



Valley Business FRONT

FOR THE UP AND COMING
AND ALREADY ARRIVED

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*our
Radio
Story*

A Careful
BANKRUPTCY!

BUSINESS
and the
Environment

A New Generation of
TREE-HUGGING SUITS

**meta-
materials**

Gwen Mason,
Clean Valley Council

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WELCOME to the FRONT

You have to wonder why any publication would print an "environmental issue" or, as most call it, a "green issue." It's counterintuitive to the degree that it points a big neon finger at the publication saying: "Polluter."

Environmental Defense has estimated that producing one ton of fresh uncoated paper (about 90 percent of the paper used in the U.S. for printing and writing) uses three tons of wood, 19,075 gallons of water, and generates 2,278 pounds of solid waste. Ink is often a water pollutant. Not so "green," huh?

With that in mind, Valley Business FRONT's April, 2010 Environmental Issue is producing none of that waste, cutting none of those trees and not using all that water. It's a digital issue and the carbon footprint—though not zero, since almost nothing has no impact—is minimal.

This is a one-time statement for us and you'll have that lovely little slick European-style magazine on your desk again the first week of May. But we thought we'd show you what the future looks like, a future where environmental consciousness changes some dynamics—like printing.

Every month, we hear from readers, "I love the look, the feel and the smell of your magazine" and that is music to our ears. This month, though, we hope the sound of the tree staying upright in the forest for one more month will have a louder resonance. If only briefly.



Tom Field



Dan Smith



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A P R I L

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David Perry

Biographies and contact information on
each contributor are provided on Page 76.

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 serve as a sounding board throughout the 18 month rotational term that 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."

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Ed Walker Regeneration Partners (Development)
John Williamson RGC (Tech/Industry)

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.

“ We’re primarily selling lifestyle

— Page 22



Lori White

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facebook.

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Environment- talism goes mainstream >

Executive Summary:
Business has been asking when the environmental movement would come up with some practical, bottom-line friendly solutions. Well, friends, they're here and business is responding in kind.

**By Bonnie Cranmer
and Dan Smith**

Gwen Mason, our FRONTcover model, didn't recoil or hesitate when we asked her to hug a tree and wear a suit. The tree gladly accepted the gig and signed his release in sap.

BUSINESS and the *Environment*

A New Generation of *TREE-HUGGING SUITS*

When considering life in the Roanoke and New River Valleys, environmentally-responsible business has not always been on the radar in the past. These days, visitors and residents alike are finding more reasons to become aware of the businesses that support the famous quality of life hereabouts.

It was only recently that the Roanoke Regional Partnership recognized that the outdoors is one of the region's greatest assets. "Nobody had ever catalogued the scope and depth of





Pete Eshelman and Beth Doughty of the Economic Development Partnership

what we have, let alone how to access it," says Executive Director Beth Doughty.

Pete Eshelman joined the organization as director of outdoor branding in early 2009. "We've created comprehensive notebooks with outdoor information for the hotels and motels in the region ... launched RoanokeOutside.com and in general, raised awareness of our amazing outdoor amenities," says Eshelman.

One of the region's largest employers, Carilion Health System, has made environmentalism a priority, says Chief Operating Officer Nancy Agee. "Caring for our environment is an integral part of Carilion Clinic being good stewards of the resources entrusted to us. LEED certification of our new three Riverside buildings is a recent example of this in building construction. We have moved to more efficient lighting and we're continually finding ways to reduce energy consumption and our carbon footprint."

Evidence is everywhere:

- Cycle Systems, Roanoke's old and large commercial recycler (first of metals, now of many materials), has expanded to Lynchburg and Covington in recent years.

What they're saying >



Johna Campbell

Johna Campbell, Cogent Management Resources:

I see businesses being more conscious of being "green." Unfortunately, this desire to be green is sometimes overshadowed with the challenging economic environment that businesses face. Certainly, becoming green is easier when a process or product is being created rather than revised or improved. Quite frankly, I don't see businesses placing a huge focus on environmentalism because they are busy trying to remain competitive in today's marketplace. Some may argue that this is short-term thinking but sometimes the fire that businesses have to put out are the ones that are burning in their face.



Jay Turner

Jay Turner, J.M. Turner Construction:

Much of [environmental awareness in construction] involves common sense practices in the field and responsible pre-construction planning that has been standard practice here since we adopted the team-build methodology decades ago.



Cynthia Lawrence

Cynthia Lawrence, President PerformanceLink:

At the very least people are encouraging their employees not to print out e-mails unless necessary and to reuse file folders. Lights are being changed out of ceiling fixtures for more energy efficient versions. Purchasing recycled supplies is happening when possible. In some of our clients (hospitals) there are aggressive Go Green initiatives like getting rid of Styrofoam cups and containers; encouraging the use of personal, refillable mugs by giving fountain drink and coffee discounts; insisting that vendors provide an environmentally friendly alternative to whatever is being purchased – recycled plastics where possible.

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**Mountain Lake has
a new name**



- U.S. Green Building Council LEED environmental certifications have not only grown exponentially in construction and affiliated areas, but in banking, restaurants, retail, real estate and other areas, as well.
- School systems—secondary and post-secondary—are leading the charge among young people and the curriculum is following closely behind.
- Resorts are finding new purposes (and changing their names to reflect an environmental bent).
- Large institutions and governments are cutting waste, recycling, turning off lights, combining trips and doing the kinds of efficient activities that also make sense for the environment.
- Perhaps the most consistently honored individual business in the region during the last two years is Breakell Inc., a builder that stakes its reputation on environmentalism.
- HSBC Global Research has reported that world-wide revenues from climate-related businesses rose 75 percent in 2008 to \$530 billion and could exceed \$2 trillion by 2020 and Stern Review estimates climate-related revenues will go to \$500 billion by 2050. China, a leading polluter, is getting into renewable energy, adding 1.12 million jobs in 2008 and adding 100,000 more a year. The Pew Charitable Trust reports that jobs in the clean energy economy grew at a national rate of 9.1 percent in the U.S., while traditional jobs grew by 3.7 percent between 1998 and 2007. Job growth in clean energy outperformed overall job growth in 38 states and the District of Columbia during that period.

One of the regional businesses making a shift towards more environmental operations is the recently renamed Mountain Lake Conservancy and Hotel. The Giles County property is well known as the place where "Dirty Dancing" was filmed. "We're implementing a sustainability plan to take our green standards to a higher level," says Emily Woodall, managing director of The Mountain Lake Conservancy. It is also applying eco-friendly alternatives to purchasing, energy consumption, water use and wastewater treatment the changes.

Virginia Green

The state has instituted Virginia Green, as program that works to reduce the environmental impacts of Virginia's tourism industry and the conservancy is one of many members. VG is a partnership between the Virginia Tourism Corporation and the Virginia Department of Environmental Quality and it awards certifications for environmentally friendly companies.

Mountain Lake Conservancy and Hotel is among many businesses in the Go Green NRV program, as well. "We've added our Green Statement to the hotel Web site and we advertise the green organizations that we are members of," says Woodall.

Go Green NRV member Homebody's owner Margaret Breslau received her certification and sees it as recognizing "my commitment to progress in environmentally sustainable practices." Homebody serves as a collection point for batteries and fluorescent tube lights and it sells recycled and sustainable items.

In Christiansburg, Valley Curbside Recycling is taking trash out of the waste stream and making a difference. "Right now a small percentage of residents are participating in curbside recycling, but we've seen that number steadily grow from day one of operations," says co-founder Jeremy Hart. Roanoke's recycling program has been established for years and is one of the strongest in the state.

What they're saying >

continued from Page 9



Doug Juanarena

**Doug Juanarena,
GenTek Ventures:**

Nearly all companies or company leaders I speak to are concerned with or are playing a role to help minimize the impact of their business on the environment.



Stan Breakell

**Stan Breakell,
President Breakell Inc.:**

A time is coming when being perceived as not being environmentally sensitive will be bad for business. Some day people will make their buying decisions based on your environmental footprint.



Nanci Hardwick

**Nanci Hardwick,
CEO Schultz-Creehan:**

I see and hear more concern for the environment in my industry. From manufacturing to packaging to office operations, there is an awareness about resource use. Our own corporate culture has a strong environmental conscience. We have an employee championing our efforts (Evan Beloni, one of our engineers) and every single employee here supports our recycling efforts.



Kathy Baskie Young

**Kathy Baskie Young,
Roanoke Regional Chamber
Past-Chairwoman:**

We focused our economic summit two years ago on sustainability. This past year we piloted the Cool Green Biz Initiative in partnership with Roanoke Valley Cool Cities Coalition. The program is designed to recognize member businesses that have made a commitment to sustainable business practices. The program is based on an evaluation of members' implementation of "green" practices that reduce waste, promote clean air and water, conserve natural resources, enhance the quality of life for employees, customers, and neighbors, and reduce

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Rosalie Kell

Dan Smith

Putting glass waste back into play >

Executive Summary:

Rosalie Kell is moving one waste stream—that of glass—toward profitability.

by Bonnie Cranmer

Hollins University student Rosalie Kell has a vision to "find a solution to residential and industrial glass recycling in the Roanoke Valley." She has worked on a variety of environmental projects at Hollins and the environmental studies major wants to see glass recycling go mainstream.

The Glass Recycling Initiative for the Roanoke Valley is a project Rosalie has developed and it includes researching

As a business, Valley Curbside Recycling sees the Go Green NRV program as a natural. Says Hart, "The initiatives set forth by Go Green NRV line up perfectly with Valley Curbside Recycling."

Creating good will

Goodwill Industries of the Valleys is taking a different route to the same result, recycling through individual donations which are sold in the regions 29 retail stores and with business contracts, taking materials out of the waste stream and creating jobs.

At the Roanoke Jobs Campus, Goodwill employees fulfill multiple contracts, recycling materials for regional businesses. "In 2009, Goodwill of the Valleys kept more than 11 million pounds of materials out of area landfills," Marketing Manager Suni Heflin says. "We're recycling computers through Goodwill's national contract with Dell, and Levi's [is working] with Goodwill with the 'Care Tag for Our Planet' program, encouraging donation as a way to

systems, defining the potential of the glass waste stream, analyzing cost/benefit, public relations and building community coalition. She has visited a facility which turns residential and industrial glass and ceramics waste into a cullet—crushed glass that can be used for composting, sandblasting, back fill, asphalt/concrete and LEED certified wallpaper polymer. The challenge to replicating this stream is assuring the proper volume of glass.

Roanoke City recently began recycling clear and colored glass, a result of the city signing a new contract with Recycling and Disposal Solutions of Portsmouth, which plans to build a recycling facility in the Roanoke Valley.

Says Rosalie: "The consequences realized from the successful implementation of a system that will recycle and repurpose the glass waste stream of the Roanoke Valley go far beyond the physical, biological data that supports a cleaner environment." She strongly believes a glass recycling system can create income for localities and jobs and at this juncture, that is the lynchpin. □



Goodwill's Suni Heflin with Levi's recyclables

Dan Smith

What they're saying >

continued from Page 11

greenhouse gas emissions. So far, seven companies have completed some level of certification and [President Joyce Waugh] tells me that we have had a number of inquiries from other companies who are interested in implementing a similar program in the future."



Ed Hall

**Ed Hall,
Hall Associates Realtor:**

There is a much greater awareness and a desire by many clients to make environmentally positive decisions. As always, the cost of the projects can be significant; therefore (as usual) government makes these type of changes at taxpayer cost first, and eventually the public sector changes and adds it to the cost of doing business.



Nancy Agee

**Nancy Agee,
COO Carilion Clinic:**

[Environmental awareness] is personally and professionally important to me. For the past two years, this has been a much more front burner priority for Carilion and is an important work in progress for us. We are consistently looking for ways to further stewardship of resources.



Larry Hincker

**Larry Hincker, Virginia Tech
(University Relations):**

In addition to developing a comprehensive action plan on sustainability, we have adopted a climate action plan to decrease the university's carbon footprint. All new buildings [are] built to LEED standards. We have a comprehensive alternative transportation program and network ... We recycle paper [and have] reduced food waste in dining halls by 35 percent. The remainder is used for compost. We have retrofitted dorm showers to reduce water use 33 percent. We continue the process of

continued to Page 15



Billy Weitzenfeld

Dan Smith

extend the life cycle of clothing and textiles."

Waiting for the economy to turn around has been a struggle for many businesses, even with the promise of stimulus funding. Billy Weitzenfeld, executive director of the Association for Energy Conservation Professionals (AECP) in Floyd, sees opportunity and challenge. "Rebates were available for home energy audits up to \$250, almost half the cost," Weitzenfeld says.

Yet the challenge comes after the results of the audit and the recommendations for energy efficient upgrades cost sometimes thousands of dollars. "The audit by itself means nothing. It must be combined with getting the work done," Weitzenfeld says.

Funding for environmental education has made its way to Virginia community colleges which are providing certification programs for home energy auditors. The challenge for newly certified auditors is they may not have the funds to purchase necessary equipment or the experience in the field.

Virginia Tech has a "green engineering" initiative across its entire engineering degree curriculum. Says University Relations head Larry Hincker, "Green engineering is a program that lies under all the other department offerings. We offer courses throughout the various engineering curricula that imbue in students a green engineering philosophy. A student can minor in green engineering."

Auditing

AECP members are on the front lines of providing both the audits along with implementing the home energy audit recommendations. Steve Gregory, owner of National Property Inspections in Floyd, says, "I'm getting phone calls weekly to do audits."

Gregory is certified as a home inspector and he performs home energy audits under both of the Department of Energy's recognized programs. Real estate professionals are more interested as well, wanting to learn more about home energy audits and how they apply to their business.

Roanoke Realtor Suzanne Ashley received her National Association of Realtors' Green designation in 2009. "I value green and sustainable living, remodeling, and building," she says, "so when the Green designation became available, I jumped at the chance." Ashley helps buyers and sellers see the environmentally-friendly potential of a home or commercial building by suggesting upgrades that will increase efficiency and save them money. Says Ashley, "I encourage buyers to read, research, seek assistance from experts, and make sure they understand before they buy property."

In Botetourt County, the Daleville Town Center is the first in the region to do a traditional neighborhood development (TND). Karen Waldron of Fralin & Waldron found the concept so compelling that she was determined to find the perfect location. The Layman property, once an orchard, is being developed as a multi-generational multi-use community.

Finding ways to efficiently and cleanly heat and cool remains a challenge. Says John Williamson, CEO of RGC Resources in Roanoke (the gas company), "The natural gas industry is probably the most environmentally conscious in the fossil fuel energy sector ... All of the big [oil companies] like BP, Exxon, etc. are touting their movement to natural gas. It is dramatically cleaner than coal or oil to burn, has dramatically less environmental impact for extraction and production i.e.

What they're saying >

continued from Page 13

replacing lights and fixtures to reduce energy and have installed motion sensors on lights in 146 classrooms. In addition to a sustainability coordinator that creates or oversees dozens of projects, we employ people for recycling, and alternative transportation. On the academic side, Virginia was one of the first schools to roll out a green engineering curriculum ... I could go on and on but I'm having a hard time getting it distilled into a short statement.



John Williamson

**John Williamson,
CEO, RGC Resources:**

We have an active in-house research program to try to identify new locally economically feasible applications for natural gas that will more efficiently use energy. A hoped-for example [is] local fuel cells to reduce the need for more coal fired electricity generation and more electric transmission facility construction ... We have begun a program to downsize our vehicle fleet to improve gas mileage. We have from time to time explored natural gas powered vehicles and will do so again if the auto and light truck manufacturers ever mass produce reliable equipment.



Karen Waldron

**Karen Waldron,
Fralin & Waldron Inc.:**

We desperately need to become good stewards of our land. People are going to demand this. We're trying something that hasn't been done, being a traditional neighborhood design requires a specific set of rules and we're keeping ourselves honest on it. We're holding to what we said we were going to do. We're going to do it right.

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Suzanne Ashley: Green Realtor

Dan Smith

no big refineries, no ocean liner spill, no mountain top removal and finally natural gas is the lowest emitter of carbon dioxide."

Lifestyle shift

"We're appealing to people who really want to shift their lifestyle," says Waldron. The homes are designed to Earthcraft Gold standard, which "makes the most sense for both the builder and the home buyer," says Brian Wescott, customer service consultant for Daleville Town Center.

Each home goes through an independent lab test before achieving its final rating. The result is lower monthly utility bills for the home owner, an incentive the builder can offer to new home buyers.

The TND concept includes trees and sidewalks, nature trails, "cars in the back and people out front," says Kathy Gentry, marketing manager for Daleville Town Center. Retail space for shopping is just a walk away. HCA Lewis Gale is building a medical facility on the property and other amenities are coming.

Green building activity sustained impressive growth during 2009, but builder Jay Turner insists this isn't new in construction. "There is no doubt that environmental concerns have been heightened in recent years and there is certainly more inquiry from clients on the front end of projects," he says. "The reality

is that most construction firms have long paid close attention to environmentally conscious practices on jobsites.

"While public awareness has increased of late, most contractors that we are familiar with embraced sustainable construction practices long before the term 'green' became almost a cliché."

Roanoke's Clean Valley Council created the Green Building Resource Guide, available on its Web site, to provide resources to professionals and home owners about what and where sustainable materials are available.

There are even more businesses becoming involved in sustainability through programs in the Roanoke Valley for businesses and residents.

Next chapter

The Roanoke Regional Chamber of Commerce joined with the Roanoke Valley Cool Cities Coalition to create the Cool Green Biz certification program in 2009. Roanoke City, led by City Councilwoman Gwen Mason, launched the Clean and Green Campaign in 2009 and held several well publicized events encouraging participation from residents and businesses.

An impressive list of participating businesses continues to grow as sustainability and profits are meeting on the same road. Mason says, "We've had a positive response from the Chamber of Commerce and smaller businesses, and have replicated that success to help every business reduce energy costs, use resources more wisely, and live a little more lightly on Roanoke."

In late 2009, the region lost one of its Titans for environmental quality in Ann Masters, long time executive director of the Clean Valley Council. In February, Mason was selected to take up the mantle. She says, "The natural beauty of the area is unsurpassed. Leaders ... are making the connection between economic growth and natural resources. Leveraging our natural resources for economic growth and development is the next chapter in Roanoke's history, I think." 



Dan Smith

Daleville Town Center

What they're saying >

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Gwen Mason

Gwen Mason, Clean Valley Council:

If a company is going to lose money recycling, or become less efficient using less energy, there's no incentive. Happily, in most cases, conservation of resources means conservation of money, and the bottom line drives those decisions.

Jeremy Hart, Valley Curbside Recycling:

The simple fact is that if it's not easy, we don't do it, and single stream [recycling] makes it easy ... Kids have really gotten into the process of determining what can and cannot be recycled. I think it really reinforces the fact that recycling will have an impact in the now, but its greatest impact is in the future.



Larry Dowdy

David Perry



What's on, Radio?

Radio daze >

Executive Summary:

These days radio is in the 'content distribution business' and it's a new and changing world out there. And, in spite of it all, you're still 'listening to the radio.'

By David Perry

Dylan has gone digital.

The times are a-changing, and the region's radio broadcasters are adding new ways to get their programming—and their commercials—in front of their audiences. While the basic business model is the same, radio has entered a new era, one in which it's less about the size of your antenna and more about expanding programming to new online and mobile platforms.

The good news is that the radio is doing well

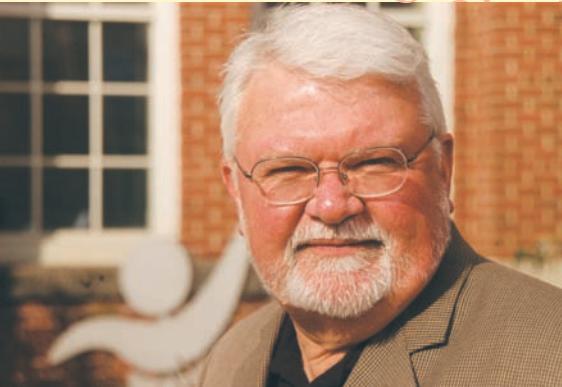
in a marketplace full of bargain hunters, according to Wheeler Broadcasting's Leonard Wheeler.

"Trends in term of total listenership are terrific," says Wheeler. "Total cumulative listening is up for the market overall."

Dave Carwile of Clear Channel Communications says radio advertising is relatively inexpensive and advertisers' budgets have gotten slashed and they're looking for more value."

Wheeler and Clear Channel are two of the larger players in the Roanoke-Lynchburg market, which ranks in the low-100s nationally with about 400,000 people. Wheeler is a local company that owns popular stations like K92, Q99, and Star Country, while Clear Channel operates such stations as WROV ("The Rock of Virginia"), Sunny and popular newcomer Steve FM. According to the company Web site, Clear Channel operates more than 800 radio stations across the US, in addition to

ON THE FRONT



Mike Stenski

Dan Smith



Dave Carwile

David Perry

co-owning 140 stations in Australia and New Zealand, among other ventures.

While Wheeler and Clear Channel dominate the market, other stations have carved out their niches as well. WVTF Public Radio, which broadcasts across southwest and central Virginia from its headquarters off Franklin Road in Roanoke, has a small, but loyal listenership. The four ESPN sports talk radio stations owned by 3 Daughters Media in Forest also has developed loyalty, though a lot larger audience than Public Radio. Religious formats such as Spirit FM can also be found on both the AM and FM dials.

"Roanoke has some strong local ownership," says Barry Armstrong, general manager at Spirit FM. "The local guys have really stepped up community involvement."

One such "local guy" is Centennial Broadcasting's 101.5, dubbed "The Music Place," which began broadcasting last fall from a studio in downtown Roanoke on the corner of First St. and Campbell Ave. The Music Place promotes local music venues like the Kirk Avenue Music Hall and plays an "adult album alternative" format. Manager Tom Kennedy says the station "is designed to serve a segment of the population that is discerning in lifestyle choices regarding their recreational, artistic, civic, and consumptive behaviors." Translation: those likely to be seen at the Water Heater in Old Southwest, the Grandin Theatre, Studio Roanoke, the Roanoke Natural Foods Co-op, or a hip new restaurant on the Roanoke City Market.

Twitter and Facebook buzz about The Music Place has been good, but not everyone is convinced. "That station is serving such a small niche market," says

Carwile. "It's really not a concern to us."

Tom Kennedy understands that he's a minor player: "The other operators dominate the market and whatever their plans are will be the trend for the future," he says of the Roanoke radio scene.

Niche markets are a tough sell historically, Carwile says. The stations that do best are the ones with the broadest appeal. "Historically, serving the niche market hasn't done so well," he says. "The mass market is where it's at."

And that mass market demands one thing: familiarity, which is often one of the significant complaints against organizations like Clearchannel.

"The main thing in radio is that it's got to be familiar," says Carwile. "On ROV, we're playing about 300 records. If you hear a song you're not familiar with and you don't like it, you'll go somewhere else."

"We don't have overly long playlists," adds Leonard. "It may sound appealing to say you play thousands of songs, but you'd find out if you play obscure or unknown and unpopular songs you will not have high listenership."

It turns out that doesn't just apply to commercial radio, either. WVTF's Glenn Gleixner says classical and jazz listeners like to hear music they're familiar with, too. "We try to have a broad playlist, but we want music that's easily acceptable to a lot of folks," says Gleixner, who describes WVTF's programming as a "companion."

He adds, "Most of our listeners are doing something else when they listen to our music. If the music becomes a distraction or

What's Playing in Our Market

Roanoke Market

AM RADIO

610	WVBE	urban / adult contemp
880	WSLK	oldies
910	WWWR	talk
960	WFIR	news / talk
1230	WXCF	classic country
1240	WGMM	sports
1340	WKEY	oldies
1350	WBLT	sports
1410	WRIS	religious
1480	WTOY	urban / adult contemp
1550	WKBA	religious

FM RADIO

89.1	WVT	public / classical / jazz / news
89.7	WFFC	public / news / talk (BBC/PRI)
90.3	WRXT	contemporary Christian
90.9	WVRI	new
91.3	WPAR	contemporary Christian
91.9	W220BD	religious
92.3	WXLK	pop
93.5	WSNV	classic hits
94.9	WSLC	country
96.3	WROV	rock
97.3	WZZI	rock
97.7	WYFI	religious
99.1	WSLQ	adult contemporary
99.9	WZBB	country
100.9	WIQO	country
101.5	WVMP	adult alternative
103.7	WRXT	contemporary Christian
103.9	WXCF	adult contemporary
104.9	WJJS	pop
106.1	WSFF	adult hits
106.9	WZZI	rock
107.9	WYYD	country

New River Valley Market

AM RADIO

710	WNMX	news / talk
810	WPIN	classic country
890	WKNV	southern gospel
1030	WGFC	country
1260	WWVT	public / news / talk
1340	WBLB	southern gospel
1360	WWWJ	southern gospel
1400	WHHV	southern gospel
1430	WKEX	sports
1460	WRAD	standards

FM RADIO

89.9	WVRU	college / BBC news
90.3	WOKG	contemporary Christian
90.7	WUVT	college
91.5	WPIN	contemporary Christian
96.7	WROV	rock
100.1	WYFI	religious
100.7	WNMX	adult contemporary
101.7	WWBU	sports
102.5	WRXT	contemporary Christian
102.9	WBRP	new
103.5	WPSK	country
105.3	WBRW	rock
107.1	WPSK	country

Lynchburg Market

AM RADIO

590	WLVA	news
930	WLLL	black gospel
1000	WKDE	talk
1050	WBRG	talk / religious
1230	WODI	gospel
1280	WOWZ	n/a
1320	WVGM	sports
1390	WKPA	religious
1420	WAMV	southern gospel
1450	WREL	news / talk

FM RADIO

88.3	WRVL	college / religious
88.7	WGPS	religious
88.7	WRIQ	new
89.5	WVT	public / classical / jazz
89.9	WMRL	public / news / classical
89.9	WNRS	college / alternative
90.9	WWMC	contemporary Christian
91.5	WLUR	college
93.7	WGPS	religious
96.7	WWZW	classic rock
97.9	WZZU	rock
100.1	WVBE	urban / adult contemp
101.7	WSNZ	adult contemporary
102.7	WJJX	pop
103.9	WRXT	contemporary Christian
105.5	WKDE	country
105.9	WLNI	talk
107.1	WCHG	community
107.1	WTTX	southern gospel
107.9	WYYD	country

Southside Market

AM RADIO

730	WMNA	n/a
900	WCBX	news / talk
1080	WKBY	religious
1160	WODY	sports
1250	WDVA	black gospel
1270	WHEO	country
1330	WBTM	news / talk / oldies
1370	WHEE	talk / news
1450	WMVA	adult contemporary
1530	WFIC	classic country
1560	WSBV	black gospel
1570	WYTI	classic country
1580	WWDN	classic hits

FM RADIO

89.9	WFFC	public / news / talk
90.5	WPIM	contemporary Christian
91.1	WOKD	contemporary Christian
91.9	WRXT	contemporary Christian
92.7	WYFI	religious
95.3	WHLF	adult contemporary
103.3	WAKG	country
104.5	WWDN	classic hits
106.3	WMNA	sports
106.7	WKVK	contemporary Christian
107.1	WYFI	religious

Source: [Radio Station World]

ON THE FRONT

an irritation, it's not serving our listeners."

And it's important to know those listeners well. For example, Carwile says that on WROV, "when our jocks crack the mic and get ready to do a break, in their minds they're picturing a 42-year-old male. We call him Tom." WROV targets adult males ages 18-49 with their programming.

ESPN sports talk radio is also strong with men. 3 Daughters Media Vice President Mike Slenski says, "We believe that the ESPN brand is one of the top five brands recognized by men."

Meanwhile, Clear Channel's Sunny FM leans toward women. "On Sunny FM, it's an educated audience," Carwile says. "Most have college degrees. They make a higher income level than the average in the market. They like to golf, they like to garden, they like to travel."

It's a similar situation at WVTF. Gleixner's audience is better educated and earns more money than the average, but that's because WVTF's audience values NPR's style of programming.

The net the Wheeler stations cast is focused, but not exclusive, says Leonard Wheeler. "While every radio station has a specific target audience in demographic and/or format appeal, those stations are very much mass appeal stations."

Knowing their audiences and their habits allows station to zero in on advertisers. "We're primary selling lifestyle," says Carwile. "When we're talking to advertisers, we're selling them the lifestyle the station targets."

It all comes down to reaching an audience. Local stations are taking advantage of the new digital technologies available to them to reach more listeners. Nearly all have a Web site that lets visitors listen to the station live, see pictures of deejays, or become fans of the station on Facebook. Clear Channel's site iheartradio.com lets users browse more than 350 radio stations and 10,000 videos on their computers or iPhones, Blackberries or Androids, in addition to their five Roanoke Valley stations. HD radio channels carry additional HD-only stations, like WROV-2 HD, an alternative rock station, and WJJS



Disc Jockey Greg Travis
of WROV at work

David Perry

HD, a smooth jazz format.

"Clear Channel is in the content distribution business," says Carwile. "Wherever you go, we want to go with you."

Says Gleixner, "In public radio, we're looking at numerous platforms to disseminate our programming—digital platforms, webcasting, phones, podcasting" and others."

Adds Leonard, emerging technologies "are additional means we use to connect and communicate with our audiences." Barry Armstrong of Spirit agrees. "We have been streaming in the Web for a number of years at spiritfm.com," he says. "Radio has to remember we are in the relationship business. We must go where the people are and look for ways to give them a positive experience."

With all of this cross-pollination, one wonders where just how important the technology that started everything—the broadcast radio wave—really is.

But, says Carwile, no matter how they listen to their programming, "People still refer to it as listening to the radio." 



Complaining without being a 'complainer' >

Recently, a Valley Business FRONT reader asked that I write a column specifically designed for customers on the effective complaint. While many of my workshops and seminars focus on how customer service representatives should deal with a complaining customer, the ability to complain effectively as a customer is a subtle art. To be able to convey your viewpoint persuasively will bring more positive results than ranting and raving.

Here are some tips:

- Gather all pertinent information. Have price tags, receipts, warranties and model numbers available for communicating. Make copies of these items, retaining the original documents. This information will save time and frustration when contacting the offending business.
- Act swiftly. Don't stew. Procrastination will only bring suspicion upon the complaint.
- Keep the right attitude. Most people have trouble turning away someone who asks for help with a problem in a calm and kind manner.
- Treat the customer service personnel with respect. If the complaint has to be taken to a higher authority, respect shown to personnel at a lower level will affect how the higher ranking official considers the complaint.
- Avoid profanity and name-calling. Rudeness will decrease your credibility and does nothing helpful to bring about a positive outcome.
- Keep a record of every person contacted, the date and the response.
- Know what outcome would bring resolution and ask for it in a firm, concise letter or e-mail.
- Allow a reasonable amount of time for the company to address your complaint. In your communications, provide a deadline when you expect a response. Let the offender know that if no response is given within the specified deadline, a formal complaint will be filed with the Better Business Bureau or governmental watchdog agency.
- If the product or service was purchased by a credit card, dispute the charge through the credit card company. Credit card companies will usually allow up to 60 days to dispute a charge.

When an acceptable offer is reached, remember to be gracious and thank the company officially for resolving the complaint. 

Business Etiquette

By Donna Dilley

Executive Summary:

There's a bit of an art to the complaint without the whine. Here are some tips.

It's not a problem of gender >

Dear Getting a Grip: I've worked with women all my life, but I've never had a woman boss before now. I am having trouble with her style. Her credentials are good, her ideas are good, and she assigns our company's heavy workloads in this tough economy pretty fairly. That's one minute. The next minute, she's worried if she's qualified for the job, whether her ideas will work, and if everyone likes her. The temper tantrums and the crying jags are rare, but happen often enough to make me feel like a caretaker instead of a co-worker. I'm fine with having a woman lead our team. I just wish she'd do it. What do I do?



Dear Caretaker: The ideal scenario for leaders, for both women and men, is to have peer groups of fellow leaders with whom to discuss doubts, frustrations, and fledgling ideas. Time with trusted colleagues, purposefully set to take a break from the demands of leadership to discuss those demands, can free leaders to lead. And that frees workers to work.

Yes, women and men may have different leadership styles. You seem to have not a "woman boss" problem, but a "boss in need of pals" problem. You could easily have described a male boss who varied in behavior from drill sergeant to best buddy, alternately leading wisely, managing poorly, and abusing power to get unmet needs met.

Getting a Grip: The stage of emotional and psychic development of your boss, regardless of gender, is beyond your control. What is in your control is how you respond to the behavior of your boss. If at all possible, avoid being drawn into a too-intimate relationship. When a crisis passes, shared moments of familiarity breed contempt, not reward. And when cutbacks come, you'll be fired by your best friend.

Whether a boss barks orders or weeps them, if you're staying in the position, listen for the "what" of the message, not the "how." Determine what the problems are, which of them are within your areas of strength, expertise and jurisdiction, and solve them. Implement, execute, and accumulate accomplishments and credentials. What your boss needs—a peer group of the like-minded—create for yourself. Wherever your boss may be stalled, you'll be driving on your own leadership road.

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.

Read the FRONT online vbFRONT.com
Also get more stories and pictures at morefront.blogspot.com

Business Dress

By Kathy Surace

Executive Summary:

Regardless of your current financial status, you can look good when going for an interview. Here's how.

Dressing for the interview on a budget >

Julie Newman, host of Blue Ridge Public Television's JobQuest recently asked me to offer viewers some suggestions to improve their appearance and, thus, their chance of being hired.

JobQuest is a live monthly production that showcases job openings and covers a variety of jobs-related topics and tips. JobQuest focuses on "everyman" jobs for the average jobseeker.

To demonstrate how to easily and affordably dress for an interview, we visited some local consignment shops. We found suits in neutral colors and classic styles acceptable to any interviewer. We avoided tight or revealing garments. We outfitted a model in three different outfits that focused attention on her face, allowing her to showcase her job qualifications and skills. Some outfits cost less than \$15 and looked great.

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Julie believes many people don't understand that their appearance is an important tool for their job search. Many viewers say they have no plan for their interview attire. Julie says, "I think people don't want to give the impression of being a 'stuffed suit.' They think that their qualifications and experience should speak for themselves."

In her experience at job fairs, she says, "the job seekers who walked up to a booth in jeans, sneakers and a hoodie, with scruffy hair or beard had their resumes put in Pile B." That would be the circular folder.

The tight job market seems here to stay for now, so we offer this advice:

- If finances permit, get a suit or at least a new jacket to spruce up your basics.
- If money is tight, wear your best clothing and make sure it's clean and pressed. Shop consignment stores for bargain interview clothing.
- Avoid T-shirts, flip-flops, tight or revealing clothing, neon colors and the like.
- Before interviewing, consider deactivating your social media accounts, like Facebook and Twitter. Google yourself to monitor your online image.
- Remember to send a handwritten thank you note. It will impress.

As Julie Newman notes, "A good resume will get you the interview, but at that interview, *you* have to get the job." Looking good is part of the package you're selling. 



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Scott & Stringfellow LLC >

Compiled by Paulette Jayabalan

Overview:

Richmond-based Scott & Stringfellow LLC is a full service regional brokerage and financial services firm with 42 offices in Virginia, West Virginia, North Carolina, South Carolina, New Jersey, and Georgia. On March 26, 1999, Scott & Stringfellow, a registered broker/dealer, became a wholly owned non-bank subsidiary of BB&T Corporation (NYSE: BBT).

S&S was founded in Richmond May 20, 1893, by Frederic W. Scott and Charles S. Stringfellow, Jr., and became a member of the New York Stock Exchange in 1895. The firm operated as a partnership from 1893 until its incorporation in 1974. On November 5, 1986, Scott & Stringfellow became a public company, and for over 12 years, it traded on the NASDAQ national market system.

Scott & Stringfellow and its BB&T Capital Markets division employ more than 1,000, including 250 financial advisors, in more than 60 locations throughout the country. Source: [www.scottstringfellow.com]

Market Commentary

"Scott & Stringfellow [has] announced that Harris T. Luscomb III has been promoted to Managing Director. Luscomb is a Financial Advisor in the firm's Williamsburg office." 6/1/2009 Source: [www.scottstringfellow.com]

"PRNewswire-FirstCall -- At a time when mortgage

clients need it most, BB&T Corporation's retail mortgage operation is helping current and potential homeowners with their mortgage financing needs. Last year BB&T originated more than 72,500 retail mortgage loans, a 97 percent increase over 2008. That figure includes 53,500 refinanced mortgages and 19,000 new mortgages. BB&T also closed 6,600 loans worth nearly \$1.3 billion under the Homeowners Affordability and Stability Plan to help keep families in their homes. BB&T services more than 451,000 mortgage loans worth \$70.3 billion. It employs 1,500 people in its Mortgage unit. At Dec. 31, Winston-Salem, N.C.-based BB&T Corporation (NYSE: BBT) had \$165.8 billion in assets and operated more than 1,800 financial centers in 12 states and Washington, D.C." 2/25/2010 Source: [finance.yahoo.com]

Total Executive Compensation

Name	Title	Amount
Walter Spencer Robertson	CEO and President	NA
Mike D. Johnston	CFO	NA
William F. Calliott	Director, Exec VP – Scott & Stringfellow	NA
Norman L. Hancock	Sr. VP, Chief Compliance Ofcr. S&S	NA
David Plageman	Exec VP, Secretary, Director	NA
Kenneth A. Thomas	Director, Admin Services <i>(Compensation not available.)</i>	NA

Source: [investing.businessweek.com]

Board of Directors

Name	Primary Company	Age
Charles Mintz	Scott & Stringfellow	55
William Gunter	Scott & Stringfellow	66
William Calliott	Scott & Stringfellow	65
David Plageman	Scott & Stringfellow	69
R.Campbell	Scott & Stringfellow	69
John Muldowney	Scott & Stringfellow	70
S. Scott	Great Eastern Energy	76
Frederic Bocock	Dynamis Advisors	NA
William Schubmel	Scott & Stringfellow	77
Rob Hintz	Arch Coal	78
R. Smith	Scott & Stringfellow Financial Inc.	71
William Berry	NewMarket Corp.	76

Source: [investing.businessweek.com]

Institutional Stock Ownership

The shares of Scott & Stringfellow's parent, BB&T Corp., closed at \$28.53, up 1.06 percent on a volume of 5.64 million shares on February 26, 2010. Source: [www.bbt.com]

Sources

[www.scottstringfellow.com] / [finance.yahoo.com]
[investing.businessweek.com] / [www.bbt.com]

Note

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

Socially responsible and effective >

Executive Summary:

If your investments don't take into account business' responsibility to society, are they reflecting your values?

By Pete Krull

The idea of investing with your values has long been derided by the traditional investment community. Their reasoning is that it limits one's investment universe and opportunities, and they don't believe that it is the place of an ordinary shareholder to be meddling in the affairs of corporations.

I consider myself a contrarian to the Wall Street conventional wisdom machine and do not buy into that way of thinking. During the financial upheaval, we have seen the numbers play out. The Social Investment Forum, an association focused on responsible investing, recently issued a report detailing performance numbers of values-based investment managers.

The report reviewed 160 socially responsible investments from 22 different managers, and it found that 65 percent of those managers outperformed their benchmarks in 2009. In addition, a majority of the large cap investments reviewed also outperformed the S&P 500 index over three years and over 10 years.

"This analysis underscores the reality that

socially responsible investments offer what are genuinely competitive returns," says Cheryl Smith, chairman of the board at the Social Investment Forum.

Having been involved in responsible investing for some time now, this does not come as a surprise to me. The concept of analyzing companies based on more than their financials is common sense. The qualitative aspect is just as important.

The due diligence that goes into a responsible portfolio includes aspects such as environmental impact. Is the company a polluter, and if so, is it actively working to reduce its footprint? Does it manufacture products that promote energy efficiency or renewable energy? Many of these companies see the opportunities in finding solutions to climate change.

But the analysis is much more than environmental. For example, managers take a close look at corporate governance, transparency and business practices. Many of the companies that caused the financial meltdown exercised no restraint, had poor governance practices and little transparency.

Investment managers who take an active role in researching companies and engaging them to better their practices makes sense. This report backs up that belief. □

(Peter Krull is President of Krull & Company, a socially responsible financial services firm with clients in the Roanoke Valley. He can be reached at 877-235-3684 or pkrull@krullandcompany.com)

A Golden Opportunity

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- Visit the front desk at United Way of Roanoke Valley
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Chip Magee: "Bankruptcy is often a way to get people to look at a problem differently."

Dan Smith

The benefits of careful bankruptcy >

Executive Summary:

Bankruptcy lawyer Chip Magee of Magee Goldstein Lasky & Sayers helped Luna navigate a difficult lawsuit and bankruptcy into a solution that satisfied everybody.

By Jay Conley

Battered and bruised, often-celebrated Luna Innovations Inc. looked like a down and out prize fighter about this time last year. But it was the productive discussions brought on by a bankruptcy proceeding and the lawyers who handled it that breathed new life into the company.

Enter Carter "Chip" Magee, a bankruptcy attorney with the Roanoke law firm Magee Goldstein Lasky & Sayers. He helped straighten Luna's buckling knees so it could fight the good fight.

"Bankruptcy is often a way to get people to look at a problem differently," says Magee.

The stakes were high in Luna's case. The company specializes in producing fiber optic

and other products that serve the healthcare, defense and telecommunications fields. Headquartered in Roanoke, the award-winning company has offices in Blacksburg and other parts of Virginia, with a significant portion of the company's shares owned by Carilion Clinic, the Valley's leading healthcare provider.

Back in 2007, Hansen Medical Inc. of California accused Luna of unlawfully appropriating trade secrets related to a high-tech robotic surgical procedure. A complicated drawn-out trial in California ensued, with a jury last year awarding Hansen more than \$36 million in punitive damages.

Reeling from a financial verdict it couldn't pay, Luna sought Magee's more than two decades of legal expertise to help keep the punch drunk company from going down for the count for good.

As Magee explains it, bankruptcy can be the ultimate peacemaker between companies who can't agree on much of anything.

"All in all, it's the perfect arena to move the players around the chess board and get them all in alignment," he says.

Magee, with help from another law firm hired by Luna, advised Luna officials to petition in federal court for bankruptcy before the

monetary verdict in California was finalized. That effectively halted the verdict from being implemented. More important, it maneuvered the negotiating arena to a federal bankruptcy court on Luna's home court—so to speak—in Virginia.

While juries are charged with assigning winners and losers in court cases, bankruptcy courts often times help both sides visualize the monetary reality of the situation. Mainly, a high dollar verdict means nothing if a company can't collect it.

"I think one moral of this story is that sometimes when parties get locked in a death match more or less, no one can see beyond what the end game is," says Joel Charboneau, a lawyer with Magee's firm who also worked on the case. "Bankruptcy is a different arena. Everybody realizes that instead of just trying to pile it on, there's a set process, a set distribution order in which people are going to get paid. And there's only a finite amount

of resources if this company ceases to operate."

Just as Luna couldn't afford to pay the California verdict, Hansen's financial resources were insufficient to mount a protracted legal battle.

The hammered-out agreement between the two allows both companies to move forward in a profitable manner. Luna will pay Hansen \$5 million over the next four years along with nearly 10 percent of company stock and a licensing agreement to use Luna's fiber-optic technology. The companies have also agreed to work together on medical robotics.

"It's a great opportunity for everybody to get back on even keel," says Magee. "It just made good business sense." ■

See how Luna executive Scott Graeff kept morale high and the staff informed during the trial and bankruptcy. Page 68

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Bill Mercer in his office: "Pinch your shoulders 100 times a day."

all photos: Dan Smith

Repairing the workforce, one by one >

Executive Summary:

It's a brave new world at Professional Therapies, full of the same old aches and pains and many of the same remedies.

By Dan Smith

Bill Mercer's been at this physical rehab too long to have any illusions left. We're a fat, lazy, sedentary race of people and our injuries pile up primarily because of that very inactivity, shameful diet and posture that would make your mama cringe.

The solution's simple: Get off your butt and exercise and you won't be as likely to need Bill Mercer and his staff of physical therapists.

But that's probably not going to happen in



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Christy Conner of PTI takes Victoria Hay through a range of motion exercise for her shoulder.



Sue Stribeck works with Tim Chocklett.

the short term, so Professional Therapies Inc., a 25-year-old, seven-location Roanoke-based company, continues to thrive, even in economic times that would spook a Rockefeller.

PTI is a creation of Jan DeFoe Jessee and Mercer, with Harold W. Ward and Ronald G. Greer coming in later. Jessee, a physical therapist, got it started in 1984 and reached Certified Rehabilitation Agency status pretty quickly. She merged with Mercer, also a PT, and his Roanoke Physical Therapy Clinic in 1987 with offices on Franklin Road and at the Lancerlot in Vinton. The home office is now on Third Street in Roanoke and the younger partners joined in 1993 (Ward) and 1998 (Greer).

The company has 50 full- and part-time physical therapy, occupational therapy, and speech/language pathology professionals and an office staff of 20. Many of those employees have been with the practice for 20 years.

Mercer says the teetering economy has offered some specific challenges to a business that is not often thought of as of primary importance in health care. When people are dealing with diabetes, heart disease and cancer, a painful shoulder seems trivial, says Mercer. "They're coming to us with higher deductibles on their insurance and can't afford to pay the \$120 for each session, so they have fewer of them. We build a home program for them when we can."

A large percentage of the physical difficulties workers face, Mercer says, have to do with bad shoulders. Backs and hips and ankles and knees show up regularly, as well, but troublesome shoulders, "caused from sitting like this," says Mercer, rolling his shoulders forward and slouching, comprise about 20 percent of PTI's cases.

"The ailments we treat are pretty much

An advertisement for Roanoke Natural Foods Co-op. The background is dark green with a decorative border. The main title "GIFT WRAPPED BY NATURE" is in large, white, serif capital letters. Below the title is a circular logo for "ROANOKE NATURAL FOODS CO-OP" with a stylized sunburst graphic. At the bottom right is a close-up photograph of a green pea pod containing three peas. Text at the bottom provides the store's name, address, phone number, and website.



Cheryl Weber works with Myra Belcher, who is lying down.



Bill Mercer (left) chats with Chris Jones as he works on the stationary bicycle.

unchanged over the years," says Mercer. "I've been doing this for 33 years and this year business is slower than usual because, I think, people are putting off taking care of their aches and pains to do things for their families.

"When I started, our biggest trouble area was backs. In the 1990s, it was necks. Now it's the decade of the shoulder."

The sedentary lifestyle of today's workers and bad habits with posture lead to more problems than accidents, says Mercer, who strongly recommends that we "pinch your shoulders back," get out of your chair without using your hands, walk straight, put a small pillow at the back of your chair to make you sit straight. Even one of those large ball chairs helps with back and stomach muscles and can keep you from pulling a soft muscle.

Exercise three times a week, he strongly recommends, and it will "keep the need for pills down," will reduce the number of falls and will create a happier healthier worker.

Mercer says that after many people have been treated for physical injuries by physicians, they are left without further instructions that are needed if real healing is going to take place. That's where the physical therapist can help with exercise sessions and simple tips ("pinch your shoulders back 100 times a day") to firm those sagging muscles.

The one exercise he recommends if you can't do anything else? "Easy," he says. "Walk. That's No. 1. A cross-lunge squat would be second, but the walking is really good."

And it can help reduce your need for his services. ■

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Don't chase your Web site visitors away >

Executive Summary:

Visitor to customer—here's how the Web site should work.

By Jameson Keeley

If you've decided that you want to be more proactive in converting your Web site visitors into clients or customers, you might have considered adding a form to your site that asks them to submit information about themselves.

You might even have considered requiring that they give you their contact information in order to view certain parts of your site.

Before you do this, consider these informal poll results. When asked, "When a Web site requires you to give your e-mail address to view content, what do you do?" Five percent of respondents reported, "I give my e-mail address"; 38 percent responded, "I leave the site immediately"; and, 57 percent indicated, "Sometimes I give my e-mail address; sometimes I don't." In conversation, the most common comment was, "I give a fake address."

Don't run the risk of alienating as many as 95 percent of your Web site's visitors by implementing a no-holds-barred, prisoner-taking data capture policy. Here are some guidelines for implementing visitor-friendly Web site forms:

Offer something in exchange. If you want a visitor to give you his e-mail address, offer something of value in return: a newsletter, a coupon, or a free e-book. Be creative. But don't make the disclosure of personal information a requirement for visitors to view your content. If you ask for information before a visitor can see what you have to offer, there's a very good chance that you'll lose a lot of visitors and collect a lot of fake e-mail addresses.

Ask for only the information you need.

Brian Duvall of Duvall Media recommends a



Jameson Keeley

Dan Smith

simple opt-in form that asks for only your visitor's name and e-mail address. "The opt-in forms that I see tend to be way too long, asking for way too much unnecessary information too early in the sales process," says Duvall.

Provide what you promise. If a visitor goes to the trouble of filling out a form, she should get what you have offered quickly and easily.

Display your own contact information prominently. "Our 'Request Literature' form has generated some contacts, but having our phone number on the site is important, too," reports Steve Huffman of Turman Log Homes in Hillsville.

Have reasonable expectations. Zach Thompson of RYP Marketing in Daleville reports, "I am amazed at the number of people who complete a contact form, but despite being called and e-mailed will never contact you back."

Have a privacy policy that discloses how you are going to use the data you collect. The Better Business Bureau has a great sample policy at www.bbbonline.org/Privacy/sample_privacy.asp that you can customize to suit your site. If you're going to send e-mails to people who give you their contact information, make sure that the opt-out procedure appears at the bottom of every e-mail you send them. This is required by law.

If you treat your visitors respectfully, offer something of value, and provide information about yourself to them, your Web site forms will be as asset, rather than a liability, to your business. 



Tipper Rumpf: "People have demonstrated materials that made objects invisible."

Tim Jackson

Metamaterials: It's more than sci-fi dreaming >

Executive Summary:

Prime Photonics of Blacksburg leads a charge toward technology that sounds as if it could be from a science fiction novel.

By Tim W. Jackson

Metamaterials? A look in most dictionaries reveals no mention of the word. Power harvesting? It sounds like a sci-fi term for

synthetic or artificial material that is re-inventing science and physics," says Raymond "Tipper" Rumpf, chief technology officer. "The properties, such as color, come from tiny structures machined into the material instead of the chemistry. We can give these artificial materials unusual and amazing properties by designing the shape and layout of the tiny structures, letting people do things that were not possible before."

A little off the charts? Get this: "People have demonstrated materials that made objects invisible," he says. "People have demonstrated materials that made light travel slower than a person walks."

Fantastic or not, can these discoveries help us with our daily lives or are they just sci-fi chatter?

"While there are a lot of futuristic applications

“

We can give these artificial materials unusual and amazing properties by designing the shape and layout of the tiny structures, letting people do things that were not possible before.

—Tipper Rumpf

something set 50 years into the future. But Blacksburg's Prime Photonics and subsidiary Prime Research are looking to create a new world for us.

"Metamaterials is a new and exciting kind of

being explored like 'perfect' imaging and invisibility cloaks, there are certainly many more down-to-earth applications," Rumpf says. And yes, he did say "invisibility cloaks."

"People are using metamaterials to make

antennas smaller and transmit more power," he continues. "People are using metamaterials to make lasers more powerful and more compact, to make detectors more sensitive."

Rumpf says the majority of the company's contracts come from the government, but believes the opportunity exists to expand into many other segments.

Rumpf says the company also concentrates on power harvesting, sensors, and wireless technology. Prime Photonics CEO Steve Poland says, "We are taking big steps to commercialize our products." He hopes to double his 24 employees by next year. "In the next year, we hope to see some more investment from all over the country."

Says Rumpf, "Prime Photonics has the exciting job of developing technologies that can operate in extreme environments, such as inside 4,000 degrees coal combustors and

gasifiers used in future clean-coal power plants, on military targets that could be exposed to high powered directed energy weaponry, and in the ultra cold vacuum of outer space."

Rumpf says a world of opportunity has opened to the company: "Prime Photonics is pioneering a new class of metamaterials that will find a huge array of applications in optics, wireless communications, and military applications."

This company will help appliances "talk to each other" and use the power grid bi-directionally, sometimes sending electricity back to the grid. It will allow turbines to be more efficient. It will revolutionize cell towers. It will be a key player in medical technology. And it will protect the country against terror, all in ways that seem difficult for most of us to even understand. ■



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Acrylife's Pat Johnson watches grad student Yihong Yang install the prototype roof vent in the Virginia Tech stability wind tunnel.

Michael Miller

Bringing technology to the marketplace >

Executive Summary:

Getting the technology to market and making money with it is often the most significant challenge. The Johnsons of Acrylife Inc. are facing it head-on.

By Michael Miller

It's fun to read articles in Popular Science and imagine all the ways technology might change our lives. But as anybody who has actually tried to develop technology knows, the path between a cool new idea and a successful product can be long, crooked and expensive. Just ask Pat and Chuck Johnson, owners of Acrylife, Inc., a high tech roofing company in Wytheville.

Acrylife designs and installs membrane roof systems for commercial buildings, and specializes in recovering and restoring old roofing systems using its polymer membrane



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TECH / INDUSTRY FRONT

materials. Essentially, Acrylife can salvage an old roof structure by installing a new, waterproof membrane system over it. Restoring the roof is usually less expensive than replacing it, and the white membrane reduces the heat load, leading to more efficient cooling.

One problem with membrane roof systems is that wind blowing over the flat roof creates aerodynamic effects, sometimes causing the roof to lift from the building. Sitting at his kitchen table in 2002, Chuck hit upon the idea of letting wind solve the problem. He sketched a vent system that would use wind to create negative pressure under the roof deck, sucking the roof down as the wind blows harder.

The Johnson brothers say they realized they needed help, and took their idea to the Center for Innovative Technology. The CIT pointed them back to Virginia Tech and connected them with Jim Jones in the School of Architecture and aerodynamic expert Demetri Telionis in Engineering Science and Mechanics.

Jones and Telionis saw immediately that some effort would be needed to make the idea practical, and so they began to design prototypes and test them in the Virginia Tech wind tunnel. The team (which included a couple of grad students) developed a vent that worked as originally envisioned by the Johnsons.

End of story, right? Everybody lives

happily ever after. Not so fast.

While the new vent has the potential to save hundreds of millions of dollars each year by reducing wind-related damage to buildings and their contents, somebody has to take a risk to begin installing them. Although Acrylife has done its share by spending tens of thousands of dollars on developing, testing and production, the real impact would be realized if a major commercial roofing supplier were to become partners with them. So far, a combination of economic factors and uncertainty over standards and certifications has prevented such a partnership.

In spite of these roadblocks, the Johnson brothers have not given up on this technology. They know it works and are determined to successfully bring it to market. So, they have begun installing the Venturi Vent Technology (V2T) on structures to make believers.

They installed it in the Travel Centers of America in South Carolina; a government complex in North Carolina; a Nestlé's distribution center in Tel Aviv, Israel; the VTKnowledgeWorks building in the Virginia Tech Corporate Research Center.

Acrylife has sponsored successful tests by UL, and is involved in additional testing at Tech. The next step is to work with architectural design firms to have the V2T designed into new buildings. It's all part of the process of tech-to-market. ■



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Jerry Falwell Jr.: "Our world is not Wall Street."

Liberty University

At Liberty, the future is in the land >

Executive Summary:

When your initial alumni are preachers, your endowment probably won't be great. So you improvise. Liberty University chose land.

By Lori White

Jerry Falwell Jr. says he comes "from a long line of Virginians who understood real estate but not necessarily stocks and bonds. Real estate has always been a key part of Liberty's success."

He has certainly made no secret of a flurry of land acquisitions for the university in recent years, but many people are still confused as to the exact purpose of the gains. It's "something that's maybe a little peculiar, a little unique to Liberty [University, where he is chancellor] ... part of a strategy that's worked well for us," he says. Falwell explains that the land acquisitions were the keystone of an endowment-building process begun a couple of years ago following the death of his father, Jerry Falwell Sr.

According to Falwell, Liberty University recognized a serious need for endowment due to its relative youth and career tract of mature alumni. Started in 1971 as a school for theological training and advancement, most of LU's students in the first decade or so were studying to go into the ministry and missions. "Their intent was never to make a lot of money and they succeeded well in their ministry endeavors, but they're not the type of alumni who could ever give back enough to really help us establish an endowment."

In the 1980s and 1990s LU started building other programs and became more of a liberal arts college in nature, resulting in graduating a fair number of business students and

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students going in to other fields. However, says Falwell, "we're still 10 to 15 years away from having alumni that are advanced enough in their careers to really give back, so we've built endowment in other ways."

Through various property purchases and donations, LU has been able to grow an endowment fund in just a couple of years to over \$100 million. Although its long-term goal is \$1 billion over the next 10 years (compare that to \$451.7 million at Virginia Tech), Falwell says Liberty "didn't want to invest in traditional type of investments given the volatility of the markets in the last two years," hence its keen interest in real estate investments. "Our world is not Wall Street," he says.

Among some of the acquired real estate are the donated properties Ivy Lake, the Plaza, Lynchburg Inn, the Lynchburg Eriksson

building (renovated and now leased for a nominal fee to Thomas Road Baptist Church), and the purchased properties of Canders Station Shopping Center, the Craddock Terry warehouse, the Young Moving and Storage facility, Falwell Aviation, a 186-acre tract in Campbell County, and a large natural tract on Liberty Mountain, used primarily for various student recruitment draws such as Snowflex, an artificial ski slope.

Many of the properties, such as the Plaza, Canders Station and the Craddock Terry warehouse, contribute to the growth of the endowment through tenancy and/or easing some of the university's operational burden. After the 2008 donation of the Plaza, LU spent roughly \$500,000 in improvements—mainly cosmetic—on the property, and secured some new tenants, in addition to moving part of its aviation program on-site.

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Falwell Aviation was purchased by Liberty in January.

all photos: Liberty University

"It's now generating a healthy income for the university," says Falwell.

Candler's Station, purchased with \$16.3 million of the existing endowment, will function in much the same way, and is expected to generate an 11.14 percent return for the university over the next 10 to 15 years.

"And if it becomes no longer viable as a shopping center, it's in a location that will make it ideal for expansion for the university—it has nice looking brick buildings, and we've found over the years that renovating existing buildings is a lot more economical than constructing new," says Falwell.

Operational burdens will be eased by existing buildings as well, such as the Young Moving and Storage facility. The 26,000 square foot space is in "near mint condition," according to a pleased Falwell, and is an "ideal place for us to relocate our service and maintenance

functions and field and transportation operations. Big truck deliveries will go there, and ease traffic congestion considerably."

Liberty bought Falwell Aviation from Jerry Sr. cousins Calvin and Lawrence Falwell for an undisclosed amount of money. It will be used to train Liberty's aviation students and will remain a for-profit fixed base aviation operation.

One of the only downsides to building the endowment through mass amounts of property acquisition is the necessity for paying taxes on all of it, regardless of whether or not it is bringing in any money for the university—and Liberty does pay taxes, regardless of what you've imagined. The 186-acre tract in Campbell County, for example, sits idle, its original plans tanked by the economic downturn.

According to Falwell, LU pays property taxes on all of the acquired real estate, including those hefty 186-acres. "The only thing we

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DEVELOPMENT FRONT



Candler's Station is Liberty's own shopping center.



Lynchburg Inn is now a Liberty-owned hotel.

don't pay taxes on, just like every other educational institution, is core academic campus that students use every day. We're even taxed on the percentage of public use of Snowflex," he added.

As far as plans for the various properties

are concerned, Falwell says LU would like to keep as much of it as possible in its natural state to use as recruitment for students (i.e. Liberty Mountain), but certain parts will be sold to provide for the endowment fund, and others will simply continue to exist to generate income for the fund. □

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Engineering laboratory where prototypes are built and tested. This was the unfinished kitchen area that Johnson and Johnson left

Work Spaces

ADMMicro: Answering the space challenge >

Executive Summary:

This Roanoke energy company has plenty of space in the old Johnson & Johnson building. The question is how to use it.

By Huong Fralin

It's a good time to be in the energy business, and ADMMicro is playing a substantial part in helping large companies stay energy efficient.

After joining forces with smart grid software company, GridPoint, in November, ADMMicro (pronounced letter for letter, A-D-M-Micro) is in the process of expanding and relocating internally to make room for the approximate 35 percent increase of employees in their Roanoke office.

With a focus on large national accounts such as Target, Walgreens, and the United States Postal Service, ADMMicro wants to increase energy efficiency, lower costs, and make the power grid more reliable with its thermostats and controllers. Its systems provide online power reports so that clients can reduce peak consumption by seeing when and where the most energy is used.



Lobby



Don Howell, CEO

DEVELOPMENT FRONT



ADMMicro building

all photos: Huong Fralin

Sitting in high profile beside Interstate 581, ADMMicro takes up 22 percent of the 150,000 square foot space (the rest is an unfinished warehouse). The workforce in this particular office is made up of engineering, IT, data analysis, customer service, finance, sales and marketing professionals, and all of the design and coding of the company's energy management products takes place at this facility. Physical manufacturing is jobbed out to companies in the surrounding areas such as Keltech in Roanoke, as well as others in Lynchburg and West Virginia.

On one end of the building is a beautiful, world-class conference room. Three hundred feet down and around the stretch of hallway is the training room where installers throughout the western hemisphere come to train with prototypes and learn how to install and troubleshoot.

Between the long stretch of hallway are cubicles and work areas littered with an engineer's dream: circuit boards, wires, graphs, charts, and blue prints, etc. An unfinished kitchen left by Johnson and Johnson serves as an engineering lab where prototypes are built and drop tested. What was intended to be a cafeteria is used as ADMMicro's lunch and gathering room. A wall that is the entire length of the room is floor-to-ceiling windows and not only is the room well stocked with drinks, juices, snacks, and coffee at the company's expense, there's a ping-pong table.

And if ping-pong isn't your favorite way to take a break from your left brain, then the workout room with a handful of cardio equipment is available. There are 50 lockers in two rooms with showers.

CEO Don Howell says, "You can walk yourself silly in this building." □



Circuit boards for testing



Ping pong table in the lunch/gathering room



Jake Cress looking like you think he should

all photos: Michele Shimchock

Wood as a living thing >

Executive Summary:

Fincastle woodworker Jake Cress sings to his wood creations and many insist they sing back.

By Michele Shimchock

Carpenter, cabinetmaker, furniture restoration specialist, master craftsman, artist, and visionary. That's Jacob Cress.

He's a tall, gravelly, multi-faceted man who

practices his craft in a log cabin-turned-woodworking shop, adjacent to his home in Fincastle.

He greets a visitor outside and leads into the small kitchenette, waving his hand and saying, flippantly, "I made all the wood pieces in here." Then to the bedroom and the announcement, "This is what we call the Victorian room." In it you find a mantle crafted from scratch to replace the original one that "just didn't fit."

He leads through a hallway chock-full of his boxes, and up the staircase to show you the "miniatures," which are fully functional, traditional-style pieces and

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Aladdin's Mouse



Detail, decorative box

exactly one-half scale to their siblings.

He stands in the doorway wearing his signature blue sailor's hat and looking just like you think he should.

Jacob Cress is a former Navy man and will tell you that his background and training

are in theater—which is obvious in his woodwork—but that his soul is in wood, good wood: walnut, cherry, mahogany; wood that has never been dried in a kiln.

He talks of the fullness of the moon and how it affects the quality and behavior of the wood, and he explains that Brazilian rose



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-Edna Chase

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Oops, one quarter scale



**Hickory,
Dickory Clock**



Victorian mantle and chest

wood gave him the worst flu he never had. "Put me to bed for three days," he says.

He doesn't wear a mask when he works, is not sensitive to mahogany, and runs a one-man operation, although family members occasionally help. He often drives to Pennsylvania to purchase his materials from a reputable supplier, but proclaims, "I'm not a masochist."

Power tools are handy, but his hands and the tools in them make the magic: mallets, gouges, chisels, and skews. All the decorative elements of his pieces are hand-carved.

He is not married to his own ideas (that designation belongs to Phebe) and will create a piece based upon a patron's design. The costs range from about \$100 for one of the smaller boxes to "price available upon request."

Most of Cress' traditional furniture pieces are

inspired by designs of the 18th and 19th Centuries, but, perhaps, he is best known for what he calls his "Animated Furniture."

What first began with poking fun at the seriousness most artists place upon themselves and their work has grown into what Sotheby's describes as "Important Americana."

Perhaps the most recognized of Cress' animated pieces is "Oops!," a whimsical chair crafted in the Philadelphia Chippendale style, whose left claw foot has lost its grip on the steadyng ball and reaches into negative space as if to catch it.

"Oops!" No. 9 is in the permanent collection of the Smithsonian American Art Museum's Renwick Gallery. "Oops!" No. 10 lives in Fincastle with its one-quarter scale twin.

Also in Cress' gallery is a chair titled "Self-Portrait." There is "Hickory Dickory Clock," which looks like it leapt off the page of a

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Self-portrait



Peel Here, detail

child's storybook. "Crippled Table" substitutes a crutch for a shortened leg. "Peel Here" is a table that seems to defy several laws of physics and "Aladdin's Mouse" has the little creature peeking from a drawer.

Cress insists wood is a living, breathing thing, and he talks and sings to his pieces during

their creation, imbuing it with that life.

Cress' wife, Phebe, shares his passion. She once owned an antiques shop in Abingdon. The two may try to fool you with all their talk about beginning as "experts" and growing into "novices," but the proof is clearly in the plum pudding mahogany.

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Susan Ayers

Gary Oberlender: "I changed the model to where I do everything. The most important part is that I spend as much time as it takes."

Taking the time to do it right >

Executive Summary:

For Gary Oberlender, the benefits of taking and providing the assessment in the patient's home through his Seniorevaluations makes all the difference.

By Susan M. Ayers

When internist/geriatrician Dr. Gary Oberlender retired from the Salem Veteran's Administration Medical Center in August 2006, he decided to start what turned out to be a unique niche in medical care: bringing a consultation practice of geriatric medicine into the home setting. An old tradition was then revived: the house call.

Comprehensive geriatric evaluation and assessment has been in wide use since the mid-1980s and its benefits and advantages have been demonstrated in numerous medical studies. Oberlender has jumped on board with his own practice, Seniorevaluations.



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Oberlender served as Salem VA's Chief of Geriatric Medicine from 1990 until 2003 and he held various other clinical, educational, and administrative positions. He established and directed the Geriatric Evaluation Unit and served as Medical Director of the Extended Care Rehabilitation Center during his years at Salem.

As the elderly population has grown, so has the need to care for these groups' special medical issues. Most geriatric evaluation and assessment units involve specialists from a variety of areas that perform their individualized assessments and then combine their findings into one report. This approach requires the geriatric patient and caregivers to visit a hospital or clinic-based setting, often being shuffled around and requiring multiple visits. Because these units are typically part of a large health care organization, the specialists often perform their work under time limits set by the organization.

Oberlender says primary doctors are locked into a production model that has them seeing patients for an average of 12.5 minutes and sometimes as little as seven minutes.

He says, "Instead of several individuals doing a slice of the pie, I changed the model to where I do everything. The most important part is that I spend as much time as it takes. That is really the key," says Oberlender. A flat rate fee is charged regardless of the amount of time it takes to complete the evaluation and assessment process.

His work area includes cognitive impairment, concerns about the number of pills being taken and physicians not working closely with patients

Oberlender reviews two years of medical records of the patients before meeting with them. The evaluation and assessment take place in the patient's home. He says, "The

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May 2010 Jobs!

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is a good time to talk about employment). The May FRONT tackles the issue of jobs in our region like only the FRONT can. Entering the job market? In between jobs? Switching careers? Or are you a recruiter or manager looking for good people? We talked to *both* sides of the employment question. A hot topic released at just the right time. Be sure to catch this issue.

Construction/Design

June 2010

The construction and building design industries are at an important juncture where demands for efficiency, sustainability, use of new materials and techniques intersect with the desire to have buildings that are affordable. We report from the FRONT on the region's building trade, and you'll want to call Jane or Jo Lynn (below) if you need to reach the players in design, construction, and development.

FRONTguide2010

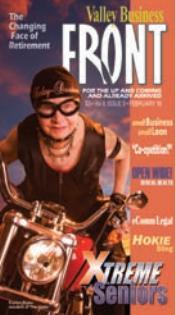
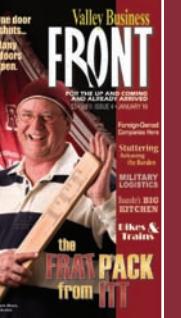
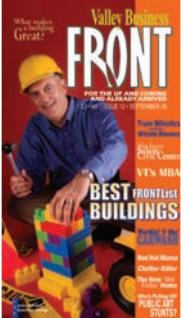
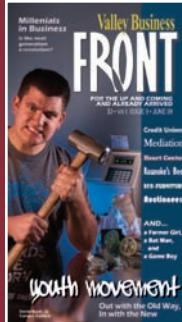
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typical senior has different issues, multiple problems with many taking a lot of meds and they may have cognitive impairments. I provide a trained and experienced ear."

The amount of time needed for the first visit is usually half a day. At the conclusion of that process, Oberlender spends nearly a week preparing a 12-15 page comprehensive medical report that includes specific recommendations. He sends a copy to the patient's primary care physician and he visits the patient's residence a second time with a copy and time for discussion. Oberlender follows up later.

Oberlender says he is sometimes contacted for a second opinion. Sometimes a patient's cognitive or functional impairment may be attributable to a previously undiagnosed depressive disorder, difficulty in hearing conversations or the untoward effects of a medication versus having Alzheimer's

Disease or dementia.

Oberlender also performs independent medical evaluations to determine someone's decision-making authority. "When anyone has a decision to make and is impaired cognitively or has dementia and doesn't know what day it is, [he] may still have the ability to make the decision."

Periodically, Oberlender is hired as a medical expert to review medical records after someone has died by a person left out of the will. The case sometimes winds up in court.

Oberlender says his practice is unique in the United States. He says he knows this because when he applied for medical malpractice insurance, the insurance carrier had difficulty classifying what he did because he was the only doctor in the country that had this type of practice. □

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Frank Dees (left) works with Rocky Top Building Products' Ellen Sanders and Pat McGrath in Rocky Mount.

Dan Smith

Experience, expertise on the cheap >

Executive Summary:

Through Experi-Ed, your business gets good service, the student gets the experience and you're both happy.

By Becky Hepler

Like the guy who first thought of combining chocolate and peanut butter in a candy bar, Frank Dees had an idea. What if you introduced college students eager for networking opportunities and real world business experience to business owners who normally couldn't afford consultants or outside contractors but still needed new ideas and/or cheap labor?

Thus was born Experi-Ed Learning Concepts, a not-for-profit organization dedicated to linking education and business in the Roanoke-Lynchburg-New River Valley areas.

"It's a chance to teach students how to apply the knowledge they are gaining," Dees says. It also saves the businesses one-half to two-thirds the cost of hiring professionals. Experi-Ed only charges for the consulting fee and not the students' time or effort.

Dees is working on a doctoral degree in curriculum and instruction and so he has occasion to think about how students learn. But he also had worked extensively as a project manager in several businesses, so he was firmly grounded in that community, as well. He was the perfect person to bring these two constituencies together.

The organization finds the companies that are willing to trade experience for cost savings or newer training. The problems run the gamut of marketing and technology issues. Charlotte Mason of The Advantage Resource Group, is an expert in the HR consulting and training field, but she wasn't up with some of the Internet technologies.

Working with Experi-Ed and students from a Web design course at Virginia Western, she was able to take her training program to an

online platform. "It was a great experience for them and a huge time saver for me," she says. "They had skills I hadn't had time to develop."

The organization also searches for schools with business, technology and marketing curricula that are willing to work with the organization. The list includes Roanoke College, Virginia Western and Dees is negotiating with Radford University. "I'd like to expand to the entire Virginia Community College system," he says.

After considering the business' situation, Dees and his colleagues work to identify the problem that can be solved by the students. "It's important to match the problem with the coursework," Dees says.

Ramona Coveny, of Virginia Western Community College, worked with Dees when she was teaching information

technology courses at the college. "One of the things I like about this kind of assignment is its collaborative nature," she says. "The students work in teams, just like they will have to do in the real world."

Dee concurs: "Unfortunately, much of academia is what I call 'siloed' by discipline and they don't work well with others. But the projects force an interdisciplinary approach, which is what most project management is about."

The students are introduced to other real-world concepts, such as signing confidentiality release forms and their grade for the course comes from not only the professor but the business executives as well. But there are also some very good real-world benefits. "We've had several of the students hired by the same company they worked for during the projects," says Dees. ■

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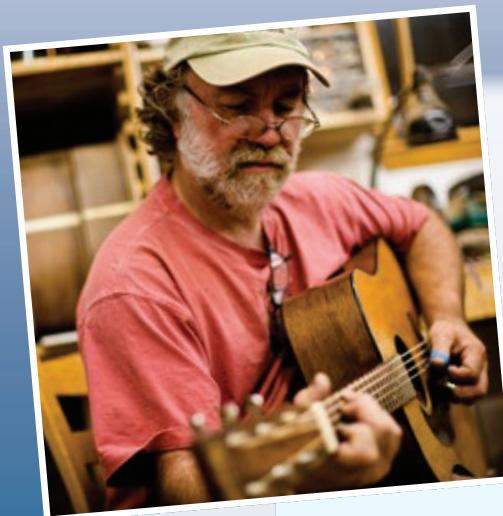
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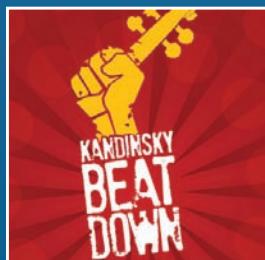
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Lana Juarez of Blacksburg's Matrix Gallery: "This is the kind of work that has been done for centuries, and in my way I am participating."

Chuck Herron

Serving practicality with the art >

Executive Summary:

Lana Juarez followed her dream in opening Matrix Gallery in Blacksburg, but had to learn some things outside that dream to make it work.

By Rachael Garrity

In June 2005, Steve Jobs, the founder of both Apple and Pixar, delivered the commencement address at Stanford University. When he began to conclude his remarks, he said:

"Your time is limited, so don't waste it living someone else's life ... have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."

Matrix Gallery owner Lana Juarez founded

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Chuck Herron

Lana Juarez: "What I'm doing is very grounding."

her Blacksburg business in November 1987, almost 20 years before Jobs made this speech, but it's clear that she operates on the same philosophy.

"I came to Blacksburg as a student, fell in love with this town, and stayed," Juarez explains.

books, I had my hand on the pulse on a day-to-day basis.

"Sure, there were times when I thought about expanding, but then I would run the numbers. I just couldn't be positive that the customer base would expand enough to



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cover the extra expenses. So I kept it small.

"Would I like more space for inventory? Of course. There are still times when I can't walk around in my bedroom at home because of the stuff that's there. But this model has worked well for all these years."

To weather the current economic downturn, Juarez is, as she puts it, "thinking and rethinking every order, every advertising dollar I spend." At the same time, the artists she represents are working on ways to lower their prices, either by designing pieces that can be sold at lower price points or finding ways to reduce costs, such as shipping or fuel charges.

Juarez admits she does not take full advantage of technology when it comes to marketing. "That's just not my thing," she says.

Then she adds, eyeing the mug in her hand: "I feel strongly that what I am doing is very grounding, not just to me, but to my customers. This is the kind of work that has been done for centuries, and in my way I am participating. This is a crazy world, sometimes, and there is comfort in this kind of human enterprise."

Steve Jobs created Pixar and Pixar created Buzz Lightyear, who is often quoted as saying: "Somewhere in that pad of stuffing is a toy who taught me that life's only worth living if you're being loved by a kid. And I traveled all this way to rescue that toy because I believed him."

There's little doubt that Buzz and Lana Juarez—one the ombudsman for the manufactured and the other a fierce believer in the hand crafted—read from the same page. □

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Wind power: The future is here >

My View

By Dan Smith
Editor

BLOG: [fromtheeditr.blogspot.com]

Executive Summary: *The sales job for wind energy in the Roanoke Valley is underway, but let's hope we're ready and don't need all those words.*

Don Giecek was making the local rounds in March preaching a sliver of the carbon neutral gospel mostly to the saved, but patiently answering questions to a few skeptics who seemed more interested in their questions than his answers. Giecek represents Invenergy, the Chicago-based company that wants to put 15 huge wind turbines atop Poor Mountain, one of the smallest of its 19 projects nationally. Those turbines, which could be as tall as 443 feet (four times as high as the Mill Mountain star), would generate an energy equivalent of that used by 8,000 households and would push Roanoke County 50 percent beyond its goal of a quick three percent reduction in greenhouse gases.

Let's just say this right at the top: I believe wind energy is one of the answers to a huge problem. It is not the only answer, but as part of a package that includes solar, nuclear, fossil fuels, fuel cells and technologies we've not even imagined yet, it helps give us a chance. And, frankly, I disagree with those who say the turbines are ugly. They're a hell of a lot more attractive than transmission lines and cell towers that dot our mountains. The windmills that would line up along a ridge on Poor Mountain would join some of those very transmission lines and communications towers that make the mountain look like a porcupine.

Giecek is an interesting guy: a Virginia native who graduated from James Madison University in political science and Florida State in geography before teaching, then working for the Trust for Public Land. He was the Virginia director for Chesapeake Climate Action and worked for the state toward its goal of producing 15 percent renewable energy. He was the director of the JMU Wind Energy Collaborative before signing on to sing for Invenergy, as a guy with considerable street credibility.

He's not finding a difficult sell; nothing like the one in Highland County in recent years, where the pristine mountain crests invite protection much more fervent than those ridges in urban areas already dotted with symbols of 21st Century technology. Giecek talks of the relatively sophisticated crowds he's meeting, people who very much want this technology to succeed; people who ask good questions and nod a lot.

Right now, the United States is running hard to catch a sprinting China in the technologies and manufacturing that will define a new economy. Recently Barack Obama said, "The nation that leads a green energy economy will be the nation that leads the global economy." Right now, that's China. Giecek and guys like him hope to change that



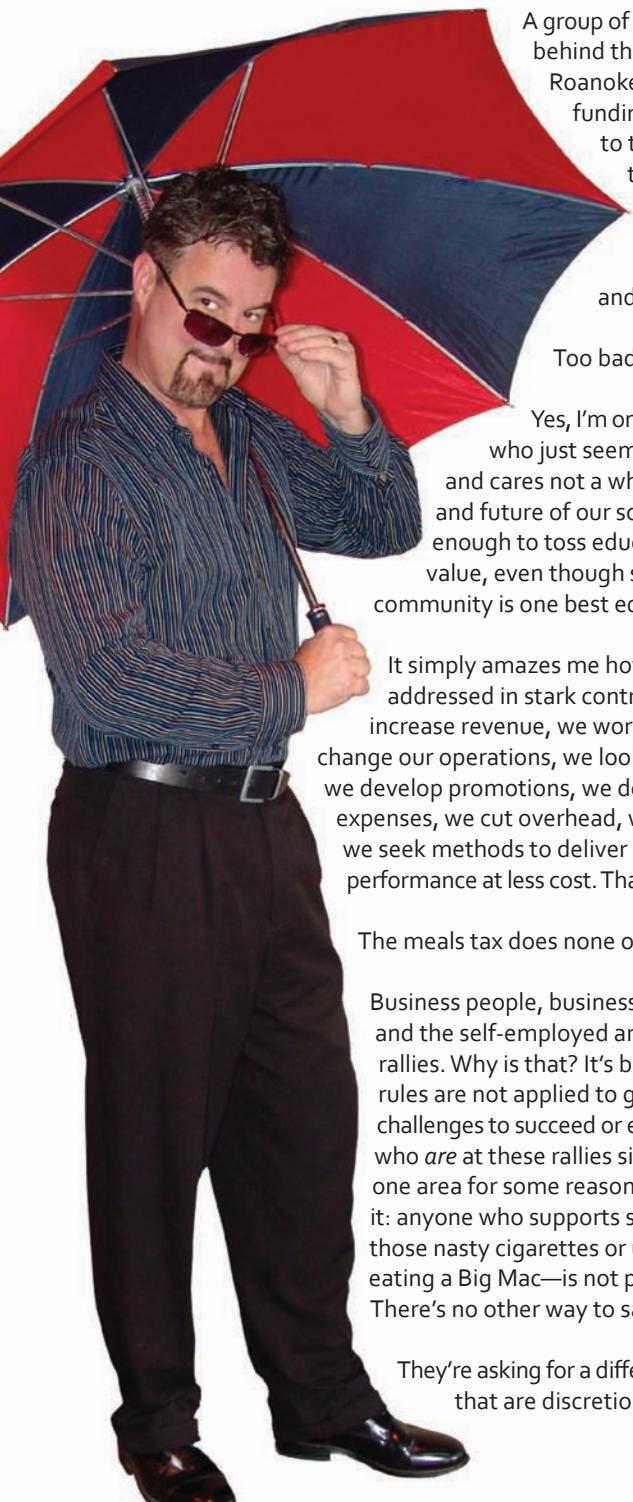
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Two pence for the children >

By Tom Field
Publisher

On Tap from the Pub

BLOG: [ontapfrompub.blogspot.com]



A group of people—concerned citizens—are rallying behind the idea of a two percent meals tax in Roanoke City in the interest of preserving the funding or narrowing the gap from the cuts to the state education budget. Bravo for their outcry. Much applause for their demonstration of civic involvement and commitment to our children. Kudos to their exercise of free expression and championing for change.

Too bad it's misdirected.

Yes, I'm one of those knuckle-dragging Neanderthals who just seems to stupidly oppose any tax increase and cares not a whit for our children—the very foundation and future of our society. I'm backwards and back-woods enough to toss education in a heap, as if it has no special value, even though study after study shows an educated community is one best equipped to solve its problems.

It simply amazes me how every other economic challenge is addressed in stark contrast to a federal or state service. To increase revenue, we work harder, we expand our product, we change our operations, we look for sponsors and strategic alliances, we develop promotions, we develop creative fundraising. To reduce expenses, we cut overhead, we reduce waste, we change operations, we seek methods to deliver our product with the same or improved performance at less cost. That's business. And in many ways, that's life.

The meals tax does none of these things.

Business people, business owners, entrepreneurs, contractors, and the self-employed are often lacking at these kinds of protest rallies. Why is that? It's because they're frustrated. The same rules are not applied to government services as they are to their challenges to succeed or even stay in business. The business people who are at these rallies simply throw those rules to the side in this one area for some reason. That's their prerogative. But let's admit it: anyone who supports selective tax increases—whether it's on those nasty cigarettes or unnecessary activities like yachting or eating a Big Mac—is not playing by the same rules. There's no other way to say it.

They're asking for a different set of rules for "things" in our society that are discretionary, unnecessary, non-productive,

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Smith / My View

from Page 60

and to spread the wealth.

Giecek won't tell you exactly how much you can make—personally—for having one of those huge turbines on your property (providing you have the land for it), but it's not a pittance. You'd be paid a rental fee for the land, a fee for development "activity," money per foot or mile of roadway and cable, and a crop compensation fee. Your neighbors would just love you, too.

The economics are real, though. General Electric in Salem makes controllers for wind turbines and Giecek insists that manufacturing plants have a history of following the installation of the turbines. Tax revenues are relatively high and in a county—Roanoke—where schools are being closed, that's important right now.

Will these monsters kill birds and bats? Yes, but probably not as many as you think (bats are more endangered, but Giecek says the turbines would be turned off when bats are migrating). Cats, buildings, hunters, cars, radio-TV transmission towers, pesticides and power lines each kill far, far, far more birds than would windmills, according to a number of studies, including one at www.awea.org.

There's a lot to recommend the towers, not much to discourage the building of them—unless you think they're ugly. They offer the beginnings of a practical solution to our desire to have a great deal of energy without fouling the planet more than is necessary. I think it's time to get going here. Maybe we can tell Don to just shut up and get on with it. 

Field / On Tap

from Page 61

luxurious... things they don't care about or see as particularly valuable. But the most important requirement is that whatever the "thing" is, it can't be them.

What if educators carried a nice little card with them, identifying them as the admirable stewards of our children; and anytime they

presented it at a restaurant, they pay an additional two percent surcharge? (A total of *twelve percent*. That's right, we *already have a five percent* meals tax in Roanoke City *on top of the five percent* state sales tax, has everyone forgotten that? Does anyone remember what that five percent is buying us?) Or, to apply the same approach, what if educators paid a special permit to park on public school properties? "But that's unfair!" the outcry would be. "You can't single out one segment like that." And what exactly does the meals tax do?

Little Johnnie holds a handmade sign at the rally: *I am worth your 2¢.*

Yes, Johnnie, but you're worth far more than that. Right now, you're worth at least \$10,210 per year (US Census Bureau report on state spending per pupil). That's what the state of Virginia paid in 2007, ranking us 17th in the nation.

But back to that silly notion of applying the same rules to education as we do in business. Though I personally believe \$10,000 per year is enough to cover elementary and secondary public education for each of our kids—and should in fact, be more than adequate to provide a quality program beyond our current performance—I'll support the current allocation. I'll even support an increased allocation if we do just two things: Improve what we have (any reasonable consumer should expect more when he spends more) and take that allocation from another state service we don't need as much.

Hmmm... improve and charge more—or reallocate our budget.

That's how we do it in the real world.

Surprisingly, that's how our restaurants in Roanoke City have to do it.

The restaurants owned and staffed by the parents of public school children, serving educators and everyone else in their own little unnecessary knuckle-dragging way.

Oh, if only there was a state service that wasn't really necessary or one where we're overspending... I just can't think of one.

But if there was... Now there's a rally I can get behind. 

Letters

Getting better

Editor,

I don't know how you guys keep doing it, but from the first issue to the most recent, they seem to keep improving (with the exception of the Niche Pubs issue [February, 2009] which is a personal favorite of mine and one that I hold high above just about any publication put out in the Roanoke Valley in the last three years).

I admire what you two have been able to accomplish and it is a mixture of your reputations, the quality of your work and the unmatched desire to succeed. Thank you for showing young up and comers like Dan Vance and myself that it can be done and done well.

Chris Manning
Publisher, *The Vinton Voice*

'Better position'

Great article ("No more incubating business babies," March FRONT). Very moving story. What a shame it is that such little support was given to the incubator and small businesses in general, stifling the real economic engine of our community. Let's hope Lisa Ison is in an even better position now to help more.

Dayna Patrick
Roanoke

Incubator inaccuracies

(Re: "No more incubating business babies," February FRONT) If one were to calculate the total amount of money that [the New

Century Venture Center] went through over the past 14 years with ultimately no assets left to show for it, I would suggest that the average citizen or business person would be shocked. According to [director] Lisa [Ison] all of this occurred due to a lack of government support? To use her words: "Bull."

The article made it appear that Salem made an annual contribution of \$25,000 per year. Salem made only two contributions of that amount, and those were the two years they were physically located in Salem ... As far as Roanoke County moving them from human services to arts and culture for budgeting purposes, we have two broad categories that we define the many organizations that approach us for funding requests. The categories are nothing more than a label for identification purposes, the ED organizations just happen to be listed under the latter heading ... Roanoke County does not fund any ED organizations as a line item.

Roanoke is doing a great job of helping the little guy with ... programs and initiatives. [Roanoke] also partners with other private and non-profit groups to deliver services to entrepreneurs and small businesses. We at Roanoke County spend most of our time working with ... small business ... I am also sorry that the incubator never delivered on promises it made to its supporters, volunteers and financial backers. I am most disappointed, however, that Lisa decided to use this forum to suggest that these events are everyone's fault but hers.

Doug Chittum
Roanoke County Economic Development
Director

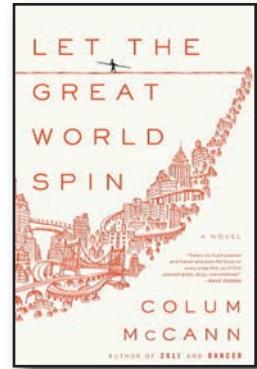
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Following are book recommendations from our publishers and business people in the Roanoke and New River Valleys who are inveterate readers. Readers are invited to submit 125-word reviews of books you've read during the past six months. Our goal is to recommend good books on any topic and in any genre. Send reviews to Editor Dan Smith at dsmith@vfront.com



High above memory lane

On a hot August day in 1974 in lower Manhattan, Philippe Petit is walking on a high wire strung between the two towers of the World Trade Center. It is on a fictionalized account of this event that Colum McCann weaves the compelling stories of a dozen New Yorkers whose lives intersect with exquisite detail in *Let The Great World Spin: A Novel* (Random House, \$15 paperback).

This is not a yarn you will race through, which is okay because you will want to enjoy the lyrical writing and the pitch perfect depiction of a time fraught with war, unrest and cultural upheaval. If you lived through the 1970s, it's an odd trip down memory lane, if you didn't, it explains a lot.

—Becky Hepler

Environmental sketches

Two guys rent a garage to work on their new invention. Not the Steves – Wozniak and Jobs – inventing the Apple Computer. It's 2002, and Aussies David Mills and Peter Le Lievre are figuring out how to drive steam turbines with sunshine. Today they are the principals in Ausra, a solar thermal energy company just purchased by Areva, the French energy giant (with a Lynchburg presence).

Ausra is one of many compelling sketches in *Earth: The Sequel. The Race to Reinvent Energy and Stop Global Warming* by Fred Krupp and Miriam Horn (Norton, \$29.95).

Krupp presides over the Environmental Defense Fund (EDF), the non-profit that has allied itself with major American companies such as General Electric and DuPont to pass meaningful cap and trade legislation. Horn, a journalist, makes the book an easy read.

The new edition is properly critical of President Obama for failing to provide strong leadership on climate and energy legislation. The book could do a better job on wind power and is too hopeful about "clean coal." Of course, only the Internet can provide timely news on alternative energy, with books lagging behind.

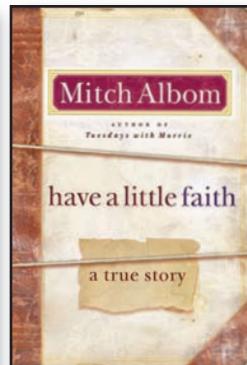
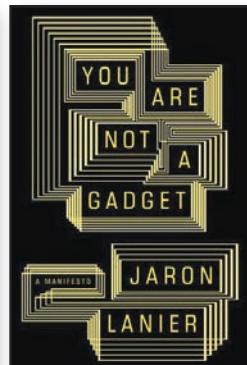
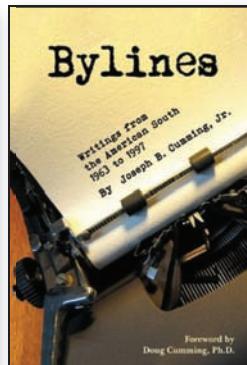
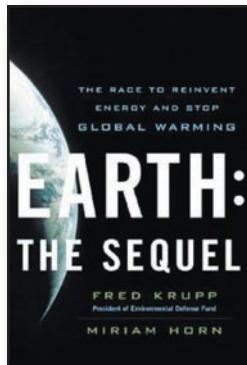
—Diana Christopoulos

For Dad

The sad truth is that my friend Doug Cumming's second book in a year, *Bylines: Writings from the American South 1963 to 1997* (Authorhouse, \$14.99) is not likely to be read by many people and it isn't really even his book. The former is the drawback of self-publishing, especially with a book like this, which is simply marvelous in every way it can be. But Doug didn't assemble this one to create an international bestseller. This is the book Doug's dad, Joe Cumming (longtime Southern Bureau Chief with Newsweek and a respected journalist for decades), wanted to write and it is a son's loving testament to his hero, rendered in Joe's words.

Doug is an associate professor of journalism at Washington & Lee whose *The Southern Press* late last year was as good as anything

REVIEWS & OPINION



I've read on the press. This book is every bit as good and the voice—father and son—is similar in many ways. Joe Cumming was in the heat of the action during the Civil Rights movement, and he performed magnificently, but there's so much more to him than that and Doug is the guy who makes that evident with his story selection in this collection of his dad's work.

—Dan Smith

Technology's road

Jaron Lanier's *You Are Not a Gadget: A Manifesto* (Alfred Knopf, \$24.95) is an important book, saying much about where technology is going but, perhaps more important and of more concern: where technology is taking us and how. Lanier, who has been active in virtual reality and computer software design for two decades, makes a fundamental point that software design is, as often as not, haphazard, accidental, and whatever seems to work at the moment.

Before we know it, we are "locked in" to design decisions that are downright limiting and, frequently, stupid. As such, we are well down a road that limits our movement and progress, to say nothing of our possibilities. This is a book that makes one ponder how advanced we've become with our technological tools of such import as Twitter, Wikipedia, and online shopping.

Just think where we could have been. That is a challenge which Lanier poses well. Distrustful of "the cloud" and the "hive" mind, Lanier

takes on many foundational aspects of the Internet and its supporting technologies and makes a solid case for taking significant steps to preserve the concept and reality of the individual in the online world.

—Kurt Navratil

A question of faith

Have a Little Faith (Hyperion, \$23.99) by *Tuesdays With Morrie* author Mitch Albom is an engaging, insightful book about a man struggling with the question of faith. It juxtaposes two strikingly different men of faith: one, Mitch's childhood rabbi who requests that Mitch give his eulogy at some unknown date in the future; the other a street-wise and otherwise, highly unlikely Christian minister.

As Mitch uses his journalism skills to unwind their stories, interviewing and synthesizing what he learns about and from these men and their faith. In the process he learns more about himself. Readers will enjoy the stories within the story.

—Joyce Waugh

(The reviewers: Becky Hepler is a Montgomery County school librarian and freelance writer. Diana Christopoulos is with the Cool Cities Coalition. Kurt Navratil is with Virtual IT in Roanoke. Joyce Waugh is the president of the Roanoke Regional Chamber of Commerce. Dan Smith is FRONT's editor.)



photo: Jane Dalier

Hutchison opens >

Ken Maready (left) and **Scott Merrell** of the **Hutchison Law Group** in Blacksburg flank **Bob Giles** of Rural System at a recent opening reception at Bull & Bones Feb. 18. Hutchison specializes in business and intellectual property counsel to established and emerging companies. It recently expanded into Blacksburg to take advantage of the Virginia Tech Corporate Research Center's need for intellectual property law. The company was founded in 1995 in North Carolina.



photos: Tom Field

Wall of Ads >

Following the theme of "silent movies" entries adorn the Creative Parlor for the **2010 Western Virginia ADDY Awards**, held March 6 at Roanoke's Center in the Square.



photos: Dan Smith

HCA ground-breaking >

HCA President **Victor Giovanetti** and Fralin & Waldron's **Karen Waldron** addressed a small crowd at the ground-breaking at Daleville Town Center's new \$5 million, 19,564-square-foot Lewis-Gale outpatient imaging center and physician practice March 16.

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

FRONT 'N ABOUT

Branding pit >

Eighty-seven people attended "What Big Brands Know," a morning workshop from **Roanoke City Economic Development**, held February 25 at the Claude Moore Education Complex. City Econ / Retail specialist **Lisa Soltis** introduced presenter **Gerry O'Brien**, who was instrumental in marketing P&G, Coors Brewing, Quiznos, and others. Speaking primarily to small business owners, entrepreneurs, and marketers, O'Brien illustrated how local businesses can do the same thing big corporations do, without a lot of expense or sophistication.



photos: Tom Field



photo: Dan Smith

Lost and found >

Nathan Vaught (left), who is overseeing the renovation of the **Patrick Henry Hotel** for developer Ed Walker, shows off some of the 1925-era treasures the workers found while peeling the hotel's interior back to bare walls, floors and ceilings. Among the items were original blueprints, drawings (including one in pencil on cloth) and printers' blocks. A

safe and the original block walls were also uncovered in the main lobby. The hotel is expected to re-open with 126 units of housing, offices, a restaurant and other spaces in the fall of 2011. **Lisa Soltis** of Roanoke's Department of Economic Development is at the photo center.

Writing and PR >

Thomas Becher speaks to participants of the **Writers Workshop** series at Roanoke's Center-in-the-Square on March 16. Twenty people listened to Becher (president of Roanoke-based tba, a public relations and advertising firm), and his tips on marketing your work by leveraging PR and social media. The workshop series is a program by **The Arts Council of the Blue Ridge** and sponsored by the Roanoke Regional Writers Conference and Valley Business FRONT.



photo: Tom Field



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Scott Graeff

David Perry

Leading employees through a tough time >

Executive Summary:

Luna's future was uncertain, even though it had been one of the most celebrated companies in the state, and the employees were made aware of every detail as it progressed.

By David Perry

Scott Graeff has cleaned bathrooms in the barracks and negotiated multi-million dollar business deals. He credits both with shaping his leadership style.

Graeff is the COO of Luna Innovations, a Roanoke-based technology firm that's needed strong leadership in recent months. The company thundered out of Chapter 11 bankruptcy in January after spending the last couple of years in a legal battle with a California medical company (see Law FRONT, Page 28 for a review).

Luna employs about 200 people, most of whom have advanced degrees, including many top researchers and scientists in their fields. For Luna to survive, it was vital for the leadership team to retain employees by keeping them informed and motivated.

"You have a workforce that expects to be in the loop," says Graeff. After the court decision and bankruptcy filing, "We were constantly sending out these all employee e-mails and doing these all-employee conference calls."

Graeff says the company was organized about how and when it released information. Employees "needed to hear it first from us, prior to them hearing about it in the media.

"Any time there was something happening in the courts, I tried to head it off in an e-mail. I was on the phone with vendors, I was on the phone with customers, I was on the phone with employees," he says.

Graeff's open, democratic style of management began to take shape in the mid-1980s, when he was a soldier stationed in Washington, D.C., with one very important duty: guarding President Ronald Reagan.

"It was interesting being 19, having a top secret clearance and carrying a loaded .45 standing next to the president of the United States," he says. He joined the Army to gain maturity—"I wanted to grow up a little bit," he says—but he also learned that being a leader means teamwork, cooperation, and above all, equality.

"In the military, they issue you three pegs and a shelter half," Graeff says. "So you need

EXECUTIVE PROFILE

a buddy." He credits "being in that trench where you're digging the same ditch that everyone else is" with teaching him the value of respecting others. And sometimes, it wasn't just digging ditches.

"Scrub the urinals? I've done it," he says.

An old song joked that the Army pays "\$21 a day—once a month." That reality forced Graeff, who attained the rank of sergeant, to be creative when it came to rallying the soldiers under his command. "You've got to motivate people in different ways," he says. "You don't have dollars to throw around. You have to make them ask why is this good for me, why is this good for my career?"

After leaving the Army and completing a degree in finance on a full scholarship to the University of Virginia, Graeff honed his style working for the likes of Arthur Andersen and Dominion Capital. There he ran across a variety of leadership styles.

Says Graeff, "Everyone's a mentor in a certain way. Some in a good way, some in not a good way. It was a dog eat dog world" where yelling and screaming passed for motivational techniques at times.

Graeff doesn't try that with the high-caliber "innovators" at Luna: "These folks are not going to put up with that." □

A look inside the Luna legal case. Page 28

In Brief

Name:	Scott Graeff
Age:	43
Company:	Luna Innovations
Location:	Roanoke
Type of business:	High tech healthcare, telecommunications, energy and defense company
Title:	Chief Operating Officer
Background:	This Philadelphia native has guarded the Gipper—that would be Ronald Reagan—while in the Army (a stint on the DMZ was his second option if his top-secret clearance was denied) and managed millions in the corporate world. A University of Virginia Wahoo with a corner office in the new Carilion complex in South Roanoke, Graeff lives in downtown Roanoke with wife Quinn and his daughters, and sometimes even takes the trolley bus to work. When Scott is not putting in long hours at Luna, he occasionally dabbles in the local real estate scene, including a project or two with local developer Ed Walker (notably, the Hancock).

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Career FRONT

FINANCIAL FRONT

Accounting

Goodman & Company has named **Jonathan L. Haynes** supervisor in the Roanoke office.



Smoot



Heath

Banks

Raymond D. Smoot Jr. of the Virginia Tech Foundation, has been elected chairman of the board of directors of StellarOne Corporation, following the retirement of **William P. Heath Jr.**

LEGAL FRONT



Creekmore

Law firms

James Creekmore of the Creekmore Law Firm in Blacksburg has been named to an adjunct faculty position



Cousins

with the Liberty University School of Law teaching Intellectual Property Law. **Susan Cousins** has been named office manager for the Creekmore firm.



Nuzzo

Attorney **Ryan Nuzzo** has joined the law firm Anderson, Desimone & Green in Roanoke. He will focus on estate and trust planning and administration.

WELLNESS FRONT



Rickard

Addiction

Pam Rickard of Roanoke has been named alumni coordinator for The Farley Center at Williamsburg Place, in Williamsburg, a residential treatment center for substance abuse with a number

of alumni in the Roanoke Valley.



Bee

Dental

Dr. Joseph Bee has agreed to provide dental services to residents at Warm Hearth Village in Blacksburg.

Hospitals

Carilion Clinic, based in Roanoke, has made a number of executive appointments. They include: **Dr. Mark Werner** president of the newly combined Carilion primary care physicians group and the specialty physicians group, known as Carilion Clinic Physicians. He continues as Chief Medical Officer for Carilion Clinic. **Nancy Howell Agee** has been appointed president of the Carilion Clinic Hospital division and continues as the clinic's COO. **Donna Littlepage** has been named VP for finance for Carilion Clinic Physicians and **Don Halliwill** finance VP for the hospital division. **Bill Flattery** becomes VP for operations and practice management with Carilion Clinic Physicians. **Melina Perdue** has been named interim CEO of Carilion New River Valley Medical Center and continues as senior VP of regional operations. **Patti Jurkus** is president

and CEO of Bedford Memorial Hospital and VP Carilion Clinic.

Pharmaceutical

Roanoke-based CMR Institute, a not-for-profit provider of biopharmaceutical sales representative education, has elected **C. Novel Martin III**, **Dr. Anthony D. Sloni** and **Jeffrey L. Thomas** to its board of directors. Martin is CFO and treasurer of Medical Facilities of America. Slonim is chief medical officer at Shady Grove Adventist Hospital in Rockville, Md. Thomas is CEO, Pharmakinnex and CEO/founder, Silver Fox Consultants.



Friedlander

Research

Michael J. Friedlander of the Baylor College of Medicine has been named founding executive director of the Virginia Tech Carilion Research Institute in Roanoke, effective June 1.

TECH/INDUSTRY FRONT

Manufacturing

Roanoke bicycle builder **Aaron Dykstra** has won a major national award: Best New Framebuilder at the North American Handmade Bicycle show. Dykstra operates Roanoke's Six-Eleven

Have a career announcement?

Bicycle Company in Grandin Village. He studied under the well-known bike builder Koichi Yamaguchi.



Prince

Technology

Dan Prince has joined Rackspace Email & Apps in Blacksburg as a software developer.



Flippo



Calhoun



Floyd

DEVELOPMENT FRONT



Blankenship

Architects, Engineers

Draper Aden Associates has named **Carrie Blankenship** project



Bradley

Construction

Martin Bros. Contractors, Inc. has named **Stewart Bradley** estimator. Senior estimator **Patrick Calhoun** has received his LEED-AP designation for building



Fletchall

design and construction. Former project manager **Zack Fletchall** has switched roles to fill the newly created sustainability manager position.

is a native of Buena Vista who has been with Branch & Associates since 2002.

EDUCATION FRONT



Chamberlain

Colleges

Kelly Chamberlain has been named

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Career FRONT



Greenawald

Syracuse University's S.I. Newhouse School of Public Communications; **Patsy Sims**, director of the MFA in creative nonfiction program at Goucher; and **Russ Walker**, executive editor of Grist.org, a Web magazine.



Wood



Ison



Trinkle

regional director of military affairs for Roanoke-based National College's seven campuses.

The Virginia Tech Carilion School of Medicine and Research Institute in Roanoke has named **Dr. Mark Greenawald** interim associate dean of student affairs and **Dr. David Trinkle** associate dean of community and culture.



Moreno

Organizations

The Rotary Club of Blacksburg has recognized retired New River Valley Alliance Director **Franklyn H. Moreno** with the Four Avenues of Service Citation award. Moreno has been a Rotarian since 1984.



Glenn



Doren

members are: **Sharon H. Johnson**, Shenandoah Valley Partnership; **Rhonda Shannon**, Carilion Clinic; and **Jeffrey A. Van Doren**, LeClair Ryan.



Harlow



Coker



Lyon

The Association of Fundraising Professionals First Virginia Chapter have elected the following board members: **John Harlow**, American Consulting Trust for Philanthropy, Inc., president; **Carissa South**, Community School, president-elect; **Jay Whitmore**, Faith Christian School, first VP for membership; **Erin Hildreth**, Children's Miracle Network, second VP for Programs; **Fran Ferguson**, Virginia

Goodwill Industries of the has elected the following officers: chairman, **Jeffrey Glenn**, Sycom Technologies; vice chairman, **John Coker**, retired from SunTrust Investment Services; treasurer, **Howard Lyon**, RGC Resources; secretary, **Lisa Ison**, consultant. New board

OTHER FRONTS

Media

The New River Voice, the region's first non-profit news source based in Radford, has announced its editorial advisory board. The board includes Valley Business FRONT editor **Dan Smith**; **Bill Kovarik**, a professor of communications at Radford University; **Jenn Mackay**, a journalism professor at Virginia Tech; **Patrick Beeson** of the Scripps Interactive Newspaper Group in Knoxville; **Melissa Chessher** of

FRONT editor named to Hall of Fame >



Dan Smith



Bob Lee

Valley Business FRONT Editor **Dan Smith** and former WDBJ7 President and General Manager **Bob Lee** were to have been inducted into the 2010 class of the Virginia Communications Hall of Fame at Virginia Commonwealth University April 1. Inductees include an accomplished photographer, an influential newspaper editor, two innovative former television executives, a pioneering

female photojournalist and the FRONT's founding editor.

The inductees, in addition to Smith and Lee, are **Bob Jones Jr.**, freelance photographer and documentary producer; **Edward Jones**, editor of The Free Lance-Star; the late **Bea Kopp**, former photo manager for the Daily Press and Times-Herald; and the late **Harold Soldinger**, former vice president of WTAR-TV and WAVY-TV. They were to be inducted in a ceremony on April 1 at the Country Club of Virginia. Virginia Commonwealth University is the home of the Hall of Fame.

Professionals with significant ties to Virginia who have had exceptional careers in journalism, public relations, advertising and other media fields are eligible for selection to the Virginia Communications Hall of Fame. The newest class of inductees increases the hall's membership to 118, seven of whom have been from Roanoke.

They include WDBJ's John Harkrader (1988), ABC Television's Ann Compton (1989), Roanoke Times' Melville "Buster" Carico (1995) and Forest Landon (1997) and radio pioneer Herm Reavis (2007).

Notables in the HOF include Virginianus Dabney, Douglas Southall Freeman, Roger Mudd, Tom Wolfe, Jeff MacNelly, James J. Kilpatrick, Russell Baker, Earl Hamner, Willard Scott and David Baldacci, among others.

Smith has been an award-winning journalist since 1964 when he began as a copy boy at the Asheville Citizen in his hometown of Asheville, N.C. His stops along the way included 7 years in Asheville, 10 with The Roanoke Times, 7 with what became Salem Publishing and 20 with the Blue Ridge Business Journal. He helped found FRONT in 2008. Smith has written three books (a children's book is ready for publication), been a regular public radio essayist for more than 15 years and has been deeply involved in the

community for years.

An accomplished photographer, he was Virginia's Small Business Journalist of the Year (2005) and shared a Perry F. Kendig Literary Artist award in 2009. He has won a number of journalism awards and several awards for his radio work, as well. He is the founder of the Roanoke Regional Writers Conference and is an occasional lecturer on journalism and writing at area colleges.

Lee became the president and general manager of Roanoke's WDBJ TV in 1989 and led the station through great changes in the industry. Lee advocated to have local stations available on satellite providers and was an early supporter of digital television. He served as director of government affairs for WDBJ's parent corporation, Schurz Communications, before his retirement in 2007. He was a member and former president of the Virginia Association of Broadcasters and served on the National Association of Broadcasters television board for five years.

The FRONT Congratulates Dan Smith...

for being inducted into
the 2010 class of the
*Virginia Communications
Hall of Fame*



FRONT Notes

Commission gets big grant

The Roanoke Valley-Alleghany Regional Commission (RVARC) has been awarded \$277,751 to develop a pilot energy efficiency and conservation program in the Roanoke Valley and Alleghany Highlands. The Regional Commission's proposal was one of 26 applications that were selected for funding from over 150 submissions that came from all regions of the Commonwealth of Virginia.

The Commission's new energy efficiency program will employ retired engineers and scientists to provide confidential and non-regulatory pollution prevention and energy efficiency assessments to businesses and institutions in the region.

New law group

The Two Rivers Law Group has spun off from Sanders Anderson Marks & Miller of Richmond and established offices in Christiansburg and Richmond. The group was the Workers' Compensation Practice Group and has become a separate shareholder-owned company that is

independent, says president M. Pierce Rucker. "This step, consistent with our most recent strategic plan, occurs through a process common in the corporate world, but rare among law firms," says Rucker, "and represents an innovative and exciting business growth model developed by the shareholders of the Workers' Compensation group and Sands Anderson's Board of Directors."

"We're thrilled to have this chance to chart our own course," Cecil H. Creasey, chairman of the Workers' Compensation group, says. "Taking control of their own costs and revenue will enable this very busy group of lawyers and workers' compensation professionals to maintain the flexibility and agility necessary to effectively meet their clients' needs."

New rules for drug reps

Roanoke-based Carilion Clinic is changing the way it deals with pharmaceutical and medical device manufacturers. A new policy, developed after more than a year of consideration, is intended to erase any appearance

of improperly influencing medical decisions. The policy is similar to those at the University of Virginia Medical Center, Geisinger Health System, and the Cleveland Clinic.

Information provided by pharmaceutical representatives, say Carilion officials, generally promotes newer, more expensive medications that may not always offer a significant advantage over existing, lower cost alternatives. This can drive up the cost of care. The new policy takes effect throughout the Carilion system on July 1, and several locations are already implementing the new guidelines.

needs of the area into the future.

Meanwhile, the **Virginia Tech Foundation** has received a grant award from the U.S. Department of Commerce Broadband Technologies Opportunities Program to extend Virginia's open-access fiber optic backbone into the central Appalachian region of the state. The Virginia Tech Foundation served as the applicant and provided financing for a \$1.385 million cash match to meet the 20 percent match eligibility requirement for the National Telecommunications and Information Administration program.

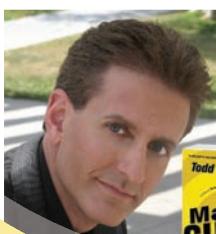
Engine loaned

The **Virginia Museum of Transportation** in Roanoke has loaned one of the diesel locomotives in its collection—the Chesapeake & Ohio EMD GP7 Locomotive No. 5828-to the Chesapeake & Ohio Railway Heritage Center in Clifton Forge.

Rehab award

The Town of Blacksburg has received the **APVA Preservation Virginia Community Preservation**

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Award for the Blacksburg Motor Company Rehabilitation Project. This project combined the renovation of the historic Blacksburg Motor Company with energy efficient and sustainable design.

Recycling expands

The City of Roanoke's **Solid Waste Management** has expanded the collection of bottles and cans for recycling to all businesses and residents within the Central Business District.

Draper Aden award

Draper Aden Associates of Blacksburg has been

chosen as a 2010 recipient of an annual American Council of Engineering Companies of Virginia (ACEC-VA) Honor Award. Draper Aden Associates was selected for its civil engineering design, surveying, environmental and construction administration services for Virginia Commonwealth University's 6,000-square foot Rice Center Education Building.

Hollins honored

Hollins University has been named to the 2009 President's Higher Education Community Service Honor Roll, the highest federal recognition a college or university can

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A contact / source must be provided. Inclusions are not guaranteed and all submissions are subject to editing.

receive for its commitment to volunteering, service learning, and civic engagement. The Corporation for National and Community Service, which administers the annual Honor Roll award, recognized more than 700 colleges and universities for their impact on issues from poverty and homelessness to environmental justice.

Mease joins Tech

Stuart Mease, who only recently moved from a role of recruiting and retaining young workers in Roanoke (where he was immensely popular) to Rackspace Email & Apps in Blacksburg, now has another gig: he'll be working with job prospects at the Pamplin College of Business at Virginia Tech. Mease is the new director



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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). He was recently named to the Virginia Communications Hall of Fame and was a 2009 recipient of the Perry F. Kendig Literary Award. He was Virginia's Business Journalist of the year in 2005. He is the founder of the Roanoke Regional Writers Conference.
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Keith Ferrell

**MARCH 2010 >
Contributor of the Month**

Valley Business FRONT congratulates Keith Ferrell, who receives the Publisher's and Editor's Choice for "Contributor of the Month" including a "One Who's in the FRONT" certificate and gift for his March 2010 contributions. Keith is the former editor of Omni magazine, author of 18 books and a nationally-known blogger who lives on a farm in Franklin County. His March stories on cybersecurity and at Virginia Tech Carilion's School of Medicine were typical of him: thorough, briskly written and creative.

You can read any of Keith's contributions in selected back issues at vbFRONT.com

of the Undergraduate Career Services, responsible "for employer development, providing jobs search assistance to students and overseeing the annual Business Horizons Career Fair" in September.

ND&P wins awards

Neathawk Dubuque & Packett, which has an office in Roanoke, won 36 awards—more than any other agency in the country—in the seventh annual Service Industry Advertising Awards (SIAA) competition, including a Best of Show. Ten of ND&P's awards were for work created in the agency's Roanoke office for Bileys, Kindred Healthcare, Meriter Health System, Minds Wide Open: Virginia Celebrates Women in the Arts, and the Virginia State Police. "We are really proud of our team in Roanoke and the award-winning work for these clients," says Todd Foutz, ND&P's executive vice president and Roanoke office director. "The SIAA Awards are a terrific endorsement of the

creativity of our staff. We are equally proud of the work we do for all of our clients."

Liberty hits 50,000

According to his estimations, "We're now the world's largest Christian university," says **Liberty University** Chancellor Jerry Falwell Jr. When the spring semester got under way in January, more than 50,000 students were taking classes on LU's campus in Lynchburg, and through Liberty University Online. There are nearly 12,000 residential students and more than 45,000 online students; through early February a total of 57,371 students were enrolled.

Credit rating stays high

All but one of the ratings services that provide **Roanoke City's** credit rating have kept it at an AA level, according to Roanoke City officials. The city's financial advisor, Public Financial Management Inc. Of the three nationally

recognized municipal rating agencies, Standard & Poor's and Fitch have affirmed the city's AA credit rating, while Moody's has downgraded it to A1. This comes despite a difficult economy.

Tech going to India

Virginia Tech is taking a significant step toward establishing a new campus in India through the execution of an agreement with a large private sector group. The proposed Virginia Tech, India campus will be located on at least 30 acres in the state of Tamil Nadu in southeast India initially encompassing a 70,000-square-foot campus facility. Virginia Tech has a presence on five continents. The most developed centers are in Switzerland and the Dominican Republic.

Master's and Ph.D. programs are planned for approximately 300 students in engineering and the sciences in India. The institution – called Virginia Tech MARG Swarnabhoomi, India –

fulfills Virginia Tech's desire to have a presence in India with ample land for future growth and proximity to a major metropolitan city.

Woodward on Governor's Council

Tamea Woodward, founder and president of **EastWest DyeCom, Inc.** has been invited to serve on the Governor's Manufacturing Advisory Council. This group serves as a communication line between Virginia's manufacturers and the Governor's office.

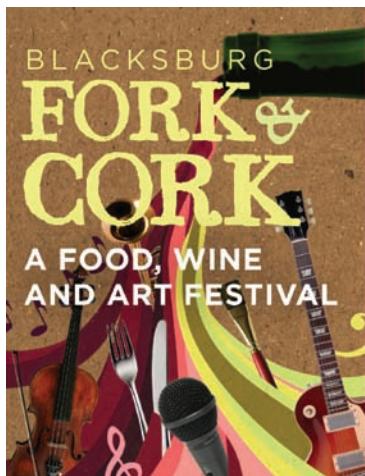
CCC goes POP

Corrugated Container Corp (CCC) of Roanoke, has expanded its product line to include custom point-of-purchase (POP) displays and packaging containers. The new brand is highlighted on its Web site at www.cccbox.com

Compiled by Dan Smith and Tom Field

FRONT Notes posted daily online at moreFRONT.blogspot.com.

Read extended versions of items listed above, plus photos and many more current listings each day on the moreFRONT blog, also available by link at vbFRONT.com.



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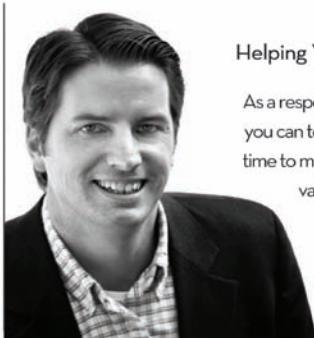
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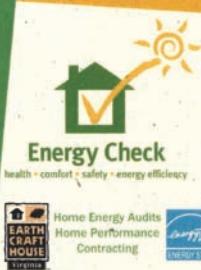


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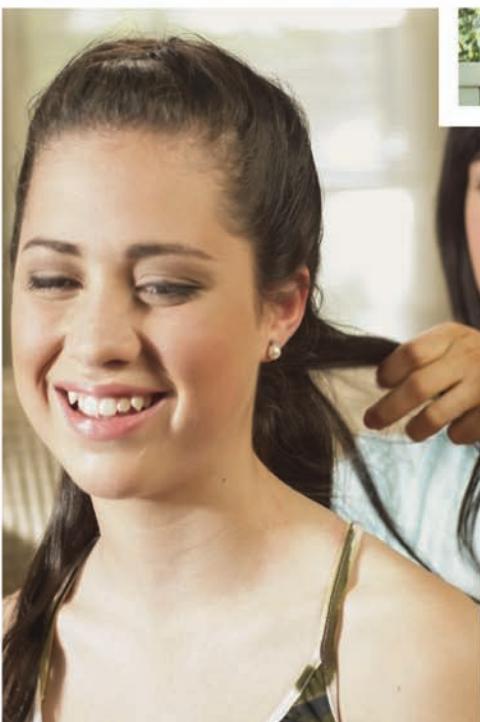
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