hiring [A&E/design] consultants allows us to only pay for services specific to our capital or capital maintenance needs, and over the long term lowers our overall staff overhead ... It also allows us to accomplish more projects over a shorter period of time by being able to have multiple consultants designing multiple projects simultaneously."

Allan Tsang of 88owls in Blacksburg has an oddball niche: he assists consultants with their businesses. "The word consultant covers a very wide range, from a sales rep that is selling cell phone plans to the executive coach or business advisor, and all the way to the engineer that is implementing Lean Six Sigma. That is why on 88owls, we separate those types by subject matter experts."

So who are these people and what do they bring to the businesses who use them?

Kathy Baske-Young says her coaching consultancy "helps individuals and organizations get clarity, improve their performances and achieve extraordinary results."

Robin Weeks of My Pivotal Point in Blacksburg has much the

Here's what they're saying

continued from Page 9

"The company has projects in six states, but "it has been extremely challenging. Many infrastructure projects have been put on hold because of the downturn in housing and uncertainty about the future of the economy."

—**Andrew Cohill,**
Design Nine

"While at the Carilion Biomedical Institute, I saw that early stage technologies and businesses have an unmet need for quality expert advice and guidance. Many young companies fail because they don't get that expert advice at the time it is needed."

—**Sam English,**
CIE Partners, Roanoke

"I became a consultant so I could live more flexibly and do more of the type of work that I enjoy. And working in my attic means I'm usually around when my daughter gets home from school."

—**Chis Henson,**
MediaFrenzy

"Most young start-ups need growth capital in order to develop additional business. The capital markets today are very difficult to access ... Many technology businesses need a seasoned team in order to attract private equity or to attract business to their firms."

—**Doug Juanarena,**
GenTek Ventures

"Now, more than ever clients/companies realize they need to increase efficiency and gain a competitive edge."

—**Stephanie Koehler,**
SAKinterMedia

continued to Page 13



Chris Henson



Doug Juanarena

same type of practice, but is seeing the dark side of the economy: "This economy has really hurt the field of training and development. Budget cuts have affected the ability of organizations to provide professional development for their staffs."

Sam English and Jenny Bradley of CIE Partners in Roanoke work with entrepreneurs, especially inventors. Says English, "We roll up our sleeves and work side-by-side with our clients to actively advance their interests ... Many young companies fail because they don't get that expert advice at the time it is needed ... Many inventors and company founders benefit by having an expert guide to help them through the process."

Doug Juanarena of GenTek Ventures in Blacksburg has founded four successful technology companies in 30 years and is now consulting. His partner, Bob Savage, has expertise in finance and accounting. Together, they work with startups. Their *raison d'être* goes like this, says Juanarena: "Most founders have limited expertise in strategic planning and raising capital and need assistance from seasoned entrepreneurs who have learned the process. This economy has created great demand for our services. Most start-ups need growth capital ... The capital markets today are difficult to access ... [and] many technology businesses need a seasoned team in order to attract private equity or to business to their firms."

Consultants find what many refer to as their "calling" in a variety of ways. Stephanie Koehler of SAKinterMedia in Roanoke, says, "After many years of offering free advice, I struck out on my own in the fall of 2008. While I pride myself on developing a strategy and following a plan, the exact timing was more a collision of events that included



Stephanie Koehler



Jennifer Leake

a relocation to Roanoke where I found a supportive community who recognized my experience ... In my case, the job found me."

Johna Campbell of Leverage Inc. in Roanoke saw her budding HR consultancy this way: "At first it was a fleeting thought, then a fantasy, then an itch. I found I have an entrepreneurial spirit, a desire to control my destiny, a need for flexibility and a belief that if I set the right goals and work toward them, the business will come."

Much the same for computer guru Alecia Nash of Renaissance Computers in Roanoke. She got involved with Junior League, picked up a few repair and teaching accounts through contacts and has worked into several much larger company accounts in a short time. She says, "About 80 percent of my clientele is retired or home users and 20 percent small businesses" but she recently "picked up" Staples and Install Inc., she says, giving her a solid base.

Bruce Bryan of B2C Enterprises in Roanoke was a consultant for a company for 20 years, but recently started his own consultancy. "It has been an incredible step that has fueled a lot of personal growth. Much of what I explain to my clients is similar to what I said when I was in television management; the difference is that now I am an 'expert'."

Allan Tsang's 88owls "just launched a new question-and-answer feature where a company can post a question and have access to over 300 [experienced] consultants. This way, a company can get quality advice, check out the consultant's profile and even have access to their blogs to learn more about them before hiring anyone, if they choose to go that route ... We are looking to add tens of thousands of these experienced



John Lusher



Alecia Nash

Here's what they're saying

continued from Page 11

"After watching talented consultants go out of business their first year due to a lack of paying clients, I decided to write a book on how to survive your first year. As the Internet, social media and webinars grew in use, a membership and educational Web site was a more natural solution."

—**Jennifer Leake, Assessment Pros, and Consultants Gold**

"I believe a major reason business is good [for him] is the economy and how businesses are looking for new and less expensive ways to get the word out about their business and trying to reach new clients."

—**John Lusher Consulting**

"My mother called me one day—she was always calling me to fix something—and said that she had just hired someone to come to their home in Maryland and help with the computer and do what I used to do before I moved. So I did some research which led me to starting my own business."

—**Alecia Nash, Renaissance Computers Education & Repair**

"While the economy is a concern, government continues to spend ... even with greatly reduced budgets, Virginia would still spend more than \$800 million during 2009 alone for technology services."

—**Bud Oakey, Advantus Strategies**

"There has been a great need for HR advice on issues like doing more with less staff, motivating the survivors of a layoff, leading the team through changes in organizations and retaining top talent."

—**Jeff Smith, Titan Group**

continued to Page 15



Consultants “provide a fresh, thoughtful objective view, particularly for more thorny issues.”

—Nancy Agee

consultants over the next few years.”

Chris Henson of Media Frenzy in Roanoke is in “full-bore advertising creative” and, on the side, is an accomplished musician. He wanted freedom from routine and artificial constraints. “I became a consultant so I could live more flexibly and do more of the type of work that I enjoy. And working in my attic means I’m usually around when my daughter gets home from school.”

Paula Wilder of Wilder Consulting in Blacksburg and Kathy Stockburger of her own consultancy in Roanoke often work with non-profits, which have been severely challenged with the down economy. Says Wilder, “Charitable organizations are absolutely propelled to be strategic these days, leveraging their brand, communicating with their donor base, and crafting their message. I am spending more time in that sector.” Stockburger adds, “Clearly, there are many opportunities to assist organizations in these areas, while acknowledging the need to keep fees realistic.”

Jeff Smith of the Titan Group in Roanoke has seen the economy as a special challenge that offers opportunity for his consultancy. “There has been a great need for HR advice on issues like doing more with less staff, motivating the survivors of a layoff, leading the team through changes in organizations and retaining top talent,” he says.

Social Media consultants Patsy Stewart of Optimized Strategies and John Lusher, both of Roanoke, have used that same social media to grow their consultancies. They are ubiquitous on Facebook, Twitter, LinkedIn and the like.



Bud Oakey




Patsy Stewart

“Companies are looking for new ways to market their products and services without having to spend lots of money.” Lusher concurs: “A major reason business is good [for him] is the economy and how businesses are looking for new and less expensive ways to get the word out about their business and trying to reach new clients.”

Jennifer Leake of Consultants Gold and Assessment Pros in Roanoke and at Smith Mountain Lake also uses the Internet to help broaden her physical base. Her business helps in “recruiting and building team dynamics and improving workplace performance.”

Bud Oakey of Advantus Strategies in Roanoke and Richmond has a long history of working with the General Assembly and several years ago, he translated that experience into a lobbying consultancy, working generally with large companies to get their point across. It was, he says, a case of using his experience in a niche where it is needed.

Andrew Cohill of Design Nine was an Internet pioneer and got national publicity when he wired Blacksburg some years ago. He’s still doing that, as well as building fiber and broadband networks for clients. But over the years, his expertise has evolved and now he includes “business and financial planning for the enterprise, including putting together funding and financial partners,” making his company something of a two-fer.

At its base—in spite of the wide variety of practices—consulting remains the very definition of small business: find an itch and scratch it. 



Kathy Stockburger



Allan Tsang

Here’s what they’re saying

continued from Page 13

“Actually the down economy has been good for our business. Companies are looking for new ways to market their products and services without having to spend lots of money.”

—**Patsy Stewart,**
Optimized Strategies

“Much of the learning we do as adults, in the workplace or as volunteers in the community, can be used in many areas of our lives.”

—**Kathy Stockburger**
Consulting

“If it was not consulting, it would have been architecture. Like architecture, I help with making a dream and vision come true. From defining the vision, to planning, to overseeing the production.”

—**Allan Tsang, 88Owls**

“This economy has really hurt the field of training and development. Budget cuts have affected the ability of organizations to provide professional development for their staffs.”

—**Robin D Weeks,**
My Pivotal Point, Blacksburg

“Right now, rather than lay people off, some leaders invest in professional development to get ready for the anticipated up-swing. Not many, though. I understand the predictable reflex to retreat in these times.”

—**Paula Wilder,**
Wilder Consulting

“We run a \$100 million dollar business ... with less than 130 people. We do that by managing a lot of service contracts. We believe we operate much more economically that way.”

—**John Williamson,**
RGC Resources

Publisher's Note >

The Volume I: Archive is a comprehensive Index of content published in 12 issues, October 2008—September 2009. It is comprehensive, but not complete. FRONTLines are not included (business digest items, career listings, calendar, etc.), nor are Proxy statements, as these postings are generally date-sensitive. The Archive does not include postings on morefront.blogspot.com. The primary purpose of the Archive is to look up past articles featuring businesses, organizations, and individuals that are still relevant for review and business activities. The format of this particular Archive is chronological: title/name of article; short description or post of subject identity; author; section; and page number.

October 2009

The man who said I will! / **Cabell Brand** Profile / By: Dan Smith / Cover Story / 8-12

Target: **Carilion** / By: Keith Ferrell / On The Front / 13-19

Business Dress/ Fashion trend: women down, men up / By: Kathy Surace / Trends / 21

Business Etiquette/ Mind your business / By: Donna Dilley / Trends / 22

The value of responsibility / By: Peter Krull / Financial Front / 24

A stimulus package for small business / By: Patrick E. Rea / Financial Front / 25

A numbers game for **Susan Still** / Susan Still takes over new bank / By: Georgia Willis Fauber / Financial Front / 26-27

When bigger isn't better / For some attorneys smaller is better / By: Bobbi A. Hoffman / Legal Front / 31-33

Stan Smith: Logician at the Lake / By: Linda Nardin / Wellness Front / 35

Meeting demands for affordable care / **New Horizons** / By: Rod Belcher / Wellness Front / 37

New **Mailtrust** owner goes public / By: Tim W. Jackson / Tech/Industry Front / 39

Virginia Tech combines technology institutes / Tech/Industry Front / 41

Roanoke Cement getting greener all the time / By: Gene Marrano / Tech/Industry Front / 42-43

All this...and a view / **tba** Ad agency moving next door to the railroad tracks / By: Sarah Cox / Development Front / 45-46

In NRV, housing for how people live / By: Tim W. Jackson / Development Front / 49-50

When downtown is home / Roanoke (**Hancock Building**) / By: Kelly Simmons / Development Front / 51-52

A makeover on the rise / The Hartmans are their own general contractor / **On the Rise** bakery / By: Dan Smith / Development Front / 53

The **Kirk Avenue** 'family of businesses' / By: Dan Smith / Development Front / 54-55

A little grit makes for a better bike shop / **Roanoke Cycle Sports** / By: Don Simmons, Jr. / Retail Front / 56-58

Organic: It's more than just a slogan / **Eggleston's Eco-Friendly Foods** / By: Lori White / Retail Front / 59-61

The exercise guru's new toy / The Krankycle / **RAC-BAC Fitness** / By: John A. Montgomery / Recreation Front / 63

A new way to teach / **Virginia Tech ASPECT** / Education Front / 65

A small alternative theatre / **None Such Playmakers** / Culture Front / 67

An opening statement / By: Dan Smith / Reviews and Opinion / 68

I hear voices / By: Tom Field / Reviews and Opinion / 69

Energy and the region's competitiveness / By: John Williamson III / Reviews and Opinion / 71

Bowers and the business boys / By: David Bowers / Reviews and Opinion / 74

Cultivating the next generation of arts and culture leaders / By: Bobbi A. Hoffman / Feature / 77-79

Just what does "the arts" mean to business? / By: Heywood Fralin / Feature / 80

For **Lora Katz**, it's about community / By: Dan Smith / Career Front / 86

Jaime Nervo gets Obama's autograph...sort of / By: Dan Smith / Career Front / 87

November 2008

New way of talking / Big Bad Bold Bloggers / By: Keith Ferrell / Cover Story / 8-11

In the beginning was the blog / By: Tim W. Jackson / On The Front / 12

Virginia Prosthetics making lives whole / By: Alison Weaver / On The Front / 14-17

'I'm happy to serve you.' NOT! / Business Etiquette / By: Donna Dilley / Trends / 18

Business Dress / By: Kathy Surace / Trends / 21

Bank fallout: A sharing of the pain / By: Gene Marrano / Financial Front / 22-24

What do you think you know? / By: Andy Hudick / Financial Front / 25

Legal aid center targets the elderly / By: Alison Weaver / Legal Front / 29

A modest health insurance proposal / By: Dick Robers / Wellness Front / 31

Doing something to help somebody / **Richfield's Tina Harrison** / By: Bobbi Hoffman / Wellness Front / 33

At **ESS**, it's all about the process / By: Rachael Garrity / Tech/Industry Front / 34

After all that, **Entre's** still here / Computer Center / By: Alison Weaver / Tech/Industry Front / 36

Strenz strives for Pulaski progress / By: Tim W. Jackson / Development Front / 39

At **Spectrum**, 'responsibility of design' / By: Sarah Cox / Development Front / 40-41

Raindrops keep falling on my... / Harvesting raindrops for future use / **Rainwater Management Solutions** / By: Beverly Amsler / Retail Front / 43-45

Flying over a business opportunity / **Erynn Barkett** / By: Dan Smith / Recreation Front / 47

Running the Valley's real community center / **Kirk Center YMCA** / By: John A. Montgomery / Recreation Front / 49

Entrepreneurship: Business on fast track / **VWCC** / By: Jill Elswick / Education Front / 51

From **Virginia Tech**, the wireless revolution / Education Front / 53

Going to war to preserve our heritage / **Roanoke Valley Preservation Foundation** / By: John A. Montgomery / Culture Front / 55-57

City program is based on economics / **Susan Jennings**, Roanoke City Art Coordinator / By: Susan Jennings / Culture Front / 58

A time for listening and learning / By: Dan Smith / Reviews and Opinion / 60

The art of tongue holding / By: Tom Field / Reviews and Opinion / 61

The **Wachovia** failure and promise / By: Warner Dalhouse / Reviews and Opinion / 67

There's something about Mary / **Mary Miller, IDD** / By: Catherine Chapman Mosley / Executive Profile / 72

December 2008

FRONTList 2008: Best of Business / By: Dan Smith / Cover Story / 8-15

A tale of two economies / In a place called **Floyd** / By: Don Simmons Jr. / On The Front / 16-21

The office party: just enjoy it / **Business Etiquette** / By: Donna Dilley / Trends / 22

Workplace advice / By: Anne Giles Clelland / Trends / 24

The art of the fashion buy / **Business Dress** / By: Kathy Surace / Trends / 25

Bikers get a tax break / By: Dave Henry / Financial Front / 27

The law school that couldn't...did / **Liberty University** / By: Lori White / Legal Front / 29

Knowing landlord/tenant rights / **David Beidler** / By: Gene Marrano / Legal Front / 31

Surviving the white-knuckle years / **Mark Kennedy, ETS** / By: Alison Weaver / Wellness Front / 33-35

A hospital as economic development / **Carilion Giles Community Hospital** / By: Becky Hepler / Tech/Industry Front / 36

Pushing for a new neighborhood playground / **Prognosoft** / By: Jill Elswick / Tech/Industry Front / 37

The money's a mouse-click away / **Click & Pledge** / By: Rod Belcher / Tech/Industry Front / 40-41

The greening of **Joe Miller** / By: Dan Smith / Development Front / 43

Bright modern law firm (now) / **Glenn, Feldmann, Darby & Goodlatte** / By: Jill Elswick / Development Front / 44-45

Managing property gains complexity / **Tommy Hendrix, Hall Associates** / By: Gene Marrano / Development Front / 47

Virginia's Christmas tree champion / **Sue Bostic, Joe's Trees** / By: Anita Firebaugh / Retail Front / 48

Consignment, conschmeinent! / **Raz Rags** / By: Rachael Garrity / Retail Front / 50

One out, one in City Market / candy stores / By: Dan Smith / Retail Front / 51

Here's natural horsemanship virtually / **Silvia Scott** / By: Becky Hepler / Recreation Front / 53

Business philosophy helps sports club / **Roanoke Valley Sports Club** / By: John A. Montgomery / Recreation Front / 55

Small business on a fast track / **Lynda Foster** / By: Gene Marrano / Education Front / 57

Laura Rawlings has found her place / By: John Montgomery / Culture Front / 58

Made in heaven: Children, art, theater / **Pat Wilhelms** / By: Dan Smith / Culture Front / 60

So now it's to blogging / By: Dan Smith / Reviews and Opinion / 62

And checking it twice / By: Tom Field / Reviews and Opinion / 63

The changing face of manufacturing / **Kevin Creehan** / Reviews and Opinion / 68

Left brain, right brain/ Conflicting skill sets / **Karen Chase** / By: Alison Weaver / Executive Profile / 72

Navigating the halls of government / **Bud Oakey** / By: Gene Marrano / Executive Profile / 74

January 2009

Food Fight! / By: Michael L. Ramsey / Cover Story / 8-13

Networking can help uncover jobs for "trailing spouses" / By: Gene Marrano / On The Front / 14-16

Are you rude? Oooooo, no! / **Business Etiquette** / By: Donna Dilley / Trends / 18

Falling in love at work: Uh-oh! / **Workplace advice** / By: Anne Giles Clelland / Trends / 20

At last, a silver lining / **Business Dress** / By: Kathy Surace / Trends / 21

When there's no place to hide / By: Joel S. Williams / Financial Front / 23

Elliston intermodal and the constitution / By: Gene Marrano / Legal Front / 25-27

Finding 'homes for technologies' / **VTIP** / By: Rachael Garrity / Wellness Front / 28

Nutraceuticals: Improving health / **BioTherapeutics** / Wellness Front / 29

An exam for the executive / **Greenbrier Clinic** / By: Gene Marrano / Wellness Front / 31

On a mission in Dublin / **Mar-Bal** / By: Tim W. Jackson / Tech/Industry Front / 33

Filling the information gap / **Attain** / By: Rachael Garrity / Tech/Industry Front / 34

Chuck Swain must be exhausted / By: Tim W. Jackson / Development Front / 37

An artistic setting for the art community / **Pulaski Fine Arts Center** / By: Rachael Garrity / Development Front / 38

AEP Spraying: A question of safety? / By: Gene Marrano / Development Front / 40

Just friends, but oh, what friends / **Twist & Turns, Claire V** / By: Dan Smith / Retail Front / 42

The three-wheel... uh... thingy / "The Third Wheel" / By: Linda Nardin / Retail Front / 44

It's not just a 'hippie store' / **A Little Bit Hippie** / By: Bobbi A. Hoffman / Retail Front / 46

A hall of famer outdoors / **Bill Cochran** / Recreation Front / 49

Running C'burg's new swimmin' hole / **Christiansburg Aquatic Center** / By: John A. Montgomery / Recreation Front / 50

The promise: A skill, a job, a new life / **VWCC welding** / By: Bobbi A. Hoffman / Education Front / 52

Dreaming theater dreams / **Studio Roanoke** / By: Dan Smith / Culture Front / 54

Looking brighter at the **Virginian Railway Station** / By: Bobbi A. Hoffman / Culture Front / 55

Full circle for this artist / **Brett LaGue** / By: Bobbi A. Hoffman / Culture Front / 57

Getting a movie made here? Good luck / By: Dan Smith / Reviews and Opinion / 58

Red cap, blue cap / By: Tom Field / Reviews and Opinion / 59

Preparing for 'an ethical economy' / Reviews and Opinion / 64

Jim Shaver: Teaching people how to work / By: Jill Elswick / Executive Profile / 70

February 2009

Niche Itch / By: Alison Weaver / Cover Story / 8-17

Proper etiquette or the electronic highway / **Business Etiquette** / By: Donna Dilley / Trends / 18

The underperforming saint / **Workplace advice** / By: Anne Giles Clelland / Trends / 20

Custom-tailored fashion / **Business dress** / By: Kathy Surace / Trends / 21

Despite downturn, CRA still a loan force / By: Gene Marrano / Financial Front / 23-25

The steady hand of **Melinda Chitwood** / By: Alison Weaver / Financial Front / 26

American Inn of Court: promoting professionalism / By: Gene Marrano / Legal Front / 28-29

Free choice or just more confusion? / **Labor Lawyer Bayard Harris** / Legal Front / 30

'You're getting very sleepy...' / **Successful Thinking Hypnosis Center** / By: Tim W. Jackson / Wellness Front / 33

Hospitalist: Built-in efficiency / By: Alison Weaver / Wellness Front / 34

Making the best of 'a restless nature' / **Nurse Elynn Roberts** / By: Leigh Ann Roman / Wellness Front / 35

For **TMEIC**, it's time of plenty / By: Rod Belcher / Tech/Industry Front / 36-37

A new dynamic in moving / **Premier Transfer & Storage** / By: Rachael Garrity / Tech/Industry Front / 38

A new kind of habitat home / **VT Architecture** / Development Front / 41

Fabric quest in the NRV / **Sew Biz, Schoolhouse Fabrics** / By: Rachael Garrity / Development Front / 42

Always playing against type / **Bill Elliott** / By: David Perry / Development Front / 44

This year has just really collapsed / **Vinton Motors** / By: Gene Marrano / Retail Front / 46

Good food, good attitude, good response / **Alejandro's** / By: Jill Elswick / Retail Front / 48

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Triathlon offers executives stress relief / Anne Clelland / By: John A. Montgomery / Recreation Front / 51-52

Higher Ed Center: Striking a balance / By: Rod Belcher / Education Front / 53

Tough love for tough times **SCORE**, Roanoke Regional Small Business Development Center / By: Bobbi A. Hoffman / Education Front / 55

Arts surviving the stock market, too / **Opera Roanoke** / By: Leigh Ann Roman / Culture Front / 57-58

'Intermission' for Mill Mountain Theatre / Culture Front / 59

Floyds Artworks: Blending paint and business / By: Linda Nardin / Culture Front / 60

Delicately handling our industry's story / By: Dan Smith / Reviews and Opinion / 62

The spirit of the game / By: Tom Field / Reviews and Opinion / 63

Approaching the General Assembly / Reviews and Opinion / 68-69

Going back to earthly roots / **Tamea Franco Woodward** / By: David Perry / Executive Profile / 72-73

March 2009

The Entrepreneurial All Stars / By: Dan Smith / Cover Story / 8-14

Botetourt's growth appears to be on track so far / By: Jay Conley / On The Front / 15-17

Ugly women at work / Business Etiquette / By: Donna Dilley / Trends / 18

The problem with gossip / Workplace Advice / By: Anne Giles Clelland / Trends / 20

Real clothes for real women / Business dress / By: Kathy Surace / Trends / 21-22

Key to recovery trust and faith / By: Andrew Hudick / Financial Front / 25

Operating in an economic downturn / Financial Front / 27

Learning the rule of law / **Michael Pace** / By: Elizabeth Barbour / Legal Front / 28

Bankruptcy in a tough economy / **Reid Broughton** / Legal Front / 30

A navigator for the brain injured / **Helen Butler** / By: Gene Marrano / Wellness Front / 33

The fast track to surgery / **Jefferson Surgical** / By: Rod Belcher / Wellness Front / 35-37

ADMMicro is not your usual 'six guys and a frog' story / By: David Perry / Tech/Industry Front / 38

Right place, right time / **Bob Coptly** / By: David Perry / Development Front / 40

Neither 'junk,' nor 'junque' in this yard / **Mullins Auto Salvage Warehouse** / By: Huong Nguyen / Development Front / 42-43

Valley's Realtor of the Year likes the challenge / **Mary Dykstra** / By: Gene Marrano / Development Front / 44

Saving in a difficult real estate market / By: Leigh Ann Roman / Development Front / 47

Yoga business owner practices what she preaches / **Jill Loftis** / By: John A. Montgomery / Retail Front / 49

Northwest Hardware: A 'small box' success story / By: Michael L. Ramsey / Retail Front / 50

Well, there's still baseball... / **Salem Red Sox** / By: Gene Marrano / Recreation Front / 52-53

Accreditation director's career has grown with college / **Annie Counts**, National College / By: Rod Belcher / Education Front / 55-56

Teaching and learning virtually / By: Becky Hepler / Education Front / 57

Taking flight at **Liberty University** / By: Lori White / Education Front / 58

Hanging out at **Taubman** / By: Dan Smith / Culture Front / 60

A Mill Mountain comeback / By: Dan Smith / Reviews and Opinion / 62

Bringing in the big guns / By: Tom Field / Reviews and Opinion / 63

A 'geek squad guy' with 20 crews / **Sam Lionberger III** / By: David Perry / Executive Profile / 70

April 2009

A passion for fashion / By: Kathy Surace / Cover Story / 8-15

In **Fairlawn**, an identity crisis / By: Tim W. Jackson / On The Front / 16-18

Rules for social networking / Business Etiquette / By: Donna Dilley / Trends / 19-20

Pay increase: The right perspective / Workplace Advice / By: Anne Giles Clelland / Trends / 21

Preparing for the job market / Business Dress / By: Kathy Surace / Trends / 22-23

Insurance: No longer a guarantee / By: Jay Conley / Financial Front / 25-26

It's a matter of perception vs. attitude / By: Joel S. Williams / Financial Front / 27

Carrying on a tradition / **Nick Conte** / By: David Perry / Legal Front / 28-29

When the client is a scandal / **Andrew Goldstein** / By: Gene Marrano / Legal Front / 30-31

Fertility implants the right way / Dr. **Marwan Shaykh** / By: Leigh Ann Roman / Wellness Front / 33

Hospital food? No joke / **Carilion NRV Medical Center** / By: Tim W. Jackson / Wellness Front / 34-35

Necessity, the mother of intention / **Shirley Allen McCall** / By: Linda Nardin / Wellness Front / 36-37

Low tech for the old stuff / **Astonish Antique Restoration** / By: Jay Conley / Tech/Industry Front / 38-39

The men who turned on the net / **Bernie Cossell** / By: Rachael Garrity / Tech/Industry Front / 40-41

Branch Management: A change in mission / By: Gene Marrano / Development Front / 42-43

Work Spaces / **Dave Sarmadi** / By: Dan Smith / Development Front / 44-45

Bucking the odds in homebuilding / **J&D Builders** / By: Rachael Garrity / Development Front / 47-48

When your hobby becomes your job / **Estate Specialists** / By: Lori White / Retail Front / 49-51

Enjoying 'your time on the seat' / By: John A. Montgomery / Recreation Front / 52-53

Co-ops give the student a head start / **Julie Richardson** / By: Marianne Koperniak / Education Front / 54-55

Historic properties get their own list / **Erica Taylor** / By: Bobbi A. Hoffman / Culture Front / 56-57

The hammer comes down on Agnew / By: Dan Smith / Reviews and Opinion / 58

The fair thing to do / By: Tom Field / Reviews and Opinion / 59

'Fully living the brand' / **Shawn Murray** / By: Courtney Phillips / Executive Profile / 68-69

May 2009

Predictions / What we see in our region's future / By: Rob Johnson / Cover Story / 8-15

Getting the most from mixing / Business Etiquette / By: Donna Dilley / Trends / 16

Contacts: Personal vs. Business / Workplace Advice / By: Anne Giles Clelland / Trends / 17

What HR is looking for in dress / Business Dress / By: Kathy Surace / Trends / 18-19

The value of key man insurance / William Morrissett / Financial Front / 21-23

E-business legal issues add a wrinkle / By: Gene Marrano / Legal Front / 24-25

Property rights and big box ruling / Jim Cornwell / Legal Front / 26-27

Lewis-Gale at 100 / By: Leigh Ann Roman / Wellness Front / 29-33

Still learning the 'art of business' / **Nayier Imam, NERD** / By: David Perry / Tech/Industry Front / 35-36

A jump start for business / **Lisa Ison, Venture Center** / By: Jay Conley / Tech/Industry Front / 37-38

A distinct preference for the old / **Melissa Morgan** / By: Dan Smith / Development Front / 39-41

At **Access**, it's about creativity and teamwork / By: Dan Smith / Development Front / 42-43

'An old neighborhood feel' / **Suzi Fortenberry** / By: Courtney Phillips / Development Front / 45-46

Carrying on family passion (and more) / **Rhonda Thomas** / By: Gene Marrano / Retail Front / 47-49

Something for all the kids, even the old ones / **Cosmic Castle** / By: Dan Smith / Recreation Front / 50-51

Non-traditional opportunities at **Hollins University** / By: Rod Belcher / Education Front / 52-53

Building a lab tech workforce / **NRCC** / By: Anne Giles Clelland / Education Front / 55

Finding the rewards of the stage / **Botetourt Children's Theatre** / By: Rod Belcher / Culture Front / 57

Just looking for a chance / By: Dan Smith / Reviews and Opinion / 58

Creatures of habit. And surprise / By: Tom Field / Reviews and Opinion / 59

The night the lights went out / **T. Joe Crawford, Steel Dynamics** / By: David Perry / Executive Profile / 70-71

June 2009

Youth Movement: Out with the Old way, in with the New / By: Tim Thornton / Cover Story / 8-15

Proper handling of the business card / Business Etiquette / By: Donna Dilley / Trends / 16

The person in charge of you is you / Workplace advice / By: Anne Giles Clelland / Trends / 17

Re-defining 'proper workplace attire' / Business Dress / By: Kathy Surace / Trends / 19

Credit unions to economy: 'Bring it on!' / By: Rob Johnson / Financial Front / 21-23

Identity theft: Not if, but when / By: Georgia Willis / Financial Front / 25

The advantage of agreement / Mediation / By: Jay Conley / Legal Front / 26-28

Heart of the system at the lake / **Centra Stroobants Heart Center** / By: Linda Nardin / Wellness Front / 29-31

'Captain Real Estate' finds the right brew / **Steve Davidson, Roanoke Railhouse** / By: Michael L. Ramsey / Tech/Industry Front / 32-33

At **Barrows**, an effortless green / By: David Perry / Tech/Industry Front / 34-35

Old marketing made new / **SuddenValues.com** / By: Leigh Ann Roman / Tech/Industry Front / 37-38

Going once, twice...SOLD! / **Woltz & Associates, Farmer Auctions & Appraisals** / By: Tim W. Jackson / Development Front / 39-41

A rethinking of how space is used / **Gentry Locke Rakes & Moore** / By: Jill Elswick / Development Front / 42-43

The misdirection of federal stimulus funds / Poff building / By: Tim Thornton / Development Front / 44-45

In the end, it's about the farming / **Polly Hieser, Seven Springs Farm CSA** / By: David Perry / Retail Front / 46-48

Repositioning urban wildlife / **Blue Ridge Wildlife Management** / By: Leigh Ann Roman / Recreation Front / 49-50

Master of the game / **Jason Yarnell** / By: Rod Belcher / Recreation Front / 51-52

RU Center assists small businesses / By: Tim W. Jackson / Education Front / 53-54

Collaboration not so off the wall / **Art Off the Wall** / By: Rachael Garrity / Culture Front / 55-57

Off the beaten path / **WVTF Back Roads and Blue Highways** / By: Tom Field / Culture Front / 59

Our people doing our work / By: Dan Smith / Reviews and Opinion / 60

The whole chain / By: Tom Field / Reviews and Opinion / 61

Need for marketing in tough times / **Deborah Huso** / By: Elizabeth Barbour / Executive Profile / 70-71

July 2009

Headhunters! / Hunting for a head: Who's getting the top jobs? And how? / By: Tom Field / Cover Story / 8-15

Talk isn't cheap / By: Bobbi A Hoffman / On The Front / 16-19

The proper preservation of boundaries / Business Etiquette / By: Donna Dilley / Trends / 20

Theft vs. recovery: A collision / By: Anne Giles Clelland / Trends / 21

Pack light for business travel / Business Dress / By: Kathy Surace / Trends / 22-23

Fear, embezzlement, and fiduciaries / By: Andy Hudick / Financial Front / 25-26

The uncertainty of law firm advertising / By: David Perry / Legal Front / 27-29

Dog teams to the rescue! / **Virginia Canine Response Team** / By: Dan Smith / Wellness Front / 31-33

A little less extreme makeover / **Center for Plastic Surgery, Medi Spa at Ridgewood Hill** / By: Bobbi A. Hoffman / Wellness Front / 34-35

Demand for foreign professionals is down / By: Gene Marrano / Tech/Industry Front / 37-40

Young leader a chip off the old block / **Nicole Hall** / By: Gene Marrano / Development Front / 41-43

When work is home and home is work / **Nesselrod on the New** / By: Dan Smith / Development Front / 44-45

'Lipstick Index' running high / By: Stephanie Hardiman / Retail Front / 47-49

Born to Run: A store just for your feet / **Fleet Feet** / By: Rod Belcher / Recreation Front / 50-51

Osteopathic code: 'Patient heal thyself' / **Edward Via Virginia College of Osteopathic Medicine** / By: Becky Helper / Education Front / 52-54

A business outreach for the arts / **Center in the Square** / By: Duffie Taylor / Culture Front / 55-56

Buttoning up a new life at 79 / **Button Lady** / By: Linda Nardin / Culture Front / 57-59

A little something for businesswoman / By: Dan Smith / Reviews and Opinion / 60

Your escalator speech / By: Tom Field / Reviews and Opinion / 61

Steering through troubled waters with confidence / **Tim Holland, SunTrust Investment Services** / By: Jill Elswick / Executive Profile / 70-71

August 2009

Mission Statement / Missions Work: A love story / By: Tim Thorton and Dan Smith / Cover Story / 8-15

Business Etiquette / Using Twitter professionally / By: Donna Dilley / Trends / 16

Workplace Advice / Who's the boss? / By: Anne Giles Clelland / Trends / 17

Business Dress / A look ahead to fall and spring / By: Kathy Surace / Trends / 19

What drives your financial behavior? / By: Joel S. Williams / Financial Front / 21

A lifetime of service / Pulaski lawyer **Tom McCarthy** / By: Becky Hepler / Legal Front / 22-23

A clinic for the traveler / **Hetzel Hartley** / By: Huong Nguyen / Wellness Front / 25-27

The value of the non-specialist specialist / **Mark Watts** / By: David Perry / Wellness Front / 30-31

Basically, it's still a sign / **Al Williamson, Sign Design** / By: Leigh Ann Roman / Tech/Industry Front / 33-35

A new center for applying great ideas / **New London center, Wiley & Wilson** / By: Lori White / Development Front / 37-39

Kids love to come here / **Michelle Bennett's office** / By: Dan Smith / Work Spaces / 40-41

Mergers and acquisitions in tough times / **Bundy & Company** / Q&A / Development Front / 42-43

Building and shaping a business / **Appalachian Ironworks** / By: David Perry / Retail Front / 44-46

At 4DD it's a replica world / By: Gene Marrano / Recreation Front / 47-49

Girls can't do what?! / Mechatronics at **VWCC** / By: Huong Nguyen / Education Front / 50-51

Throwing a safety net around campus / **Liberty University** security / By: Lori White / Education Front / 52-53

June Bug Center / A full array of the arts / By: Rachael Garrity / Culture Front / 55-57

Living Sara Elizabeth's dream / By: Dan Smith / Reviews & Opinions / 58

A breathtaking preview / By: Tom Field / Reviews & Opinions / 59

The accidental businessman / **Jamal Milner, M3:Grafix** / By: David Perry / Executive Profile / 70-71

September 2009

FRONTList: Best Buildings / The good commercial building / By: Dan Smith / Cover Story / 8-19

Business Etiquette / Multi-tasking / By: Donna Dilley / Trends / 21

Workplace Advice / Life Happens / By: Anne Giles Clelland / Trends / 21

Business Dress / The art of mixing patterns / By: Kathy Surace / Trends / 22

A bailout bill you can see through / **Cardinal IG Company** / By: Bobbi Hoffman / Financial Front / 25-27

Tiptoeing through the merger minefield / **Spilman, Thomas & Battle** / By: Rob Johnson / Legal Front / 28-29

Whistle-blowers must know their stuff / **Doug Densmore** / By: Gene Marrano / Legal Front / 31-33

The Red Hot Mama cure / **Mary Arnold, Carilion New River Valley Medical Center** / By: Rachael Garrity / Wellness Front / 35

Cancer Care close to home in NRV / **Pulaski Community Hospital** / By: Tim W. Jackson / Wellness Front / 36-37

Hey, broadcasters get sick, too / **Chris Thomson, Centra** / By: Linda Nardin / Wellness Front / 38-39

Pride in a job well done / **Ed Wooding**, car care / By: Leigh Ann Roman / Tech/Industry Front / 41-43

Eliminating the 'noise' of clutter / **Leah Kinder, Life Uncluttered** / By: Kathy Surace / Tech/Industry Front / 44-45

Power to the elderly people / **Culture Change** / By: Tim Thornton / Development Front / 47-53

Bells, whistles and locomotives / **NS shops** at Shaffers crossing / By: Monica Fritz / Work Spaces / 54-55

It's a commercial real estate buyer's market / **Millie Moore** / By: Jay Conley / Retail Front / 56-59

The digital return of Ginger / **Ginger Jewelry** online / By: Dan Smith / Retail Front / 60-61

Cheesecake lollipops and barbeque, oh, my! / **Blue Ridge Catering** / By: David Perry / Retail Front / 62-63

In Salem, it's the city's heartbeat / **Salem Civic Center** / By: Gene Marrano / Recreation Front / 64-65

MBA desirable in tough market / By: Tim W. Jackson / Education Front / 66-67

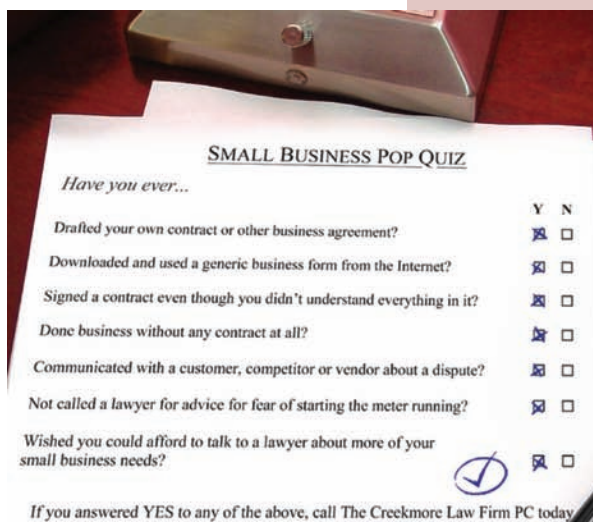
O. Winston Link Museum: A different kind of train service / By: Tom Field / Culture Front / 69-71

The evolution of MMT / By: Dan Smith / Reviews & Opinions / 72

New and Not So Improved / By: Tom Field / Reviews & Opinion / 73

Head over heels 'artist-preneur' / **Beth Deel** / By: David Perry / Executive Profile / 82-83

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Delicately expressing differences >

The odds are great that whenever there are two or more people gathered together, there will be differing opinions and disagreements. Everyone is entitled to her own opinion but the challenge is to express it appropriately and in a civil manner showing respect to those with whom we differ.

Whether in the workplace with co-workers or with family and friends, there are some guidelines that will assist us in disagreeing without being too disagreeable. First and foremost, it is important to remember key phrases that allow for civil discourse.

Phrases such as:


- “I respect what you are saying, but there is another way of looking at this ...”
- “I can see your point of view but ...”
- “Please try to listen to my point of view for a moment ...”

Other ground rules to remember that promote good communications are:

- Do not raise your voice.
- Do not interrupt the other person while she is talking.

Summarize in your own words what the other person said so that you can be sure that you understand accurately.

Finally, present your own point of view and ask the other person how she has perceived what you said.

The real challenge is to know when to keep your opinion to yourself. Most of the time, it is in giving unsolicited opinions that causes arguments in the first place. If expressing your opinion is not going to be helpful, it may be best left unsaid. 

Business Etiquette

By Donna Dilley

Executive Summary:

It is OK to disagree.

It is not OK to be disagreeable.

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Life happens. Deal with it one episode at a time >

Dear Getting a Grip: *I work in a small office and a co-worker consistently leaves food in the refrigerator until it spoils, refuses to empty his trash, will not answer the office phone if the receptionist is with a customer, and, frankly, takes part in nothing we do—including celebrations. He does his job very well and is valuable to the company. He is not unpleasant, but rarely engages in casual conversation. Is there a problem here? If so, what can/should we do about it?*

Dear Daily Routine: During a discussion of the cover of a New Yorker magazine—featuring a perfectly yoga-fashion-clad woman, perfectly cross-legged to achieve perfect enlightenment, her eyes cut viciously to the insect buzzing around her head—a colleague said, “There’s always a fly.”

Whether during meditation practice or when discovering one’s lunch in slimed by a co-worker’s rotting container beside it, there’s “always a fly,” some occurrence that interferes with our plans, vision, even dreams. Sure, we can try a flyswatter on this fly—have a meeting with the “will not” guy, share expectations, ask for alterations in behavior. He probably won’t change, but he may. But the new hire will constantly leave the paper tray empty on the photocopier. There’s always a fly.

Getting a Grip: How people live their lives, even in our proximity, is beyond our control. We can make requests, but ultimately they choose. In the workplace, our co-workers or employees may do good work, but won’t always do what we want in the ways we want them to. That’s just the buzzing of the human condition. 🦟



Workplace Advice

By Anne Giles Clelland

Executive Summary:
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Business Dress

The appeal of eccentricity (done right) >

By Kathy Surace

Executive Summary:

It's your look, but it needs to reflect something other than oddball taste or an effort to be apart just to be apart.

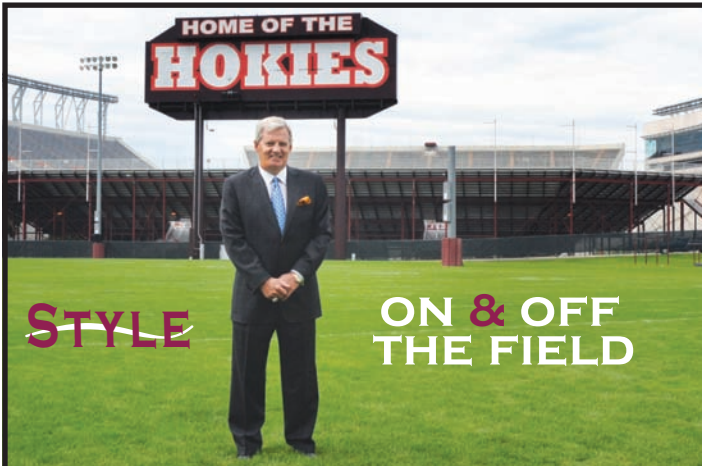
Recently a reader asked, "What constitutes "going too far" when establishing a signature fashion statement?" We all know someone with a "signature look"—the businessman who always sports a bow tie, a woman with hats to match every outfit, or, to quote our reader, "creative/artsy executives who dress in business attire, but adorn themselves with red tennis shoes or, God forbid, a pastel colored ascot."

Establishing a signature look can be tricky—and risky. It can backfire on you. Do it wrong and you become the weird guy who always wears ascots or odd shoes. Do it right and you look classy.

As a society we tolerate the eccentricities of those who have already "arrived," while the up and coming must carefully craft their unique look, lest they risk ridicule. Why?

First, those who have arrived have established credibility in their field. Successful professionals—as varied as artists, athletes, lawyers and scientists—can wear signature pieces easily because they have proven success within their profession. People will overlook their eccentricities if their work is above question.

Also, their signature piece often subtly opposes current wardrobe trends. For example, David Letterman wears white socks with elegantly tailored business suits. Common fashion wisdom dictates that dark socks be worn with such a suit, but



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Letterman chooses white socks—finely textured and elegant like the rest of his outfit. His signature touch sets him apart from the crowd.


Above all, the signature look should be witty and quirky, but never bizarre.

It shouldn't disrupt the workplace or misrepresent the business. The point is to attract positive attention to your business by inserting personality into your image. Leave bizarre signature looks to the rock star and Vegas acts.

To develop a signature look, gradually add subtle, unusual touches to your appearance until others take notice and comment. Positive remarks allow you to continue developing your signature look. Negative reactions or complete silence indicate that you should reconsider.

You've gone too far if:

- You are known more for your eccentricities than for your expertise.
- Your look is disruptive or disrespectful to your workplace.
- Your signature look is so extreme that people avoid you.

The recognition factor of a signature look can far outweigh the risks of wearing the unusual. It can help you stand out in a sea of artists, lawyers or ad men, reinforcing your good work. Just make sure your signature look isn't your downfall. 



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Compiled by Deborah Nason

Overview:

Rackspace Hosting Inc. provides information technology (IT) as a service, manages Web-based IT systems for small and medium-sized businesses, as well as large enterprises worldwide. The company offers a suite of hosting and cloud computing services, including dedicated hosting that delivers a customer-specific, dedicated server, located in its business-class data centers; managed hosting; platform hosting; cloud hosting services, which allow businesses to run their custom applications using the technologies of cloud computing; cloud applications, such as email, collaboration, and file back-up; and hybrid hosting, a suite of dedicated hosting and cloud computing services. It sells its service suite through direct sales and third-party channel partners. Rackspace has a Blacksburg office as a result of its 2007 purchase of Blacksburg-based start-up Webmail.us.

Source: [mcdermott.com] [babcock.com]

Market Commentary

- "...we're seeing Rackspace turn into a major player in the 'on-demand' computing field that allows companies to outsource IT functions and pay for what they use. It's a growing field, and Rackspace's philosophies and investment in its people have paid off with numerous accolades and a growing advantage over competitors."
[Source: fool.com]
- "Rackspace Hosting has developed a new addition to its business e-mail hosting service that will allow customers to keep a long-term back-up of incoming and outgoing e-mail. Rackspace Archiving, as the new service is called, features a search function that allows employees to retrieve important e-mail that has been accidentally deleted or when managers need to retrieve old e-mails for a discovery request. ... The company's added level of service should also help businesses stay in compliance with federal regulations."
[Source: sanantonio.bizjournals.com]
- "Rackspace customers can now estimate their total carbon footprint utilizing a new business carbon calculator, and access information to allow them to take steps to reduce and then mitigate their global warming impact. The new carbon calculator was developed for Rackspace by NativeEnergy, a leading international provider of high quality carbon

offsets and emission reductions, and represents the continuation of efforts to promote environmentally friendly programs that began under Rackspace's Greenspace initiative, which was launched in 2007."
[Source: myhostnews.com]

- Rackspace has been named among the best places to work by Fortune magazine and Computerworld.

Total Executive Compensation

Name	Title	Amount
A. Lanham Napier	President/CEO	\$1,095,574
Bruce Knooihuizen	CFO/Senior VP/ Treasurer	\$1,328,171
Lew Moorman	President, Subsidiary	\$556,963
John Lionato	Senior VP, Divisional	\$665,374

Board of Directors

Name	Primary Company	Age
Graham Weston	former Rackspace CEO	45
A. Lanham Napier	Rackspace	38
Palmer L. Moe	Kronkosky Charitable Fdn.	65
S. James Bishkin	Real estate developer	51
George J. Still, Jr.	Norwest Venture Partners	51
Fred Reichheld	Bain & Company, Inc.	57
Mark P. Mellin	CPA	43

Institutional Stock Ownership

The 20.58% of RAX shares held by institutional investors is a greater percentage than is typically held for stocks in the Internet Software/Services industry; likewise the 20.52% held by insiders.
[Source: investing.businessweek.com]

Major Non-institutional Stockholders

Name	Shares held
Graham Weston	24.74 Million
A. Lanham Napier	5.12 Million
Lew Moorman	1.55 Million
S. James Bishkin	653,223

Sources

[finance.aol.com] / [rackspace.com]
[investing.businessweek.com] / [reuters.com]
[morningstar.com] / [finance.yahoo.com]

Note

This article is meant for information purposes only and is not intended as an investment guide.

10 steps to market confidence >

Executive Summary:

Want to know how to invest? Turn off the TV and pay attention to some good, professional advice.

By Pete Krull

I don't have to tell you that being an investor of late has been a challenge. Simply glancing at your monthly statement is all the reminder you need.

I've put together a list of 10 principles I believe are important in bull and bear markets, cornerstones for successful, long-term investment success.

These principles will not stop you from losing money during the inevitable market downturns. They will not protect you when you haven't set aside a rainy day fund. And, they won't eliminate the need for a quality, trustworthy financial advisor.

They will help you weather the storm better and move through these periods of uncertainty with a greater degree of confidence.

- 1. Have a strategy.** There are many things you can do in life without a plan; investing is not one of them. Write your strategy and plans down and refer to them. Adjust.

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2. **Dollar cost average.** Take your time and slowly integrate your strategy. Experts say 6-12 months is a reasonable amount of time to make your purchases. (Such a plan involves continuous investment in securities regardless of fluctuation in price levels of such securities. An investor should consider his ability to continue purchasing through periods of low price levels. Such a plan does not assure a profit and does not protect against loss.)
3. **Diversify.** Make sure you are diversified, not only in stocks, bonds, alternatives and cash, but also within their sub-groups.
4. **Review your relationship with your financial advisor.** Don't assume that because you've been working with an advisor for decades that the advisor is the right person for you now. Review periodically: Is the commitment being fulfilled? How often are you in touch? Has the advisor been proactive of late?
5. **Turn off CNBC** or any of the multitude of news channels out there now. There is virtually nothing that the talking heads can say that will have any impact on your long-term performance.
6. **Avoid debt.** There are times when smart use of leverage is useful, your conventional mortgage for instance. However, overuse of credit cards, exotic mortgages and margin accounts can add up to bad news. Maintain minimal debt.
7. **Add new monies.** Buy low, sell high. It is times like this where investors are made and speculators are driven out of the market. Adding while the market is low will pay off as things stabilize and move up.
8. **Maintain optimism.** With recent developments it's easy to fall into "the world is ending" trap. The economy will recover. Manifest a brighter future.
9. **Ask for advice.** Do not think that you can go it alone. There is nothing wrong with asking for a second opinion or handing over the management of your portfolio to a professional.
10. **Go green.** Spend some time researching how you can make your life more environmentally responsible. One of the biggest opportunities for cost-cutting is in energy efficiency: insulate, add a programmable thermostat or take your bike instead of the car.

(Peter Krull is president of Krull & Company, a socially responsible financial services firm, pkrull@krullandcompany.com. These opinions are for general information and are not intended to provide specific advice or recommendations for any individual.) 

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11357VAEN (9/09)



Dan Smith

Creekmore's Keith Finch: Plan doesn't include litigation

No more small business sticker shock >

Executive Summary:

Small firm offers special deal for small businesses seeking legal services.

By Rob Johnson

Big legal fees are especially scary to small business owners.

"Some people would ask us to do work for them, then learn about our hourly rates, and just go home," says Keith Finch, an associate

get legal help at a flat rate: an initial fee of \$750 and \$75 monthly after that.

"For that you get unlimited legal advice, from help preparing the papers to form your company to registering copyrights and trademarks," says Finch.

Creekmore's usual business clients are relatively large corporations, and its venture into smaller accounts represents a strategy gaining popularity across the nation—especially at boutique law firms. Wooing small businesses is a way for firms such as Creekmore, which has three attorneys and two paralegals, to broaden its customer base in a market where larger competitors aren't focused.

One client, n2 Care (CO) in Salem, a fledgling



You get unlimited legal advice, from help preparing the papers to form your company to registering copyrights and trademarks.

—Keith Finch

at the Creekmore law firm in Blacksburg.

That's because typical fees in the New River Valley and Roanoke area are in the range of \$250 to \$400 an hour, a bit rich for many an entrepreneur during this recession.

So Finch is leading Creekmore's new "Small Business Plan," in which such enterprises can

medical services company, finds itself phoning the Creekmore firm nearly every week with a legal question. "If we didn't have this plan we only consult with an attorney infrequently," says Susan Conn, director of operations. "It has really helped us through our startup period."

Creekmore isn't altruistic, and Finch is quick

to point out what the flat fees for entrepreneurs don't include. For starters, "The Small Business Plan doesn't include litigation," meaning suing or defending against lawsuits, although Creekmore offers litigation service at a reduced rate to small companies that sign up for the flat rate.


Further, the plan doesn't include tax advice. "We don't hold ourselves out as tax experts," says Finch.

Neither does the plan cover real estate cases or travel outside the immediate area for research, meetings or other work. Also, there's no bill collecting nor securities law advice if the small business decides to solicit investors.

Nonetheless, the Creekmore deal for small businesses does buy the time and expertise of an attorney with international experience

in corporate law, including contracts and licensing agreements. Finch, 33, is a Blacksburg native and a graduate of the Law School at the College of William and Mary, where he was an editor of the Law Review.

Of course, billing by the hour is probably the most common form of compensation for business legal work, attorneys say. But if the flat fee for small businesses gains momentum, it could lead the Creekmore firm and other lawyers into a broader client base—one that features high volume for what may be lower profit margins, long a discount design used by the likes of retailers and car dealers.

Finch isn't coy about that, saying he hopes favorable word about Creekmore's small business rates and the quality of legal work there will spread to "a large and growing group of people." 

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Cost - Danville & Lynchburg half days are \$125 per person or \$95 per person for 3 or more from the same company; Roanoke full day is \$245 per person or \$195 per person for 3 or more from the same company

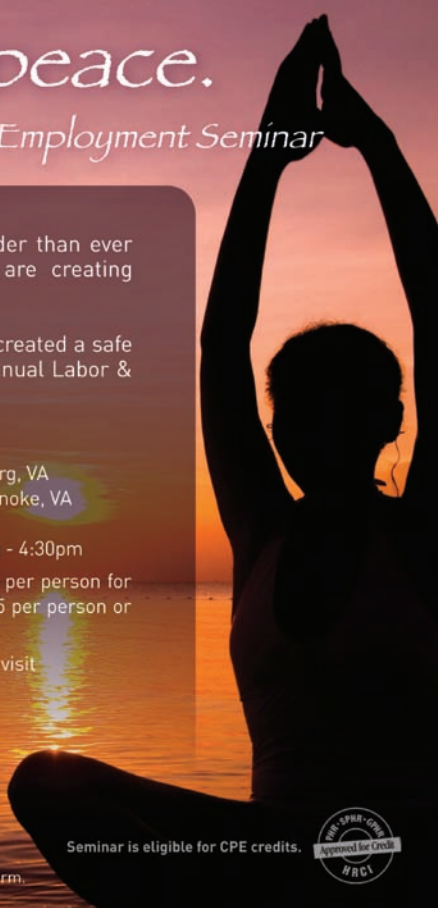
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Kerry Edmonds: “I could see the lump in my breast and my knees just about buckled.”

Dan Smith

Working through the cancer >

Executive Summary:

Kerry Edmonds’ life could easily have been turned on its head, but her work ethic, her positive outlook and the support of colleagues, friends and family prevented that.

By Dan Smith

When they told Kerry Edmonds she had breast cancer last February, she took a deep breath and went back to work. Called her husband. Called her sister. Went back to work. That order. It’s an order that makes sense to her.

Kerry was recently named the vice president for finance and administration, which means she’s in charge of just about everything at Hollins University that isn’t nailed down: the physical plant, food service, human resources, printing and mailing, special programs, the bookstore and all that money. She had been director of university administration—a hefty job—and the finance post was rested on top of it because Kerry Edmonds is highly regarded at Hollins University, cancer or no cancer.

She’s a 43-year-old whirling dervish who is

not intimidated by work. In her spare time, she is a Professional MBA student at Virginia Tech, which means she has no available nights and weekends. But it tells you about Kerry Edmonds and just how difficult it is to get her off track.

She could have been knocked over back in February. “I’d just come back from [MBA] class in Richmond and I had a message to call about my mammography,” she recalls. “I don’t have any family history with cancer, so I didn’t think much about it. ‘It really can’t be anything,’ I thought. They told me to come in for a talk and my husband asked if he should go and I said, ‘Oh, no. They just want to take some pictures.’”

“I could see the lump in my breast and my knees just about buckled. It was just ‘Whoosh!’ and I thought, ‘Maybe this is real.’ It was in a dark, cool room and I had all these thoughts ... I tried to wrap my brain around it: ‘My God, how could this happen? What in my life has caused this?’”

She was momentarily sidetracked, consumed with how this worst kind of health evaluation would affect her husband, her work, her school, her family. “I manage things,” she says. “That’s what I do. But I wasn’t in charge here,” and she didn’t know how to act. She was given instructions—not suggestions, instructions—and “I thought, ‘I gotta step

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back,'” and she did. She called her husband, Tony, then her sister, then she went to the office.

“I thought, ‘Oh, God, I have two exams this week.’” She almost laughed at the absurdity of the thought. “But I put my energy into the [school] work and I didn’t sit around and worry.” The school work kept her from obsessing about the potential result of the new tests, but she finally got the bad news and a new set of instructions—surgery and treatment—and she had a whole new reality to face.

She was tired, she was sick, she had a lot of work to do. She did it. Some of the decisions she faced for treatment possibilities were among the most difficult in her life. She made them. Chemotherapy cost her all her hair. She wrapped her head in a bright scarf and went to class. She gained weight; her feet swelled; she was constipated and her eyes watered. Her head hurt and she lost her sense of taste—except for animal crackers; she could taste animal crackers. And she kept working, kept studying, got a promotion.


Her life was fulltime work, fulltime school, fulltime sick.

She thought school would suffer because of her fatigue and lack of concentration. “The guys in my [MBA] work group were just fabulous,” she says. “I wasn’t firing on all cylinders, so they picked it up. The whole time, though, I was thinking, ‘I gotta pull my weight.’”

Through this, she’s learning some things about reality and about Kerry Edmonds. “I found out I can’t control everything,” she says. “I always thought of myself as strong, but this helped me realize just how strong I really am. What I was worrying about is the unknown: Will [the cancer] return? What are the impacts down the road? What’s the impact on Tony and me? Can I live in fear of the unknown?”

Ultimately, the conclusion was: “I have to face it. I can’t bury my head in the sand.”

Some time ago, Kerry had gone to a diversity conference and a story told by a Native American came into focus for her. “In a storm, all the animals but the buffalo scatter,” she recalls. “He runs into the storm and gets through it first. He faces it and comes out on the other side into the sunshine. I have to be the buffalo.”

She has a small stuffed buffalo in her office. Right next to a pile of work. 



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Dr. Don Bivins of Good Samaritan Hospice: He teaches that hospice “is [not] just where you go to die.”

Gene Marrano

A full-time director at Good Sam >

Executive Summary:

The medical demands on hospice are increasing and Good Samaritan is the first in the region to respond with a full-time pro.

By Gene Marrano

Roanoke-based Good Samaritan Hospice has just become the only end-of-life care organization of its kind in the region to have a

The former medical director, Dr. William Fintel, will continue as associate medical director. Fintel has been with Good Samaritan since it was founded in 1992. “Good Sam” as many call it serves both the Roanoke and New River Valleys. Organizational growth led to the opening of its new Roanoke Valley headquarters several months ago.

After practicing medicine for 17 years, Bivins (58 years old) shifted to teaching, with stops at Wake Forest and Tufts University before landing in Blacksburg.

Taking on the assignment as full time medical director at Good Samaritan Hospice is a next logical step, says Bivins. It’s one that involves



The idea of hospice is to bring healing, [and] I do think people are seeing the benefits.

—Dr. Don Bivins

full time medical director. Neurologist Dr. Don Bivins, who specializes in pain management, received that designation in July. His specialty is a major focus of hospice care, which is offered by Good Samaritan in both residential and nursing home environments.

“He thinks holistically, not just medically but spiritually and psychosocially as well,” says Good Samaritan President and CEO Sue Ranson. He will continue to teach at the Edward Via Virginia College of Osteopathic Medicine in Blacksburg, where he also lives.

“oversight of the entire arena of hospice that impacts every patient.” That includes medical, social and spiritual care to his way of thinking, with “direct input,” regarding what nurses, social workers and the hospice chaplains do to help patients and families prepare for end of life.

New Medicare guidelines (Conditions of Participation) that went into effect last December helped necessitate the need for a full time director. Medicare, which picks up much of the tab for hospice, now requires

daily involvement in patient care by a physician. Medicaid and private insurance also help pay for hospice care. Bivins says the organizations that represent hospices are “carefully watching,” the health care debate in Washington.


Bivins believes health care reform will include a push to get more patients into palliative care (specialized pain management and aggressive treatment), and then perhaps into hospice. He believes it is imperative that a bill include counseling for patients on the “opportunities available at the end of life.”

Bivins teaches physicians, nurses, social workers, patients and family members that hospice “is [not] just where you go to die.” There is a “psychosocial” aspect to hospice care—the stress of the caregivers, the interaction between family and patient—at

a time when old familial wounds can still be festering. “The idea of hospice is to bring healing,” says Bivins, “[and] I do think people are seeing the benefits.”

Bivins stresses that family physicians “gain me in addition to” their own practices. In some cases personal physicians step aside and let Good Samaritan take over responsibility for pain management, often when drug doses are increased dramatically.

“Our goal really is not to help people die, but to help people really live comfortably ... in those last weeks and months of life,” says Bivins. “Hospice is caring for people.”

For Don Bivins, his new role “puts together a lot of what I’ve done over the years. It sort of blends together to be the apex of my career.” 



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Are you tired of wasting money on your printing?

Office Printing: How much are you really spending?

Do you know how much you're paying for your office printers? Paul Story, Jr., president of Blue Ridge Copier, does: "Too much."

Paul says his competitors "don't want you to know how much you're spending." While local businesses may be able to determine their overall yearly printing cost, Paul says too many business in southwest Virginia can't tell you what they pay per page.

Toner cartridges often come with claims of 30,000 pages per unit or more. However, "What you don't realize is that yield is based on five percent of the page being covered."

"A lot of people's logos alone are more than five percent coverage," says Paul. "Legal documents are edge-to-edge coverage." As a result, customers are getting as little as half the number of copies that are promised.

But the game is changing. By revolutionizing how printing is billed, Kyocera and Blue Ridge Copier can offer their customers incredible savings.

How do they do it? By charging the customer per meter click, and not per cartridge. The cost is less than two cents per printed page—"which is half the cost of our competitors," says Paul—and that includes all service, supplies, and a 3-year replacement guarantee on the machine.

"For the first time the customer can see how much he's spending," Paul says. And service calls are all local. "You got a problem, you make a phone call and our guys come out. If they can't fix it on the spot, they go ahead and replace it." Compare that to the 90-day warranty the other guys offer.

A Kyocera printer from Blue Ridge Copier will help your business save money in other ways as well. "It will tell you how much the job will cost you before you print it," says Paul.

He adds, "The IT departments are ecstatic. They spend so much time troubleshooting problems with printers—now that's our job."

The savings don't end with Blue Ridge Copier's line of Kyocera products. Paul's staff offers remanufactured copiers and printers from Canon at unbelievable discounts—as little as 50 cents on the dollar compared to a new machine. And they come with a five year replacement warranty.

To find out how your business can start saving money, call the staff at Blue Ridge Copier today at 389-4400, or visit them online at blueridgecopier.com.



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The rush to connect >

Executive Summary:

Because of the sudden and dramatic impact social media has had on our environment—including our business environment—we have asked some experts and some busy users to write about how social media is best used for business purposes. Here is the first installment.

By **Jill Elswick**

Social technologies, including blogs, wikis, and online social networks, are becoming more popular as a means of communication—and businesses are scrambling to meet their customers on new media turf.

More than four out of five U.S. online adults use social media at least once a month, and half of them participate in social networks like Facebook, according to Forrester Research. What's more, participation in social technologies is nearly universal among people under 35. Even among those 55 and over, participation is impressive at two-thirds.

With so many people signed up for services like Facebook (250 million) and Twitter (40 million), businesses are experimenting with social media to reach customers. Comcast has a customer service Twitter account that has attracted more than 28,000 followers. Ford gave bloggers a free Fiesta to drive in return for the posting of blog entries, YouTube videos, and comments on Facebook and Twitter.

Closer to home, local businesses in Roanoke, Lynchburg and the New River Valley are tapping social networks to keep customers informed. If you're a fan of the Roanoke Natural Foods Co-op on Facebook, you might see a descriptive post about its "Summer Squash Burrito" special. Fans of the Goodwill Industries of the Valleys might see photos of the organization's newly remodeled store in Rocky Mount. You can follow a new blog just started for East West DyeCom, dealing with its products, services and customers.

Yet the use of social media for promoting business is in its early stages. Businesses are




Maryanne Marx photo

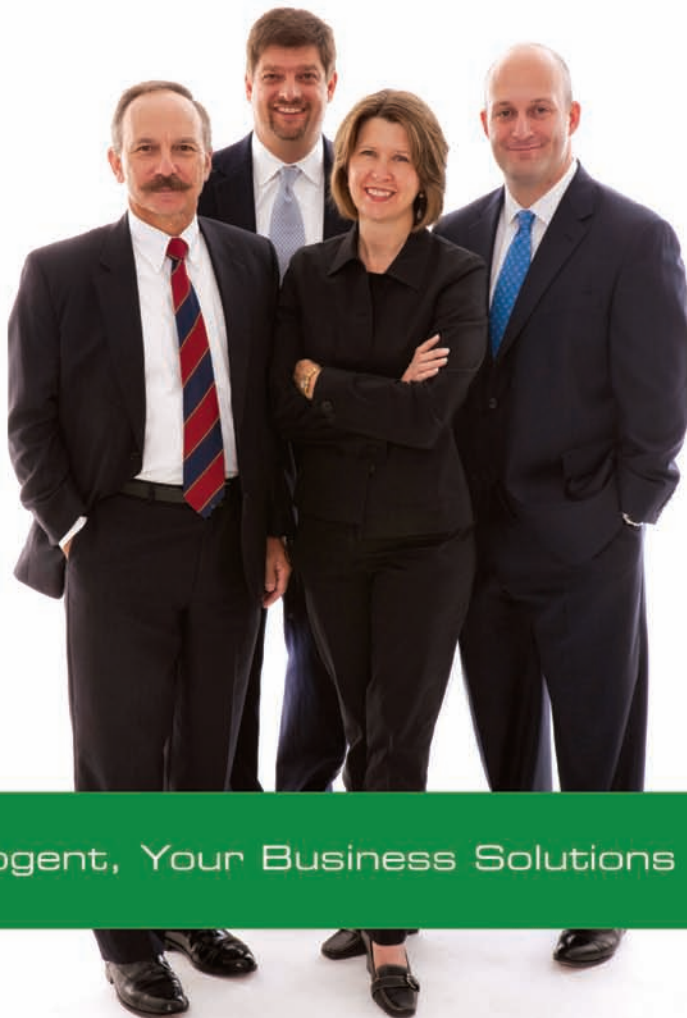
Jill Elswick

treading cautiously, in part because using social networks means giving up control of their message, to some extent.

It takes the right touch for a business to attract an audience online. Like all readers, social media users crave useful information, pretty pictures, stories, humor, and personality. Traditional marketing messages are disdained. Twitter users are notorious for despising SPAM or being sold to. They'll "unfollow" anyone who wastes their time. Then they'll brag about it to everyone on their network, creating backlash for the company or person that sent the original message.

Many opportunities exist to learn about social media. Roanoke has a business group that meets regularly to discuss Twitter and other social media outlets (Southwest Virginia Social Media Connect, stewartb2b@gmail.com). Conferences abound to help firms develop business strategies for social media. A cottage industry has emerged to help businesses establish a presence in the social media sphere.

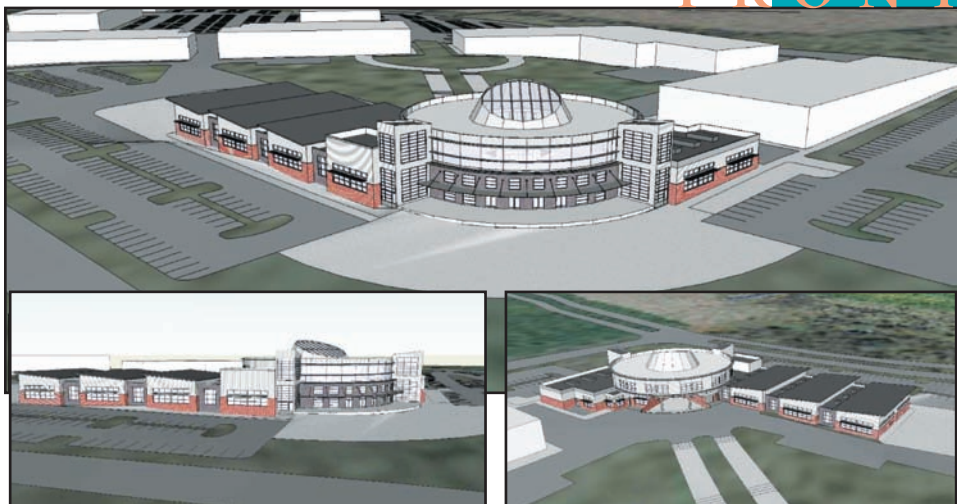
Judge the consultants by their results, but steer clear of those who call themselves a "guru" or "expert." They are not. With social media, we're all learning as we go. The important thing is to get involved and learn with everyone else. You may make some valuable new friendships. 



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Drawing of the proposed NEEMO, the nanotech park

Pulaski wants a nanotech boom >

Executive Summary:

Officials in Pulaski County are hoping that a new nanotechnology park can heal the area's economic woes.

By Tim W. Jackson

nano•tech•nol•o•gy

Pronunciation: \, na-nō-tek- 'nä-lə-jē

Function: noun

Date: 1974

Definition: The science of manipulating materials on an atomic or molecular scale especially to build microscopic devices (as robots)

Pulaski County has a history as a manufacturing stronghold. The problem is just that: it's mostly history. With the disappearance of Pulaski Furniture's strong presence and cutbacks at places such as the Volvo truck plant, the area needs a new economic vision. Local leaders are hoping a new nanotechnology park will inject a much-needed shot of economic growth to Pulaski County and beyond.

The hope is that a new facility can have tenant space that will allow for product development, testing, and production. That would go hand

in glove with advanced manufacturing and an educational wing to house a workforce training center. It could include a community college integrated curriculum. Overall projections for the facility's size come in at about 56,000 square feet with a master plan that will allow for additional growth.

The nanotechnology park would be housed at the New River Valley Commerce Park, which offers 935 mostly unused acres but has utility infrastructure in place, easy access, and is part of a Foreign Trade Zone. A projected cost estimate for the early phases breaks down like this:

Competitiveness Center upfit, \$50,000; commerce park land purchase, \$350,000; access road extension, \$1,200,000; site development (Phase One), \$2,800,000; multi-tenant production area, \$10,600,000; subtotal, \$15,000,000; educational wing, \$5,900,000. That's a total of \$20.9 million.

Aric Bopp, executive director of the New River Valley Economic Development Alliance, says that the goal of such a park is to target an industry that will bring together the area's rich manufacturing heritage with the innovative technology developments being discovered continually throughout the NRV. "A robust nanopark could bring together several different industries that all share the common thread of nanotechnology and advanced manufacturing," Bopp says.

"I think that is the great thing about



Tim Jackson

**Economic Development
Director Aric Bopp**

Workforce Investment Board, New River Valley Planning District Commission, Economic Development Office at Virginia Tech along with its Business and Technology Center and many other government offices and independent organizations.

John White, economic developer for the Town of Pulaski, has been a proponent of the park since the beginning and has been part of a steering committee that has tried to bring the park to fruition. White says that Project NEEMO, Virginia's Nanotechnology Park, is moving ahead on several fronts.

nanotechnology," he says. "It can be applied to so many different industries and products ranging from automotive applications, to pharmaceuticals, to renewable energy. We've developed the acronym NEEMO, which stands for Nanotechnology for Energy, Environmental, and Medical Operations, but in reality nanotechnology can serve just about all industries. Those

He says the 35-acre site at Commerce Park has been recommended by architects, Thompson & Litton and that 310 Marketing from Richmond is helping compile a list of potential nano businesses interested in the park. About \$35,000 in grants has been offered.

White says the question of when, specifically, construction could begin on the park would



A robust nanopark could bring together several different industries that all share the common thread of nanotechnology and advanced manufacturing.

—Aric Bopp

are the three that we hope to focus on for the nanotech park."

Bopp is part of a truly collaborative effort that has Pulaski Town and County officials working in conjunction with organizations such as the New River/Mount Rogers

be determined by a confluence of funding, marketing, business development, and recruitment.

"The Industry Cluster Analysis undertaken by the Virginia Tech Office of Economic Development identified 287 companies in

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nanotechnology that appeared to be the types of companies we'd like to attract," White says.

Pulaski County Community Development Director Shawn Utt says, "I could envision an environmental clean-up technology working beside a Department of Defense communications technology." He adds that the greatest need for Pulaski County today is a diversified economy.

White stresses, "We're part of a truly regional effort. Virginia's Nanotechnology Park is intended to build upon the already existing nano-related firms in the region and to attract more of them."

White says that NEEMO is not about research, though the project may build upon research already existing at Virginia Tech and in the Corporate Research Center in Blacksburg. "NEEMO is advanced manufacturing moving from research to commercialization of product," he says. "In that regard, Project NEEMO looks over the horizon to attract the most recent manufacturing processes to our region." 



John White



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Christy Gabbler: "The farm is a keystone property for the community."

Becky Hepler

Sustainability in the country >

Executive Summary:

A merger of the best elements of sustainable land use are combined in Catawba LandCare's goals.

By Becky Hepler

If the petroleum-driven, monoculture agribusiness farm as described by Michael Poulan in *The Omnivore's Dilemma* is not the smart land-use model, what is? The Catawba LandCare environmental group and the Catawba Sustainability Center are trying to answer that question.

"We were a bunch of landowners trying to find additional ways besides the land trust to preserve the rural quality of the area," says Ned Yost, Catawba LandCare member, on the group's beginnings. What they found was that an organization started in Australia called LandCare had the same goals they

had, so they adopted that program. The ideals, called the Triple Bottom Line, merge environmental sustainability, economic development and community building.

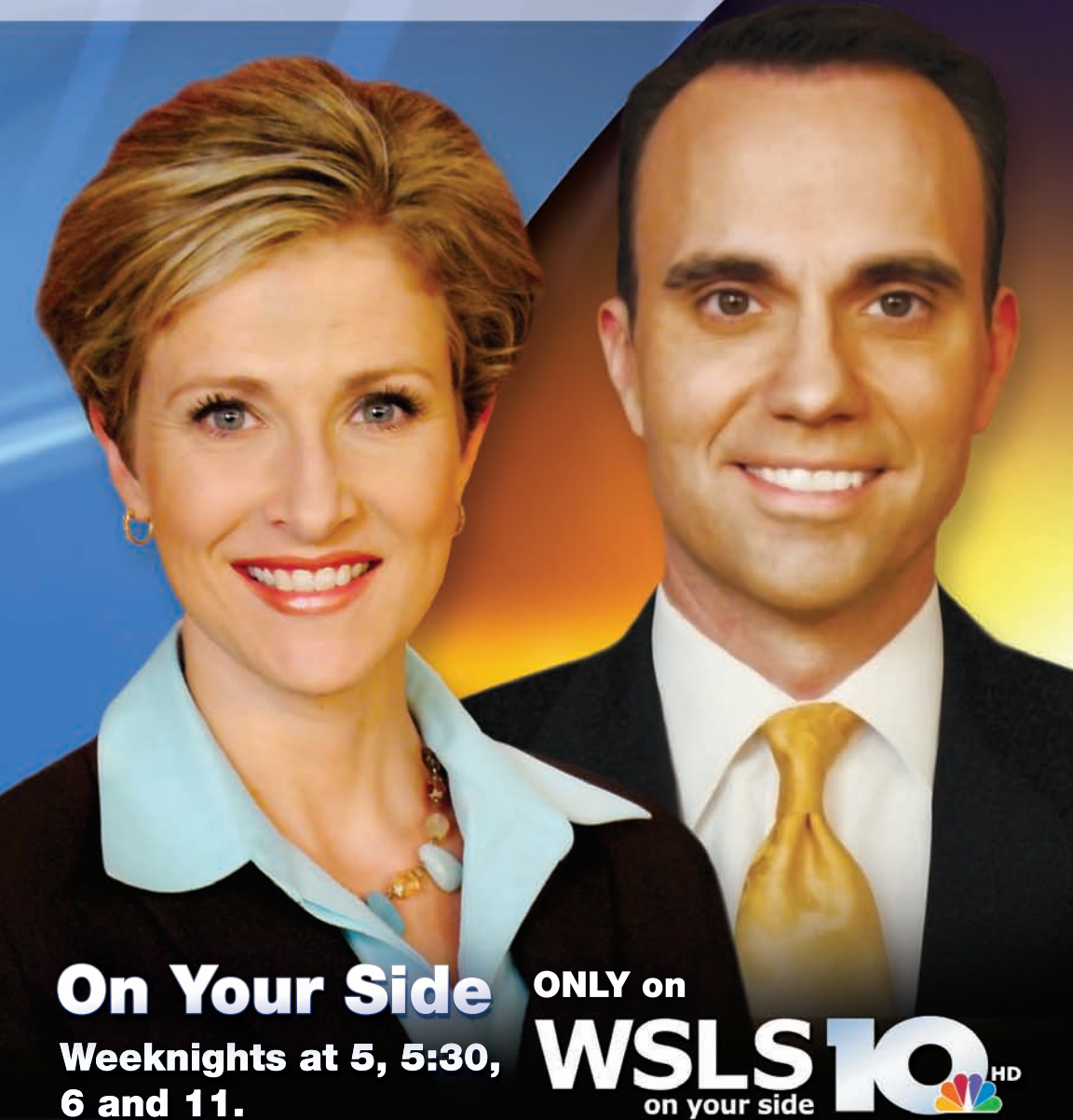
"The strength of an organization like LandCare," says David Robertson, a natural resources professor at Virginia Tech, "is that it organizes and consolidates the landowners' efforts, so that when they take advantage of a state agency's programs, like the Department of Game and Inland Fisheries' (DGIF) Land Incentive Program, that program is much more efficient and the impact is greater."

Catawba LandCare worked with Trout Unlimited to do water monitoring and with the DGIF to do riparian planting to counter streambed erosion. But there was still one thing preying on their minds: "We were afraid we were going to wake up to the headlines, 'Tech sells the farm,'" says Bill Cochran another LandCare member.

Back in the early 1980s, the Catawba Hospital donated to Virginia Tech the old dairy farm. For the first decade, the College of Agriculture used the property extensively.

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But by the late 1990s, the farm was laying fallow.

It was about to be put on the list of surplus properties when the Virginia Tech College of Natural Resources turned its attention to the land. "The farm is a keystone property for the community," says Christy Gabbard, then with the College of Natural Resources, now director of the Catawba Sustainability Center. The vision was that the Catawba Sustainability Center, echoing the Landcare values, would create green jobs, improve environmental stewardship, offer research, education and community, the rural equivalent of an agricultural business incubator, pulling on resources from the university and the community.

One of the first projects was to test warm-season grasses, a biofuel that would also improve water quality and control erosion. "We're doing a small demo plot, but if it works, the other landowners in this area could start growing it," says Gabbard. The hospital is in discussion with the center on the possibility of converting its boilers to use the fuel.


The Center is renting land to Ekklesia Acres, a nonprofit organization that grows vegetables for area food banks. The owner of Catawba Honey is also working with the center to expand his honey and hive making business.

The Blue Ridge Forest Cooperative has submitted a proposal for building a solar kiln



Becky Hepler

that could be used with both forest products and for drying herbs and vegetables. There are discussions about routing a blue spur trail from the Appalachian Trail through the farm so the hikers can stay off Va. 311 into the village.

"We're just trying to help people live off the land and learn the business with less risk," says Gabbard. 

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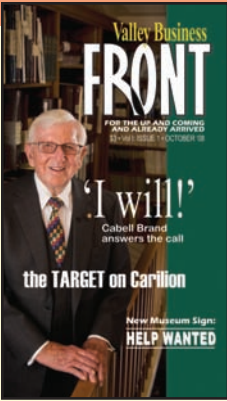
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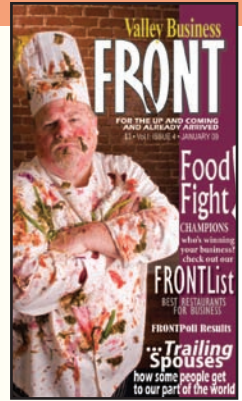
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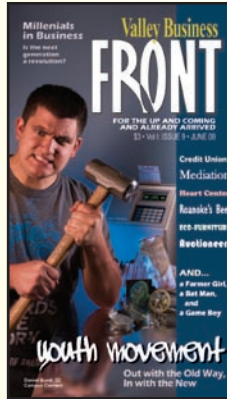
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Tim Thornton	writer
Nicholas Vaassen	graphic designer
Greg Vaughn	photographer
Alison Weaver	writer
Lori White	writer
Joel S. Williams	columnist



all photos: Dan Smith

The interior of Paula Smith's Isuzu Trooper serves as an office and a traveling warehouse, holding everything from design plans to artwork to carpeting and wallpaper, tennis equipment and a tool kit.

Work Spaces

An office on the move >

Executive Summary:

That aging Trooper that Paula Smith drives is a whole lot more than a car.

By Monica Fritz

For freelance interior designer Paula Smith, mobility is of the essence and her office takes all the subtlety out of the fact of that need.

She is a one woman show who hauls the necessities of her career with her in an aging Isuzu Trooper. It has become a mode of transportation, office on wheels, closet, dressing room, and anything else she needs at the moment. Paula is constantly on the road, traveling from job sites, to homes and to stores. She spends a lot of time in the Trooper.

Paula's region covers Roanoke, Blacksburg,



Paula Smith: "We've been through so much together. It's my Trooper."

Christiansburg, Radford, and Galax. Yet, her days begin in Floyd County where she lives with her two sons.

Going home on her lunch break isn't an option she typically has. That's why her Isuzu is packed with everything she needs. "I've got it," she says with authority. "It" would include her drill, her curling iron, "muddies" for walking around job sites, pieces of furniture she's recently purchased, even an "emergency" change of clothes. She's prepared for business, inclement weather, light construction, and even a bad hair day.

A bit of an old-school-type, Paula communicates with clients via her cell phone—no e-mail necessary—and keeps her schedule in a hard copy planner. The digital age has not taken over this self-sufficient business woman. There's



a certain charm about her leather bound-planner with sketches in the margins.

Paula even admits she's considered getting a newer vehicle but, "We've been through so much together. It's my Trooper."


The interior designer is a master of space. Whether it be her utilitarian vehicle, the finishing touches that accent a room, or even decorating a home for Christmas.

Paula has a degree in Interior Design from Art Institute of Atlanta. Out of college, Paula worked for the Roanoke architecture firm SFCS for a couple years. Her own business has grown through word of mouth from those who praise her talent.

The River Birch House built by Fralin &

Waldron in the Daleville Town Center neighborhood is her most recent project. Paula is working with the builder as part of the design team. The four square Daleville Town Center house serves as a model home and office for future home buyers in the new development.

Walking through the house there is a fluidity to the design that is all Paula. Exquisitely chosen pieces of furniture and decor compliment the architecture, color palette and theme of each room.

"It's so personal," she says of her job. She loves finding art and other pieces owners forgot they had. "I never would have thought of that," is Paula's greatest compliment, and one that some might apply to her Trooper. 





all photos: Dan Smith

Andrea Reid Waide: "I was so impressed with the quality and beauty of the high-end lines that I got very spoiled."

In the tradition of fine craftsmen >

Executive Summary:

Reid Fine Furnishings in Grandin Village knows exactly who its customers are and just what they want.

By Leigh Ann Roman

Andrea Reid Waide is a woman of passion—passion for fine furniture.

She owns Reid Fine Furnishings Inc. in Roanoke with her husband William Waide, and says, "One of the biggest things that sets us apart is passion for beautiful furniture. We choose every single piece that comes into the store—piece by piece ... If someone tells us that something is a big seller and we don't like it, we don't buy it."

Reid Fine Furnishings has been part of the Grandin Village retail strip for 14 years. And for seven years before that, Andrea worked for Logan Furniture in Salem, a small, high-end furniture store that was in operation for 18 years. When the owners of Logan's decided to close, she opened her own shop. She purchased the Logans' delivery truck and brought a few of their

employees with her, including the delivery warehouse manager and the interior designer.

"When I went to Logan Furniture I was so impressed with the quality and beauty of the high-end lines that I got very spoiled," she says. "That is what I wanted to do."

Most furniture lines carried by Reid are American-made. "It's better made, and I like to see American factories working," Andrea says.

She is especially proud of being an authorized dealer for Sticklely, a legendary furniture company in business since 1900. Her No. 1-selling line, Sticklely is well known for its Mission Oak and Colonial Williamsburg-style pieces. Andrea estimates that there are about 110 Sticklely dealers in the United States. New furniture lines for Reid this year include Flat Rock Furniture out of Indiana and Mackenzie-Dow Fine Furniture, based in Huntington, W. Va. She also carries Henkel Harris, made in Winchester.

The Store's customers are families and professional couples from the Roanoke Valley and New River Valley, especially Blacksburg, she says. One of the perks of being a Reid customer is the complimentary services its interior designer for any buyer spending \$2,500 or more.

Although the economy is slowing down for everyone, Andrea says, "We have a great




Reid's furniture features the impressive Stickley line, as well as other well-made groupings



clientele and are getting new customers. Our designer has been busy with projects. We are very fortunate."

When William Davis of Blacksburg was building a house with his wife, Sandra, she suggested checking Reid for new furnishings. "We just fell in love with the place and with Bill and Andrea right away," he says. The Davises have purchased

primarily the Stickley brand at Reid.

"I think the quality of what Reid has is a couple of steps above, and it's also just the style we both like," says Davis, a history professor at Virginia Tech and director of the Virginia Center of Civil War Studies. "It's pretty much Georgian, Federal, Sheraton, that sort of thing. I guess it all comes under the title of traditional." 

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Through the window at On the Rise

Dan Smith

On the Rise changes hands >

Executive Summary:

One of the region's premier bakeries, operated by a fine musician, has changed hands.

By Dan Smith

Steve Hartman, the virtuoso musician who moved to Roanoke 16 years ago to introduce a level of European bread baking to the area that it had not experienced before, has retired and sold his bakery to a baking family.

On the Rise Bakery, which sits in the center of Roanoke City Market, will pass to Jeff and Teal Batson, owners of the Wildflower bakery and cafe at Towers Shopping Center Sept. 1. Hartman assures that nothing will change, except that a few lunch items will be added. On the Rise has been the home



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of the authentic hard crusted, soft centered European-style bread since Hartman's arrival.

Hartman, who has a master's degree and a certificate of performance in music had been with the Kennedy Center opera orchestra before moving to Roanoke. He had taught music and also been with the U.S. Air Force Band for some time before that.

Hartman and his artist-wife Julia own the building that houses On the Rise and they have developed the two upper floors into offices and an apartment.

Hartman says he plans to play music and travel in retirement. 



Steve Hartman

Dan Smith

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CEO Dina Crowder with Warehouse Manager Mike Vaughan in front of a display.

Lori White

Best face forward at TPS >

Executive Summary:

Putting the best face on your company at trade events often means some striking signs and displays.

By Lori White

TPS is an unobtrusive little part of the Forest business community tucked away on Vista Centre Drive. It's been around for quite some time—since 1978, actually—a unique tradeshow management firm offering marketing services with its sister company MSS, a marketing-oriented fulfillment business.

It's one of these companies that you don't pay a lot of attention to—until the need for a banner or signs, or a pop-up display arises.

TPS seems to have a good bit going for it to keep it strong during these uncertain times. "Across the board, our industry is down around 30 percent," President and CEO Dina Crowder says. "Marketing is usually the first area that gets cut in a time like this."

Through savvy management, however, TPS and MSS have diversified enough to remain

stable. "We've seen several recessions," Crowder points out, "including the one following 9/11 ... although things did tend to bounce back a bit quicker then."


Most of TPS's and MSS's clients have remained faithful, including the ASPCA and the health care industry. "Even with the economic situation the way it is, they're still moving, they're still going to shows, they're still promoting new drugs or new services," Crowder says of the health care industry.

Essentially, TPS is a distributor for two of the largest display manufacturers, Nomadic Displays out of Springfield and Nimlok Displays out of Chicago. "Typically those two companies want you to be exclusive and sell only one or the other. We've been allowed to sell both, mainly for geographic reasons. This has given us some flexibility," Crowder says. While Nomadic is known primarily for its pop-ups, which make setting up at tradeshow easy and convenient, Nimlok is known for custom made, larger displays. It has given TPS some status to be able to offer clients the option of either-or type of display, rather than just one option.

In addition to offering the displays, TPS provides in-house graphics production, something most distributors send out to be done. This means faster, cheaper production—a definite money saver for the client and a revenue generator for TPS.

The company doesn't stop with creating a client's tradeshow materials, though. Another valuable service it offers, according to Crowder, is managing it, storing it in its on site warehouse, and carefully logging everything in its online system. Customers can go online to view their inventory and select materials to be shipped out to the trade show at their leisure. TPS will then take care of the details—"We set everything up, review it, make sure it's not damaged, repair it if necessary, clean it ... we take care of the headache," Crowder says.

The company also has a rental program. "The client would basically be paying for the design, the graphics ... they're just renting the structures," Crowder explains. Costs of a custom-designed structure can range from a basic \$500 roll-up to a pricier \$3,000 pop-up, and higher, while rental costs are generally 30 to 40 percent of the custom price.

TPS and MSS recently gained SWaM (Small, Women, and Minority Owned) certification in 2007. 



Lori White

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Dan Smith

John Carlin: "This is an opportunity for me to take something that I've been good at ... and parlay my public relations job into helping these groups."

John Carlin: Running on full >

Executive Summary:

For John Carlin, who left news for PR, it's a matter of keeping the tank full and the motor on "race."

By Gene Marrano

It seemed a natural progression to John Carlin, that combination of news, PR, public service and long distance running. So, when the opportunity availed itself recently, there was one of Roanoke's best known personalities promoting a brand new marathon in the Star City.

After a long career in television journalism, including more than two decades at



Doug Robbins

John Carlin has been running long distances for nearly 15 years.

Roanoke's WSL5-10, Carlin made a huge career leap last year by leaving that world behind for the public relations arena. As a senior VP for ad/PR firm Access, Carlin looks for business opportunities and does a complete flip on media releases: sending rather than receiving.

The upstate New York native has long been known as a long distance runner and cyclist. A self-described "early adopter" of the mountain biking craze after he came to Roanoke from Richmond, his wife Mary convinced Carlin to start training for marathons when he was in his 30s. He's 48 now.

The couple ran marathons in Dublin and San Diego, among other venues, a total of 10 in all. Carlin admits that the demands on his time with Access has prevented him from entering marathons of late.

But there was this: "Since I've gotten into public relations I have been approached by a number of different groups to help them promote runs," says Carlin, "an enormous number." There's a "poker run" for public art this fall and now the Blue Ridge Marathon next spring.

The four-mile Run for the Arts in October will require runners to stop, focus on art and then pick up a playing card. Whoever winds up with the best hand of poker wins a locally produced work. It's designed to draw attention to the city's growing public arts initiative.

The marathon is co-chaired by Carlin and Pete Eshelman, director of outdoor branding

for Roanoke Regional Partnership. It will be run April 24, 2010 from the front of the Taubman Museum, up Mill Mountain and onto the Blue Ridge Parkway, which is celebrating 75 years next year.


Regional and national advertising is planned and Carlin hopes for 1,000 to 3,000 runners eventually. Carlin is looking for sponsors.

"It will be one of the most difficult marathons in the United States," predicts Carlin, who is not sure if he'll run. He admits to being "toast" after tracing the course on his road bike recently.

Carlin has often been the master of ceremonies for local runs like the Festival in the Park runs each spring, and has been involved at the organizational level with several races going back 15 years.

Access will also help launch Roanoke's first breast cancer 5,000 kilometer run next spring. The goal is 1,500 runners from the region, something Carlin calls difficult. "I think because of the breast cancer [issue] you will see a phenomenon next April."

It may not be exactly like training for a marathon but Carlin's new role at Access is also taxing in some ways: "There's been a significant learning curve. The broad general focus of public relations, I think I've been doing that naturally my whole professional career, but the minutiae of it has been [new]."

Running is something Carlin knows: "This is an opportunity for me to take something that I've been good at or [at least] have a lot of experience with, and parlay my public relations job into helping these groups." 

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Liberty's Christy Knowles studies at home.

Lori White



Online education is especially beneficial to the adult working professional who must juggle career, family and community responsibilities.

—Tech's Tom Wilkinson

Christy Knowles is curled up on her leather couch, a pillow tucked behind her and a light blanket covering her bare feet. Her laptop screen glows before her. It is Saturday, and Christy is attending class at Liberty University Online.

Driven by technological advances and increasing student demand for non-traditional avenues for education, distance learning has taken higher education out of its box, allowing students to complete coursework in the comfort and convenience of their home rather than in the traditional classroom setting.

"The traditional classroom setting may be the one major hindrance for students when they have the desire to enhance their skills, knowledge, and education," says Ramona Coveny, coordinator for Distance Learning and Instructional Technology at Virginia Western Community College in Roanoke.

Area colleges reaching over distance >

Executive Summary:

Distance learning at the region's community colleges and its four-year colleges and universities is growing at a dramatic pace.

By Lori White



Liberty's distance education call center.

Lori White



Former VWCC nursing students **Mabinty Koker and Andrew Bailey** work for classes at Starbucks in Roanoke.

"We use distance learning as an additional venue for students to pursue their educational dreams and goals while handling their family, job, and life responsibilities."

With this in mind, all Virginia community colleges and private and public colleges and universities have opted to offer distance learning in addition to the traditional classroom setting.

Coveny says the growth numbers are impressive: "Studies show that online enrollment has more than doubled from fall 2002 to fall 2007, with a 12.9 percent growth from fall 2006 to fall 2007. Virginia Community College system enrollment growth is similar with almost double enrollment from 2002 to 2007, but with a 27 percent increase in the last year. Within the VCCS, 38 percent of all students enrolled in



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Kim Peterson

Distance learners can print out their diplomas from Tech.

at least one distance learning course in 2008-2009."

Mark Owczarski of the Virginia Tech public information office describes Tech's distance learning as designed to "deliver Blacksburg faculty lectures via video to students attending other university centers across the state. Online classes give students more flexibility, especially adult students who work."

Tom Wilkinson, associate VP for Distance Learning and Summer Sessions at Tech, agrees, saying, "Online education is especially beneficial to the adult working professional who must juggle career, family and community responsibilities." Last year over 18,000 students enrolled in distance

classes, and Wilkinson expects enrollment to jump 25 percent this year.

Liberty University's Online University, based in Lynchburg, begun in 1985, is experiencing similar growth. In the 2008 school year there were over 37,000 students enrolled in its various programs, with roughly a third of those attributed to military personnel. This year, according to Dianne Foutz of Liberty, enrollment is expected to rise to close to 50,000 by June 2010. Like Tech, LU Online is already more than 25 percent ahead of where it was this time last year.

There are many reasons for LU's impressive numbers, among them the rich diversity of its programs—more than 40 degree programs



Lori White

Mark Daubert (in green shirt) and Ian Smith, both Liberty advisors, consult.



Kim Peterson

Northern Virginia Center and National Capital Region classroom beams into this region.


with 100+ specializations—and its affordability. Says John Donges, executive director of Liberty University Online, “Liberty is outcome-oriented. Its goal is to help a student graduate and obtain his goals. We have over a 75 percent retention rate and our graduation rate is the highest among the top 10 online schools, with over 10 times the graduation rate of University of Phoenix and other large providers.”

Virginia Tech “made a decision that these courses would have the same academic rigor and integrity as their classroom-based counterparts,” says Wilkinson. “To ensure this, the same high quality full-time faculty who developed and taught classroom-based courses were used to develop the university’s online courses.” This has been true of many programs.

“VWCC’s distance learning program has

more guidelines and best practices applied than the traditional classroom and the faculty that staff them,” says Coveny.

At UVa, all online faculty must be approved by a credential-based program and online and on-campus courses are taught by the same faculty, with some adjunct additions. “We don’t want to have volume being the driver,” says Billy Cannady, dean of the School of Continuing and Professional Studies. “Our focus is on providing high quality staff, excellent instruction, and creating the UVa. experience.”

UVa, with an enrollment last year of approximately 2,300 online students, is working on expanding its program carefully and creating partnerships with other schools. Distance learning will continue to challenge educational paradigms and raise the bar as it advances. 



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*Gwin Ellis
Organization Development and Learning Coordinator
City of Roanoke*

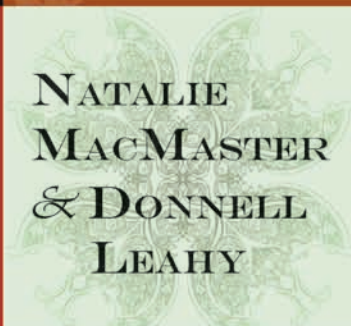
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Ron Davidson: "We're breaking new ground."

Lori White

A marriage made in ... well ... heaven >

Executive Summary:

The fusing of a successful charity and a successful church has changed the model and made Gleaning for the World a bigger player.

By Lori White

"You've gotta be pretty doggone insane to think someone sitting in this metal building in the middle of a cow pasture can effect change," says Rev. Ron Davidson, founder of Gleaning for the World. Effecting change, though, is Davidson's mission, and one he has taken great pains to perform on the largest possible scale.

To this end, "The Rev," as he is affectionately known to his staff, recently merged his charitable enterprise with Thomas Road Baptist Church in Lynchburg (that would be the late Rev. Jerry Falwell's church). Davidson attended services at the church for several months and listened to Jonathan Falwell, Jerry's son and successor, in an effort to determine whether the organizations would be compatible. "I wanted to know who he was, where his heart was, and what vision he had for his church," says Davidson.

"During that time I saw a kindred spirit; he really wants to reach worldwide, not only with the gospel but with mission work and humanitarian work."

Davidson then approached Falwell about merging, excited about the potential for impact the church and university could have on expanding GFTW's mission.

"Basically, I wanted GFTW to outlive me," he says. "It takes a lot of influence to bring the right people to the table that can take what I've started and multiply it. I felt he [Falwell] had those people, those contacts." The fusion resulted in two-time recognition by Forbes as one of the top ranking charities in the nation.

It was not an easy process. "There's no template," Davidson says, "...nothing to go by. To my knowledge, joining a charity and a church just hasn't been done before. We're breaking new ground."

They succeeded in a big way. The charity has changed and grown in subtle but significant ways. When disasters such as a simultaneous potential pandemic of swine flu and a normal hurricane season loom, "we have an opportunity to do something big, and I'm no longer out here by myself. We have a source we can go to that can help us out," Davidson says.

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Lori White

Steve Bryant, who is in trucking logistics, and Mandy Wood, volunteer coordinator, sort syringes and medical supplies to send to a region in need.

He adds a caution, though: "Our income from the public has been decreasing significantly because they assume we have all this money to work with now. That's not reality ... There's a lot of cost to make something grow as fast as both of them are growing."

GFTW is busy preparing for a season of colliding disasters that hover on fall's horizon: a likely pandemic of swine flu, a normal hurricane season and the economic decline of many

major non-profit charitable organizations.

According to Davidson, many non-profits are suffering from a 58 to 62 percent decrease of income. Combined with a 52 percent decrease in donated supplies, many major non-profits have either significantly decreased their programs or are closing their doors. "Put all this together, and you've got the perfect storm because you have people in desperate need with a decreased response." 

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Dan Smith

Bev Fitzpatrick and one of his new steam engine treasures: “The story here is simply wonderful.”

A triumph of passion >

Executive Summary:

With Bev Fitzpatrick passionately in charge, the scrappy Virginia Museum of Transportation is mounting an impressive comeback.

By Dan Smith

Bev Fitzpatrick rears back in his swivel chair, perched in the old corner office of the Norfolk Southern freight station downtown, weaves his fingers behind his head and grins that gap-toothed grin. He’s reciting numbers. Recent numbers. Good numbers.

They show that in the last three years since he took up residence as the executive director of the Virginia Museum of Transportation, attendance is up, debt is gone (erased from



Dan Smith

An historic steam engine joins the VMT collection

\$200,000), there's a slight operating profit and optimism is at full steam. There's a sense of momentum that has not been there for many years.

Bev, the grandson of a train engineer and a model train enthusiast who has been affiliated with the VMT since it was formed in Roanoke's Wasena Park in 1963 (he was on the board as a high school student), has worked at every job and every level the museum has offered. "I never thought I'd be here, in this chair, at this point, though," he admits.

The museum recently picked a couple of pieces of "rolling stock" it had coveted for years as the result of the closing of Virginia Scrap Iron and Carilion's expansion to its space. VMT worked a deal with several partners—organizations it has not always spoken to—and, without spending so much

as a bus token, it has an historic steam engine, another historic diesel and is well on the way to mounting them in its display. Unthinkable until now.

The museum has a refined mission these days, as well, that includes not only telling the story of its machinery, but of the Roanoke people who designed and built that machinery, especially the stars of its collection: the huge J611 and 1218 steam engines that are known by train fanciers all over the world. They are monumental pieces of railroad and American history and every year, 65 percent of the people who visit the VMT come from more than 100 miles away to stand—some in awe—dwarfed beside them.

There is a new relationship developing with an old ally, Norfolk Southern (which as N&W was responsible for building much of the



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CONTRIBUTORS

Anne Giles Clelland is the founder of business news site Handshake 2.0 (handshake20.com) and the president and CEO of Handshake Media, Inc., a new media PR firm and member company of VT KnowledgeWorks in Blacksburg. She writes the blog Inside VT KnowledgeWorks. She has master's degrees in education and in counseling and is part of a team organizing the inaugural New River Valley Triathlon. [anne@handshake20.com]

Jane Dalier is an Account Executive for FRONT, with extensive experience in publication sales and small business ownership. [jdalierFRONT1@verizon.net]

Donna Dilley is FRONT Business Etiquette columnist, and owner of ProtoCorp in Salem. She has been an etiquette consultant for years. [donna.dilley@gmail.com]

Jill Elswick is a veteran freelance writer living in Roanoke. She is a former senior editor at Employee Benefits News and worked in media relations at Virginia Tech. She has a master's degree in English from N.C. State University. [jill.elswick@gmail.com]

Tom Field is a creative director, marketing executive and owner of Berryfield, Inc. in Salem, and the new Valley Business FRONT magazine. He has written and produced programs and materials for local and international organizations for more than thirty years. [tfield@berryfield.com]

Monica Novicki Fritz is a Troutville-based freelance writer, photographer and painter. A New Jersey native, she has a BFA from Moore College of art & Design in Philadelphia. Web site: www.monicafritzstudios.com. [monicakjf@yahoo.com]

Becky Hepler lives and works as a high school librarian in Newport. She has been writing for more than 20 years. [rhmteagu@pemtel.net]

Tiffany Hodges, intern, serves as a media studies student and compiled archival information for the FRONT, Volume I. She is editor of the Terrier Times newspaper for William Byrd High School in Roanoke County. She plans to pursue a career in journalism.

Tim W. Jackson is a Radford-based freelance writer and editor. He is editor of the online publication New River Voice and teaches as an adjunct instructor in Media Studies at Radford University. He is host of the radio show "The Listening Room," on WVRU in Radford. [timwjackson@mac.com]

Rob Johnson's journalism career began in 1972 and has included a two-decade stint at The Wall Street Journal, reporting on such industries as energy, manufacturing and tourism. He was later business editor of The Roanoke Times, where his reporters garnered national and state awards in 2007. These days he contributes articles to The Wall Street Journal's periodic special reports on small business and retirement. [bobbyj7676@gmail.com]

Pete Krull is a FRONT financial columnist, and president of Krull & Company, a financial services firm with many clients in the Roanoke Valley. He is a registered principal with and securities are offered through LPL Financial, Member FINRA/SIPC. He was on a national championship volleyball team in college. [pkru1@krullandcompany.com]

Gene Marrano, a former sales and marketing executive in various manufacturing fields, is one of the most prolific journalists in the Roanoke Valley. He not only writes for several publications, but he has a television show ("Interview With Gene Marrano" on Cox Channel 9) and a radio show ("Studio Virginia," WVTF Public Radio). [gmarrano@cox.net]

Deborah Nason is a freelance business writer with strong ties to this region. She worked for several years as a senior writer for the Blue Ridge Business Journal and, since returning to her native Northeast, she has worked for several business publications in Connecticut and has a business Web site. [dnason@c4sb.com]

David Perry, who works for the Western Virginia Land Trust, is an accomplished freelance writer. He is a native of Blacksburg and a James Madison University Graduate. His writing has appeared in Blue Ridge Country and the Roanoker, among other publications. [dave@davidperryonline.com]

Leigh Ann Roman is a veteran freelance writer based in Vinton. A recent transplant from Tennessee, she has worked as a staff reporter for The Tennessean newspaper in Nashville and for the Memphis Business Journal. She is married and has two children. [leighroman44@hotmail.com]

Dan Smith is editor and co-owner of Valley Business FRONT. A native of Asheville, N.C., he has been a journalist for more than four decades and has won many journalism awards (writing, photography and design), and several awards for Public Radio essays. He is married, has two grown children and a grandchild. [dsmith@vbFRONT.com]

Kathy Surace is FRONT Business Dress columnist, an image consultant and owner of Peacock Image in Roanoke. She was a fashion consultant for a major clothing chain for a number of years. [ksurace@aol.com]

Nicholas Vaassen is a graphic designer with ten years experience, specializing in publications. Before joining Berryfield, Inc., and the Valley Business FRONT magazine assignment, his design projects included lifestyle, real estate, municipal, classified sales and cultural organization magazines in the Roanoke and southwestern Virginia markets. [nvaassen@berryfield.com]

Deborah Vaughan is an Account Executive for FRONT, with a business media sales history as well as experience in the mortgage, human resources, and staffing industries. She has a BS in Business and is certified in Dale Carnegie Effective Communications. [1dvaughan@comcast.net]

Greg Vaughn is an award-winning Roanoke area photographer for more than 30 years whose work has appeared in local and international publications. [greg@gregvaughn-photography.com]

Lori Wray White is a freelance writer, photographer, and homebound instructor who revels in the freedom to do what she wants when she wants to do it. A former English teacher, she graduated with honors from Lynchburg College with a degree in English and a minor in writing. [hintonrae@msn.com]



Gene Marrano

SEPTEMBER 2009 >
Contributor of the Month

Valley Business FRONT congratulates **Gene Marrano**, who receives the Publisher's Choice and Editor's Choice for our "Contributor of the Month" including a "One Who's in the FRONT" certificate and special gift.

Gene's work appeared in all but one issue of FRONT, Volume I, and he often supplies multiple contributions. As one of the area's most prolific reporters, Gene is easily described as the "go to" man for assignments on any subject when professional and timely delivery is paramount. Always there, always competent.

His two solid stories on Whistle-blowers and the Salem Civic Center were featured in September, but you can read any of Gene's contributions in back issues online at vbFRONT.com




Moving the ancient diesel engine is a delicate task, handled recently by professionals

Dan Smith

train collection). CEO Wick Moorman last December offered to pony up \$1 million if the museum and “local governments” could come up with \$2 million. In this economy, that’s been a laugher, but the railroad still has the offer out there and has come up with some operating capital—enough to hire a new marketing director—in the mean time.

Another partnership, this with the Smithsonian Institution, has resulted in the museum getting on-site advice from one of the foremost rail historians in the country, Bill Bethune. That resulted from complex and circular relationships, which Fitzpatrick is good at developing. Bev says he’s up for the museum’s mission to change “from a collection that people think of as a big bunch of steel to that of an interpretive museum.

The story here is simply wonderful. Where will we get the money? I don’t know. But I think we will.”

Bev’s always been an optimist. He still holds out hope for a trolley—a real one, with rails—from downtown to Crystal Spring and then a lift up Mill Mountain. Says it would result in an economic bonanza for the region. When he proposed that as a member of city council, it was rejected outright and still is, but he’s just as passionate about it as ever. “I guarantee you ...” he says, leaning forward, and you can guess the rest. He simply knows that what he says is true. Just knows it. And that especially applies to this museum, the one he’s devoted a significant number of his 62 years to building. 



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My View

By **Dan Smith**
Editor

BLOG: [fromtheeditr.blogspot.com]

Executive Summary: *Perhaps it's time for us all to listen a little more, talk a little less and try—as Americans—to come up with solutions that will work for all of us.*

This has been an extraordinary summer for political activism, one whose equal I don't recall since I was a very young journalist and we faced a myriad of problems we believed had never before been equaled: Vietnam, civil rights, the women's movement.

We were, of course, wrong about being unique, just as we are wrong now in stating without equivocation that we are in the worst financial/moral/spiritual condition we've seen in the history of the republic. It's bad, but it's not civil war or Great Depression; the capital's not burning and the British aren't invading; huge business monopolies are not working our kids to death in sweat shops and mine owners aren't counting miners among their possessions; women and minorities are not statutorily omitted from the American Dream; Joe McCarthy isn't hunting anybody; and we have protections and opportunities never before imagined.

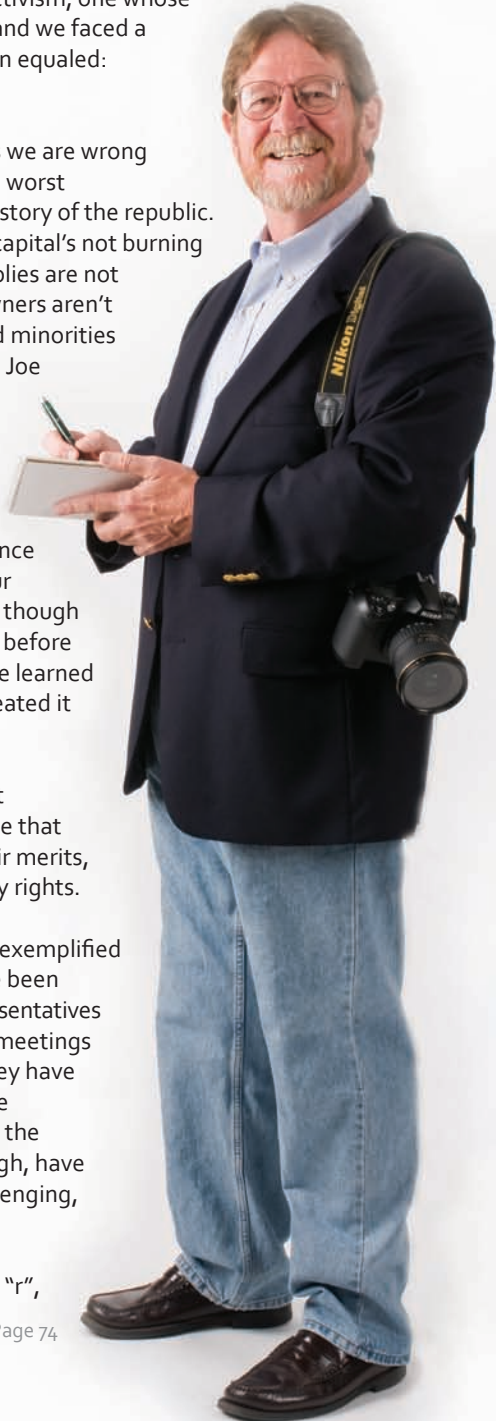
We have significant problems. This is the worst economy in more than 60 years, caused by the same kind of institutional greed and governmental indifference that has nearly sunk us several times in our history. Our electorate is as polarized as it has been in my lifetime, though Vietnam divided us significantly for a number of years before the bulk of the populace finally saw the futility of it. We learned nothing from that disaster, which means we have repeated it and are suffering.

We are separated on many concerns conveniently (but incorrectly) termed "moral issues" and it appears to me that so many of our disagreements come down, not to their merits, but where the arguers stand on abortion, guns and gay rights.

So much of what we are in the waning days of 2009 is exemplified by those Town Hall Meetings our representatives have been engaged in during recent weeks, as Congressional representatives have sought to reach out to their constituents. These meetings have been the essence of Democracy, even though they have sometimes been controlled by the vulgar, the loud, the misinformed ("death panels," indeed), the frightened, the desperate and the thoroughly obnoxious. Some, though, have been quite expansive, informative and informed, challenging, respectful, and exactly what they were meant to be.

It has been an exercise in democratic/republican (little "r",

continued to Page 74



Seriously, Where Are We? >

By Tom Field
Publisher

On Tap from the Pub

BLOG: [ontapfrompub.blogspot.com]

"Failure to cooperate?"

"Yeah. You got a problem with that?" the policeman said, writing in his little clipboard.

"Look officer, I'm just being honest."

"I pulled you over for a minor infraction," the cop said, "and you refuse to tell me where you live."

"But that's just it," I cried. "I'm pretty sure about the city—well, town actually—well, actually I'm in the county. My mailing address says Salem, but I vote and pay taxes in Roanoke County, that is."

"That's confusing."

"Just be glad you didn't pull someone over in Vinton," I said. I wasn't smirking, but the cop was not amused.

"I'm going to ask you one more time. Where do you live?"

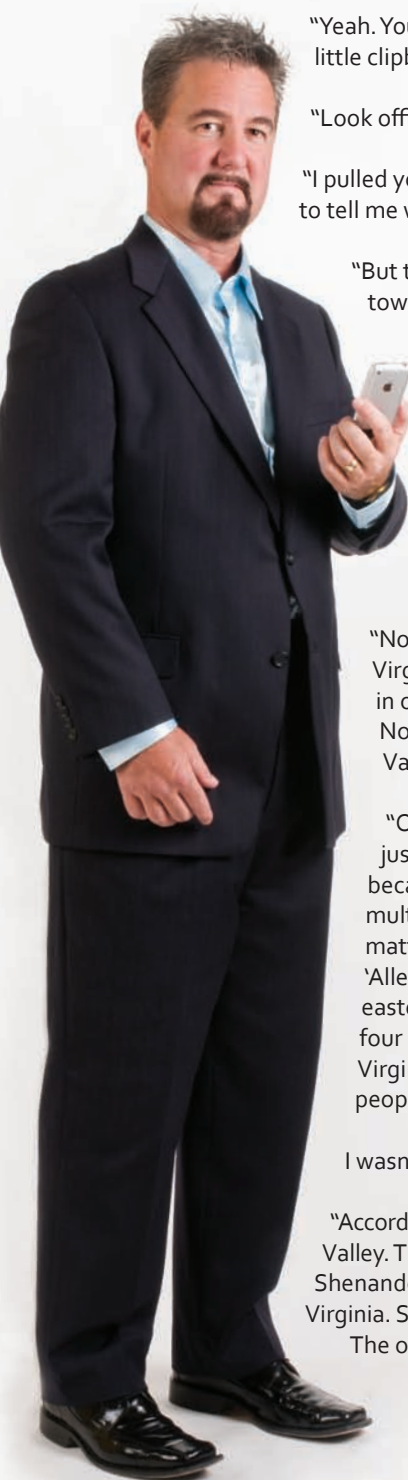
"No one seems to know," I began. "According to the state of Virginia itself, on its Virginia Tourism Web site [virginia.org] I'm in one of nine places: Central; Chesapeake Bay; Eastern Shore; Northern Virginia; Tidewater/Hampton Roads; Shenandoah Valley; Blue Ridge Highlands; Heart of Appalachia; and Southern.

"One region gets a cool name like 'heart of' while another is just... 'southern.' The 'Blue Ridge' designation never really works, because geographically, that refers to one little strip through multiple regions of the state (and into North Carolina, for that matter), and the term 'highlands' is often confused with 'Allegheny Highlands,' which is certainly not what they mean. The eastern part of the state gets three of the nine cited, and possibly four if you consider the adjacent areas to D.C. to be 'eastern.' Virginia Tourism says I live in Shenandoah, but try convincing people who really do live up the I-81 corridor that."

I wasn't finished.

"According to Virginia Business magazine, I don't live in the Shenandoah Valley. They designate six regions: Hampton Roads; Southwest Virginia; Shenandoah Valley; Central Virginia; Southern Virginia; and Northern Virginia. So, only two of their regions get a name other than geographic. The only place I fit in with them is 'Southwest.'"

continued to Page 74




Smith / My View

from Page 72

little “d”) sausage making and I don’t know whether we are richer or poorer for it in the long run, though my inclination is to settle on the former. We should know soon enough. The worst case scenario is frozen government and nothing happening.

That, of course, is a distinct possibility any time people are immobilized by fear and prefer the status quo—even when that status quo is destroying them—to the untried, the unknown, the new.

I have a clear vision of where I’d like for us to go in the next few years and it may well not be a reflection of your vision, but that difference should not make us enemies. It should not devolve into shouting and even violence (though, honestly, there was a time when I supported both). Cool, reasoned reflection and measured, thoughtful discourse might get us through this with a good solution. Crashing into each other guarantees only two things: bad decisions and an aftermath filled with rancor. It guarantees no solution, no finality.

I have decided to unilaterally respect the people who oppose my position in this debate, to listen to their arguments and to re-evaluate mine every time I get new information. It would seem to me that’s a good way to run a government ... and a business. 

Field / On Tap

from Page 73

I still wasn’t finished.

“We have regional commissions that link areas together in all four directions. In addition to names like Southside and Western attached to counties and regions, it seems everyone is clamoring for the next most appropriate adjective.

“And finally—well, hardly the final word, but I’ll attempt to summarize—there are the businesses and organizations themselves who struggle with our regional identity. Our top notch technology council tried to reach

out and embrace an admirable branding initiative a few years back, but it’s just not taking. Everyone still calls that organization the NCTC, even though the acronym is supposed to stand for NewVa Corridor Technology Council. ‘NewVa?’ As distinguished from what, ‘OldVa?’ I’d like to think we’re the ‘new frontier,’ but we had a better chance at that claim when the great Norfolk & Western Railroad set up headquarters here. Truthfully, if we’re going to be the new frontier in anything (and we will) we wouldn’t have to call ourselves ‘new.’ We’d just be. Imagine Silicon Valley calling itself ‘New Silicon Valley.’ A technology, energy, medical, pharmaceutical or other industry designation would be fine and dandy for me. Heck, even an arts and culture or education brand would be a move in the right direction. One of our excellent performing community colleges even swaps its name around to avoid confusion. Virginia Western Community College (which really isn’t about serving areas west of Virginia) is actually located in western Virginia.”

“Look, buster,” the exasperated cop finally interjected. “Your tags say Virginia. What’s West Virginia got to do with anything?”

“You see?” I said. “It’s even confusing to you.

“And I have to raise my hand in guilt, too,” I confessed. “Valley Business FRONT is so named for our primary coverage areas: Roanoke Valley and New River Valley. But we most definitely go to Lynchburg (I mean Central... I mean the four counties comprising Region2000) and northward through Shenandoah (Lexington to Harrisonburg) and over to Charlottesville. Down to Southside and westward to all of southwestern Virginia. So many of our readers hardly consider themselves ‘valley folk.’”

“STOP IT!” the cop said, now beginning to fondle his shiny handcuffs. “You’re giving me a headache; and I think I’m going to take you in just for that reason alone.”

“Oh, no,” I said. “But before you do, tell me something, officer... where do *you* live?”

The cop paused. Crumpled up his yellow paper.

“You’re free to go.” 

Letters

Collaboration?

Editor,

I am curious as to whether your publication teams up with business promoters in the Valley for creation and propagation of editorial content. My sense of the Valley is that there needs to be more collaboration, more connectivity, and more cohesion amongst and between those business promoting entities that best represent our area. Clearly, Valley Business FRONT is one of those entities as is the Regional Chamber, the Foundation for Roanoke Valley, NCTC, and any number of other organizations. Just a thought – is there any partnering going on?

Kurt Navratil
Roanoke

(Editor's Note: As the only locally and independently-owned, non-subsidized business publication in Virginia, FRONT jealously guards its editorial independence. We "partner" on occasion with business organizations (various chambers, NCTC, Green Living Expo and a variety of others) in non-profit, promotional ventures, but we do it with advertising, not editorial. On occasion, we ask experts in fields where technical detail is crucial [finance and social media, for example] to write specific commentary, which is directed by our editorial department, using FRONT guidelines. These are not self-promotional pieces and our direction states that emphatically. Our goal is to give you information that is not influenced by commerce or is simply the lazy way of filling a publication. Frankly, there are far too many good stories out there to be looking for "filler.")

Send letters to news@vbFRONT.com or any FRONT contact of your choosing (page 6). Submissions may be edited. You can see, read, print any current or back issue online at www.vbFRONT.com

The first year

Editor,

Congratulations! The FRONT has progressed from infancy past toddlerhood in one short year, emerging as the Roanoke Valley's most readable and informative business journal. Continue the good work.

Bill Elliot
President
Davis H. Elliot
Roanoke

Valuable resource

Editor,

A large number of startups fail in their first year. I'm so happy that Valley Business FRONT has surpassed this milestone with flying colors. Congratulations to the team on a job well done and thank you for offering our community such a valuable business resource. I look forward to many more issues to come!

Cameron Johnson
Roanoke

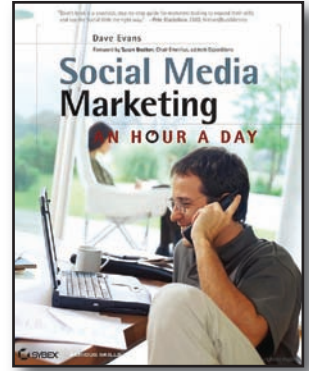
(These were among a number of similar letters received on this topic.)

Corrections & Clarifications:

Because of a composition problem the names of Spectrum Design and SFCS were combined in a short September sidebar "The voters" naming those who voted in our Best Buildings poll. Spectrum Design and SFCS are not affiliated. They are competitors. We regret the error.

Books @ the FRONT >

Following are book recommendations from our publishers and business people in the Roanoke and New River Valleys who are inveterate readers. Each month, we ask or assign readers to submit 125 words about a book they've read lately. You're invited to take part.



Social media guide

Social Media Marketing: An Hour a Day by Dave Evans (Zybox, \$33.99), is a must read for a novice or an experienced marketer in social media. Beginners gain a practical step-by-step guide to implementing a successful integrated marketing strategy using social media.

For the experienced marketing professional, Evans has included case studies, tips, tools and resources. You will find yourself wanting to spend more than an hour a day as you delve into each exercise and complete the worksheets. At the conclusion of the book you will feel comfortable and gratifyingly rewarded to introduce and build your brand or product using social media tools and applications.

I recently chatted with Dave during a live Twitter conference for a Virginia Tech MBA project. He responded with the same enthusiasm that I experienced in his book.

—Patsy Stewart

What's expected

Charles Jacobs' *Management Rewired* (The Penguin Group, \$25.95) proposes to reform decades of accepted organizational management, social science, employee reward systems, and leadership practices based on brain science. "Many of the management practices we've taken for granted are not only ineffective, they actually produce the opposite of what we intend," he writes.

Relying on the results of neuroscience research

involving brain scans, brain scientists are convinced that our reactions and our decisions are governed by our emotional and pre-conscious centers of the brain. Only after the core decisions and reactions have been pre-consciously made is our brain cortex, the seat of consciousness, activated. Most of our conscious thinking is about creating a logic to support our already pre-consciously made decisions.

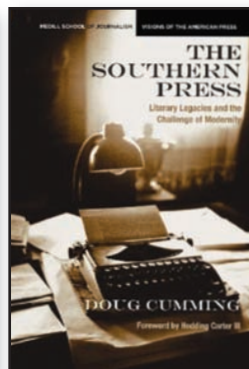
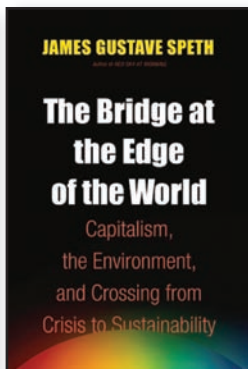
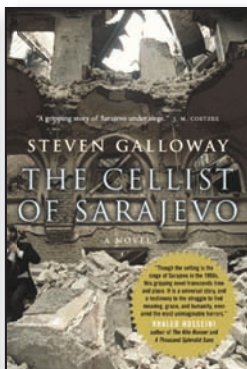
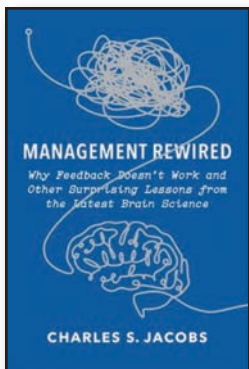
If this is true—and the research is compelling—then our attempts to influence employees, family members, colleagues, or constituents through logic, behavioral modification and systems of reward or punishment are largely a waste of time. Should that be the case, how are we to manage or lead effectively? According to Jacobs, we need to focus on relationships, build shared cultures and create consensus around mutually shared stories (goals, mission, strategy, democracy, etc.). Sound too simple or unrealistic?

What if successful leadership and better management really is about understanding core emotional impact and building shared stories? Recommended reading for anyone desiring a better understanding of why people do or don't do what you expect.

—John Williamson

The power of hate

The Cellist of Sarajevo (Riverhead, \$15), by Canadian Steven Galloway, examines the psychological effect of war on people, as well as the healing power of art in those same situations. Inspired by a true event during the Sarajevo siege of the mid 1990s, Galloway's novel deftly explores the power of hate and



what it takes to make a community. Here three people try to live their shattered lives amidst rubble and fear and the redeeming grace of a lone musician seeking to commemorate lost lives. There is no politics, no ideology, just the “men in the hills” and these people being human in an inhumane world.

—Becky Hepler

Finding balance

Gus Speth, author of 2005’s *Red Sky at Morning*, offers vital new solutions to the needed balance between global economic growth and environmental sustainability in *The Bridge at the Edge of the World* (Yale University Press, \$18).

With precision, he catalogues the troubling data describing the failures of environmentalists over the past 30-plus years. A cure for American “affluenza” is Speth’s preoccupation. The author moves into a broad discussion of the connections between consumerism and growth and the ways capitalism, as measured by GDP, has taken a toll both on the world’s environment and on the pursuit of happiness. He argues that publicly-traded, multinational corporations face a fundamental shift toward internalizing externalities.

Speth concludes with the words of former presidential advisor John Gibbons: “If we don’t change direction, we’ll end up where we’re headed.”

—Gregg Lewis

Southern journalism

My pal Doug Cumming, who teaches journalism at Washington & Lee (and has written for the FRONT), tells me more about how people like me came to be as journalists than anybody else I’ve read. His *The Southern Press: Literary Legacies and the Challenge of Modernity* (Medill, \$24.95) is a revelation in what I didn’t know was a genre: Southern Journalism. Doug would know: he’s from a family of SJs (he has another book about his dad on the way to the publisher), and learned the traditions at the Atlanta Journal and his own magazine, among other places.

This volume is tightly packed with revelation, insight, understanding and the kind of cultural examination that puts a face on what is a beloved profession for Doug and me. It is written by a man who is steeped in exactly what he’s talking about: telling stories well. “News was less important than narrative” in Southern Journalism, he writes.

If you’ve ever wondered why the South produced so many exceptional journalists and writers, “The Southern Press” will help you understand. Highly recommended.

—Dan Smith

(The reviewers: Patsy Stewart is director of operations/social media consultant for Optimized Strategies in Roanoke. John Williamson is chairman, president and CEO of RGC Resources in Roanoke. Becky Hepler is a school librarian in Montgomery County and a freelance writer. Gregg Lewis is with SmithLewis Architects in Salem. Dan Smith is editor of FRONT.)



photos: Tom Field

Steppin' Out >

Steppin' Out, the popular, annual summer street festival for downtown Blacksburg celebrated its 29th year on August 7 and 8. More than 185 craft vendors (not counting the stores and others) displayed their wares over several blocks in the college town along with music performances, food vendors, and an estimated 40,000 people in attendance. Valley Business FRONT was a media sponsor.



photo: Jane Dalier

Olde Salem Days >

An estimated 60,000 people attended the 29th Annual **Olde Salem Days** on September 12 in downtown Salem. Billed "the largest homemade craft show in Southwest Virginia" and managed by the Salem Jaycees, the festival featured over 400 craft booths, an antique car show, music, food, and the familiar politics row, where candidates and their supporters hand out balloons and stickers. Valley Business FRONT was a media sponsor.

*Valley Business FRONT is FRONT'n About at many events each month.
Check the blog links at www.vbFRONT.com for more coverage.*



photos: Jane Dalier

Hunting Hills after hours >

Roanoke Regional Chamber of Commerce held its **Business After Hours** at Hunting Hills Country Club on August 24. Following the golf outing earlier, the clubhouse welcomed a large gathering, including “the chocolate ladies” **Enza Schiano** and **Zayla Sussman** of Baylee’s Best Chocolates (lower right).



NCTC Technology & Toast >

Bill Sanders, director of **The Arts Initiative at Virginia Tech** addressed the NewVa Corridor Technology Council (NCTC) at the Inn at Virginia Tech on August 20. The NCTC’s morning Technology & Toast meetings are gaining in popularity. Saunders’ presentation, entitled *Neurons, Networks, and Net Worth*, included a preview of the proposed Center for the Arts, a new \$89 million facility housing the Center for Creative Technologies, a visual arts gallery, and a 1,300 seat performance hall, among other things.

Montgomery Chamber mixer >

The **Montgomery Chamber Mixer** was held at the Holiday Inn University in Blacksburg on August 20, 2009. (left to right) **David Duncan**, Duncan Motors; **Glen Cochran**, State Farm Insurance; **Marie Rorrer**, First Bank & Trust Company.

photo: Jane Dalier





photos: Dan Smith

Lewis-Gale's 100th >

Lewis-Gale Hospital celebrated its 100th anniversary on September 1, inviting the public to attend the reception in the extended front parking lot. In addition to a buffet and children's area, celebrants enjoyed a buffet, live music, appearances by the Salem Red Sox mascots, and presentations by key executives, including Lewis-Gale president **Victor Giovanetti** (lower right) with **Mickey Johnson** of FOX 21-27.



Carilion dedication >

Officials led by CEO **Ed Murphy** (white beard at right) point out the cornerstone of the new Riverside 3 coordinated care center at the corner of Reserve Avenue and Jefferson Street Sept. 10. The building will house various medical specialties including orthopaedics, internal medicine, rheumatology, gastroenterology, neurosurgery, physical medicine, neurology, general and breast surgery and trauma surgery.



photos: Jonathan Roberts

Dancin' up a storm >

Virginia First Lady **Anne Holton** flatfooted the day away (with **Caleb Amstutz** of Eagle Rock) while her husband received an environmental award from the Western Virginia Land Trust Sept. 13 at the Trust's annual gathering. That's **David Perry** of the Land Trust (and a writer for the FRONT) presenting Gov. **Tim Kaine** with a memento of his selection, a painting by Roanoke artist Nan Mahone-Wellborn.



photo: Tom Field

PR Pros one last summer fling >

The Blue Ridge Chapter of the Public Relations Society of America (PRSA) met at 202 Market loft Sept. 10. Those hanging on to the last minute included (left to right) **Thomas Becher**, tba; **Dr. John Brummette**, Radford University; **Melissa**

Bogacik, Lynchburg College; **Morgan Johnson Bagg**, Radford University grad; **Dr. Vincent Hazleton**, Radford University; and **Cassie Gregory**, Lynchburg College.

Up-On-The-Roof >

Over 380 people attended "Up-On-The-Roof," an event held in downtown Blacksburg, August 27 at Kent Square. It was meant for young professionals and newcomers to "meet other like-minded people and get excited about living in town," says **Krishna Chachra**, a candidate for Blacksburg City Council. Sponsors included Bull and Bones, Servpro, and New River Valley Apartment Council.



photo: Jane Dalier



David Perry

Karen Waldron: “Dad dies, and the day after his funeral I have to walk in cold. Now I have to handle this for my side of the family.”

A daughter’s lessons from Dad >

Executive Summary:

Karen Waldron had no intention of being in real estate. She wanted to raise her horses. But when her father died ...

By David Perry

Karen Waldron wants to bring a little of Raleigh Court to Botetourt County.

“There are some pretty fabulous houses over there,” the Fralin & Waldron CEO says of the southwest Roanoke neighborhood known for its tree-lined streets and close proximity to Grandin Village. It’s her model for the new Daleville Town Center, now being developed by the Roanoke County development company she heads.

The new development is designed for 120 single-family homes and 180 townhouses, along with 400,000 square feet of commercial space, including Fralin & Waldron’s new offices.

The Daleville Town Center will feature old-fashioned amenities that one can’t find

in typical suburban developments, such as sidewalks, garages that face alleys running behind the homes, and lots of green space. Even the five home styles being built—four-squares, Colonials, farm houses, European romantics, and cottages—will reflect local architectural traditions. The first home built in the development, a four-square that houses the sales office, would fit in well on Belleville Road or some side street in Raleigh Court.

Karen didn’t want to be real-estate magnate when she was a child. She says horses have always been her love, and she pursued a sociology degree. Her business school attempt at Virginia Tech was short-lived.

“Technically I didn’t do my formal educational training to get a degree that would have



Dan Smith

EXECUTIVE PROFILE

been compatible with development and building," she says. "But I did live with my father for all those years, and there is no better education than living with Elbert Waldron."

When her father and Fralin & Waldron co-founder died, Karen found herself in business whether she liked it or not. "Dad dies, and the day after his funeral I have to walk in cold. Now I have to handle this for my side of the family," she recalls.

"It wasn't as hard as I thought it was going to be," Karen says. She credits "living close to my father for all those years, observing what he did, and trusting the people that we now have on staff here."

These days, she divides her time between the company and raising and training world-class horses on her farm in Shawsville. She and husband Shawn Ricci breed Friesians and Hackney Ponies.


"The sales market for horses is even worse than houses," she laughs. "Living on a farm and being outside in nature, I realize what impact we're having on our land, and it scares me."

That realization has led Fralin & Waldron to become EarthCraft-certified home builders. EarthCraft houses are built to be more airtight and energy efficient than traditional homes. It's also prompted Karen to chart a new course for the company, including dense, walkable developments, with more homes and stores on less land. "If we had tried to put 300 homes and a retail center

In Brief

Name: Karen Waldron
Age: 56
Company: Fralin & Waldron, Inc.
Location: Roanoke County
Type of business: Real estate development
Title: Chief Executive Officer
History: A native Roanoker and a North Cross School graduate, Karen Waldron studied the social sciences at Sweet Briar College and made an abortive attempt at business school. ("I decided that really wasn't my avenue," she says.) When her father, Elbert, died in 1996, Karen stepped up to the helm of Fralin & Waldron and made good on her second chance in the business world. Today she and her husband take on the equestrian world, literally, raising world-class horses and ponies on their farm in Shawsville.

in a regular development, it would have required 600 acres," says Karen. Daleville Town Center has 117 acres.

She says her goal is to "become more cognizant of what we are doing and why we are doing it, and the impact on our environment in the long run." The new development is the first step. 

A New Building for an Old Neighborhood



Valley Bank South Roanoke Branch

Rife + Wood
ARCHITECTS

Roanoke, Virginia
540.344.6015

Career FRONT

FINANCIAL FRONT



Kendrick

Banks

First Bank & Trust Company of Christiansburg has named **Kelly Kendrick** assistant vice president.



Newell

SunTrust Bank, Western Virginia, has announced that **William "Bill" W. Newell** has been named executive vice president and head of the region's Commercial Line of Business. The Western Virginia Region is comprised of 80 offices in the 26 counties surrounding Roanoke.



Weinnig

Gretchen Weinnig, corporate relationship manager at StellarOne in Roanoke, and **Justin M. Barnes**, VP and financial center manager at Tanglewood StellarOne's Financial Center, were among



Barnes

the 78 Virginia bankers who graduated in August from the Virginia Bankers School of Bank Management at the University of Virginia.

HomeTown Bank in Roanoke has named **Ann Phipps** a vice president and **Nancy Craft**, **Diana Petroski** and **Kathryn Polk** banking officers.



Wrenn

First Bank & Trust Company has named **Carey D. Wrenn** vice president of its Lynchburg office.



Clark

Financial Planning

The Roanoke Valley Estate Planning's new officers are: **C. Lee Clark**, Rescue Mission of Roanoke, president; **Robert E. Rude**, Coleman & Massey, VP; **Brian V. Wilson**, Morgan Stanley Smith



Rude



Wilson



Johnson

Barney, secretary; **Patrick Johnson**, Wachovia Wealth Management, treasurer and **Kimberly C. Anderson**, Wachovia Wealth Management, immediate past president.

Goodman & Company has added **Teresa Begany** as a business specialist.



Gable

Insurance

The following employees in the Rutherford Roanoke office have earned Associates in



Lilly



Smith



Wachholz

Underwriting certificates: **Vanessa Gable**, **Georgia Lilly**, **Debbie Smith** and **Lisa Wachholz**.



Parrott

Rutherford has elected **John Parrott** of Roanoke to the Southern States Insurance Exchange Advisory Committee. Parrott, division president of Rutherford's Roanoke office is active in several local, regional and state organizations. Virginia Farm Bureau Insurance in Roanoke has named **Stephanie Scott** and **Christy Pauley** agents.

Have a career announcement?

Send announcements to news@vbFRONT.com. Photos should be color, 300dpi. A contact / source must be provided. Inclusions are not guaranteed and all submissions are subject to editing.

LEGAL FRONT

Law Firms

Talfourd Kemper of Woods Rogers law firm in Roanoke has been selected vice chairman of the Board of Governors of the Virginia State Bar's Business Law Section.



Bessette

Julie Marie Bessette has been named an associate in the Blacksburg law firm of Shaheen & Shaheen.

Betty Dagenhart has joined the King Law Group in Roanoke.



Rhodes

Christopher Rhodes has joined Woods Rogers is Roanoke as "of counsel." He is a member of the Patent Bar.

WELLNESS FRONT



Agee

Hospitals

Nancy Howell Agee, Carilion Clinic's Chief Operating Officer, has been appointed to the board of the Joint Commission, the nation's oldest and largest health care accreditation agency. The board is the Joint Commission's governing body and consists of 29 voting members. Agee

was appointed to the board as a representative of the American Hospital Association.

TECH/INDUSTRY FRONT



Greg Snowman



Dave Snowman

Manufacturing

Sterling Blower Company, a manufacturer of



Miller



Owens

pneumatic material conveying and separation systems in Forest, has named **Greg Snowman**, president and CFO. **Dave Snowman** is now the new CEO and board chairman. **Theo Miller** has been named production and **Monty Owens** is retiring but will be retained as a

Looking for office space?

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Career FRONT



Meads



Prosch



Scheid



Lanford



Dudley

Services

Rackspace Email & Apps of Blacksburg, a mail hosting company, has named **Tom DuScheid** assistant product manager, **Arif Khokar** a software developer and **Scott Prosch** a billing intern.



Turner



Light



Frank

Mark Kittinger has been named national accounts manager at Roanoke's ADMMicro.

DEVELOPMENT FRONT



Galer



Kermes

consultant. **Laurie Meads** has been named controller/ personnel and **Kenny Dudley** is the new welding supervisor. **Ron Frank** is the new materials manager.

Architects, Engineers

Thompson & Litton has named **Scott Wilson** of the Bristol office as an associate.

SFCS in Roanoke has announced that architectural interns **Kelly Kay Noll**, ASID Allied and **Rachel L. Smith**, Associate AIA, have been certified by the U.S. Green Building Council as LEED(r) Accredited Professionals.

Richard B. Thrasher of Hughes Associates Architects in Roanoke has earned the LEED AP credential from the Green Building Council.

Organizations

Janet Scheid of Roanoke Parks and Recreation has been reelected president of the board of the Western Virginia Land



Feldmann

"**Watt**" **Dixon III** of Dixon, Hubard, Feinour & Brown in Roanoke; **Ken Lanford** of Lanford Bros. Company in Botetourt County; and **Sandy Light**, a community volunteer in Roanoke. Former WVLT President **Jim Kermes** of Roanoke has returned to the board.



DuScheid



Dixon

Trust and **Jay Turner** of J.M. Turner Company has been re-elected vice president. **Fulton Galer** of McLeod & Company is treasurer and **Whitney Feldmann**, a community volunteer, is secretary. Joining the WVLT board are **Walter**



Crawford

Lee Crawford has joined the staff of the Roanoke Regional Partnership with responsibility for its Web site, social media platforms, special projects and marketing.



Khokar



Lindsay

Deborah Lindsay has been named vice president of sales and membership services of the Roanoke Regional Chamber of Commerce. She had been with AXA Advisors as a case design specialist.



Johnson

The United States Junior Chamber (Jaycees) has named Roanoker **Cameron Johnson** one of the 2009 Ten Outstanding Young Americans. At the age of 24, Cameron Johnson is one of the most successful young entrepreneurs in the world. Author, businessman,

entrepreneur, and internationally recognized public speaker, Johnson is President and CEO of Cameron Johnson Inc., and serves as consultant to several Fortune 500 companies. Johnson started his first business when he was nine years old.



Seale

Real Estate

Waldvogel Commercial Properties in Roanoke has named **Lana J. Seale** property manager.



Bowne



Maxey



Skillman



Phipps



Ratcliff



Hobbs

Long & Foster has hired the following representatives: **Brian Bowne** in the Forest office; **Todd Maxey** and **Karen Skillman** in the Moneta office; **Wesley Phipps**, **Jim Ratcliff** and former employee **Aaron Hobbs** in Blacksburg.

RETAIL FRONT

Auto Parts

Advance Auto Parts in Roanoke has named **David Voight** VP of finance, **Kurt Marzolf** regional VP and **Judd Nystrom** senior VP for finance.



Going Green.



Oakey's would like you to meet "Little Brother."
The latest addition to our fleet.

In an effort to do our part as environmental stewards, Oakey's has added a fuel efficient hybrid to our vehicle fleet. Having the option of an environmentally friendly car for your use, is just another way that Oakey's gives attention to detail that is second to none.

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Career FRONT

EDUCATION FRONT



McAdams

Advertising

Chris McAdams, creative director at tba (the becher agency), a Roanoke public relations and advertising firm, has been named president of the Advertising Federation of the Roanoke Valley.



Shelton

Human Resources

Mike Shelton, HR manager at Virginia Western Community College in Roanoke, has received the Inter-

national Public Management Association for Human Resources Agency Award for Excellence-Large Agency.



Campbell



Wilkin

College

Thomas A. Campbell has been named associate director for special projects with the Institute for Critical Technology and Applied Science at Virginia Tech. The Virginia Western Community College Educational Foundation, Inc. has named **Neil D. Wilkin Jr.**, of Optical Cable Corporation treasurer. The Foundation named the



Doherty



Goodlatte



Greenwalt

following new board members: **Sarah Tune Doherty** of Daris, Wright, Tremaine; **Maryellen F. Goodlatte** of Glenn, Feldmann, Darby & Goodlatte; **Kent S. Greenawalt** of, Foot Levelers, Inc.; and **Bart J. Wilner** of Entre



Wilner

Computer Center. President is **Russell H. Ellis** of Rusty's Best Corporation; and VP is **James W. Arend**, retired from Atlantic Mutual Company; secretary is **Edwin C. Hall**, Hall Associates, Inc.

Radford University has named **Jeffrey Douglas** director of university relations.

CULTURE FRONT

Non-Profits

The Free Clinic of the New River Valley is has named new board officers and members. They are: **Joan B. Hirt**, professor, Virginia Tech's Higher Education Administration program, chairwoman. **Don Halliwill**, Carilion New River Valley Medical Center, is chairman-



Downtown
Roanoke
50th Anniversary

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Events

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Shopping

Dining

Lodging

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Membership

540-342-2028

downtownroanoke.org

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Calendar

Suntrust Big Lick Blues Festival
October 3 / 2—9 p.m.
Elmwood Park, \$20

Gold Wing Riders Association
October 9-11
Salem Civic Center
540-375-3004

Southwest Virginia Life Sciences Forum
October 13
Inn at Virginia Tech, \$10-\$20
804-643-6360

NCTC Fall Membership Gala
October 15
Speaker Jerry Neal, RF Moco Devices
Inn at Virginia Tech
www.thetechnologycouncil.com/gala

Women's Health & Beauty Life Expo
October 16-17
www.healthbeautylifeexpo.com
540-375-3004

NCTC CEO Forum
October 28
Site to be determined
www.thetechnologycouncil.com

Blacksburg Brew Do Craft Beer Festival
October 24
First & Main Shopping District
Information:
www.stepintoblacksburg.org

Tenth Annual Green Living and Energy Expo
November 6-7
10 a.m.—6 p.m. on Friday
10 a.m.—4 p.m. on Saturday
Roanoke Civic Center, Special Events Center
Information: 540-745-2838,
aecp@swva.net

Rotary Club of Roanoke Valley
Bob McAdam, 540-776-2583

Rotary Blacksburg Noon Club
info@blacksburgrotary.org

Salem-Glenvar Rotary Club
Bob Jones, 540-521-5924

Civitan Club of Roanoke
Larry Mattox, 540-342-5355

Civitan Club of Botetourt
John Markey, 540-977-4222

Kiwanis Club of Roanoke
Judy Clark, 540-344-1766

Cosmopolitan Club of Roanoke
Mike Russell, 540-772-2778

Toastmasters International Clubs (Roanoke Area)
2nd / 4th Thursdays, 7 p.m.
540-342-3161;
1st / 3rd Thursdays, 7 p.m.
540-989-1310;
Thursdays, noon
540-483-0261;
1st / 3rd Fridays, noon
540-983-9260

We invite you to send your listings to: news@vbFRONT.com

elect and **L. Carol Roberson**, Virginia Tech, secretary. New board members include: **Pat Hyer**, Virginia Tech; **Don Miller**, Carilion Giles Memorial Hospital; **Mark Rowh**, New River Community College; **Margot Thompson**, Thompson Tire; **Jim Walli**, Pulaski County Department of Social Services; and **Amy Westmoreland**, Carilion Giles Memorial Hospital.

Organizations

The Botetourt County Chamber of Commerce has named new officers. They include **Linda McMillan**, Bank of Botetourt, president; **Larry Harris**, Lawrence Transportation Systems, first VP; **David Knicely**, First Citizens Bank, second VP;

Steve Powell, Carmeuse Lime & Stone, past president; and **Dan Naff**, Chamber executive director, secretary/treasurer. New directors include: **Anita Arnold**, nTelos; **Brian Brown**, Protos Security; **Bob Gerndt**, The Glebe; **Ruth Hendrick**, Greenfield Education & Training Center; **Travis Jones**, Smith Barney; **Andy Kelderhouse**, Fralin & Waldron; and **Scott Winter**, Winter's Mini Storage.

Tubby Kubik of Progress Press in Roanoke is the new secretary of the Blue Ridge Parkway Association.

YMCA of Roanoke Valley has named **Derek Ramsey** of Advance Auto Parts

to its board.

OTHER FRONTS

Government

Greg Emerson, Roanoke deputy commissioner of the revenue, has earned a master designation from the University of Virginia.

Angie Crawford has been named a program coordinator with the Botetourt County parks department.

Diane D. Hyatt, a 27-year employee of Roanoke County, has been promoted to assistant county administrator. She had been CFO for almost a decade.



Farley

Media

Meagan Farley has been named anchor and host of a new 7 p.m. newscast on WSLs 10. Farley comes to Roanoke from an evening newscast anchor position in the Topeka, Kan. market.



Hyatt

FRONT Notes

Earns gold seal

The inpatient orthopaedic unit at **Carilion Roanoke Memorial Hospital** has earned the Gold Seal of Approval for healthcare quality from the Joint Commission. It also awarded CRMH recertification for Disease Specific Care for Total Hip & Knee Replacements.

Valentine honored

The Challenged Sports Exchange Inc. (CSE) will hold its first Advocate of the Year dinner Oct. 21 at 6:30 p.m. at The Kirkley Hotel and Conference Center in Lynchburg. The CSE will celebrate the work of Virginia State Delegate Shannon Valentine for Virginia families dealing with autism. Earlier this year, Valentine introduced the first comprehensive legislative study on autism. The Challenged Sports Exchange, Inc. is dedicated to providing recreational activities and sports programs to individuals with mental and/or physical challenges in the Central Virginia region. Dinner is \$55 per person with tables of 8 at \$400. E-mail cseadvocatedinner@yahoo.com or call 434-455-1178 for more information.

Inextron expansion

Inextron Corporation, a Blacksburg-based DNA vector manufacturer whose CEO is billionaire investor R.J. Kirk of Radford, plans to expand in the New River Valley. The company will expand its production capacity, according to published reports. No numbers

are available on employment.

Cavco takes over

Cavco Industries of Phoenix, which has purchased **Fleetwood Homes** in Rocky Mount, plans to keep the plant running, retaining most of its jobs, according to reports. Cavco and a partner purchased the bankrupt company in August. Fleetwood has about 70 employees.

Johnson Controls closing

Because of sharply decreased orders, Wisconsin-based **Johnson Controls**, plans to close its plant in Bonsack's EastPark Center next spring, leaving 44 employees wondering if they'll have jobs. The plant will move its assembly and manufacturing operations to plants in Mexico, Texas and Pennsylvania. The plant builds mechanical functions for HVAC and assembles parts for screw compressors.

Synchrony wins award

Synchrony in Roanoke County has won an R&D 100 Award in the Mechanical Devices category for its Fusion Magnetic Bearing. The 47-year-old awards honor 100 companies that have introduced revolutionary technologies to the market.

Gets new contract

Prime Research of Blacksburg has a new Phase II SBIR award from the U.S. Navy for the development of a suite of sensors for use on Navy

electromagnetic launchers (railguns). The high strength magnetic and electric fields present on and around a railgun during operation render electrical-based sensors inoperable. Prime Research will develop a fiber optic-based sensor system capable of measuring magnetic and electric field strength and direction, dynamic pressure and temperature, all during operation of the railgun.

Achieves certification

ServiceMaster Commercial Cleaning of Roanoke, Danville and the NRV has achieved the National GS-42 certification (a U.S. environmental leadership eco-label) for meeting rigorous green cleaning standards.

Earns patent

ADMMicro Inc. in Roanoke, an energy management company, announced the issuance of a patent for its lighting performance monitoring system in August. The U.S. Patent and Trademark Office (USPTO) issued a patent for the system that includes an optional integrated light controller. ADMMicro's lighting performance monitoring device and optionally integrated controller includes a module that directly monitors energy usage, an energy use storage module, a comparator module and a module that notifies the user of non-operational light fixtures.

New collaboration

Schultz-Creehan, a Blacksburg-based

high-tech research and development engineering firm, has entered into a collaboration with Roanoke's **Precision Technology**, a manufacturer and supplier of linear motion actuators. Employing Finite Element Analysis (FEA), Schultz-Creehan will model the vibratory behavior of Precision Technology's actuator designs. These detailed analyses will be implemented by Precision Technology to improve material functionality and sustainability of the actuators. FEA is a specialized, numerical technique using a computer model of a material or design that is put under stress and evaluated for particular results. FEA is employed during new product development, as well as existing product refinements and improvements.



The spiral staircase at the old Downtown Sports Club

Downtown renovation

A local group of four building professionals headed by **Spectrum Design** President John Garland has purchased the building at 16 W. Church Ave. now housing the Downtown Sports Club and the former home of the original S&W Cafeteria with plans to renovate it. The Group, 16 W. Church LLC, which includes Garland and four members of his firm, plans to renovate the 37,000 square-foot facility to provide healthy living amenities for downtown

residents, including an upscale convenience store/grocer and pharmacy, for which they are soliciting interest for an owner/operator. They paid \$425,000 for the building.

The StayWell Marketplace is what Garland hopes to create with the building, reflecting its healthy emphasis—which will include a grocery store and pharmacy, something downtown residents have wanted for some time. “Roanoke has experienced a boom in downtown living, but the amenities that suburban living offers have been slower to follow,” says Garland. “This building is in a perfect location to provide healthy living goods and services. In restoring it, we are excited to not only reinvigorate a city landmark, but offer downtown residents something that will make their experience more enjoyable.”

Façade grants available

The City of Roanoke is offering grants from a \$200,000 façade grant fund to businesses in the center of the city who want to improve their outward appearance. The buildings are in the enterprise zone and maximum grants of \$25,000 (nor more than a third of the renovation cost) are available. Lindsay Hurt at the city is the contact at 540-853-5405.

Offices moving

Thompson & Litton Radford offices have been moved to 726 Auburn Avenue. Continuing with what has been a steady period of growth, the move will be the fourth for the T&L branch location since opening in 1996. Telephone and fax numbers will remain the same.

Files bankruptcy

Smith Mountain Lake developer **Edward “Trey” Park** has filed for Chapter 11 bankruptcy in federal court in Roanoke, listing more than 100 creditors. Park recently agreed to diminish the size of LakeWatch Spa and Resort, which had neighbors upset. He lists debts at more than \$50 million and assets at between \$10 million and \$50 million.

Ranked high

Long & Foster Real Estate has been ranked third in the nation by Realtor Magazine in its ratings of the Top 100 Companies for both sales volume and transaction sides, just behind NRT and HomeServices of America. Long & Foster has a significant presence in this region with offices in the New River Valley, Roanoke, Botetourt County, Lynchburg, and Smith Mountain Lake.

Advance Auto expanding

Advance Auto Parts in Roanoke has entered

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Advance Auto

into a lease to expand its current office space to over 246,000 square feet at the Crossroads Corporate Business Center. The new long-term lease provides Advance the space needed to move employees at its Airport Road facility to the Crossroads location, transitioning from a multi-building office to one integrated corporate campus.

Tech ranks high

Virginia Tech remains 71st among the 100 best universities in the “U.S. News and World Report’s” survey of undergraduate programs—“America’s Best Colleges 2010”—in its most recent incarnation. It is the third year in a row that the university has held the spot. The university also retains its spot among the top 30 public universities in the nation, one of three institutions to do so in Virginia. The College of Engineering retains its spot in the top 20

engineering schools at No. 14, while the Pamplin College of Business is ranked No. 42 among the top 50 business schools.



David Mickenberg

David Mickenberg, the newly-appointed executive director of Roanoke’s Taubman Museum of Art says arts organizations must have “a 360-degree understanding” of their place in the “social, economic and environmental” communities where they are housed. Mickenberg, the Ruth Gordon Shapiro ’37 Director of the Davis Museum and Cultural Center at Wellesley College, succeeds Georganne C. Bingham, who retired from the museum in May. Bingham directed the museum through its fund-raising efforts to its opening before retiring.

Compiled by Dan Smith

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