

Valley Business

# FRONT

FOR THE UP AND COMING  
AND ALREADY ARRIVED

\$3 • Vol I: ISSUE 10 • JULY 09

The Business of  
**SPEAKERS**

**LAWYER ADS**

Not So *EXTREME*  
**MAKEOVERS**

*Osteopathic  
Medicine*

**ALSO...**

The Button Lady  
The Foot Store  
and  
Wonder Dogs

# Headhunters!

Who's Getting the Top Jobs

Alec Siegel, headhunter  
S.R. Clarke



NEW FACE AT VALLEY BANK, OLD HAND AT VALLEY BANKING

# Steve Reeves

*After graduating from Virginia Tech, Steve returned to the Roanoke Valley and spent the last 33 years in real estate and the mortgage banking business.*

*As the new Valley Bank Mortgage, Senior Vice President, here are Steve's thoughts regarding his Valley, his bank and his passion.*

"I have said many times... 'the longer I live, the more I love Roanoke'. Truly appreciating The Valley for its friendly people, beautiful countryside and rich culture.

I grew up here, was educated here (Va. Tech) and have had a wonderful career path... all in the Roanoke area.

Mortgage lending is one of the corner stones of retail banking. I bring to Valley Bank a deep seated passion for customer service and a goal to make Valley Bank Mortgage the #1 choice for the people of this valley.

My excitement and attraction to Valley Bank is simple. They have

the same passion for the Roanoke area as I do. Valley Bank was created to do one thing... to serve the banking needs of the community I live in and love.

We are an outstanding fit."

## Valley Bank Mortgage

**Stephen R. Reeves**  
*Senior Vice President  
Mortgage Banking Manager*

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# WELCOME to the FRONT

A good friend of this publication who is considering starting her own online business magazine in Connecticut asked us a pointed question recently: "Can you help me understand how a business publication helps its community?"

Here's our answer:

A Business Magazine focuses energy and resources toward a common goal for the reader, the business community and the broader community in general. It helps define the business community in ways that a general circulation publication can't or won't and it assists in setting standards of behavior, community goals and support where necessary.

We like niche publications that advocate for—without being in bed with—the people and institutions they cover. That can be done by setting goals and adhering to them, by defining ethics and not varying, by identifying ways to be successful and pursuing them.

A local business publication does not just follow and report, it leads. It pushes ideas (the arts is good for business, for example; or that environmental consciousness is not a left-wing conspiracy, but a great, profit-based way to do business) that may be foreign to the business community. It does not necessarily follow conventional wisdom and it asks hard questions—especially of itself:

- What is good for the community?
- What is good for business?
- How do they converge best?
- How do we achieve that convergence?

Most important here is to know who you are as a publication; believe in that and plunge in with confidence. We suspect that could work for any business, not just a publication.



Tom Field



Dan Smith

## 5 miles or 50 miles.

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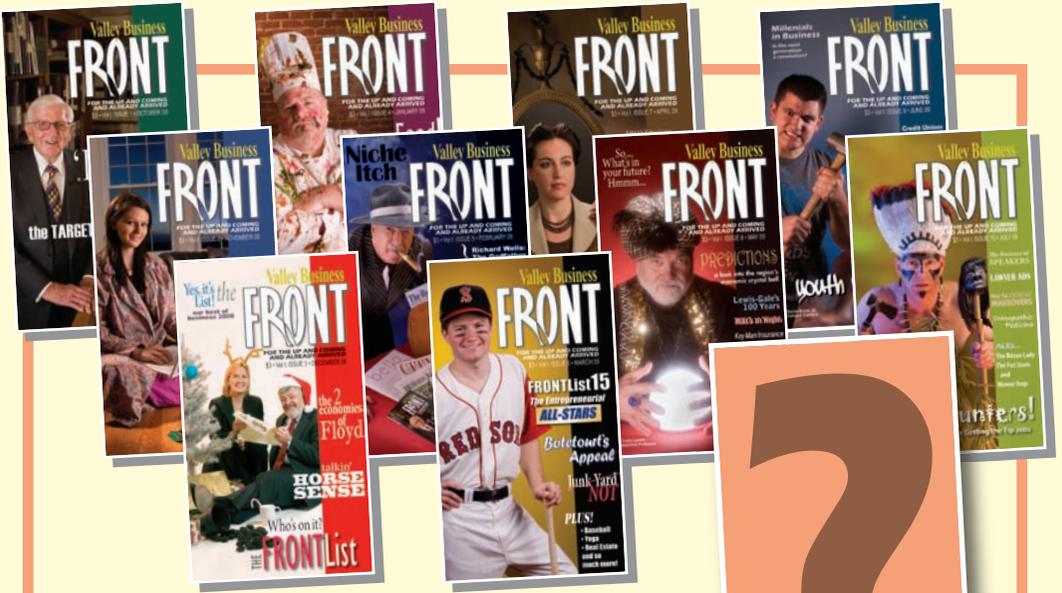
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## Valley Business FRONT

DEPARTMENTS

# 8

COVER STORY

## Headhunters!

### TRENDS

- business etiquette 20
- workplace advice 21
- business dress 22

**FINANCIAL FRONT 24**

**LEGAL FRONT 27**

**WELLNESS FRONT 30**

**TECH / INDUSTRY FRONT 36**

**DEVELOPMENT FRONT 41**

**RETAIL FRONT 47**

**RECREATION FRONT 50**

**EDUCATION FRONT 51**

**CULTURE FRONT 55**

### REVIEWS & OPINIONS

- dan smith 60
- tom field 61
- letters 63
- book reviews 64

**FRONT'N' ABOUT 66**

**EXECUTIVE PROFILE 70**

### FRONTLINES

- career front 72
- front notes 76
- calendar 79
- patrons 80



Page 16

## The Business of SPEAKERS



## Nesselrod on the New

Page 44



Page 57

## The Button Lady

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Cover photograph of Alec Siegel by  
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# Valley Business FRONT

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# JULY



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Dick Robers



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



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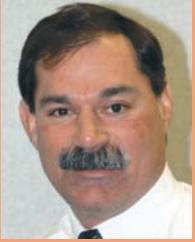
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Biographies and contact information on each contributor are provided on Page 58.

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**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.

“  
Act as if your  
personal  
microphone  
is always on

— Page 20

## Out of the Jungle? (Or is he?)

Recognize him? You should. He's Alec Siegel, our real live headhunter—and July 2009 FRONTcover model. Siegel is director of operations for the Blacksburg office of S.R. Clarke Inc., a national search and recruiting firm ([www.srclarke.com](http://www.srclarke.com)). The staging and props were all ours, but the excellent character acting? All his. (Or is it acting?) He's such a natural at it.



Alec Siegel

Tom Field



Make sure you're doing something that is marketable.

—Alec Siegel, headhunter  
S.R. Clarke, Inc.

# Headhunters!

### Executive Summary:

*The FRONT investigates how leaders are selected, including local case studies from a law firm, a retail operation, a credit union and a college*

By Tom Field

## Hunting for a head: Who's getting the top jobs? And how? >

Beware: there are headhunters walking among us. Real, live headhunters. Individuals who are on the hunt—whose job it is to seek out, and bring back the next head of a company right here in your community. Perhaps it's your own employer or a place where you do business.

Who are these headhunters? Should they be feared? Or does it really matter?

The FRONT went on a little hunting expedition of its own. We identified the headhunters. And we found when it



Lois Ioviero

Tom Field

## Northeastern Headhunter comes to Southern B&B

She's Lois Ioviero, a headhunter with her own firm, LAJ & Associates. Around here, she's known as an innkeeper (with her husband, John), running The Oaks Victorian Inn, in Christiansburg ([www.theoaksvictorianinn.com](http://www.theoaksvictorianinn.com)). Her executive recruiting business continues to serve the manufacturing / food and beverage sector, primarily concentrated in New York.

comes to the heads—the trophies—that are being harvested, more often than not, it does matter. It matters a lot.

### It's a jungle out there

Particularly in the last two years, more people are discovering just how advanced Virginia is. Among the 50 states, Virginia is ranked in the very top in business, in technology and in quality of life. But when it comes to executive recruiting and "C-level" placements, the state is no different from any other. It's a pretty primitive environment.

And though changes in executive and top positions appear to be a bit more savage in northern Virginia—where the very term "headhunter" is much more common—these hunters are the same people. Operating in the same way.

When it comes to who's getting the top jobs and how they got them, it can be a real jungle figuring it all out. It's not always obvious. Grabbing our machete, we hacked through the national scene, the regional, and the local. We found seven distinct varieties of headhunters. You might be surprised to see what's stalking through our woods.

### I. The headhunter

In the truest sense of the word, a headhunter is a person who "steals" employees from other companies, very often a competitor. All research indicates this method of placing or

“ ”

It really is a life-changing decision to move.

—Lois Ioviero, headhunter  
LAJ & Associates;  
The Oaks Victorian Inn



Jon Hulak

Dan Smith

“ ”

You have to watch  
your bench strength.

—Jon Hulak  
Woods Rogers

replacing a new top position is the rarest. Though the new company leader often comes from a direct competitor (or certainly an organization within the same industry), having one brought in by a true executive recruiter or corporate headhunter is still not the norm. In our region, it's difficult to even find a "true" headhunter. And most are in the business of matching people to companies seeking high level and very specialized skills and experiences, not necessarily a chief executive position. They tend to hunt in the engineering, technology, sciences and medical fields.

Alec Siegel, a director of operations in the Blacksburg office of S.R. Clarke Inc. (a national search and recruiting firm), is not being flippant when he says, "most good people are employed." This headhunter (our FRONTcover model) is pointing out a major distinction between who he is after, versus a candidate seeking a new job.

Most of the "heads" Siegel gets are not from people who were actively seeking a change. Heavily involved in the technology and R&D sectors, Siegel says the two best ways to fill a top position are by 1) networking; and 2) using an experienced headhunter. A headhunter's business is all about the second option, which usually means he's working for the company seeking fulfillment (though ultimately he's working for the "candidate" as well, because the fit has to be beneficial to both parties). The reality is comparable to what would be true of a primitive culture in a South American jungle: the headhunter seeks you out—you wouldn't seek out a headhunter!

Companies, however, *do* seek out the services of a headhunter. Sometimes out of aggressive spirit of competition, sometimes out of desperation. Siegel has excellent advice on how to attract a headhunter:

"Probably the next place you join is not going to be the place where you retire," he says. "Make sure you're doing something that is marketable."

Lois Ioviero is another headhunter who lives in our region, but serves clients in the northeast, primarily in the \$700 million or more manufacturing sector. She says headhunters are rare around here because the decision to retain them comes from the largest corporate headquarters. This level of recruiting is becoming more difficult, she says, because executives' motivations have changed.

"Years ago, it was all about compensation," Ioviero explains. "Now, it's not just about money. It's about quality of life and it really is a life-changing decision to move. It's not worth the move for \$10k."

Headhunters like Siegel and Ioviero work under various contracted arrangements, with contingencies and retainers, and specific protections, depending on the objectives.

## II. Tribal council

If headhunters provide only the rarest and most specialized positions, what's at the other end of the spectrum? Very often, it's a larger recruiting / feeder source—such as a search committee or placement service. It can even be as straightforward as a trade organization or school.

Jon Hulak, executive director for the law firm Woods Rogers in Roanoke says that over the past five years or so, the firm used a headhunter only once, though he keeps "a long term relationship with a couple of headhunters." A husband-wife team from Richmond helped with the placement of a lawyer with very specific experience in taxation. More often though, the firm depends on its strong alliances with the University of Virginia, William & Mary and Washington & Lee law schools.

"You have to watch your bench strength," says Hulak. "It's just like a baseball team. Law isn't a practice of generalities."

## III. Totem pole

For many organizations and virtually all publicly traded companies, the CEO / president is appointed by the board of directors. Boards may differ in how they are comprised (eligibility, number of members, appointed, elected, paid, unpaid), but constitutions and corporate bylaws are generally universal in stating that a majority vote rules. What differs

“ ”

It is so important to find the right CEO.

—Mark Hudzik  
MemberOne  
Federal Credit Union



Frank Carter  
President, MemberOne



Darren Jackson  
CEO, Advance Auto Parts

significantly, however, are the factors that are allowed to influence the board members. One company hires a search firm, another has member nominations. One demands a year-long review, still another has its own board member throw his hat into the ring. Most companies claim each board member has equal say, yet closed-door sessions thrive, and the results of individual “ballots” are rarely disclosed. The exception is when decisions are said to be unanimous (as if there might be a reason for stakeholders to hear that).

Eighteen months ago (January 2008), many eyes were watching the nine board members of Advance Auto Parts Inc. This is, after all, Roanoke’s only Fortune 500 company; employing 49,000 people and operating more than 3,350 stores in 40 states and abroad. The board announced the appointment of the new chief executive officer; and suddenly, all eyes were on the stores *here*, and the 1,600 employees *here*. Darren Jackson, the new CEO, was a board member and CFO of Best Buy... in Minnesota. The timing of the appointment was even more significant as the new high profile Taubman Art Museum was named in honor of the son of the founder of Advance. Though such appointments happen all the time, some people questioned the company’s commitment to the local community; and rumors of a mass exit built up after a rash of stories was publicized by The Roanoke Times.

Following Jackson’s appointment, the company’s official statement was—and continues to be—one of reassurance.

“We are committed to Roanoke,” says Shelly Whitaker, manager of public communications for Advance. “Our headquarters remain in Roanoke, and we’re adding jobs all across the U.S., as well as in Roanoke.”

#### IV. The witch doctor

Usually residing in the outskirts of a tribal village, the witch doctor is there to provide supernatural healing and quick fixes. For filling top positions, some organizations use the reliable old medicine of “advertisements” to do the same thing. To get its new president, Frank Carter (March 2008), MemberOne Federal Credit Union initiated all the usual procedures. The Roanoke-based institution commissioned an executive search firm after retiring president Dick Williams gave the five member board an ample two-year notice. But it was an ad placed in Credit Union Times that ultimately drew the attention of a candidate with “the perfect fit,” according to Mark Hudzik, vice president of community development.

“It is so important to find the right CEO,” says Hudzik. “We’re not like a bank. A CEO [term] here is about longevity, and credit union CEOs love their members.”

Citing numerous examples of how MemberOne serves the



Shelly Whitaker

Dan Smith

local community, Hudzik then spoke enthusiastically about the company's recent performance.

"We experienced incredible growth over the past year. We went from \$350 million to \$425 million," Hudzik reports, crediting Frank Carter's strong belief in marketing as the reason. Hudzik would not say how many candidates were reviewed by the board, but simply said "it was more than one" and that Carter (from a Tampa, Fla. credit union) was "very well known throughout the credit union industry."

## V. The chief / warlord

A fifth way heads of companies are determined is by succession, formation of a partnership, merger, or acquisition, direct appointment or decree of the owner. This method of determining leadership is mostly practiced by private and family-owned businesses. Sometimes, you just aren't going to circumvent bloodlines. Other times, an owner with all the power can simply anoint a new leader or buy out a company.

“ ”

We are committed to Roanoke.

—Shelly Whitaker  
Advance Auto Parts

## Seven Ways To Get A "Head"

**Headhunter**  
*executive recruiter*

**Tribal Council**  
*search firms, trades, schools*

**Totem Pole**  
*board decision*

**Witch Doctor**  
*advertising*

**Chief / Warlord**  
*owner decree*

**Tribal Uprising**  
*internal fulfillment*

**Outside the Tribe**  
*external appointment*

# P EMIER FER & STORAGE



Tom Field

## Moving the Headhunter's Goods

Premier Transfer & Storage Inc. in Salem, relocates executives, such as the president and dean of VTC School of Medicine and the entire company of Inorganic Ventures (CEO, office, labs, employees, and new executive hires).

"Companies often go above and beyond with executive relocations by paying for services such as home theater setups, maid services, full packing and unpacking," says Premier's marketing manager Jaime Clark. The most common reaction she hears from top executives new to the area? "They find the people of Southwest Virginia are friendly and easy going. They enjoy the small town atmosphere and love the lack of traffic."

Jaime Clark

## VI. Tribal uprising

There are times when internal stakeholders of a company influence the appointment of a leader. Such is the case of Roanoke College, and its 11th president, Michael Maxey. One of only three presidents appointed as an internal candidate in the 167-year old college in Salem, Maxey succeeded Sabine O'Hara in May 2007. O'Hara had received a lot of publicity with her work in economic development and had initiated major changes in the college facilities that were viewed by some as controversial or too disruptive. Her announcement of resignation was called a "surprise" in press releases, because her term was less than three years.

The official college position is that O'Hara "fulfilled what she intended, and felt her time was well-spent." Nevertheless, Roanoke College scrambled to launch a full scale presidential search; only to find what it wanted among its own ranks. Maxey was a member of the president's cabinet and was then serving as vice president for college relations and dean of admissions and financial aid.

"Our first question was 'How do you pick a leader?,'" says Robert Wortman, chairman of the college's board of trustees. "Mike's name kept coming up. Here's someone with over 20 years [at Roanoke College] who so many professors were already going to... We should grab him before someone else does."

Wortman said when the board approached Maxey, he already had 90 percent of the college's support, which quickly grew to 95 percent after the board's unanimous vote.

"Why look further?," Wortman concluded. "He was proven."

## VII. Outside the tribe

There is one more way a new head can be brought to a company, replacing an old head: external forces. A hostile takeover, severe market forces, or—as the American people just saw with the General Motors Corporation—even the President of the United States can step in to call for an executive resignation.

### Where the sundial points

Does it really matter who a company appoints as its head? Isn't the real work performed by all the employees, with the chief executive officers serving as mere figure-heads?

More often than not, the answer is “yes” to the first question, “no” to the second. Even our small sampling of case studies above of recent, local appointments proves the point that who an organization places at the top can make a big difference.

Consider what a “head” can actually do:

- Initiate rapid, drastic change or slow, methodical change
- Maintain the status quo
- Move offices, close offices, open offices
- Hire, fire, move employees to different places / positions
- Change product / service offerings
- Enter new markets or exit existing markets
- Take on new decisions or defer decisions to someone else
- Support many, very selective, or no local causes
- Engage or disengage community involvement

These actions can impact the local market to a great extent.

And heads may roll more frequently, soon. Twelve percent of S&P 500 index companies replaced their CEOs last year, according to the Wall Street Journal. And though government reports (U.S. Census and Bureau of Labor Statistics) predict no major shifts in employment of top executives, a reliable and comprehensive study by Booz & Company makes a valid point. Its 2008 CEO Succession report (appropriately entitled “Stability in the Storm”), states the following:

*Although our study points to stability at the top of the world's leading organizations in terms of chief executive turnovers, that stability is in large measure a direct result of crisis. CEOs may have been granted safe harbor for the time being, but our view is that some will not weather the current storm, and as the boards take stock of their new financial and competitive positions, turnover will once again rise.*

That sounds like bad news for some corporate heads. Even as the headhunters are dancing in the streets... err,... jungle. 

“

Our first question was, ‘How do you pick a leader?’

—Robert Wortman  
Roanoke College



Mike Maxey  
President,  
Roanoke College



**VWCC's Chuck Terrell: "You can get creative. You can find resources."**

Dan Smith

**Executive Summary:**

*When separating the essentials from the extras, which category do fees for outside speakers fit into? Should they be scratched along with the holiday party, or are they more important than ever?*

**By Bobbi A. Hoffman**

## Talk isn't cheap >

Journalists are expensive: Anderson Cooper commands more than \$50,000. So does Barbara Walters.

Athletes aren't cheap: Olympian Misty Mae-Treanor falls in the \$30,000–\$50,000 range; bicyclist Lance Armstrong draws \$50,000 and more. UVa football coach Al Groh gets \$5,000–\$10,000; Frank Beamer of Virginia Tech often fetches considerably more.

And don't forget those Food Network stars: Bobby Flay and Rachael Ray take home \$50,000-plus.

Celebrities, athletes, politicians, Nobel Prize winners and authors demand huge sums—as much as \$500,000—for addressing business meetings and conferences.

Don't expect to see any five- or six-digit presenters in our area, says Johna Campbell, past president of the Roanoke Valley Society for Human Resource Management. "In the local economy, there aren't a whole lot of companies bringing in \$50,000 speakers."

When he was executive director of Downtown Roanoke Inc., up to a few months ago, Bill Carder hired speakers for the 700-member group's annual meetings. Past presenters include Richard Florida (*The Creative Class*) and the mayors of Indianapolis and Charleston, S.C. (downtown development).

Carder's budget for speakers was \$2,500–\$5,000, though he tried to line up local businesses to underwrite the cost. "I think this year—in terms of sponsorships—my prediction is that it will be a little harder to get corporate sponsors," Carder said at the time.



If there's a return on investment, then it's worthwhile. If it's merely a speech that makes people feel good, that's probably not an investment. People like it, then go back to what they were doing—that's probably entertainment.

—Chuck Terrell, VWCC

Chuck Terrell, vice president of Workforce Development and Lifelong Learning at Virginia Western Community College, brings in several speakers per year for colleagues, local groups and schools.

When it comes to finding funds, Terrell thinks outside the box. "You can get creative. You can find resources," he says. "It's about identifying partners and showing that they benefit from the partnership. I think there is still the desire to bring in experts from across the country." Terrell contacts businesses, government agencies, membership organizations—any group he thinks might be willing and able to cough up money.

But what if the funding doesn't materialize or, even worse, falls through? According to a recent New York Times article, the economy is forcing some companies—especially in the real estate, finance and insurance industries—to rethink their event budgets.

Many are downsizing or canceling events altogether, which means canceling speakers booked long in advance, says the Times. Some event planners are trying to negotiate lower fees and—the article claims—one unnamed A-list speaker accepted one-third of his going rate.

Chris Neck, a professional speaker, author and business professor at Virginia Tech has felt the pinch first-hand. "I've had a few groups cancel engagements on me for the upcoming year, but they have always been



**SHRM's Johna Campbell: "In the local economy, there aren't a whole lot of companies bringing in \$50,000 speakers."**

to various Virginia Tech groups and at local high school graduations.

While most companies are cutting back on anything that falls outside the essentials



With the degree of anxiety, stress and low morale in the modern workplace, visionary leaders are requesting training and presentations on how to survive difficult times.

—Consultant Sandy Smith

willing to compensate me a percentage of the fee we agreed to," he says. He has refused those offers.

Neck—also known as "the rapping professor" (see youtube.com for his popular video)—charges \$1,000–\$10,000. He takes part in Frank Beamer's Legendary Teams Leadership seminars but speaks pro bono

category, a second school of thought says that in such uncertain times, speakers may be a necessity. Maybe employees need a motivational talk about change; perhaps executives require new ideas about doing business in a down economy.

Neck—who admits to being biased—agrees with the second hypothesis. "In poor



**Chris Neck: "In poor economic times, companies tend to reduce their training budget and speaking budget."**

economic times, companies tend to reduce their training budget and speaking budget—but in fact, this is the time to show your employees that the organization truly cares about its people," he says.

Internationally known corporate speaker, author and consultant Sandy Smith (brother of FRONT editor Dan Smith) agrees: "With the degree of anxiety, stress and low morale in the modern workplace, visionary leaders are requesting training and presentations on how to survive difficult times. My clients will invest the time, energy and money to 'stop

the bleeding' and find ways to become competitive in tough times."

Smith gives keynote addresses and workshops on motivation, leadership development and change management, among others. Carilion Clinic recently contracted with him for a motivational presentation to a group of executives.

Terrell of Virginia Western thinks the deciding factor is results. "What everyone is interested in is the outcome," he says. "Is it going to improve performance?" Many people,

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**Bill Carder: "My prediction is that it will be a little harder to get corporate sponsors."**

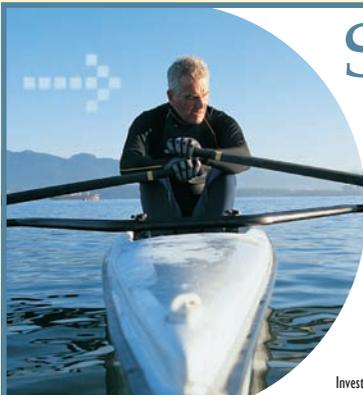
Dan Smith

Terrell supposes, "don't have a problem in investing [in a speaker] if there's a return on investment; then it's worthwhile. If it's merely a speech that makes people feel good, that's probably not an investment. People like it, then go back to what they were doing—that's probably entertainment."

One strategy for hiring a clearance-priced speaker is to plead your case with him directly. Terrell tries to negotiate for reduced or waived fees. His advice: contact the speaker directly and form a connection before asking for favors.

For a less nery option, area colleges may be the answer. "We have our own speakers' bureau," says Jeff Hodges, director of public relations for Hollins University. "We have a number of faculty members who offer this as a community service. Most faculty members do a lot of speaking to business and industry, organizations and public and private schools."

The free route won't yield the latest hot celebrity or athlete, but it will provide a supply of experts who may be just as good—or even better. 



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## The proper preservation of boundaries >

Your ability to carry a conversation is crucial in building relationships with fellow employees, but boundaries must exist. Susan Morem, a business consultant and author of *How to Gain the Professional Edge*, says, "The border separating professional and personal relationships isn't easy to patrol, especially at smaller, informal offices, but conversational boundaries help determine the reputation of an employee and staff. Simply put, boundaries preserve integrity."

Whether you're a manager or employee, the following advice will help to ensure that conversations with co-workers never distract from a productive, positive workplace. Some companies define "appropriate" office communication, but most codes of conduct mention only potential legal headaches such as sexual harassment and invasion of privacy. Generally, there is no clear rule about where to draw the line, so a good rule of thumb is to avoid issues that might make someone else uncomfortable. Topics to avoid may include romance, physical appearance, health, race, religion and personal finance. Refrain from office gossip. Those who talk to you about others will also talk about you. It's best to act as if your personal microphone is always on. Don't say something if you don't want it heard or repeated. Making an unsuitable remark damages how others perceive you, and the negative effects on reputation and future advancement can be long-term.

While it's natural for employees to show interest in one another's lives, someone has to be courageous enough to cut off a co-worker when warranted, says Lydia Ramsey, author of *Manners That Sell*. One strategy is to turn off-topic conversations back to work-related issues as quickly as possible. An unwillingness to reveal too much personal information or to listen to another person reveal personal information shouldn't be seen as unfriendly. By smiling and simply saying, "Let's not go there," you can stick to suitable discussions without being a stick-in-the-mud.

Just as informal places can get co-workers into trouble, so can seemingly informal methods of communication such as e-mail. "If you think before you speak, don't forget to think before you hit the 'send' button."

To honor other people's boundaries you also should:

- Ask permission before invading their personal space
- Ask "is this a good time to talk?" when initiating a conversation
- Ask "are you open to discussing this project right now or do you have a time available?"

No matter what their response, this says you are aware that you are interrupting and you would like their full attention. 

## Business Etiquette

By Donna Dilley

### Executive Summary:

*There are legal issues, personal issues, business issues and all of them have to be considered here.*

## Theft vs. recovery: A collision >

**Dear Getting a Grip:** *The chief financial officer of my company recently started attending an anonymity-based 12-step program of which I have been a member for years. This person is a cocaine abuser and has already had two relapses in a few weeks. I discovered recently that over the past few years she has been embezzling from our company to support her habit. She has been with the company for many years and has a long family history with the owner. Her actions put the jobs of 50 people in jeopardy and are, of course, illegal. However, I am honor-bound to protect her identity and my sponsor says to ignore her actions. Help!*

**Dear Anonymous:** In spite of all the research, the “whys” of substance abuse and addiction remain stubbornly mysterious. One frequently recurring factor, however, has to do with control. In some way, the abuser felt powerless and the substance offered some semblance or illusion of control. Those in recovery must develop an acute awareness of when they feel outrage over the behavior of others and a desire to do something about it. Since this desire can be tied to original reasons for abuse, the risk of indulging it is perilously, tragically high. This is why you have heard from your sponsor, “Ignore it,” undoubtedly paired with “Get thee to a meeting.”

You’re not wrong that the CFO is wrong. But, today, it’s the CFO. Tomorrow it will be the CTO. The next day, the CEO. Daily, you will witness behavior that harms others, risks others, endangers others. Recovery doesn’t provide us with tools to hammer the lives of others into the way we think they should be formed. It gives us tools to stay clean and sober long enough to build meaningful lives for ourselves.

Yes, you are honor-bound to protect the anonymity and confidentiality of a 12-step meeting. People who don’t keep their word with others don’t keep it with themselves either. Moral defeats can sap the spirit and undermine recovery. And you’re bound by logic to give the recovery process a chance. If it works, your CFO will have her time to make amends and restitution. If it doesn’t, you won’t need to break your word. Someone else will finally mention the CFO’s inevitable progression into a living hell.

What about the company? “We never noticed a thing.” Yes, they did. A corporate system where silence is kept when people are sick and suffering, and where money is missing, or isn’t noticed when it’s gone, needs to break down. May all involved find the breakage an opportunity to piece together an honest corporate culture.

**Getting a Grip:** Don’t let anyone take your recovery away from you. Not your CEO, your ex-spouse, even your sponsor. Otherwise, there will be not one person, but two, jeopardizing your company. Keep the focus on yourself, follow the program, practice the principles. Your ability to oversee others is not your gift to the world. You are. 



## Workplace Advice

By Anne Giles Clelland

**Executive Summary:**  
Need to start “Getting a Grip” on a personal problem at work?  
E-mail your question to [grip@handshake20.com](mailto:grip@handshake20.com).



## Pack light for business travel >

Packing smart and light for business travel has never been more important. Airlines are levying hefty fees for excess weight and extra bags. Baggage claim can be a nightmare experience. Lost baggage numbers are sky-high. Planning ahead to pack only what you need is time, space, and money saving.

For a short business trip pack all you need in a carry on bag. Sherry Wallace, manager of marketing and air service development at the Roanoke Regional Airport, suggests checking the TSA Web site ([www.tsa.gov/311](http://www.tsa.gov/311)). She says, "It's easiest/cheapest to pack as light as you can. Carry on rules allow one small carry-on bag and one personal item (such as your purse or laptop case)." Two other helpful Web sites are [www.onebag.com](http://www.onebag.com) and [www.smartpacking.com](http://www.smartpacking.com).

To travel as light as possible, make a list of clothing needed for the trip. Select a dozen garments in neutral colors that coordinate to produce several outfits and are appropriate anywhere. Choose two colors, such as black and tan, with a few bright colors in shirts or accessories for variety.

For example try:

- 3 pants/skirts: Black, tan, and 1 pair of dark wash dressy jeans or casual khakis
- 4 shirts: Black shirt, white shirt, tan turtleneck, blue collared shirt
- 2 jackets: Black blazer, print jacket (using black, blue, red and/or tan colors)
- 1 red button-front shirt that doubles as a jacket or a shirt
- For women: a dress that works under both jackets
- A neutral raincoat that coordinates with all previous colors
- Two pair of dress shoes—in black and brown—plus comfortable walking shoes

To accessorize for men add:

- 2 ties that coordinate with the trouser, shirt and jacket colors
- 2 belts that coordinate with the shoes

## Business Dress

By Kathy Surace

### Executive Summary:

*Throwing some stuff in a bag simply won't do. Pack it smart and pack it right so you're ready for any business that comes up.*

For women accessories can include:

- Plain necklaces in silver and/or gold, decorative pendants to add to the necklaces to change appearance of outfits; earrings to coordinate with each pendant
- Handbag that works with both pairs of dress shoes or 2 handbags

Wear one of the pants/shirt/jacket combinations while traveling. Avoid wearing sweats or jeans. Always dress at least in business casual, in case of unexpected encounters with business associates or delays.

Showing up for that all-important meeting on time and dressed well is essential. Taking time to pack smart and light eliminates checking bags, baggage claim, and unnecessary clothing options—and allows you to focus on business. 



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Compiled by Deborah Nason

**Overview:**

Waynesboro, Va-based NTELOS Holdings Corp., through NTELOS Inc. and its subsidiaries, is a regional communications provider focusing primarily on Virginia and West Virginia. Primary services are wireless digital personal communications services, local and long distance telephone services, high capacity network services and broadband Internet access.

- Wireless operations (which accounted for 77.6 percent of total revenues in the first quarter of 2009) are composed of an NTELOS-branded retail business and a wholesale business, which primarily relates to an exclusive contract with a subsidiary of Sprint Nextel Corporation.
- Wireline communications services are provided to residential and business customers in the Western Virginia communities of Waynesboro, Covington, Clifton Forge and portions of Botetourt and Augusta counties. Other markets include Roanoke, Lynchburg, and Martinsville/Danville.

[ Source: Excerpted from 10-K ]

**Market Commentary**

- "NTELOS recently partnered up with PlayPhone Inc., a global leader in branded mobile entertainment, providing access of PlayPhone's content to NTELOS wireless customers. The new content will allow customers to seamlessly browse, purchase and download items from PlayPhone's extensive library of fully licensed and branded ringtones, videos, games and wallpaper among other content." [ Source: Zacks.com ]
- "...nTelos Wireless ... has been awarded the Virginia Information Technology Agency (VITA) mobile communications systems and devices contract. VITA's mission includes procurement of technology for the state government. nTelos Wireless is providing wireless voice, text messaging and data services for Virginia state agencies....In the past two years, nTelos has invested more than \$150 million in network enhancements and expansion." [ Source: rockbridgeweekly.com ]

- Telecommunication services competitive landscape: "Demand is driven by technological innovation and by growth in business activity. The profitability of individual companies depends on efficient operations and good marketing. Large companies have big economies of scale in providing a highly automated service to large numbers of customers, and have the financial resources required to build and maintain a large network. Smaller companies can compete effectively only in small markets or by providing specialty services." [ Source: hoovers.com ]

**Toatal Executive Compensation (2008)**

Name	Title	Amount
James S. Quarforth	CEO	\$3,847,004
Michael B. Moneymaker	EVP, CFO	\$1,306,631
Carl A. Rosberg	President, Wireless	\$1,492,475
David R. Maccarelli	President, Wireline	\$1,173,917
Mary McDermott	Senior Vice President	\$ 641,620

**Board of Directors**

Name	Primary Company	Age
Michael Huber	Quadrangle Group LLC	40
Eric Hertz	Zumobi, Inc	54
Timothy Biltz	iPCS, Inc.	50
Daniel Heneghan	Advisor, semiconductor industry	53
Jerry Vaughn	Retired	64
Julia North	Retired	61
Daniel Fine	Quadrangle Group LLC	31

**Institutional Stock Ownership**

"There is significant interest in NTLs by institutional investors. The 101.74 percent of outstanding shares they control represents a greater percentage of ownership than at any other company in the Wireless Telecommunications industry." [ Source: businessweek.com ]

**Major Non-institutional Stockholders**

Name	Shares held
James Quarforth	297,232
Michael B. Moneymaker	189,892
David R. Maccarelli	113,914
Mary McDermott	76,201
Carl A. Rosberg	70,300
Eric Hertz	24,700

**Sources**

[ edgar-online.com ] / [ finance.aol.com ]  
 [ investing.businessweek.com ] / [ reuters.com ]  
 [ ntelos.com ] / [ forbes.com ] / [ hoovers.com ]

**Note**

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

## Fear, embezzlement and fiduciaries >

### Executive Summary:

*If you're having second thoughts about financial advice in general and your advisor in particular, here's how to protect yourself and your money.*

**By Andy Hudick**

Are you fearful that your investment account is unprotected and that your money could be embezzled? Do you think that your financial advisor could be involved in a Ponzi scheme? Do you worry that your savings and investments are at risk from something other than market fluctuations?

Every week there seems to be another report about a financial advisor accused of manipulating investment accounts for the advisor's (and not the customer's) gain. I am amazed at some of the things that consumers have allowed to happen with their money and the results the actions produced. There is a simple strategy that you can use to protect your money.

If you have hired someone to assist you in making investment decisions, be certain this person (or entity) does not maintain custody of the funds that they are managing. You want a large, solid financial entity holding custody of your assets. Examples of this type of entity would be Fidelity, Vanguard, Schwab, TD Ameritrade, or Merrill Lynch.

The custodian of your assets should not be the person giving the advice. Keep the advisor and the custodian separate. Do not



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Nearly every story of theft or embezzlement of funds involves an individual who is serving as both the advisor and the custodian of the account. If you separate the functions, you minimize your risk. Your large institutional custodial entity has a set of rules in place that prohibit their customer's monies from being moved by the advisor outside of the customer's account. These rules are set up for everyone's benefit. Your custodian will generate an independent periodic written report and allow you to view your financial assets on a secure Web site. Your custodian has a duty to protect your assets from theft.

There is also a duty that your advisor should have to you. Your advisor should be regulated by the Securities and Exchange Commission (SEC). An SEC-registered advisor pledges to act out of a "fiduciary duty" and is obligated

to put their clients' interests before their own. You need to understand this key fact. If you have a stockbroker as an advisor, you may not have someone who is putting your interests first.

There is an important distinction between a stockbroker who is regulated by the Financial Industry Regulatory Authority (FINRA) and an SEC-registered investment adviser. A broker can recommend any product that is "suitable" for a customer. A broker can sell you any investment that they have reasonable grounds for believing is suitable for you. An SEC-registered advisor is required by law to have a higher standard of care for their client than a FINRA-registered broker.

The conflict of interest that exists in the financial planning world is real so make certain you are aware of the rules that govern your relationship with your money. In order to have the highest degree of safety in your financial dealings, your money should be held separately from your SEC-registered financial Advisor. 

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## The uncertainty of law firm advertising >

### Executive Summary:

*In law, there's advertising and there's advertising. Both seem to work.*



### By David Perry

"We wanted more clients. In order to get clients, you have to advertise."

It seemed pretty obvious to new-to-Roanoke Ann Marie Miller, a bankruptcy lawyer whose ads are all over town. It's been 32 years since *Bates v. State Bar of Arizona* first allowed lawyers to advertise their services, and that one Supreme Court decision has sure made for some interesting television.

Locals may remember personal injury attorney Jeff Krasnow's famous ad that a judge talking in "mumbo-jumbo," and another in which a divorcing couple split their furniture—with a chainsaw. More recently,





**Kim Merritt and Maryellen Goodlatte: Glenn, Feldman, Darby & Goodlatte encourages its attorneys to become involved in the community**

David Perry

Roanoke attorney Daniel L. Crandall has relied on heaping helpings of sincerity in his TV ads, which showcase testimonials from salt-of-the-earth clients combined with a shot of Crandall atop Mill Mountain pledging care and compassion.

If you have to advertise to get clients, why doesn't every law firm in town do it?

"We have deliberately chosen not to advertise," said Maryellen Goodlatte of Glenn, Feldmann, Darby & Goodlatte

firms that have set up shop in Roanoke, share a similar, but slightly less conservative strategy.

Russell Lawson, marketing director for Sands Anderson, says his company's primary goal is to reach business people, and that guides his media buys.

"Is it aimed at business? We tend to send our messages through vehicles that reach that audience," says Lawson. That includes National Public Radio, which Lawson says



We want the attorneys spending some shoe leather in marketing as opposed to the firm itself putting money down.

—Russell Lawson, Sands Anderson

(GFD&G), one of the oldest law firms in town. Instead, she says the firm encourages its attorneys to become involved in the community and forge relationships.

"We try to follow that very traditional, old-fashioned belief that good work is its own marketing," she says. She adds that the firm's support for local events like the Greek Festival help to get its name out while supporting a good cause.

Relative newcomers LeClairRyan and Sands Anderson Marks & Miller, both out-of-town

reaches a "largely a business-oriented audience. It skews higher in education and income."

Like GFD&G, Lawson says Sands Anderson values its attorneys getting out into the community.

"We try to keep our perspective about how useful advertising is and concentrate instead on getting our attorneys out of the office talking to people who can actually give them work," Lawson says. "We want the attorneys spending some shoe leather in marketing as opposed

to the firm itself putting money down.”

Old-line Roanoke firms Woods Rogers and Gentry Locke Rakes & moore often appear in business publications.

While LeClairRyan advertises in some local publications in the region, Franta says, “It’s more for name and brand awareness. We encourage our attorneys to become very involved in their communities. It’s networking, it’s word of mouth, it’s letting our work stand for itself.”

Few traditional law firms do TV advertising in Roanoke, but for Sands Anderson, it’s not because of any ambulance chaser stereotypes.

“We’re likely never to be a television advertiser, because of the expense,” says Lawson, whose firm has a relatively small

advertising budget. “In terms of steady advertising dollars, if we break \$100,000 a year, that’s a real unusual year.”

Being new in town, Miller chose to spend the money on advertising rather than take a more conservative, referral-based approach.

“That might work for prestigious firms and firms that deal with people that have a lot of money, but if you want to get people from a cross-section of society who may not know a lawyer, then you’re going to have to advertise,” says Miller, who occupies a small office on Williamson Road, several miles from the downtown law firms.

Miller advertises on billboards, TV, radio, the daily newspaper, the Verizon Yellow Pages, and the EZ to Use Big Book directory. It seems to be working: “Right now we have all the business that we can possibly handle.” 

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Ellen Harvey (left) and Carol Gilbert: “It’s a game to the dogs.”

Dan Smith

## Dog teams to the rescue! >

### Executive Summary:

*A group of crack track dog teams, based in Roanoke and Bedford, has proved its prowess at homeland security trials.*

By Dan Smith

Carol Gilbert and Ellen Harvey are finishing each other’s sentences, talking rapidly and enthusiastically about the dog teams, the ones that set a record recently.

These teams—one dog, one handler per team—roared through their National Incident Management System trials, sponsored by Homeland Security, all qualifying at a single bound. That’s 10 teams from this area. The previous record of teams qualifying at one time was six. This is the Virginia Canine Response Team and its goal is to find people—dead or alive—when called in by local authorities.



The Virginia Canine Response Team (from left): Melanie Morris with Eleanor Roosevelt, David Johnson with Duke, Ellen Harvey with Halo, Kenny Sims with Trouble, Brad Dinwiddie with Blaze, Dr. Carol Gilbert with Moki, Amanda Wenger with Gracie, Dr. Kathleen Williams with Izzy.



**Ellen Harvey puts Halo through the course**

They've worked locally and out of state and they've searched for missing people—some missing as long as 40 years—presumed dead people, children who've disappeared and the infirm elderly who have wandered off.

The dogs come in a variety of sizes and breeds—not all recognizable—and the 11 people who are part of the organization have day jobs like nursing, masonry, fire-fighting, engineering, veterinarian, farm hand, store clerk, PR rep and the like. They practiced formally four hours a week with the dogs and another four or so on their own in the six months leading up to the trials. It was

intense training that would make national sheep dog trials look like recess.

The owners have to learn to organize searches, read and draw maps, understand the behavior of the Alzheimer's victim or the mad eight-year-old runaway they might be tracking, sometimes at midnight. They go into burning buildings or thick wreckage. Some of the wreckage is strewn with hotdogs, meant to distract the dogs. It didn't work in this case.

Handlers have to understand the nature of "scent theory" (how scent travels and how dogs pick it up) and they have to determine how to give the dog the best possible shot at picking up the scent. They're working with temptation (hotdogs and barbecue, among other things), distractions, temperature, wind, terrain and in all this, they know different dogs will behave differently, so teamwork with the human handler is elementary to the success of the mission.

They're also working—in most cases—with their pets. Says Nurse Ellen Harvey, whose day job is in Trauma Services at Carilion Clinic, "I have three children and Halo [her dog] is a family dog. It's a game to the dogs. They're working off leash."

Dr. Carol Gilbert, a trauma surgeon at Carilion, works with her dog looking for lost bodies. Ellen Harvey's dog looks for the living. Both understand, as Dr. Gilbert says, "The dog and the person have to fit together. The dog needs its say. There is a partnership."



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Dog shows his enthusiasm for the trials, running hard through the course

Says Ellen, "When we see a painting, we take a look at the whole thing, the big picture. A dog sees each brush stroke separately. It's the same when we're looking for somebody. We see the field; the dog sees the spot."

The trials become stressful, frantic and a cause for loud celebration when successful, says Ellen, who admitted that sometimes the judges play games all the way to the end of a specific trial, making absolutely certain the dog and the handler know exactly what they're supposed to know. When they do, they are much better able to save a life or help give a family a sense of closure in finding a missing person.

And, yes, says Dr. Gilbert, it's difficult to call this a vocation or an avocation. It hovers somewhere between, falling heavily on the side of immense satisfaction. 



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Bobbi Hoffman

**Esthetician Melissa Miles performs a laser procedure**

## A little less extreme makeover >

### **Executive Summary:**

*Cosmetic surgeries might be scaled down during the recession, but some job-seekers and baby boomers think elective procedures are important for their livelihoods.*

### **By Bobbi A. Hoffman**

When it comes to cosmetic surgery—as with many nonessentials during the economic bust—people are downsizing. Instead of facelifts, people choose mini-facelifts. Instead of a complete redo, they focus on one problem area at a time.

“People aren’t looking for the big ‘come in and do your face, eyelids, brows and everything all at one time’ as one big surgery,” says board-certified plastic surgeon Carol A. Wray, owner of the Center for Plastic Surgery and the Medi Spa at Ridgewood Hill. The two businesses share an office suite in Salem.

“The trend is toward these smaller procedures, so instead of taking people to the O.R. and doing a big facelift, we do a little facelift in the office ... It doesn’t give them any drastic changes, but it makes them look refreshed. I think people are realizing that it fits into their lifestyle a lot better,” Wray says. “They’re not doing the real big things now—maybe later—but right now money’s a little tight.”

Mini-facelifts start at \$3,000; tummy tucks start at \$6,000. On the medi spa side of the business, micro-peels cost \$85, and micro-dermabrasions are \$125. They are sold in packages that make multiple treatments less expensive.

Basically, people have less time to spend on recovery and less money to spend on luxuries.

But have no doubt: people are still finding ways to fit elective procedures into their budgets, regardless of the economy.

Some baby-boomers are turning to cosmetic surgery in hopes it will give them a leg up in the workplace; they consider the expense to be an investment in their careers. “We definitely have people who have competition in the job market,” says Wray, who reminds clients that less wrinkles or a trimmer profile don’t guarantee a new job or promotion.

“I have women come in here who say, ‘I’m in a market that’s competitive. There are a lot of younger women coming up, and I feel like I can’t look old and tired, because they’re going to look at me and think this other person is going to do a better job.’ And that may not be true, but certainly that first impression has something to do with it, but it’s not the only thing. That’s why I might make you look better, but you might not get the job anyway.”

The difference, according to Wray, is if her clients feel better about themselves, their more positive attitude will come across in job interviews and career interactions.

Most of Wray’s clients are women—but not all. Men most frequently request eyelid surgery, hair removal and liposuction for necks and love handles. In general, the most frequently requested procedures are breast



The trend is toward these smaller procedures, so instead of taking people to the O.R. and doing a big facelift, we do a little facelift in the office

—Carol Wray

augmentation and reduction, mini-facelifts, liposuction, Botox, tummy tucks and fillers—injections that fill in deep wrinkles.

Wray has practiced plastic surgery for 20 years—most at the former Lewis-Gale Clinic—before opening her own office in 2007. After two decades, she is still the only female plastic surgeon in the Roanoke Valley.

At least 30 percent of Wray's surgeries don't fall into the "cosmetic" category. She specializes in breast surgery and frequently performs breast reconstruction during her patient's breast cancer surgery, accounting for half of Wray's work during some months. She also removes skin cancers that are on the face or are so extensive they require skin grafting.

Wray attributes the general acceptance of cosmetic surgery to TV shows like "Extreme Makeover." "I think the turning point for plastic surgery was all these reality shows.



Bobbi Hoffman

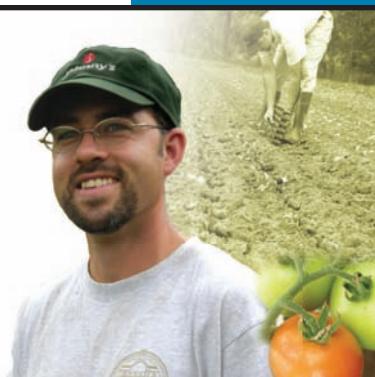
**Dr. Carol Wray: "I might make you look better, but you might not get the job anyway."**

We don't do the complete 'we're going to do five surgeries on you and change you completely' type of surgery ... We take it a little gentler. Still, I think ['Extreme Makeover'] made it closer to home for a lot of people, and people realize, 'Oh, it's okay to want to look a little better, and that's something that can be in my life too; it's not just for movie stars.'" 

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As soon as the economy gets better we're going to have this problem again.

—Bob Goodlatte



**Bob Goodlatte: "I think Congress needs to be more sensitive to the employment environment. The law needs to have more flexibility."**

## Demand for foreign professionals is down >

### Executive Summary:

*Requests for the specialized visa for highly educated and specialized foreign workers have declined with the troubled economy, but they aren't likely to stay that way.*

### By Gene Marrano

In most years the cap imposed in the H-1B visa category can wreak havoc with businesses looking for skilled foreign workers, but several people familiar with the issue say it hasn't been as much of an issue in this down economy.

The annual limit of 65,000 bachelor degree-holders and 20,000 for those that earn master's degrees in the U.S. (so-called "non-immigrants") is designed for those in the United States on a long term basis. That quota is normally filled quickly once the annual start date of April 1 comes around. (An H-1B nonimmigrant is a foreign national who comes to the United States for up to six years, to work in a specialty occupation.)

In 2008 for example 163,000 applicants filed

for H-1B status within the first five working days. Not so this year, says 6th District U.S. Congressman Bob Goodlatte, an immigration lawyer before he went to congress. "There's [usually] legislation to raise the cap. I think Congress needs to be more sensitive to the employment environment. The law needs to have more flexibility."

In February, President Barack Obama signed a bill preventing companies that received funds through the Troubled Asset Relief Program ("TARP") from displacing American workers for H-1B hires, unless the company can prove that it tried in good faith to recruit an American or lawful permanent resident aliens.

Goodlatte says H-1B workers cannot be paid less than their American counterparts in an attempt "to undercut the wage base." Those who are in the country on an H-1B visa can eventually apply for a green card (permanent residence status), although there can be a bureaucratic lag time between the expiration of the H-1B visa and its issuance, leaving the foreign worker in limbo.

"There's a waiting list for those, so some companies are at risk [when] the temporary visa runs out," says Goodlatte. "They can't work in that interim time." Increased background checks add to the problem. "The FBI has been overwhelmed."

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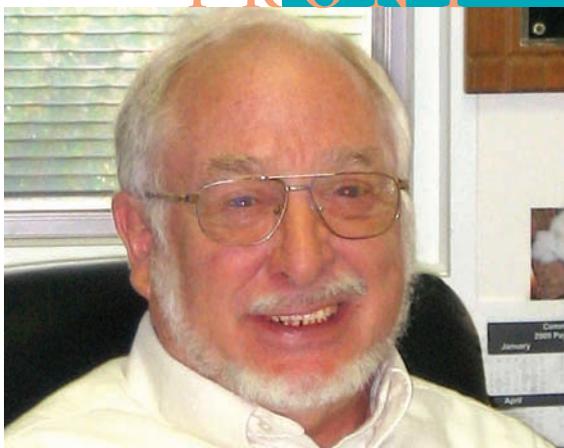


Not-for-profit entities and universities are not subject to the H-1B visa cap limit, which is good news for the Virginia Tech-Carilion School of Medicine and Research Institute, going up now in Roanoke. "We can file as many H-1B petitions as [we want to]," says Gerald Berkley-Coats, assistant director for International Support Services at Virginia Tech.

Berkley-Coats expects to be "heavily involved [with recruiting]," once the hiring process begins in earnest for the Carilion-Tech joint venture. The demand for doctors, nurses and research scientists from abroad is still expected to be strong, even if fewer foreign workers are needed in other professions.

Visa problems crop up for foreign students that graduate from Virginia Tech, then look for a private industry job in the United States. "They run into it all the time," says Berkley-Coats.

While he has seen evidence that some graduates are ready to return home, diploma in hand, to countries like China and India, that is still the exception. "Most of them want to stay here for the rest of their lives," says Berkley-Coats. The federal regulations and security requirements put in place after 9/11 has also made foreign recruiting tougher: "Things got ridiculous," adds Berkley-Coats, "and we constantly have to



**Gerald Berkley-Coats: "Most [foreign national graduates] want to stay here for the rest of their lives."**

fight battles before they will authorize employment."

At VT KnowledgeWorks, a business incubator in the Virginia Tech Corporate Research Center, director Jim Flowers says the H-1B cap has not been an issue recently. He has seen it in the past at the CRC, with professors that start companies with "really hot grad students," in the country on student visas—which they cannot use for work. "They have to go through a whole different visa process [H-1-B] and ultimately the green card. It can be a really interesting and challenging process."

A generation ago American kept up with its need for skilled workers that had the talents

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**Jim Flowers:** "It can be a really interesting and challenging process."

needed for the latest technologies. That is no longer the case in some sectors, which is why the H-1B filing date has been like the gold rush in many years.

"As soon as the economy gets better we're going to have this problem again," says Bob Goodlatte regarding immigration restrictions that can lead to a scarcity of skilled workers. He notes that Microsoft moved some jobs from Washington State to Canada in order to work around the problem.

Goodlatte prefers to look at the visa program as a plus: "If done correctly the H-1B temporary worker program should increase jobs for American citizens [because] often these highly skilled people provide the nucleus of a company being able to do business in the United States." 



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## Young leader a chip off the old block >

### Executive Summary:

*Nicole Hall is following a family tradition of caring about the future of the Roanoke Valley.*

**By Gene Marrano**

As the recent two-day Creative Connectors class workshop came to a close, one of the louder voices in the room belonged to Nicole Hall. Last year she also co-organized the Urban Effect design competition, which encouraged design students and architectural firms to submit their makeovers for three sectors of downtown Roanoke. Forty six entries from around the world were received.

"I've always been interested in how Roanoke developed ... especially downtown," says Hall. If that sounds like something another Hall might have said there's a good reason: Nicole Hall is the daughter of Ed Hall, the president of Hall Associates.

Ed Hall sits on a number of commissions and boards in Roanoke, something his daughter has designs on in the future. Their dinnertime conversations could and still do get loud and heated at times when discussing city issues, with her mother, Glenna, often lost in the shuffle.



Gene Marrano

**Nicole Hall: "I'm not scared to express my opinion."**

"[Nicole is] a lot like her dad in that she's not always right, but she certainly has an opinion," says Ed Hall. "I think at her age I was a little more intimidated about speaking out. We're

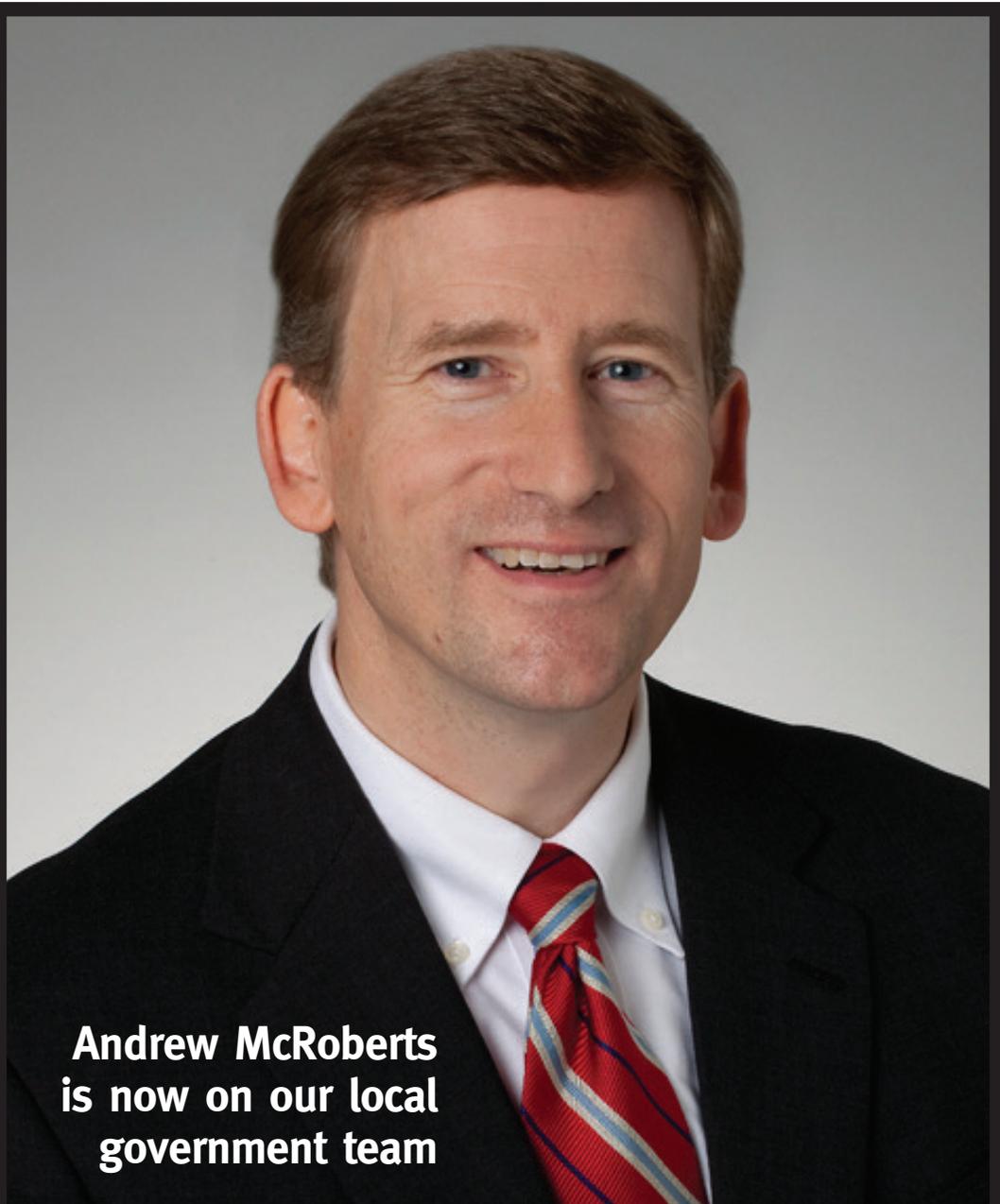


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a lot alike in that when we're interested in something we are extremely passionate about it. We don't like to do things halfway."

All of those hours sitting in the back of a car looking at homes while growing up helped create her interest in design, but Hall thought she needed a lot more math—not a strong subject—so she looked elsewhere for career choices. While working in real estate she found herself more interested in what the architects and designers were doing, working with them while they laid out floor plans.

Following several other professional stops after Virginia Tech, she joined Clark Nexsen last November.

Hall graduated from Tech about four years ago, when sustainability and LEED certification were beginning to become part of the standard dialogue. Budget permitting, "we always try to get people to do as much LEED or green as we can," she says.

She's read the books by urban planning guru Richard Florida and jumped at the chance to work with the Creative Connectors group as one of the original 30, trying to devise programs that can make the Valley a more attractive place to live and work. Working with Beth Doughty, then with the Regional Chamber, Hall was also the founding chair for the NewVaConnects young professionals group.

Like her father, Nicole Hall fully intends to be

## In Brief

**Name:** Nicole G. Hall

**Age:** 34

**Background:** Roanoke native and North Cross School graduate attended Mary Washington College and originally thought about becoming a veterinarian before earning an undergraduate business degree. After spending five years as a real estate agent in Richmond (earning an MBA from Virginia Commonwealth at the same time) she studied architecture in a three-year master's program at Virginia Tech

**Profession:** Architectural designer for Clark Nexsen, an architectural-engineering firm. After serving an apprenticeship and taking the required tests, Hall can become a fully licensed architect.

**Her take on architecture:** "I think it's really important as an architect that you are involved with the community. [Architecture and design] has such a huge impact on our health and how we live."

a part of the solution in the future. Those dinnertime conversations are bound to remain lively. "It's in my genes," she chuckles, "[and] it's easy to get involved here. I'm not scared to express my opinion." 

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**Nestlerod on the New was built in 1939 at 2,700 square feet and features a gazebo and extensive gardens. A new outdoor theater is being built on the property**

## Work Spaces

When work is home and home is work >

### Executive Summary:

*Nesselrod on the New (nesselrod.com) is a 1939 home in Radford, restored to an elegant B&B and venue for weddings and special events. It's also where Mark Gordon lives.*

**By Dan Smith**

When Mark Gordon first looked at Nestlerod on the New with an eye toward renovation, he had two thoughts: work and home.

It had to be both and they had to complement each other. No choice. This was to be his life 24 hours a day, seven days a week and it had to be comfortable, promote efficiency, provide incentive to get up in the morning and go to bed on time at night. And it had to appeal to outsiders as a place to stay and a place to eat.

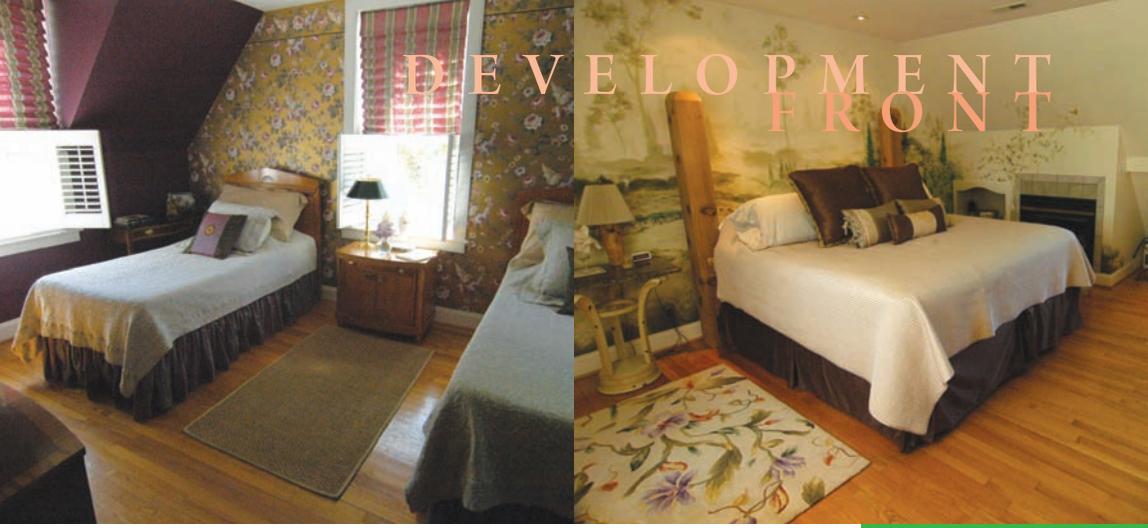
This was not only to be home to Mark Gordon (and sometimes his three college-age kids), but it had to be a temporary home for B&B guests who'd land there. And there was more. Mark wanted this little estate to be a cultural center for Radford, a place for people to go in the evenings and on weekends for music and wine-tastings and whatever else came up.

He had purchased Nestlerod on the New in



**Nooks and crannies have points of interest**

# DEVELOPMENT FRONT



all photos: Dan Smith

## Bedrooms come in a variety of themes

December of 2009 and by Feb. of 2009, it was open, having been remodeled and extensively landscaped. The old B&B had been in the Minor W. Thomas family for 55 years and had sat empty for about 18 months.

"The comfort of the guests had to be the first consideration," says Gordon. "We needed to get the building back into workable condition in 60 days" and that meant around the clock work from a small staff. The buildings "were scheduled to be torn down," says Gordon, when he talked his way into the purchase of them and their nine acres. "I bought it to preserve it."

What Gordon came up with was several suites of varying sizes, all of which are simply dazzling in design. And he has his own suite, so he can be both at work and away from it at the same time. "There is a lot of human interaction here and it has to be conducive to that," says Gordon, who gets up every morning and has breakfast on the table by 8. "It

had been run strictly as a business with a small clientele, but now we consider it a public facility; the community is invited to visit us."

And because of that invitation, says Gordon, "I've worked harder and had more fun in the last six months than in the last six years. In six weeks, I lost 12 pounds. I sleep well. My dog loves me again. I'm 45 years old and I've never done anything before in my life that brought me as much satisfaction."

"I want to be a good steward at the next level, incorporating music, the arts, theater into what we do here. It's a way of blending the physical, the cultural into it."

Gordon is working to "develop a relationship with Radford University so that people who visit here—students' parents, for example—will have a great first impression of Radford. We want to make the changes enjoyable for years to come." 

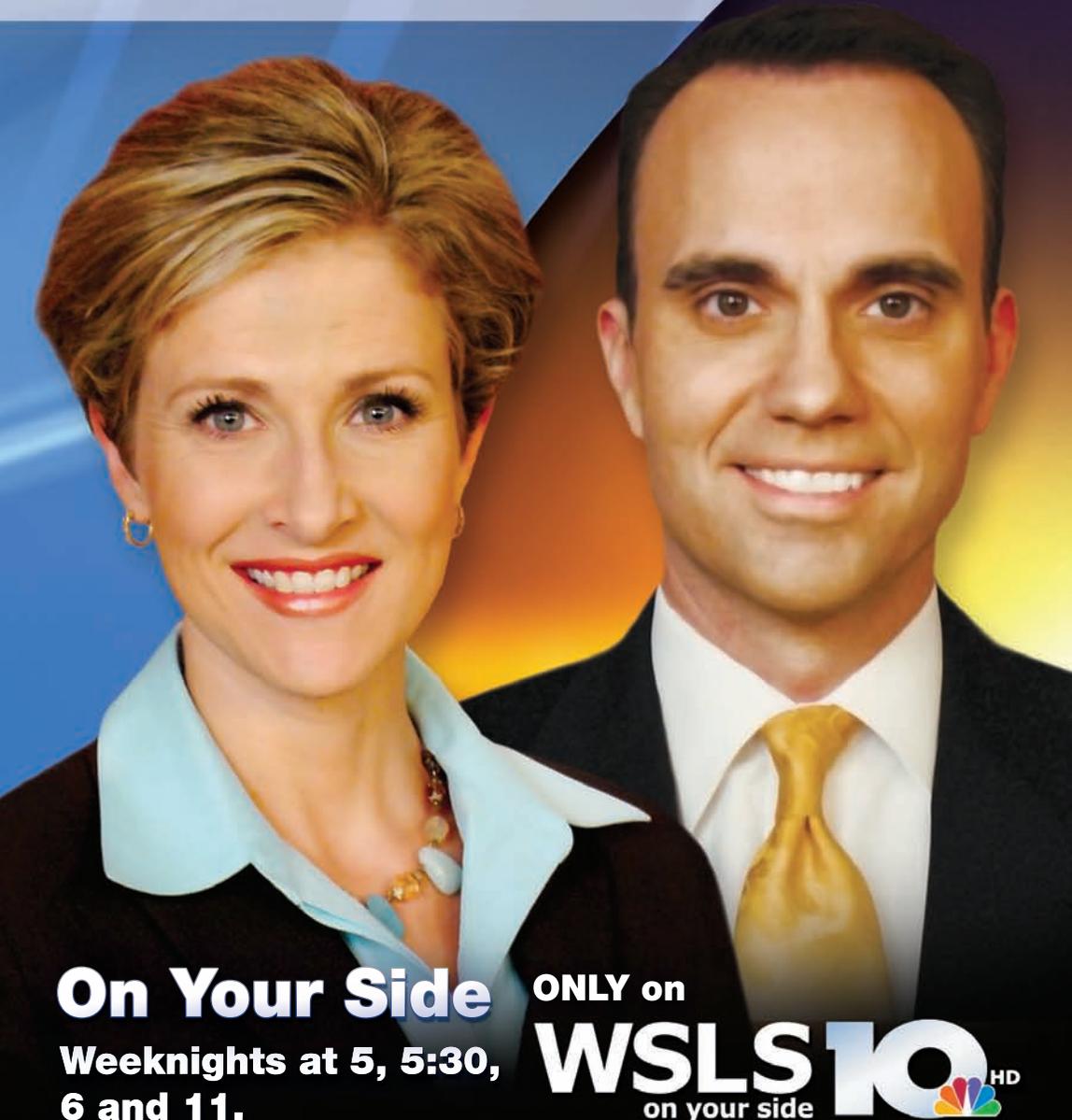


A table off the dining room serves as an office when it's needed. It's the only office

Spacious dining room

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Women don't like to be sold to but they like to buy.

—Tonya Henson



Tonya Henson

Doug Cumming

## 'Lipstick Index' running high >

### Executive Summary:

*Selling cosmetics appears to be one of the real oases in this—or any—down economy because women want that make-up fix.*

By **Stephanie Hardiman**

Bahama Blue, Caribbean Coral, Polynesian Petals, Hawaiian Sunset. That's the new Coastal Colors line of eye colors from Mary Kay cosmetics that Tonya Henson is peddling this season.

"Once you put the product on the person's face, she feels it and sees the difference, and she wants it," says Henson, a Buena Vista resident who runs a day spa when she's not selling cosmetics.

The 40-year-old Henson has been selling Mary Kay products for 18 years. "Women

don't like to be sold to," she says, "but they like to buy."

Despite the economic downturn, women are still buying. It's what Estée Lauder chairman Leonard Lauder dubbed the "Lipstick Index," the theory that there is an inverse relationship between the economy and make-up sales—when the stock values are down, lipstick sales are up.

Women continue to purchase make-up because it makes them feel better about themselves, Henson says, especially when they may not be making as much money as they once did.

Debra Kilby of Blacksburg says she's seen this trend before in her 23 years as an Avon representative. "[Women] do without some things, but they'll have their lipstick and their blush," she says.

And that means cosmetic companies, seemingly recession-resistant, can weather economic hardships. Mark Kay Inc., which is privately held, does not release its earnings, but the company had enough money to buy prime airtime during both the Super Bowl and the Academy Awards for its advertisements. New York-based Avon

posted first-quarter revenues that were 13 percent lower than first quarter 2008 but still brought in \$2.2 billion, despite the global recession.

An exception has been Elizabeth Arden, which has a plant in Roanoke. It's stock price has ranged between a high of nearly \$22 to a low of \$4 during the past 52 weeks. It is hovering around \$8 now.

In Southwest Virginia, where the most recent unemployment rate is about equal to the state rate of 7 percent, many women are turning to direct-sales for employment in the recession because it allows them to be their own boss. Nationally, Avon saw a 7 percent increase in the number of representatives over the past quarter.

Mary Kay saw a 22 percent increase in the number of new representatives last quarter

when compared to the same time last year—it already has 1.9 million representatives in all corners of the world. "Company-wide, there is an increase in representatives," says Toni Freeman, an independent sales director in Roanoke. She says the company's insistence that "we build up women from the inside-out" helps with product loyalty.

Kilby was originally drawn to selling because "I could be with my family and still have money coming in," Kilby says. She's sold at least \$10,100 in the Avon five-quarter fiscal year, putting her in the President's Club. She makes about 40 percent commission off her sales and has been awarded gifts like trips and cruises. Kilby's sales fluctuate weekly and by season, but generally range from as little as \$50 up to \$1,000 a week.

Deborah Kalafut, an Avon representative in Roanoke, says she doesn't make selling

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products her main priority, but she still earns about \$100 to \$150 a month, which she says is enough to cover the cost of gas to drive to her job as a dental hygienist.

The increase in Internet use has only made it easier for representatives, Kilby says. Instead of finding time to meet with customers in their homes or go door-to-door, orders can be placed online at the customers' convenience and processed quickly.

Some of these jobs can be lucrative, earning some leaders a six-figure income, and, in Mary Kay's case, access to the coveted pink Cadillac. 



**Debra Kilby:** “[Women] do without some things, but they’ll have their lipstick and their blush.”

Tim Jackson



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**Robin and Blaine Lewis of Fleet Feet:** “This area has a lot to offer people who want to live a healthy lifestyle.”

Rod Belcher

## Born to Run: A store just for your feet >

### Executive Summary:

*Helping keep business people fit is the new passion for this couple.*

**By Rod Belcher**

Runners know you set a pace for yourself and let it carry you. Blaine and Robin Lewis, the owners of Fleet Feet Sports have some experience at setting their own pace, and following their own path.

Blaine had a career as a probation and parole officer and Robin had worked in the banking

industry for 18 years in North Carolina.

“Blaine had his mid-life crisis a few years before I did,” Robin laughs. “It took a couple of more years for me to catch up.”

Fed-up, Blaine began working at the local Fleet Feet store and soon become interested in the prospect of opening his own franchise.

The couple moved to Roanoke and opened its Fleet Feet franchise six years ago. The company expanded last year and celebrated its sixth anniversary in April of this year.

“Blaine runs,” Robin explains. “I’m more of a jogger.”

Blaine takes his running seriously, too. He has participated in two Iron Man Triathlons in Florida, and enjoys participating in “ultra runs”—cross-country and trail races with distances of 48 kilometers (30 miles) or more. Recently, he participated in one of

these events, running 50 kilometers.

"This area has a lot to offer people who want to live a healthy lifestyle," he says. And many of the region's local business people are taking advantage of it. The Lewises say many of their regular running customers are professionals, committed to finding a way to balance the demands of their careers with a healthy lifestyle.

"We have many professional customers," Robin says. "Doctors, lawyers, bankers, all kinds of business people."

Running provides a variety of benefits to the average stressed-out exec, including promoting the runner's overall health, which can lead to benefits like higher prevention rates of cancer and other illnesses, longevity, a new awareness of nutritional issues and, best of all for many hard working folks, stress relief.

"When you achieve an active lifestyle, you are really making a commitment," Blaine says. "That commitment can make a huge difference in many parts of your life."

Many companies and municipalities are challenging their employees with incentives designed to get employees active and out running and walking. The area also has running clubs and associations, like the Star City Striders, and events, like Gallop for the Greenway and the Smith Mountain Lake Triathlon.

Most of us need to crawl before we can run—and the Lewises provide beginners with an encouraging program called "No Boundaries"—a 12-week program, that includes clinics at the store and actual "roadwork" that prepares a person for running and walking and puts their feet on the path to an active lifestyle. 

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Valley Business  
FRONT





Dixie Tooke-Rawlins chats with first-year students Chris Mills, P.R. Prior, and David Rudd

Photos courtesy of Virginia Tech

### Executive Summary:

*At the college of osteopathic medicine in Blacksburg, a new breed of physician is emerging—and it's one the patients will just love.*

By Becky Hepler

## Osteopathic code: 'Patient heal thyself' >

The American way of medicine is set to change, what with overwhelming costs, underserved areas, ethics and technology debates and an ethos so slanted towards staving off death that over half of our medical dollars are spent in the last 30 days of our lives.

Dr. Dixie Tooke-Rawlins, dean and executive VP of the Edward Via Virginia College of Osteopathic Medicine is optimistic.

"It used to be that we [doctors of osteopathic medicine] were 10 percent of all physicians," she said. "Now one out of five medical students is a DO. There will be a day when every patient will have the option if he wants to see an osteopathic physician."



Students Alec Sharp and Ashleigh Gardner examine a patient as Dr. Greg Beato watches

Tooke-Rawlins' positive outlook stems from the fact that her students will be well-qualified to face these issues once they have their practice. "Osteopathic medicine is founded on the fact that the body has the ability to heal itself, if it's given the right environmental factors, so that you can attain and maintain good health," she says. "Rather than treat an illness, we're trying to treat the patient."



What tends to come out of research is more technology rather than better service or better educational methods.

—Dixie Tooke-Rawlins



**Hilary Lois (VCOM Class of 2009) examines Liam Werner**

The curriculum spends a great deal of time on how to communicate effectively with patients and to form a partnership with the patients and caregivers, in order to engage them into helping themselves get well and stay well.

The school is creating a new model for working with geriatric patients, called the medical home model, that provides an educational and integrated approach, so that the DO physician serves as the hub and coordinator among the different specialists dealing with

the same patient. "We have found that such a model has cut down on emergency room visits by one-third among our geriatric patients," Tooke-Rawlins said.

The mission of the school is to accept students from the Appalachian region and to send them back into these same underserved areas. In addition, the students perform many service projects in underdeveloped areas outside the United States, which increase the students' cultural competencies and give them a broader world view.

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**Raul Mirza (VCOM class of 2009) gets help from Mom Lori Barros in examining Thomas Barros**

The impact of rigid models of care that do not take into account the individuality of patients and their needs worries Tooke-Rawlins. "On the face of it, banning all hip replacements except in the case of a broken bone on patients over 80 might seem like a reasonable cost-benefit analysis," she says. "But there are many 80-year-olds who can be expected to live full, active lives well into

their 90s. Why should they be denied an operation that will increase their quality of life for several years? These decisions have to be made on an individual basis."

Tooke-Rawlins also worries about how money is directed to medical schools, especially small schools like VCOM where education and service take more of the resources than research, as compared to the larger institutions

where research is king.

"What tends to come out of research is more technology rather than better service or better educational methods," she says. "But what if the incentives were supporting greater service opportunities? It could change the whole culture of how people are cared for?" 



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Dan Smith

**Lynn Donnary:** “The purpose was to eliminate the stress and expense of these backroom activities for small non-profits.”

## A business outreach for the arts >

### **Executive Summary:**

*Center in the Square offers some basic—and often much-needed—business services to arts organizations.*

### **By Duffie Taylor**

Obviously, a non-profit’s aim is not to make money.

Nevertheless, securing funds from donors is an integral part of its sustainability. Without a firm handle on the financial side of things, a non-profit might as well say goodbye to its mission and itself in the process.

Center in the Square—a Roanoke non-profit that provides a free home to five cultural organizations and serves as caretaker for two others—realized this several years ago when it moved beyond its traditional role as landlord to lend fellow non-profits an administrative and business-savvy hand.

The idea started with one of Center’s tenants, Mill Mountain Theatre, in 2006.

In an effort to ease MMT’s financial burden, Center came up with a way for the theater to shed some of its expenses without having to forgo the much needed administrative services.

(MMT has since temporarily ceased operations due to lingering financial difficulties.)

Center agreed to hire three of the theater’s employees as part of its own administrative team to form a new department, which would in turn provide MMT and other non-profits a full range of administrative

services at an extremely low rate.

"The purpose was to eliminate the stress and expense of these backroom activities for small non-profits," says marketing manager Lynn Donnary.

Administrative Outreach (the department's eventual name) allows small organizations to pick and choose from a host of financial, technical and marketing services. Organizations select from these services according to their own needs without having

donors were enticed by the idea of collaboration between nonprofits.

"They saw it as an efficient and unique business model—a way to help multiple organizations at once," Vice President of Development Julee Goodman says.

Goodman says efficiency is a word that rings well with donors: "They like to invest in a place that does the most with what's it got."

Eleven non-profits, including Center in the



An efficient and unique business model—a way to help multiple organizations at once.

—Julee Goodman

to hire someone full-time or pay for services from the outside.

Too often non-profits try to juggle too much with too few resources, Donnary says.

AO essentially helps clear the path, "so they can more fully focus on their mission—what they're there to do."

What Center in the Square was proposing made sense not only to non-profits but to donors as well.

The Carilion Foundation and many private

Square itself, use AO's services. AO has even opened its doors to the for-profit sector within the past year, a move its executives don't believe will jeopardize the overall mission as "a non-profit working for non-profits."

While non-profits receive AO's services at a 40 to 60 percent reduced rate, businesses receive slightly higher fees. "We at least break even with them," Goodman said.

AO is busy, but it isn't turning away clients yet. "Oh, how I wish we had that problem," Goodman says. 

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## Buttoning up a new life at 79 >

### Executive Summary:

*Ilsa De Armas accidentally fell into a business of her own by making Christmas gifts. And this is just the beginning.*

By **Linda Nardin**

Everything you would expect of a woman on the verge of becoming an octogenarian is up-ended once you meet Ilsa De Armas. At a mere 4-feet-11-inches tall, the initial impression of the great-grandmother would be, "What a charming little old lady." She's far more.

Ilsa is a woman in the midst of reinventing her life at 79 and launching a career as a self-taught artisan—essentially at the same age and stage as was painting great Grandma Moses when she became famous.

Possessing keen design and color sensibilities, Ilsa uses an unexpected media. She creates gorgeous hand-made bracelets constructed of both antique and contemporary clothing buttons, worthy of any boutique's classiest customers. And her asking price for these original designs that each take a half-day's time to construct? About \$15 to \$30.

The "accidental business owner's" firm initially



Linda Nardin

### Button lady Ilsa DeArmas shows off her buttons

was created from necessity. Last winter Ilsa was considering ideas for Christmas gifts for her own extended family when she came upon the idea of making bracelets with black seamstress elastic and her own mother's antique buttons snipped from long discarded clothing. The result? One-of-a-kind vintage creations. The bracelets were such a familial hit that friends begged her to fashion pieces for their own wrists and thus her business was born.

## A CALL TO WRITERS

The Arts Council of the Blue Ridge has expanded its services to include literary artists. Membership is open to all genres — creative, technical, journalism, marketing/P.R. — including published writers and those aspiring to be published.

### Member benefits:

- Directories of area writers and businesses that use their services
- Grant opportunities
- Mastermind groups, roundtables, peer review and workshops

### Writer's Workshop Series

presented by **The Arts Council of the Blue Ridge**

- June 16, 7-8:30 p.m. Kurt Rheinheimer "Writing Short Fiction"
- July 21, 7-8:30 p.m. Cara Modisett "What Magazine Editors Want"
- August 18, 7-8:30 p.m. Gene Marrano "Freelance Writing in This Market"
- September 15, 7-8:30 p.m. Lawyer David Paxton "Protecting Yourself Legally"
- October 15, 7-8:30 p.m. CPA Joe Schaban "The Financial Side of Writing"
- November 17, 7-8:30 p.m. Sharyn McCrumb "History, Folklore in Fiction"

the  
**ARTS**  
COUNCIL  
of the Blue Ridge

**Contact Rhonda Hale at (540) 224-1205**

# CONTRIBUTORS

**Rod Belcher** (540-206-4866) is a busy Roanoke-based freelance writer, whose work appears in state and regional publications. He is also a science fiction writer of some note. Web site: [www.rsbelcher.net]

**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]

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**Georgia Willis Fauber** is a retired bank president, member of the University of Virginia board of visitors, identity theft consultant, small business owner and freelance writer, who lives in Lynchburg.

**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]

**Stephanie Hardiman** is from the Chicago area and is a journalism student at Washington and Lee University in Lexington. She is a summer intern for the Nashville Business Journal. [hardimans10@mail.wlu.edu]

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

**Bobbi A. Hoffman**, who has been politically active for years, is a Redskins fan, aspiring artist, freelance writer, copyeditor and proofreader living in Roanoke. [bobbi@hoffmaneditorial.com]

**Andrew M. Hudick** has a Masters in Retirement Planning, is a Certified Financial Planner and is a founding member of Fee-Only Financial Planning, a 27-year-old Roanoke-based financial advisory firm. [andy@feonlyroanoke.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]

**Linda Nardin** owns an advertising, marketing and PR consultancy at Smith Mountain Lake. Previously, she worked in business communications management roles for IBM, Pillsbury and Green Giant Company. [blueskypublicrelationsllc@yahoo.com]

**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]

**Dick Robers** is an Account Executive for FRONT, whose background includes civic and corporate administration at the executive level and non-profit management. [drrobers@aol.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. [kssurace@aol.com]

**Duffie Taylor** is a recent Virginia Tech graduate who is working as a freelance writer while looking for a fulltime gig. [duffietaylor@yahoo.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]

**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]



**Tim Thornton**

## JUNE 2009 > Contributor of the Month

Valley Business FRONT congratulates **Tim Thornton**, 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.

Tim's cover story on "Millenials: The revolution is here" (also entitled 'Youth Movement') was timely, and reinforced our FRONTList 15 (group of professionals younger than 30). "Millenials have different attitudes about work" Tim wrote, but concluded they are "worth all the trouble" with all that they bring to the workplace.

If you missed it, you can see it online (June 09 issue) at vbFRONT.com

“ ”  
The dog needs its say



photos: Linda Nardin

Until recently, Ilsa was living locally with her niece, Renee Brodin and husband Ken on their sheep farm in Moneta. Word-of-mouth recommendations from current bracelet owners to those “De Armas wanna-haves” is creating a stream of unexpected but welcome guests to the Brodin farm’s front porch. All are interested in collecting Ilsa’s beautiful creations. Additionally, she will custom-make a bauble from those sentimental buttons provided by some of her clients.

The homemaker-turned-entrepreneur recently sold her Michigan home of 59 years to downsize to private quarters in the home of one her Michigan-based daughters.

Ilsa’s eyes are prone to well up when she talks about her life. She was born in 1930 of a Cuban engineer and his ex-pat American wife from St. Louis. The family moved to the United States in 1942 out of her family’s fear

of Hitler’s global advances. She was never to return to Cuba.

She subsequently married and settled in the Midwest and raised a large family near Detroit. A stay-at-home mother, Ilsa made pin money over the years by conducting garage sales and refinishing furniture finds. “I’ve always been crafty, crocheting and so forth,” she says

“The Cuban Lady’s Button Bracelets” is the name she’s settled on for her one-woman tour-de-force. People from as far away as Florida have heard about her work and have donated thousands of buttons to help her with the raw materials she needs to craft her wares.

Ilsa’s creations can be purchased by contacting her directly at 336-340-9697. Button donations are also welcome. 

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## A little something for businesswomen >

## My View

By **Dan Smith**  
Editor

BLOG: [ [fromtheeditr.blogspot.com](http://fromtheeditr.blogspot.com) ]

Dayna Palmer has it figured out now. It's taken some time, some false starts, some wrong turns, but little of that has been wasted effort. "Everything I have done has worked to get me to this point," she says with a self-assurance that is natural for a broad-shouldered swimming coach.

She finally has a grip on exactly what she wants from all that Web expertise she's developed. Hers is a professional women's network (S.M.A.R.T. Enterprises) that provides the kind of practical information so hard to come by for women in small business—sole owners/operators—women who need help with business's side issues in order to concentrate on what they do well.

Dayna's solution is simple. She is in the process of putting together two Web sites—in addition to the three she already operates—that will eventually be all things women for this region (and for Lynchburg, too). She has already had a level of success with [roanokeforwomen.com](http://roanokeforwomen.com), [roanokewomenbusinessowners.com](http://roanokewomenbusinessowners.com) and [roanokeformoms.com](http://roanokeformoms.com) and the first of this month, she had the debut of her new baby, [roanokebusinesswomen.com](http://roanokebusinesswomen.com). Coming in August is [roanokebusinessnetworking.com](http://roanokebusinessnetworking.com). All of them are linked to Facebook, where she has been vital and active.

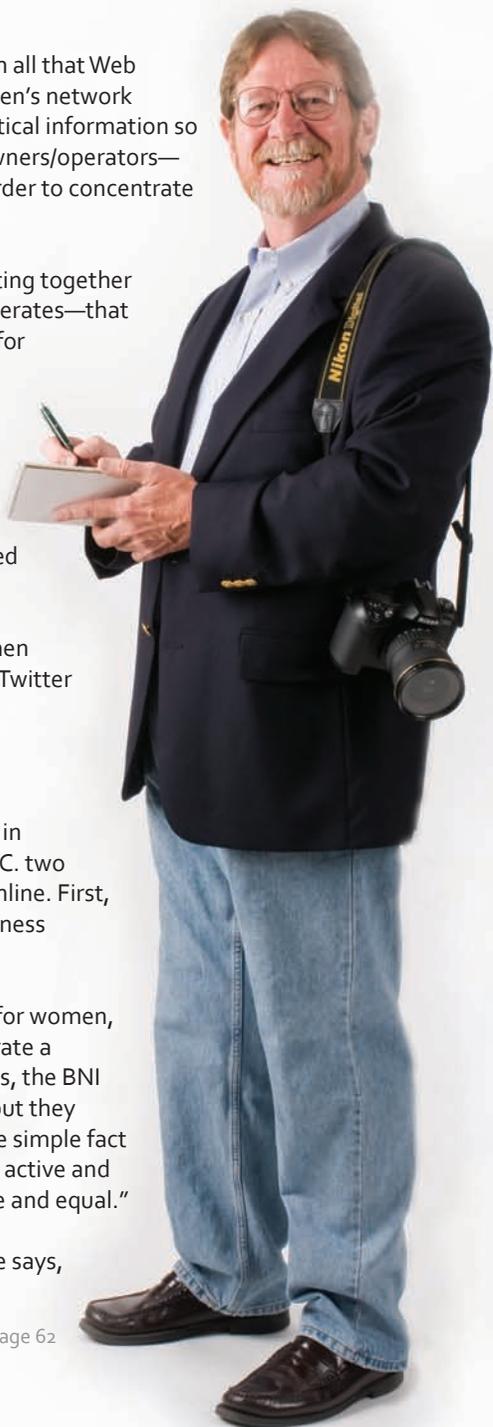
The goal here is simple (access and education for women who work) and the method is as up to the minute as a Twitter account. The logic behind the sites, the seminars, the workshops and the lectures is that women in business need practical advice, information they can use now.

Dayna Palmer's experience in trying to adjust to living in Roanoke—where she and her husband moved from D.C. two years ago—has led to much of what she's producing online. First, it was the site for mothers, then families and now business women and business owners.

"There simply weren't enough learning opportunities for women, not enough of what you need to know in order to operate a business," she says now. "I went to the chamber events, the BNI events, the [Executive Women International] events, but they weren't giving me what I needed." It came down to the simple fact that "women want a voice," she says. "They should be active and involved ... they want a place where they feel welcome and equal."

The family and children sites met one set of needs, she says, but "owners of businesses and professionals have a

continued to Page 62



## Your escalator speech >

By Tom Field  
Publisher

## On Tap from the Pub

BLOG: [ [ontapfrompub.blogspot.com](http://ontapfrompub.blogspot.com) ]

Perhaps more of us should work on our *escalator* speeches.

Business professionals are all too familiar with the elevator speech. That fleeting moment (the time it takes for a normal elevator ride), where you have just a few seconds to describe your business or what you do. Having a “short version” of one’s mission or vision is helpful. Not only is it useful for all of us to simplify and clarify whenever we can, but having an elevator speech ensures we don’t miss out on opportunities.

An escalator speech, though, is different.

In an elevator you have a captive audience. You introduce yourself (at a networking function, cocktail party, or in an actual elevator) and the other passenger is pretty much forced to listen. Whether all you say is your name and who you work for—or you yammer on as if the building is 100 floors high.

But an escalator?

People can move on and step ahead of you if they like. Or they can even jump to the accompanying ascending or descending elevator beside you if they really want to get away. On top of that, an escalator offers many more distractions than an elevator, with its confining four walls. Crowds and noises and sights all around you, above and below.

Just like the real world.

In an elevator, with only one person (or a few) listening, forced to share direct eye contact, you might be tempted to say:

*I’m with a business magazine in Virginia called the FRONT. We distribute monthly, in print and online and cover news and information important to business people and professionals of all ages throughout the region.*

But on an escalator, with all the distractions, and no one especially prone to listen, you’re better off saying:

*I’m with the FRONT magazine. We’re story tellers. We tell stories each month about people you know. People you don’t know. And people you’d like to know. There’s a good chance we told a story about someone who rode this very escalator.*

An escalator offers no more time than an elevator (unless you’re on

continued to Page 62



Dayna Palmer

Dan Smith

Dayna, a native of Vancouver, is 38, the mother of three and the swim coach wife of a lawyer. She often finds herself cooking dinner with one hand and working her Blackberry with the other “the way so many women in business have to.”

She says she has identified 2,000 women-owned businesses in this small region and she wants them all as part of her network. She will charge for memberships (\$35 to \$45 a month) and provide a variety of information services and support for that charge. Mostly, though, she says, this is about the network, about learning to be part of a much broader business community in the long run.

If you want to talk to her, e-mail her at [dayna@roanokeforwomen.com](mailto:dayna@roanokeforwomen.com). 

## Smith / My View

from Page 60

different set of needs.”

As a micro-business owner herself, Dayna, sees that “the needs of the owner of a business with two employees is vastly different than those of somebody with 50 employees. It can be so basic: accounting, policies and procedures and the like. So many women say, ‘I don’t know and I’m afraid to ask because I’ll look stupid.’ We don’t want that to happen. If I make this thing work, I’m going to pull these women with me.”

## Field / On Tap

from Page 61

the D.C. Metro system), but your “speech” has to be twice as strong.

Just be glad we’re not up to the Star Trek “transporter” system yet, where your molecules are disintegrated and spread across the universe until being reassembled at your destination (hopefully). Your transporter speech will take quite an editor. 



# Looking: for work? for employees?

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## Letters

### 'The design ain't bad'

Editor,

I agree with you ("My View: Our people doing our work," June FRONT) that Cunningham/Quill's presentation for the Roanoke City Market Building is pretty lacklustre. And I'd certainly like to see firms with local offices employing local people more favored.

But the city's Amphitheater Feasibility Study (found in a link on the city's Web site) is a presentation of a different color. The firm is Grimshaw, which means Sir Nicholas Grimshaw, one of the better-regarded architects in the world. The presentation is great and the design ain't bad.

**Michael F. Kennedy**  
Associate AIA, LEED AP  
Roanoke

### Balanced report

Editor,

Thanks for the fair and balanced blog ([www.fromtheeditr.blogspot.com](http://www.fromtheeditr.blogspot.com)), "Liberty's Democratic Ban: It's Not Quite That Simple." It was exactly that: fair and balanced. This is all any organization, or individual, should hope for in hard news and also in news related coverage including editorial conversations like blogs, editorial positions and television commentary.

Even if someone doesn't agree with a position, that's fine as long as facts are reported accurately—people can then make up their own minds about an issue.

**Barry Moore**  
VP/Outreach & Strategic Partnerships  
Liberty University  
Lynchburg

### Made in the U.S.A.

Editor,

I found Tom Field's June opinion piece right on the mark. This current economic downturn has amplified the challenges our manufacturing base will see in coming years as cost pressures continue to force U.S.-based companies to find the lowest cost of production.

As the U.S. dollar comes under severe pressure from the debt we are piling up to spend our way out of this recession, U.S. manufactured goods will gain a price advantage against stronger currencies, providing one short-term incentive to re-invest in our manufacturing base. That still does not address the real issue that I believe was being highlighted: how will the U.S. create broad-based wealth in the coming decades?

Broad-based wealth creation like we experienced in the U.S. following WWII may be impossible with new outsourced model. One reason that communism ultimately failed economically is that the wealth created from "ideas" like the automobile, telecommunications, computers, airplanes, etc. was distributed beyond the capitalist (owners of the modes of production) via a productive workforce. Such a free-market conduit to "spread the wealth" will not exist in the outsource model highlighted by Field. The resulting disparities between rich and poor—or government attempts to do the job—should make us all squirm.

**Jay Foster**  
President  
SoftSolutions, Inc.

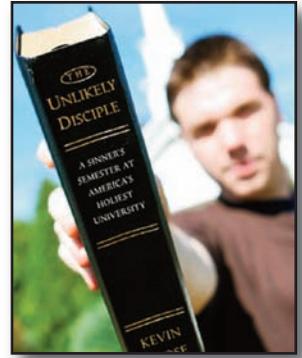
*Correction:*

*Roy E. Bucher Jr. is chairman and president and treasurer of Charles Lunsford Sons & Associates in Roanoke. His employer was listed incorrectly in the "FRONTList15: The Millennials" feature in June.*

Send letters to [news@vbFRONT.com](mailto: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](http://www.vbFRONT.com)

## Books @ the FRONT >

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



### *The surprise of Liberty U*

First time author Kevin Roose no doubt disappointed quite a few individuals when his guaranteed-to-shake-things-up book *The Unlikely Disciple: A Sinner's Semester at America's Holiest University* (Grand Central Publishing, \$24.95) failed to do exactly that. The son of secular Quakers and a student at liberal Brown University, Roose was struck during his sophomore year by the fact that there was a major portion of the country's population that was a complete and total myth to him ... and it was within his power to change that. Intrigued by the idea of seeing what Christian college was all about, Roose became a journalistic mole, transferring to Lynchburg's Liberty University and immersing himself as absolutely as possible in order to learn everything there was to learn about this culture.

Roose entered into his plan with enthusiasm, fully expecting to be turned off and disgusted by the "rabid, frothing fundamentalists who spend their days sewing Hillary Clinton voodoo dolls and penning angry missives to the ACLU." Instead, he found himself changed and altered by his experiences, and wondering "whether they've [Liberty students] tapped into something that makes their lives happier, more meaningful, more consistently optimistic than mine." The book, despite its failure in the eyes of those who were gleefully anticipating a crushing blow for LU, is a must-read. It is full of wit, humor and candor and boldly sheds light in dark corners that have remained unilluminated long enough.

—Lori White

### *One for small business*

Most of the books I am attracted to turn out to be easy to read, idea stimulating and

ultimate reference guides for presentations and speeches I give to small business owners. I dried out my highlighter on *Brain Rules: 12 Principles for Surviving and Thriving at Work, Home, and School* (Pear Press, \$15 paperback) by John Medina. He's a molecular biologist and I thought the material might be boring or over my head. It turned out to be exactly what I needed to create the connections between the way people think and process information and the success certain approaches to learning have over others.

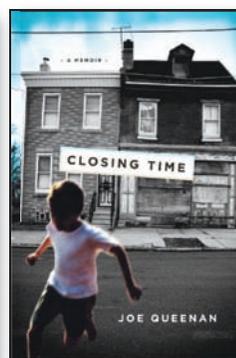
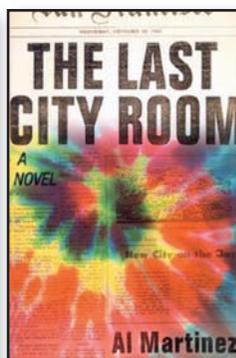
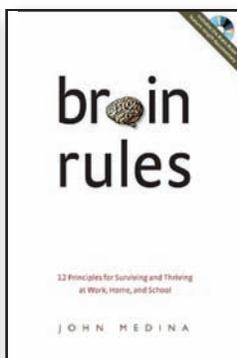
Medina's not a big fan of the way our current school system teaches children and his research shows that, "If you wanted to create a business environment that was directly opposed to what the brain was good at doing, you probably would design something like a cubicle." His brain research also concludes that we can reduce the chances of getting Alzheimer's by 60 percent if we remain active. He presents rules for sleep, short and long term memory retention, how male and female brains are different and the effects of stress on learning.

This is must reading for small business owners.

—Lynda McNutt Foster

### *An imperfect history*

Robert Carter III, the hero of *The Curtain Torn* by Larry Buttram (\$14.95, New Virginia Publication), is one of my political heroes, but he's one overlooked by most historians. He freed 452 slaves during his lifetime. He also educated them in the trades that would afford them a means of self support once freed. He leased farm land to many and thereby afforded them his continued protection. He accomplished this amazing deed through some legal mumbo jumbo that even the Mountebank of Monticello could



have used as a model.

I will confess that I prefer reading the real story instead of a fictional account based on history, as this is—especially when it involves a person with whose history I am familiar. When I read on the first page that the death of Carter’s father occurred in 1839 (he actually died in 1731), I was lost. Writing a novel based on the life of an historical figure requires more scholarship than is shown in this book.

However, for those not interested in the details of Carter’s brave act of manumission or his fascinating life, the story is worth knowing.

—Michael Ramsey

## What’s old is new

In the intensive hand-wringing over the inevitable and impending death of the newspaper business, many of us forget—or didn’t know—that in the 1960s, more than 150 good-sized U.S. daily newspapers closed their doors. Al Martinez, a long-time West Coast newspaperman and Pulitzer Prize winner, has written a marvelous book based in the newsroom of a fictional San Francisco newspaper of the 1965-1973 era in *The Last City Room* (St. Martin’s Press; look for it online or in a used book store), a book I found in a remainder bin and stayed glued to until it ended.

This is a dying newspaper and William Colfax is a young, fresh Vietnam combat veteran set down in the middle of a rash of conflicts and challenges facing this newsroom as he learns the business and fights the battles. I started my career in a newspaper at this same time and the book resonates hard, like the thunk of a lead line of type bounding down the

machine. This is about hot type, cool heads and a business on the brink. So much yesterday, so much today.

—Dan Smith

## Funny guy strikes again

Joe Queenan is one of the truly funny people in our land. He’s funny live and he’s funny on paper because his voice is clear and is clearly his own. *Closing Time* (Viking, \$24.95) is his new memoir and his 11th book represents a bit of a departure because he points his pen at himself and his difficult, dark upbringing. Even in the pit of despair, however, Queenan’s still Queenan in his prime. If this book had nothing to recommend it beyond a passage about Lawrence Welk on PBS (and what’s that doing in a memoir, you may ask? Don’t ask, just read it), it would be worth the cover price. But there’s more, a lot more.

Queenan’s formative years (much like those of somebody I know very well) were difficult, challenging, troubling, heart-breaking and the stuff of high comedy, which he absorbed like a fat sponge. His dad was a negative Irish stereotype who put Joe and the rest of his family through hell, from which he emerged as a comic genius. And you get to read the result without the growing pains. Good book. Dang good book.

—Dan Smith

(The reviewers: Lori White is a Lynchburg-based freelance writer. Lynda McNutt Foster is with Wheeler Broadcasting. Michael Ramsey is a freelance writer, among many things. Dan Smith is FRONT editor.)



photos: Dan Smith

## Art Break >

Artist **Nan Mahone** (right, with the hat), who has left the corporate world to concentrate on her artwork, chats with author **Barbara Dickinson** at Roanoke's **Festival in the Park Art Show** May 29. Writer **Libba Wolfe** takes a break from watching her husband, Barry's, art display to read one of her new favorite publications. **Ann Melchionna** (red shirt) of Spilman Thomas & Battle in Roanoke chats with artist **Eric Fitzpatrick**.



photo: Roger Dunagan

## Green Boxley >

Roanoke City Manager **Darlene Burcham** talks with Boxley President/CEO **Ab Boxley** before he addressed a gathering celebrating Boxley's designation as a Green-Star company for its environmental efforts May 27. (Full story on moreFRONT blog.)



## Arts Council Literary Award Winners >

The 2009 **Perry F. Kendig Awards** was held at the Taubman Museum of Art on June 24, sponsored by the **Arts Council of the Blue Ridge**. Among the winners were FRONT co-founders Tom Field (publisher, in black suit) and Dan Smith (editor, in white tux coat) shown here with their wives (Dan's is **Christina** in blue, Tom's is **Emily** in black). At right is Arts Council Director **Laura Rawlings**. The Literary Artist award was the first ever given by the Arts Council.



photo: Dan Smith

## Schmoozing PIOs >

Virginia Tech's staff of public information officers (PIOs) played host to a group of Roanoke Valley reporters in their annual gab-fest, this year at the Taubman Museum of Art in Roanoke. The gathering gives the press the PR people an opportunity to chat, exchange ideas and ... well ... schmooze. (Full story on moreFRONT blog.)

## Making a plan >

Virginia Tech Corporate Research Center head **Joe Meredith** talks to a waiter as Tech public information guru **Larry Hincker** creates an outline in the tablecloth for an interested **Mark Lawrence** of Carilion. They were at the **NewVa Corridor Technology Council's** awards dinner May 21. (Full story on moreFRONT blog.)



photo: Dan Smith

*Valley Business FRONT is FRONT'n About at many events each month. Check the blog links at [www.vbFRONT.com](http://www.vbFRONT.com) for more coverage.*



photos: Tom Field



## Pulaski Expo >

The Pulaski County Chamber of Commerce Business Expo 2009 was held May 14—15. The Thursday night VIP Reception included **Carol Umberger** of Wachovia and **Tim Clontz** of NRV Small Business Development Center (bottom left picture); **Mary Sojka** with Nesselrod on the New (top left picture); and **Sue Hilton** of Sue's "small" Creations (top right picture).



### Aftercare.



Just like the comfort of your morning coffee, it's a comfort to know that Oakey's is looking out for you — long after the funeral is over. Our Aftercare Coordinator, Nicole Drew is here to make sure you are getting along okay following the death of your loved one. Nicole will answer your questions with compassion and expertise, and point you in the right direction. Or, if you just need to talk a little bit, Nicole is a good listener too.

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Nicole Drew,  
Aftercare Coordinator  
982-2100

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## Econ Talk >

Terry Rephann of the Weldon Cooper Center for Public Service at the University of Virginia presented evidence that the economy is not as healthy as it might be at the **Roanoke Regional Chamber of Commerce Economic Summit VI** June 2 at the Hotel Roanoke & Conference Center.

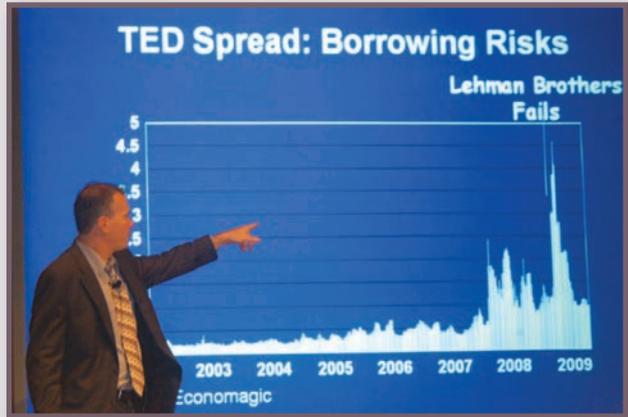


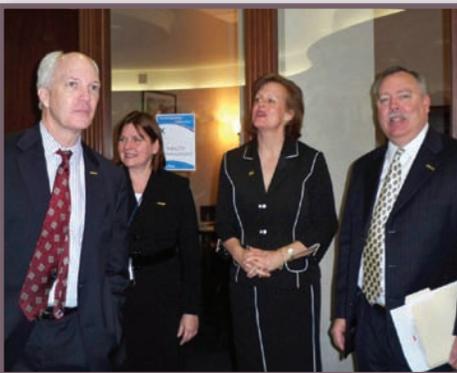
photo: Dan Smith



photos: Tom Field

## Shrimp Fest >

The **Salem-Roanoke County Chamber of Commerce** held its annual **Shrimp Fest** on June 6 at the Salem Civic Center. Attendees included (left to right) **Bill and Debbie Call**, **Mike and Lisa Maddox**, and **Tom and Emily Field**.



photos: Jane Dalier

## A Stellar Opening >

Franklin Plaza in downtown Roanoke was the site of the StellarOne grand opening on May 15th. From left to right, **Ed Barham**, StellarOne Corp. President & CEO; **Cindee Hensley**, Franklin Plaza Financial Center Manager; **Gwen Mason**, City of Roanoke Councilwoman; and **Greg Feldmann**, StellarOne Bank President



Dan Smith

**Tim Holland: "My portfolio's down 50 percent like everyone else's, and I've been doing this 25 years."**

## Steering through troubled waters with confidence >

### Executive Summary:

*For Tim Holland, the key to making things work in a bad economy is leadership. And that's his job.*

### By Jill Elswick

On Tim Holland's office wall at the SunTrust building in Roanoke are two copies of the Wall Street Journal in a frame. One copy is dated six months before the stock market collapse of 1929. The other is dated one year afterwards.

"Life went on," says Holland. "They're still issuing bonds, and new shares of stock are still coming to market. When I need reassurance, I look at these articles."

Holland is the top SunTrust official for Western Virginia in the area of brokerage and wealth management. He has about 30 direct reports, who in turn manage about 150 people. Among the 17 different geographical regions comprising SunTrust, Holland's office won the company's "Top Dog" award in 2008 for having the most successful quarters.

"We had good results for our clients all through 2008, even in the face of everything that was going on in the fourth quarter, with all the bad financial news," says Holland.

A stuffed animal dog named "Virginia" sits in Holland's office, adorned with Virginia Tech symbols. Its ear is still embroidered with the word "Georgia," where it was before SunTrust officers there had to ship the trophy dog to Roanoke.

Holland's leadership earned him a spot as one of the "Branch Managers of the Year" in the May 2009 issue of On Wall Street magazine. Each year, the magazine chooses 10 professionals it believes to be among the best regional managers in the country. The magazine interviewed 100 candidates. Holland made the cut.

Optimism is key to Holland's leadership style.

"It's a challenging time for our folks out there," says Holland. "They are supposed to be advisors. What happens when the advisor doesn't know what to do next? That's where leadership comes in."

It's a manager's job, says Holland, to walk into the office with confidence. He has 25 years of experience in the financial industry. His employees, he says, look to him to see how he's reacting to the current challenging state of the business.

# EXECUTIVE PROFILE

"We're in somewhat uncharted territory," says Holland. "But we live in a capitalist economy. Somebody always figures out a way to make a buck. Life goes on. Ten years from now we'll look back on this and go, 'Oh, that was the crash of 2008.'"

"You ultimately have to have faith that it will come back," concludes Holland. "The alternative is the entire economy collapses, and we may as well figure on working until we go to the funeral home. That's not going to happen. It will recover."

That's a message Holland helps his staff impart to clients, as they try to navigate their way through rough financial times. It's not always easy, because staff members have lost money in the market too. As has Holland.

"My portfolio's down 50 percent like everyone else's, and I've been doing this 25 years," says Holland. "Can you fight the tidal wave? The best you can do is steer into it and come out the other side." 

## In Brief

**Name:** Tim Holland  
**Age:** 50  
**Company:** SunTrust Investment Services  
**Location:** Roanoke  
**Title:** Branch Manager  
**Background:** Has 25 years of experience in the banking industry. Joined SunTrust in 2004. Previously employed at American Express Financial Advisors, now Ameriprise, where he began his career as an advisor.  
**Quote:** "The market will come back. When? We don't know. But we have to get up every day and reassure our clients. The worst thing we could do right now is hide."

## So much more.

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# morefront.blogspot.com

So many FRONTreaders just can't get enough in our monthly magazine. "Give us more!" they say. Well, we say, "OK." Read more stories and latebreaking updates on our moreFRONT blog.

- > Business, Education Team Up as GBD
- > GSA Response to Roanoke's Poff Rehab
- > Blue Ridge Beverage Celebrates 50
- > A Brisk Discussion of Advertising/PR
- > Claude Moore Building Wins Major Award
- > Branch Picks New Construction Manager
- > Roanoke Financial Firm Gets New Identity
- > Member One Plans Significant Expansion
- > Design '09: Eldon Karr's Downtown Vision

- > Premier Transfer Expands to Richmond
- > Tech Carilion Med School Accredited
- > Chamber Poll: Economy Impact Not So Bad
- > Green Initiative for Regional Chamber
- > Tech Board Paperless; Saves Big \$\$\$
- > Lewis-Gale Honors 'Humanitarians'
- > Linda Staley to Head Carilion Marketing
- > Terri Jones Wins top AdFed Award
- > From Tech, a Fuel Cell Solution?
- > A New Green Certification for Boxley
- > Students Create Business Guide at Tech

and much more (of course; hence, the name)

# Career FRONT

## FINANCIAL FRONT



White

### Accounting

**Damon White** has been promoted to tax manager at McLeod & Company in Roanoke.

**Tammy Spradlin** of Scott & Stringfellow in Roanoke has been named president of the Roanoke Chapter of the Virginia Society of CPAs. **Lisa Tilley** is vice president and **Brian Deibler** of McLeod & Company is secretary. **Roger Heslep** is treasurer.



Hincker



Crute



Vaughan



Whitaker

### Banks

**H. Michael Hincker** has joined StellarOne in Roanoke as regional sales manager for the mortgage division. **Faye Crute** and **J. Scott Vaughan** are new senior mortgage consultants. **Karen Whitaker** has been promoted to senior mortgage consultant.

HomeTown Bank in Roanoke has named **Alwyn Harper** director of administrative services and **Barbara Kern** a business banker.



Ewers



McBride

**Yvette Kahn Ewers** has joined Valley Bank in Roanoke as mortgage banking officer and **Teresa McBride** has been named risk analyst banking officer.



Wade

### Credit Unions

Member One Federal Credit Union has promoted **Alan S. Wade** to executive VP and chief financial officer.



Wyatt



McKinnie



Moore



Leech

Freedom First Credit Union in Roanoke has named **Brian Wyatt** and **Owen McKinnie** home loan specialists, **Vanessa Moore** a mortgage loan production advisor and **Christie Leech** a mortgage loan processor.

### Insurance

**Jen Spickard** has been named office manager and associate agent at the Beveridge Insurance Agency in Roanoke.



Laymon

### Investing

**Rick Laymon** of Beacon Wealth Consultants in Roanoke has earned the Accredited Wealth Management Advisor (AWMA) designation from the College for Financial Planning.

## LEGAL FRONT

### Law Firms

**W.F. Mason** has joined the National Academy of Elder Law Attorneys in Roanoke.

**Leisa Ciaffone**, who has her own law firm, has been named president of the Salem/Roanoke County bar Association.

## Have a career announcement?

Send announcements to [news@vbFRONT.com](mailto: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.

## WELLNESS FRONT

### Associations

Virginia Society of Otolaryngology has elected **Gregory Zachmann** of the Jefferson Surgical Clinic in Roanoke president.

**David Trinkle** of Carilion has been elected president of the Roanoke Valley Academy of Medicine.

### Awards

**Randall Rhea** has received the Virginia Health Care Foundation's Unsung Hero Physician Award. He is president of the Bradley Free Clinic in Roanoke.

### Dental

Delta Dental in Roanoke has named **Robin King** broker relations and small group sales manager.

### Hospitals

Lewis-Gale Medical Center in Salem recently honored **Dr.**

**Bertram Spetzler**, an orthopedic surgeon, with the Frist Physician Award and **Sheri Freeman**, a medical assistant at Lewis-Gale Family Care in Bonsack, with the 2008 Frist Humanitarian Employee Award.



Staley

### Marketing

**Linda Staley**, brand marketing manager for Tetra in Blacksburg, has been named director of marketing for Carilion Clinic in Roanoke. She will direct system-wide marketing efforts for Carilion Clinic, including market positioning, branding, advertising

and promotions, publications and the annual report. She has considerable advertising and public relations agency experience, including six years at the helm of Linda Staley Public Relations, a Roanoke firm.

## TECH/INDUSTRY FRONT



Jones

### Communication

**Terri Jones**, a principal with Access Advertising & PR in Roanoke, has received the Silver Medal Award from the Advertising Federation of the Roanoke Valley. The award, sponsored by the American

Advertising Federation, is the organization's highest honor and recognizes the importance of local leaders to the industry.



Gillispie

**Shirley B. Gillispie**, Media Specialist of the Virginia Tech Corporate Research Center, has earned two Adobe Certified Associate (ACA) credentials.

**Anne Booze**, general sales manager; **Leslie Coty**, account executive; and **Fredy Wright**, Internet and graphics specialist of WFIR and WSLQ radio in Roanoke have earned the designation Certified Digital

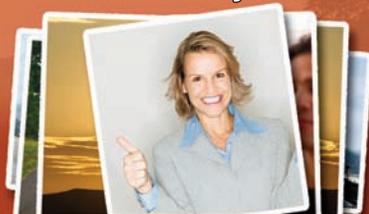
## Looking for office space?

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# Career FRONT

Marketing Consultant (CDMC) as accredited by the Radio Advertising Bureau.



Peters

**Phil Peters** has been named vice president of human resources at Optical Cable in Roanoke.

## Library Tech

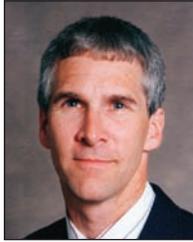
**Dr. Vinod Chachra**, president and CEO of VTLS in Blacksburg, spoke at the Electronic Theses and Dissertations (ETD) Symposium in Pittsburgh in June.

## Manufacturing

Optical Cable Corporation in Roanoke has named **Phil Peters** vice president of human resources.

Schultz-Creehan has named **Valerie Owens** manager of its Blacksburg office.

## DEVELOPMENT FRONT



Crates



Favor



Hale



Kepley



Prichard



Pritchard



Wilkinson

## Architects, Engineers

**Steve Cates, Craig Favor, Pam Feuer, Allen Hale, Drew Kepley, Don Pritchard and Melissa Pritchard** of SFCS in Roanoke have received LEED certifications. Favor also received certification from the Structural

Engineering Certification Board; Feuer received a Certified Construction Contract Administrator designation; and **Cathy Wilkinson**, earned her certification as a Certified Interior Designer (CID).



Buck

**Kerry Buck** of SFCS in Roanoke has received his certification as a LEED Accredited Professional.



Ostrander

**Barbara A. Botkin** has joined Clark Nexsen in Roanoke as an architectural designer. **Cassandra A. Ostrander** is a new project manager assistant.



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MEMBER FDIC

## Materials

**Paul “Chris” Bayne** has been named electrical manager for Roanoke Cement.

## Real Estate

ReMax Valley Realtors in Roanoke has hired **Kurt Wallenborn** as a Realtor.

## RETAIL FRONT

### Automotive

Advance Auto Parts, Inc. in Roanoke has named **Bob Lingsch** vice president of operations.

## Shopping Centers

**Diane Akers** of the Town of Blacksburg has been appointed Eastern Alliance co-chairwoman/public for the International Council of Shopping Centers.

## EDUCATION FRONT

### Colleges

VMI has named **Col. Jeffrey Curtis** chief of staff.

### Public Information

Access Advertising & Public Relations in Roanoke has named



Bailey



Wood



Gilmore

**Kristine Bailey, Gary Gilmore and Laura Wood** associates in the company's Senior Associates program.

## OTHER FRONTS

### Government

Roanoke City Clerk **Stephanie Moon** has been elected president of the Virginia Municipal Clerks Association and **Sheila Hartman**, Moon's deputy, has been installed as secretary.

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Architect's rendering of the new MemberOne building

## MemberOne Expanding

Roanoke-based **MemberOne Federal Credit Union**, facing a severe shortage of space for future growth, began construction on

a new headquarters building in Roanoke in June. The building will go up on land next to the existing MemberOne headquarters. Thor Inc. is the general contractor

for the LEED-certified plan. Completion is expected next summer.

See more at *moreFRONT* at our Web site: [www.vbfront.com](http://www.vbfront.com)



Ron Crawford accepts his environmental stewardship award from the Preservation Foundation's George Kegley

## City gets award and a warning

Even as the Roanoke Valley Preservation Foundation was handing the City of Roanoke a preservation award for its Residential Pattern Book, it issued both a scolding and a warning:

"Some Preservation Foundation members have expressed a wish that the City of Roanoke would follow its new Pattern Book in caring for its own historic properties, such as Buena Vista in Southeast Roanoke and Villa Heights in Northwest Roanoke." The city was among 11 recipients of the awards, which are meant to intensify awareness of preservation efforts and their value.

Most of the awards recognize outstanding reuse of existing buildings. "Many of these projects are in the area around the Jefferson Center, which seems to be an up-and-coming neighborhood," says Foundation President Mike Kennedy of Clark Nexsen architectural firm. "I think next year we may have more award winners from this part of the city."

The awards recipients for 2009:

- **Access advertising**, adaptive reuse, Todd Marcum, Tony Pearman, partners
- **Fork in the City**, renovation, Ed Walker, owner, David and Ann Trinkle, tenants
- **Cotton Mill**, adaptive reuse, Ed Walker, developer/owner
- **Nehi Bottling Lofts**, adaptive reuse, Dan Flynn, owner
- **Jim and Ann Haynes**, renovation of old homes in Old Southwest
- **StageSound**, renovation, Reid Henion, president.
- **Mill Mountain Coffee and Tea**, renovation, David Johnson, principal owner

- **Antique Blue**, renovation of an east Campbell Avenue store for an antique shop, owned by Mickey and Nancy Nelson, daughter Hunter Dominick and her husband, Bayard Dominick
- **Roanoke Residential Pattern Book**, education, Hill Studio & City of Roanoke
- **Fellers House**, renovation, Blue Ridge Behavioral Healthcare, owner, Gail Burress, director of adult clinical services
- **Ron Crawford**, environmental stewardship, organizer of Read Mountain Alliance to save top of Read Mountain with conservation easements

gave out its annual awards in May. Recipients included:

**James Rancourt** of Polymer Solutions, Entrepreneur Award; **Neil Wilkin** of Optical Cable, NewVa Leadership Award; **Attain**, Innovation Award; **ADMMicro**, the Rising Star Award; and **Wireless MedCARE**, the People's Choice Award.

FRONT Editor **Dan Smith** was a nominee for the NewVa Leadership Award and FRONT columnist **Anne Giles Clelland** of Handshake2.0 was a nominee for the Entrepreneur Award.

For complete coverage, visit our blog at *moreFRONT* at our Web site: [www.vbfront.com](http://www.vbfront.com)

## Firms merge

**Barham, Stilwell & Associates** of Roanoke and the Roanoke office of **John Hancock Financial Network** have merged with Capitol Financial Solutions, a financial services firm headquartered in Raleigh. The firm also launched a new brand name, **Valley Financial Solutions**. "This strategic partnership positions both firms to expand and grow as they help clients achieve their financial goals," says

For more detailed coverage, visit our blog at *moreFRONT* at our Web site: [www.vbfront.com](http://www.vbfront.com)



James Rancourt of Polymer Solutions chats with colleagues at his table, awaiting awards announcements

## NCTC gives out awards

The NewVa Corridor Technology Council

Stephen Stilwell, CEO of Valley Financial Solutions.

#### *Pet services expanded*

The **Virginia-Maryland Regional College of Veterinary Medicine** at Virginia Tech's Veterinary Teaching Hospital has introduced a new outpatient advanced imaging service for surrounding small animal veterinarian practices. The new service will provide weekly outpatient appointments for magnetic resonance imaging (MRI), computed tomography (CT) scans, and ultrasounds.

#### *Medicine donation*

The **Free Clinic of the New River Valley** has received its first shipment of free medication by Sanofi-aventis U.S., the latest drug company to join Rx Partnership. The medication shipment is valued at more than \$23,000 and brings nine new medications to the Clinic's uninsured, including insulin to treat diabetes.

#### *Neurologists choose L-G*

**Roanoke Neurological Associates**, a 35-year-old practice, has shifted its adult patient treatment from Carilion Roanoke Memorial Hospital to Lewis-Gale Medical Center in Salem because Carilion's "goals and priorities are somewhat different and private practice really doesn't fit into that model well," according to published

reports. Dr. Gordon Burch of the group continued that his group believes the move "was going to be in our best interest and in our patients' interest."

Carilion has moved to a clinic model, employing a number of physicians, while Lewis-Gale remains a traditional hospital, working with private practices. Carilion is planning to build an expanded neurology department.

The neurologists are among several groups that have moved to for-profit HCA Lewis-Gale in recent months. Carilion is a not-for-profit group. Roanoke Neurological Associates has four neurologists on staff. Pediatric patients will continue to be treated at Carilion.

#### *Anthem growing*

The Roanoke staff of **Anthem Blue Cross Blue Shield** is scheduled to grow by 25 telephone sales people, including a director by the end of July. The office is being transferred from New York.

#### *Botetourt certified*

Moody's Investors Service has affirmed the A1 rating on **Botetourt County's** debt obligations.

#### *Ferris named CEO*

**Ken Ferris**, one of the best known names in the region's technology sector, has been named chief operating officer for **Wireless MedCARE** in Roanoke, which won the People's

## *Have an announcement about your business?*

Send announcements to **news@vbFRONT.com**  
A contact / source must be provided. Inclusions are not guaranteed and all submissions are subject to editing.



Ken Ferris

Choice Award at the recent NCTC awards dinner. Three-year-old **Wireless MedCARE**, which recently became a Virginia company, developed a wireless sensor system to improve the quality of care and operational efficiency at nursing homes.

"With the progress of development and testing of VivaTRAK, we are pleased that Ken was available to join us as we prepare to transition to market," says CEO Dan Wrape. "With nearly 30 years of relevant experience, he brings a depth of knowledge of building businesses in the Roanoke Valley." Ferris has led high-technology companies involved in fiber optic communications, DSL and wireless sensors. Most recently, he was involved in medical device development and marketing as president of the products division of Luna Innovations, Inc.

He has been on the

founding team of three technology start-up companies, each of which was sold to a large, publicly traded company. He is the past president and currently serves on the board of NCTC.

#### *Big ITT contract*

**ITT Night Vision** in Roanoke County has won a contract with the U.S. Special Operations Command of unannounced value, thought to be in the millions of dollars. ITT has been in the hiring mode of late, adding to its approximately 1,500 employees. ITT makes night vision goggles in Roanoke County.

#### *Communications*

**Cox Communications**, which has 200 employees in the Roanoke Valley, plans to close its call center, which occupies about 20 percent of its headquarters building. Cox is consolidating operations.

#### *nTelos contract*

nTelos Wireless a wireless voice and data services company serving the region, has been awarded the Virginia Information Technology Agency mobile communications systems and devices

# FRONT Notes

contract. nTelos Wireless is providing wireless voice, text messaging and data services for Virginia state agencies. A full complement of wireless phones, smartphones, and PDAs with advanced features is also included.

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## *Luna and Nasdaq*

**Luna Innovations**, which is based in Roanoke, has apparently failed of late to comply with Nasdaq requirement that have \$10 million in stockholder equity and faces the possibility of being removed from the exchange's listings. Luna posted a deficit of \$25.8 million in the first quarter, partly as the result of a lawsuit that went against it. The settlement was \$36.3 million.

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## *ISO certified*

**VTLS Inc.**, a library services contractor in Blacksburg, has earned the British Standards Institute (BSI) ISO 9000 standard, ISO 9001:2008.

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## *Captures award*

**Clark Nexsen**, a Norfolk-based architectural, engineering, interior design, planning, and landscape architecture firm with an office in Roanoke, has been named one of the Top 500 National Design Firms by Engineering News-Record Magazine. CN is 182nd, up from 277 in 2008.

---

## *TMEIC contract*

**TMEIC GE**, which has a major facility in

Roanoke, has signed a contract with Ash Grove Cement Company of Kansas to provide its Dura-Bilt5i medium voltage drives to control induced draft fans at its Leamington, Utah, plant to improve energy efficiency.

---

## *Auto recycling*

Roanoke's **Cycle Systems and Auto Cycle** (formerly Trade Street), an auto parts recycler, have teamed up to form a company specializing in the complete recycling of automobiles. Auto Cycle pays customers for unwanted vehicles and then offers parts from those autos for sale to the public. The company then recycles what's left of the automobiles to produce scrap metal at Cycle Systems.

---

## *Builders increase*

**The New River Valley Home Builders Association** has won third place in its division of a recent state-wide membership competition. During the campaign period of March, April, and May, the NRHVBA recruited 18 new members, reaching 139 percent of the goal set for it by the Home Builders Association of Virginia.

---

## *Gets design contract*

**The Center for Advanced Engineering and Research** (CAER) has selected **Wiley|Wilson**, a Lynchburg based architecture and engineering firm, to design its new 25,000-square-foot research and education facility planned for the New

London Business and Technology Park in Bedford County. The project is made possible in part due to a \$7.6 million award from the Virginia Tobacco Indemnification and Community Revitalization Commission.

---

## *Developer sued*

Developer Jim Fields is the subject of an \$8.5 million suit by Wachovia Bank. The suit is in reference to Fields' development, **Sunset Cay**, at Smith Mountain Lake, a mixed-use project. Wachovia wants control of Harrison's Restaurant, the Inn at Sunset Cay and the Marina at Sunset Cay. A \$6.1 million judgement has already been reached in favor of StellarOne bank in reference to the development, according to published reports.

---

## *Anstey renovation*

**Anstey Hodge**, a Roanoke advertising agency, will move into the 2,200-square-foot former Howard's Car Care building on Commonwealth Avenue in the Gainsboro district in the fall. "Our plans are to fully restore the building for our needs and the needs of our clients, while keeping the historic and architectural integrity of the original service station intact," says John Anstey, president and founder. This building dates to the late 1940s and was originally Schneider's Sunoco through 1956. For the next thirty years, the building was home to OK Rubber tire station, followed by a period as a car care service.

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## *HSN layoffs*

**HSN** in Roanoke County has laid off 15 hourly employees. The fulfillment center has 450 employees.

---

## *Loses franchises*

**Duncan Pontiac GMC Jeep** in Christiansburg has lost both its Jeep and GMC franchises because of industry cutbacks. GMC was hoping to eliminate a third of its 6,000 dealers in the U.S. Chrysler, which owns Jeep, is in bankruptcy and is trying to eliminate a 800 of its 3,200 dealerships.

---

## *Restaurant closed*

**The Roanoke Weiner Stand's** Brandon Avenue restaurant closed in late May, owing \$17,616.01 in unpaid taxes. There was no word on when or whether it would re-open. The Weiner Stand's Roanoke City Market location, long an icon of downtown and closing in on 100 years old, remains open. The Brandon Ave. location was opened 25 years ago.

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## *Spa sold*

**Salon del Sol** of Richmond has purchased 11-year-old **SpaVA Premier Day Spa** in Roanoke and Salem. Salon del Sol will lease spaces from SpaVa.

---

## *Advance contribution*

Roanoke-based **Advance Auto Parts** has contributed \$125,000 to the Virginia Western Community College Educational

# Calendar

## Roanoke Valley SPCA

"Christmas in July"

Drop off pet food and supplies at sponsor locations  
Kathy Perdue, 540-344-4840

## Bedford Area

**Chamber of Commerce**

bedfordareachamber.com

## Lynchburg Regional

**Chamber of Commerce**

lynchburgchamber.org

## Montgomery County

**Chamber of Commerce**

"Business After Hours"  
July 16 / 5:30—7:30pm  
Location TBD  
montgomerycc.org

## Pulaski County

**Chamber of Commerce**

pulaskichamber.info

## Roanoke Regional

**Chamber of Commerce**

"Business After Hours"  
July 14 / 5:00—7:30pm  
202 Market  
roanokechamber.org

## Salem-Roanoke County

**Chamber of Commerce**

s-rcchamber.org

## Smith Mountain Lake

**Chamber of Commerce**

visitsmithmountainlake.com

## Vinton Area

**Chamber of Commerce**

vintonchamber.com

## Rotary Blacksburg Noon Club

info@blacksburgrotary.org

## Rotary Club of Roanoke Valley

Bob McAdam, 540-776-2583

## Kiwanis Club of Roanoke

Judy Clark, 540-344-1766

## Cosmopolitan Club of Roanoke

Mike Russell, 540-772-2778

## NCTC

"Technology & Toast"

July 16 / 7:15—9:00am  
Holiday Inn Airport—Roanoke  
thetechnologycouncil.com

## Toastmasters International Clubs (Roanoke)

2nd / 4th Thursdays, 7:00pm

540-342-3161;

1st / 3rd Thursdays, 7:00pm

540-989-1310;

Thursdays, 12:00 noon

540-483-0261;

1st / 3rd Fridays, 12:00 noon

540-983-9260

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Foundation to support the Roanoke Community College Access Program (RCCAP). The program provides tuition assistance for graduating Roanoke City high school students to attend Virginia Western Community College. Advance Auto Parts joins other area businesses such as Appalachian Power, Carilion Clinic, Medical Facilities of America, and Trane as supporters of the program.

### School accredited

The **Virginia Tech Carilion School of Medicine's** program leading to the doctor of medicine (M.D.) degree has received preliminary accreditation by the Liaison Committee on Medical Education (LCME). Preliminary accreditation means the school meets nationally accepted standards of

educational quality. The school can now begin recruiting its first class of 42 aspiring physicians for the fall of 2010 (the class of 2014).

The college will be housed in a new 150,000-square-foot education and research facility under construction, says Cynda Johnson, founding dean and president, Virginia Tech Carilion School of Medicine. The curriculum interweaves research and inter-professional disciplines throughout the four-year educational experience.

### Awards

The Roanoke Valley Cool Cities Coalition has announced the winners of its new Cool Citizen Awards. They are: WDBJ7 "**Mornin'**" show, media; **Gwen**

**Mason**, Roanoke City Council and **Kenneth Cronin**, Roanoke City general services, government; **Breakell Inc.** and **Roanoke Cement**, business; **Hollins University** and **US Green Building Council Southwest Virginia**, non-profit; **Rupert Cutler**, Roanoke City Council and **Jeff Barrie** and "**Kilowatt Ours**," special awards.

### Cigarette tax

The **Town of Vinton** has enacted a 20 cents per pack cigarette tax, despite the protests of merchants. Initially, the town had proposed a 30 cents per pack tax, but the merchants beat that one back.

### Premier expands

**Premier Transfer and Storage**, an agent for Mayflower Transit, has

expanded statewide by acquiring Lee Moving & Storage, another Mayflower agent that has been providing moving services to Richmond for 40 years. Premier has facilities in Christiansburg and Salem. The acquisition will double the company's hauling capacity.

### Hotel award

Roanoke's **MainStay Suites Airport Hotel**, owned by Dominion Lodging and managed by Ed Wray, has won the Inn of the Year award from Choice Hotels International Inc., franchisor of MainStay Suites. The award was announced at the company's 55th annual convention recently in D.C.

Compiled by Dan Smith

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Arts Council 57  
Blue Ridge Copier 36  
Business Solutions 18  
Carillon Clinic 30 & Back Cover  
Clark Nexsen 49  
The Company Store &  
Iron Company Restaurant 3  
Crockett Home Improvement 25  
Davis H. Elliot Company 80  
Downtown Merchants of  
Blacksburg 51  
Fralin & Waldron/  
Daleville Town Center 59  
Hall & Associates 43  
IDD, Inc. 56  
Jarrett Electric 41  
Joel S. Williams 19  
Krull & Company 32  
Liberty University 40
- nTelos 38  
Oakey's Funeral Service &  
Crematory 68  
Pheasant Ridge 73  
Pitzer Transfer 82  
Poe & Cronk 48  
Quality Coffee / Mountain Springs /  
Darte Vending 23  
Richfield Retirement 39  
Rife + Wood Architects 33  
Roanoke Natural Foods Co-Op 35  
Sands Anderson Marks & Miller 42  
StellarOne 74  
Valley Bank 2  
V2 / Greg Vaughn Photography 75  
VWCC 54  
Woods Rogers 29  
Workforce Development 62  
WSLS 10 46

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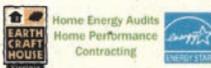


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