

Valley Business FRONT

FOR THE UP AND COMING
AND ALREADY ARRIVED

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The Business History of Roanoke

Nelson Harris,
Virginia Heights
Baptist Church

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Star City. Magic City. Big Lick. Roanoke. No matter what you call it, Roanoke is looking pretty good these days. If you call this place home, when you come back from a trip, especially flying or driving at night, that illuminated star up on Mill Mountain looks awfully inviting and reassuring. Like all cities, we've had our moments in the shadow, where the good light didn't quite make it through. But as this edition's timeline shows, we continue to move ahead, building on our attraction as a great valley for work and play. A producer for National Geographer Channel and freelance travel blogger called Roanoke "a place that's both friendly and accessible with just enough flair to make it distinctly unique." She backs up her assessment with the five things she loves about Roanoke, which you can find here: <http://packedsuitcase.com/2014/01/roanoke-things-i-love.html>

We concur. In fact, we can count the things we love about Roanoke on both our hands, and our feet (which just gets us started). And many of those things come from the stories included on our list of the top business activities that built this city.

Tom Field



““

Every mother and grandmother on earth knows that one's reputation is key to opening doors or having them slammed shut. — Page 58



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Cover photography of Nelson Harris by Tom Field.

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JULY



Cathy Cooper



Sarah Cox



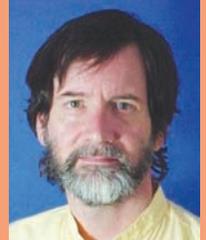
Alan Ronk



Anne Sampson



Nicholas Vaassen



Randolph Walker

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.

This board has been given the task of helping FRONT understand the issues and develop coverage. "Members essentially have a red telephone at their hand," says publisher Tom Field. "The can inform us best on what is important, what is new, what impacts the greater community. Of course, our red phone reaches right back to them as well, for assignments and insight on our coverage. Although the members are encouraged to keep FRONT updated on their own industries and the key players, they aren't limited to their area of specialty, as all commercial enterprises ultimately collaborate to impact our quality of life here in this part of Virginia." An additional contribution by the Editorial Advisory Board involves direct input on the various FRONTLists we present throughout the year.

CONTRIBUTORS



Tom Field



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Kathy Surace



Do not believe the fallacy that B2B companies cannot achieve success over social media. — Page 49

Biographies and contact information on each contributor are provided on Page 68.

2014 Members

Nancy Agee Carilion (Wellness)
Laura Bradford Claire V (Retail)
Nicholas C. Conte Woods Rogers (Legal)
Warner Dalhouse Retired (Seniors)
John Garland Spectrum (Development)
James Glass JG Co. (Development)
Nancy Gray Hollins University (Education)
Ellis Gutshall Valley Bank (Finance)
Nanci Hardwick Aeroprobe (Tech/Industry)
George Kegley Retired (Seniors)
John D. Long Salem Museum (Culture)
Nancy May LewisGale Regional Health System (Wellness)
Stuart Mease Virginia Tech (Education)
Mary Miller IDD (Tech/Industry)
Ed Walker Regeneration Partners (Development)

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.



He’s putting a new face on one of the worst ghettos in the Roanoke Valley.

— Page 37

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Twitter: [@vbfront](https://twitter.com/vbfront)
Blog: morefront.blogspot.com

A History



FRONTList: Roanoke's Business History >

Executive Summary:
A compilation of significant business events that shaped the City of Roanoke, Virginia.

By Sarah Cox

When it comes to telling the story of Roanoke, and how business and industry shaped the community into what it is today, there is no shortage of narrative. *Everybody's got a story*—and even the tiniest version of one part of it can fill a book. We decided to take on the challenge by presenting a version whereby we eliminated the narrative this time. Simply come up with a list, chronologically, of the most significant business events in Roanoke's history. Although we confirmed the results with numerous and qualified sources, there is little doubt we likely left out selections you believe should have been included. Roanoke has fashioned quite a colorful quilt here in our timeline and lifecycle, and there are just too many colorful

Lesson of Business in Roanoke

patches to include them all. We hope this edition's FRONTList is a good foundation, however, as we continue our mission to bring you lists and stories from all our communities in this region. It's how we stay in front.

—Tom Field

Gainesboro settlement, 1835

1960s-1970s, urban renewal programs

Hotel Roanoke, 1882, built by Norfolk and Western Railway

Fire, 1898; reopened 1899

Deeded to Virginia Tech, 1989

Reopened, 1995

Norfolk & Western brought people and jobs to Roanoke; Town of Roanoke became independent city in 1884

Norfolk Southern Railway 1982



all photos: Tom Field

Nelson Harris

Star City Champion

Nelson Harris was a natural choice to serve as our FRONTcover model for this feature of Roanoke's business history. He's the pastor of Virginia Heights Baptist Church in one of Roanoke's most historic neighborhoods (Grandin, which encompasses Grandin–Virginia Heights–Raleigh Court–Ghent–Wasena–Norwich). He served as the mayor of Roanoke 2004–2008. And he's the author of an entire bookshelf worth of local history perspectives, including the following books:

- *Aviation in Roanoke* (2014)
- *Downtown Roanoke* (2004)
- *Virginia Tech* (2004)
- *The Norfolk & Western Railway* (2003)
- *Hidden History of Roanoke* (2013)
- *Stations and Depots of the Norfolk & Western Railway* (2009)
- *Salem and Roanoke County in Vintage Postcards* (2005)
- *Roanoke in Vintage Postcards* (2002)
- *Greater Raleigh Court* (2007)
- *Roanoke Valley: Then and Now* (2011)

Harris says what he loves best about Roanoke is "the lifestyle... You're never more than 10 to 15 minutes from work, we have the mountains, and it's big enough to have wonderful amenities, yet small enough to keep our small town life."

Our FRONTcover places Nelson Harris in the Italian Baroque painting style of chiaroscuro—a technique using dominant dark shadowing and a strong shaft of light, popularized by Caravaggio in late 16th, early 17th Century.

Roanoke Daily Times, 1886

1909, purchased by J.B. Fishburne

Merged with The Roanoke Evening News, 1913

1969, merged with Landmark Communications

1991, became Roanoke Times & World-News

2013, sold to Berkshire Hathaway

National College (formerly known as National College of Business & Technology, and National Business College; today, American National University), 1886

**Carilion Roanoke Memorial Hospital,
1899 – originally Roanoke Memorial Hospital**

*Consolidation with Community Hospital
of Roanoke Valley (now Carilion Roanoke
Community Hospital), 1996*

Highland Park, 1901

Jefferson Hospital, 1907

Boxley Quarry, 1908

Lewis-Gale Hospital, 1909

Melrose Park, 1907

**Elmwood Park purchased by
Roanoke City, 1911**

Shenandoah Life Insurance Company, 1914

*Shenandoah Life Insurance Company
goes into receivership, 2009*

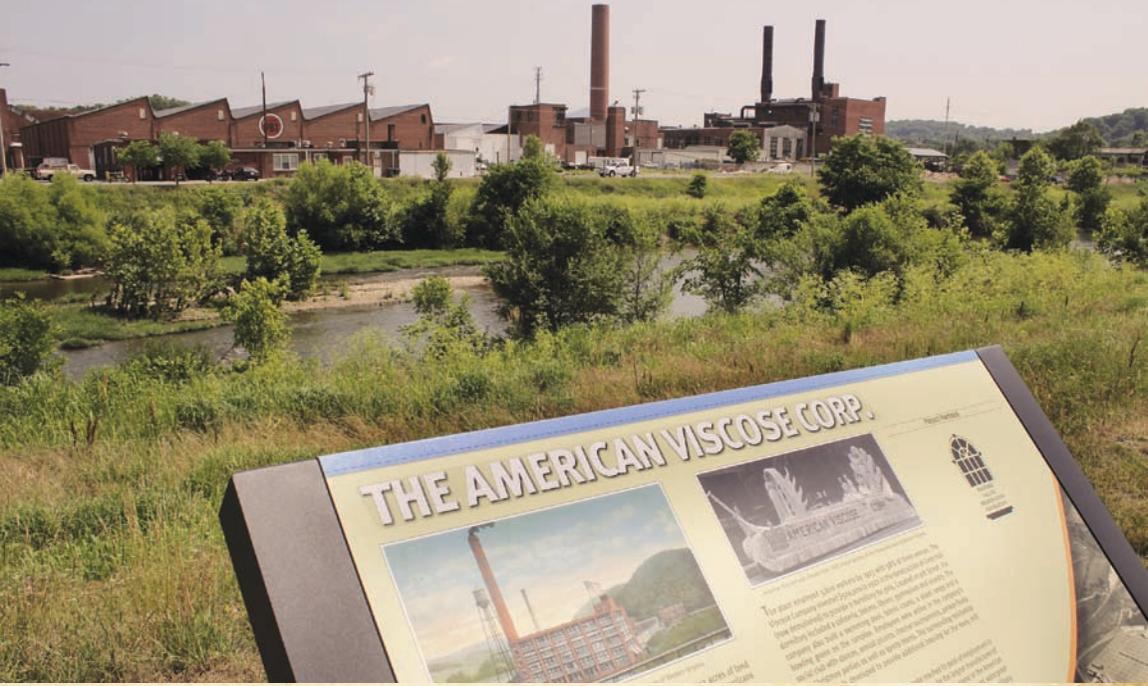
*Shenandoah Life Insurance Company
out of receivership, 2012*

**American Viscose rayon plant opens
October 1917**

Plant closes 1958, leaving 5,000 unemployed

Lakeside Amusement Park, 1920

Closed, 1986



Viscose

Roanoke Life Saving and First Aid Crew, 1928

Julian Stanley Wise, founder of the first volunteer rescue squad in the U.S.

Roanoke Municipal Airport: 1929 Roanoke City leases land to operate

Roanoke City takes control of airport facility, 1937

Dedicated as Woodrum Field, 1941

Rockydale Quarries, 1932

Advance Stores, purchased by Arthur Taubman from Pep Boys, 1932

Becomes Advance Auto Parts, 1985

Becomes a publicly-traded company, 2001

Creation of Blue Ridge Parkway begins, 1936

Completed 1983

Manufacturing

The Company We Keep

The following is a simple compilation of companies that have played a significant role in the development of Roanoke, either by employment or market development:

- Advance Auto
- American Viscose
- Anthem (BCBS)
- BellSouth Communication Systems
- Berglund Auto
- Blue Ridge Business Journal
- Blue Ridge Parkway
- Burrell Memorial (1955)
- Carilion (Roanoke Memorial)
- Center in the Square
- Delta
- Dominion Bank
- Eli Lilly
- Elizabeth Arden
- First National Exchange Bank
- Freight Car America
- General Electric (and TEMIC)
- Grand Piano (Grand Home Furnishings)
- Hayes, Seay, Mattern and Mattern (AECOM)
- Hollins University
- Home Shopping Network
- HomeTown Bank
- Hotel Roanoke
- Ingersol Rand
- ITT
- Lakeside Amusement Park
- Magic City Ford
- Medeco
- MemberOne Federal Credit Union (N&W, largest)
- Meridium
- Mill Mountain (Star, Zoo, Theatre)
- MKB
- National Business College (ANU)
- Norfolk Southern (N&W)
- Optical Cable Corporation
- Orvis
- Piedmont Airlines
- Poff Federal Building
- Roanoke City
- Roanoke College
- Roanoke County
- Roanoke Electric Steel
- Roanoke Higher Education Center
- Roanoke Regional Airport (Woodrum Field, RBRA)
- Roanoke Rescue Mission
- Roanoke Salem Plaza
- Roanoke Times
- Roanoker Magazine (Leisure Media)
- Shenandoah Life
- Tanglewood Mall
- TAP
- Tuabman Museum
- US Air
- Valcom
- Valley Bank
- Valley Business FRONT
- Valley Metro
- Valley View Mall
- Veterans Administration
- Victory Stadium
- Virginia Tech Carilion Research Institute
- Virginia Transformer
- Virginia Western Community College
- Wachovia
- WDBJ 7
- Wells Fargo
- Wheeler Broadcasting
- WSLS 10
- Yokohama (Mohawk Tire)

NOTE: The above list includes company names at the time of high influence; many have been renamed, consolidated, merged with or acquired by other companies. In some cases we listed the former name, other cases, the latter.



Mill Mountain Star

WSLS radio, October 1, 1940

**Mill Mountain given to Roanoke City by
Fishburne family, 1941**

*89-foot neon star, Mill Mountain Star,
lit in 1949*

Victory Stadium constructed, 1942

Demolished beginning June 26, 2006

Carvins Cove Reservoir, 1947

**WDBJ-FM, purchased by Times-World
Corporation, starts programming
July 11, 1948**

Rescue Mission, 1948

Community



Downtown banks

Roanoke public school desegregation, started 1948

Not effectively over until 1974

Piedmont Airlines services, April 16, 1948

Piedmont hub in Roanoke, 1970s

Piedmont ceases service in Roanoke, August 4, 1989

Ortho-Vent Shoe Company, 1949

Stuart McGuire Company, 1970, beginning direct-sales/fulfillment company movement in Roanoke

Stuart McGuire sold to Home Shopping Network, 1986

Roanoke Electric Steel, 1955

Merged with John W. Hancock, Jr. Inc., 1975

Acquired by Steel Dynamics, 2006, to form Steel Dynamics, Roanoke Bar Division

Burrell Memorial Hospital, 1915, opened at 311 Henry Street to serve African American patients

Moved to Allegheny Institute, 1921

1955, opened in Gainsboro

Closed, 1979

I-81 construction started December 1957

Section between Dixie Caverns and Fancy Hill, south of Lexington, completed December 1964

Crossroads Mall, July 27, 1961

Towers Shopping Mall, 1961

Roanoke-Salem Plaza, 1962

Big Boom Factor

FRONT: What single business event developed Roanoke into what it is today?

John Long, Roanoke College professor of history and director of the Salem Museum responds:

The Great Land Boom of the 1880s and 90s comes immediately to mind, but it's hard to explain in a short quote. When the Norfolk and Western came to Big Lick and turned it into the metropolis of Roanoke, surrounding communities got ancillary benefits. Land prices skyrocketed, so investors bought up the big farms along the railroad line and platted them out for development. New industries flocked to the valley, and with the new workers residential developments grew nearby. Salem, for instance, tripled in size and population in a matter of a few years. It all fizzled in the lousy economy of the 1890s, but by then southwestern Virginia had been changed forever.



Railroad

**Filling in of Smith Mountain Lake reservoir,
September 24, 1963**

*First of four hydro-electric generators
installed 1964*

March 7, 1966, reservoir full

1979, fifth hydro-electric generator installed

Total Action Against Poverty (TAP), 1965

Head Start, Roanoke, 1965

Virginia Western Community College, 1966

Community Hospital of Roanoke Valley, 1967

**Salem Civic Center, 1967 (part of James E.
Taliaferro Sports and Entertainment
Complex, includes Salem Football Stadium
and Salem Memorial Baseball Stadium)**

WDBJ became known as WFIR, 1969

Transportation

Big Business Impact

FRONT: What industries are attributed to the building of Roanoke?

George Kegley, retired veteran business journalist from The Roanoke Times, responds:

The first big business news in this valley had to be the arrival of the first train, when a steam engine of the Virginia & Tennessee Railroad, a forerunner of the Norfolk & Western, came chugging into Big Lick in the fall of 1852. This brought a new way to travel, new trade, business and people into the valley over a century and a half ago.

When Tipton Fishburne bought what was probably the first car in Roanoke in the early 1900s, he changed the pattern of travel here. Horses and buggies were on the way out.

Through most of the first half of the 20th century, the Norfolk & Western Railway and American Viscose Corp. provided thousands of jobs, as the dominant Roanoke industries. Downtown business was strong and Roanoke was known as the Magic City when hundreds of people came here to work.

Air travel began to pick up when American and Eastern started flights through Roanoke in the 1940s, followed by the popular Piedmont Airlines which once operated 45 daily flights here.

General Electric built its Salem plant in 1955, transferring many employees from Schenectady, N.Y. and opening new horizons for native Roanokers. Soon, ITT, Ingersoll-Rand, Medeco Locks and several mid-size industries followed, bringing new people who enjoyed the mountains and Southern life after they understood the local language. Many stayed in retirement.

Shopping centers began to blossom in the early 1960s, offering much greater choices and unlimited parking, putting many downtown merchants on the skids. Later, rapid growth of downtown housing is requiring more supporting business.

New bank buildings, city hall and the Poff Federal Building, along with Center in the Square and Carilion offices changed the complexion of downtown from retail to health care, banking, law, restaurants and insurance. The Meridium high-tech offices and the almost daily expansion of the Carilion Clinic are clear indicators of future growth. Heavy industry has leveled off and small to medium technical firms do business all over the world from Roanoke.

Three railroad mergers left a deep impact on the Roanoke Valley—the Norfolk & Western took over the Virginian in 1958, consolidating much coal traffic. In 1964, N&W acquired the Nickel Plate, Wabash and smaller lines, extending operations into the Midwest and the 1982 union of N&W and the Southern resulted in a major eastern line and shifted many executives from Roanoke to the new headquarters in Norfolk, lowering railroad employment in Roanoke and hurting some related business here.



Valley View Mall

Retail

Consolidation efforts for Valley defeated, 1969 and again in 1990

Roanoke Civic Center, 1971

Roanoke's first African American mayor, Noel C. Taylor, elected, 1976

Tanglewood Mall, March 28, 1973

Center in the Square, 1983

Valley View Mall, July 17, 1985

Flood of 1985, or Election Day Flood of November 4th, 1985 (at least 10 deaths, Roanoke County).

Roanoke Valley Graduate Center, 1990

Roanoke Higher Education Center, 2000

Meridium, 1993

**Wachovia Bank (then known as First Union)
acquires Roanoke-based Dominion Bank
1993**

Wells Fargo buys Wachovia 2008

Greenway Plan, 1995

2007 Update: Bikeway Plan endorsed

Spring Hollow Reservoir, 1996

**GE Drive Systems and Toshiba form EG
Toshiba, 2000**

TMEIC Corporation, 2011

**Virginia Tech Carilion School of Medicine and
Research Institute creation announced 2007**

First entering class of medical students, 2010

First graduating class, 2014 

Healthcare





Business Dress

By Kathy Surace

Executive Summary:
Branding is important; especially the one that follows you wherever you go.

Managing Your Brand >

Recently I picked up a new book, *Brand Aid*, which discusses seeing yourself and your life as a brand you need to actively manage.

Your brand is what people think of you. We all know that companies have their own corporate brand. However, we each have a personal brand that we project daily in person, online, in videos, on Twitter, etc.

The author, Larry Linne, describes raising his children to see themselves as their own personal brand, setting goals each year for how they want to be perceived in school, on the playing field and in social circles.

In previous decades brand was referred to as reputation. Every mother and grandmother on earth knows that one's reputation is key to opening doors or having them slammed shut. Everything we do—or neglect to do—contributes to our reputation at work, home, and in the community.

In the workplace, a positive reputation draws customers to us, reflects well on companies that associate with us, and raises the standard for behavior in the business community. A negative reputation obviously does the opposite.

We're judged on appearance, attitude, statements, actions, and lack of action—and in about 30 seconds.

Some protest that you should be judged solely on the work you produce regardless of your brand. However, you earn that right only after you've established yourself as a positive brand. According to Linne, "There's a direct link between what you've accomplished in life and what you can get away with." High profile CEO's like Mark Zuckerberg can dress and act any way they like because they've proven themselves to be smart—and a moneymaker.

Linne believes that even lower-level employees represent a corporation's brand, impacting how outsiders perceive it. Linne notes, "One employee could cause a lasting effect on your organization."

Since others form an opinion about your brand so quickly, proactively manage what that opinion will be.

- Decide what opinion you want others to have about you.
- Make your physical appearance and behavior reflect the brand you want others to believe about you.
- Check your social media presence to ensure it projects your desired brand. People will research you before actually meeting you!
- Post blogs, articles, and videos online to help others see your brand as a competent professional in your field.

Brand yourself now — before others do! 

Send comments or questions to Kathy@peacockimage.com

The Millennials – Part II >

Millennials are a generation of workers with a completely different attitude towards work than any generation that has gone before. These sociable, optimistic, talented, well-educated, collaborative, open minded young people have characteristics that include:

- **Self-confidence:** raised by parents who nurtured self-esteem in their children, Millennials are supremely confident in their ability to overcome challenges. Employers and co-workers who respect years of experience, and “paying your dues” often find this attitude disturbing - even arrogant.
- **Hopefulness:** They believe in their ability to change the future. They like to be challenged, and to be well compensated for their work.
- **Achievement oriented:** An example is Olympic gold medal winner, Sarah Hughes, who announced the day following her victory that her next goal was to score 1600 on her College Board SATs.
- **Inclusiveness:** Millennials like working in teams. They have a finely honed sense of fairness, and they want no one left behind. They want their companies and corporations to have a social conscience, who contribute to their communities.
- **Civic-mindedness:** They think of the greater good.

The rate of high school graduates who go to college and receive a degree is at an all-time high. This is good news for future employers.

However, there is a distinct concern about what has been called the digital divide – the gap between the “haves” and the “have not’s.” Never has the difference been so apparent, and this division is centered around technology. There is a large group of young people who are growing up without computers or access to computers – the great unifier of the Millennials. Companies like Microsoft have donated millions of dollars to make computers available to disadvantaged children. They are also spearheading mentoring and training programs for young people, but it is a daunting task.

How do employers proceed with programs that attract, retain, and motivate the millennial employee? They should understand that:

- Millennials want leaders that display honesty and integrity.
- They want to be challenged.
- They want to work with friends. Some corporations are hiring groups of friends!
- They want respect for their ideas, even though they haven’t spent years in the trenches.
- They want to work in a fun, collaborative environment.
- They want a flexible schedule. A rigid environment and work schedule is guaranteed to make your Millennial worker look elsewhere for employment.

The Millennials are a fascinating generation charged with potential! The savvy, resilient employer will welcome this creative energy into their midst! 



Etiquette & Protocol

By Kathleen Harvey
Harshberger

Executive Summary:
Paying attention to what makes millennials advantageous can pay off for employers.



Small Business Financing Alternative >

When you think of raising capital for your small business, you might wrack your brain for ideas. Maybe you'll sell some valuable property or stock. Maybe you'll apply for a grant. Perhaps family members will invest. What about getting a loan at the bank? That could be difficult for a startup company to get these days. Banks are looking for businesses that have already proven themselves.

As a consequence, two trends have emerged to fill the market gap. Microlenders have stepped in to offer small loans to startups in many communities. And the phenomenon of crowdfunding has taken off, both on the Internet and via traditional brick-and-mortar Main St. based business offices.

With the rise of what is becoming known as the "share economy," crowdfunding may be a viable way to finance your small business.

Putting money in your community

So, what is crowdfunding? It's what it sounds like. Many members of a community contribute small amounts to help finance your small business dream. Internet sites like Kickstarter and Indiegogo help people solicit donations to fund specific ideas or products, which can lead to the launching of businesses.

But the crowdfunding model for raising business capital has arrived in the "real world" too. That is, there are companies that would like to help you do it, and you can meet with them at their offices inside the Grandin CoLab.

Viva la Cupcake, the bakery in Roanoke's Grandin Village, is thriving after five years since its launch. Now the treat maker wants to buy a trailer to sell cupcakes across Virginia. Working with Community Sourced Capital, a Seattle-based business that has opened an office in Roanoke, Viva la Cupcake is raising capital for a community loan.

To take part in the loan, anyone can purchase a "Square," which is a \$50 unit of the larger loan. Viva la Cupcake would like a loan in the range of \$5,000 to \$10,000. At press time, it had already raised \$5,850 through sales of Squares.

More on how this works: The loan entails fees paid by the borrower to Community Sourced Capital. Purchasers of Squares get exactly the amount of money back they put in as the loan is repaid. Therefore, it's neither a donation nor an investment; but it is a way to put a "cash infusion" in your community.

And your local entrepreneurs will love you for it.

Small Business

By **Samantha Steidle**

Executive Summary:
Need money for your small business? You may want to stand up and announce it to the crowd.

Improving the quality of local food

If you have dreams of launching a mid-tier business or boutique shop that would establish an oasis in what's known as a "food desert," or a place where people don't have enough access to fresh foods, there is a special lender for you.

The non-profit Virginia Community Capital, with offices in Christiansburg and Richmond, is dedicated to helping you get a loan of \$50,000 all the way up to \$1 million if you can satisfy such a need in Virginia. The Virginia Fresh Food Loan Fund, which has been recognized by the Global Clinton Initiative, exists for this purpose. The first loan recently went to Glade Green Grocer in Glade Spring, Va. The grocer offers its shelf space, marketing services, and commercial canning equipment to local growers and food producers. 

For more information on the Virginia-based lending organizations mentioned, visit:

Community Sourced Capital
www.communitysourcedcapital.com/Roanoke/

Virginia Community Capital
www.vacommunitycapital.org



With the rise of what is becoming known as the 'share economy,' crowdfunding may be a viable way to finance your small business.

Who knows what's out there?

really

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 Pet Grooming Boutique....\$85k

Business
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by Berryfield Group
540-798-9945



Alan Ronk

Financial Matters

Community Foundations and Professional Advisors – A 100 year partnership >

Executive Summary:

Financial advisors can offer their clients a great resource for charitable giving without recommending specific organizations; a tradition 100 years strong.

By Alan Ronk

Estate planners, financial planners, and other professional advisors are often faced with a delicate dilemma: you want to discuss the many benefits of charitable giving with your clients, but you want to avoid recommending specific charitable causes or organizations. Fortunately, there's a simple solution. It's your local community foundation. Since 1914, community foundations have served as a trusted vehicle through which your clients can address the varied issues they care about most, while gaining maximum tax benefit under state and federal law. Community foundations offer a variety of giving options - including the ability to set up a perpetual charitable fund in your client's name. In considering this philanthropic option, keep in mind these questions:

- Do I have clients who care deeply about their local community?
- Do they give to more than one charitable cause?



Since 1914, community foundations have served as a trusted vehicle through which your clients can address the varied issues they care about most, while gaining maximum tax benefit under state and federal law.

- Are they interested in creating a personal or family legacy in the community?

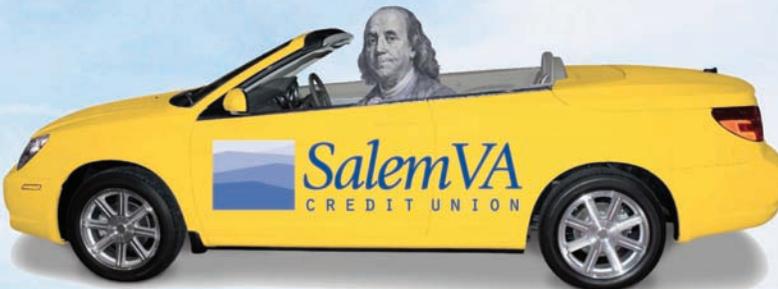
- Are they considering the creation of a private foundation but are concerned about administrative complexity?
- Would they like to stay personally involved in the use of their gift dollars?
- Do they want to receive maximum tax benefit for their charitable contribution under federal law?
- Do they place a priority on sound stewardship of their contributions?

If you answered yes to any of these

questions, your clients would benefit from knowing more about community foundations. 

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all photos: Tom Field

Harry Bosen, "The first time I shot a deer, I had to track the animal for over an hour to deliver the final shot. It bothered me so much I went home and sold all my guns."

Where the wild things are >

Executive Summary:

Harry Bosen, Jr. has seen a lot of wild things both in the courtroom and in his travels.

By Cathy Cooper

Though not a Salem native by birth, the attorney has certainly earned the status. His family moved to Salem when Bosen was 10 years old. He attended the Broad Street Elementary School, Andrew Lewis High School, and Roanoke College. After three years teaching at Cave Spring Middle School, Bosen decided to enter law school. When asked why he decided to practice law, Bosen does not wax philosophical about the high calling many attorneys espouse. "I really liked the E. G. Marshall

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Harry Bosen's law firm

television show, *The Defenders*, and loved *To Kill a Mockingbird*." He earned his law degree at Washington and Lee University and has practiced law in Salem since 1975. (www.bosenlaw.com)

You might be tempted to think that after so many years, Bosen would be blasé about his work, but you would be very wrong. He speaks about some of the more interesting cases he's had with an animation and excitement more typical of a much

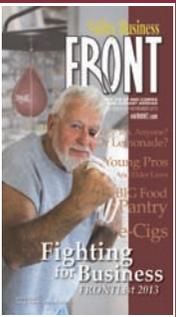
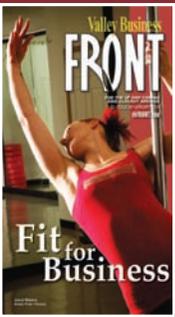
less seasoned lawyer. He clearly still loves being a lawyer. Bosen's work is about 90% criminal cases, including traffic offenses, and representing plaintiffs in personal injury and wrongful death cases.

He talks at length about a case in which it was claimed that a ghost had appeared and demanded vengeance. Other cases include one precipitated by the "memory" of a woman, who years after the alleged incident, remembered the minute details

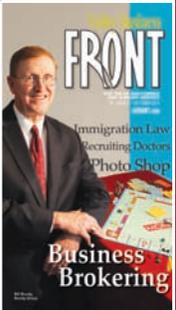
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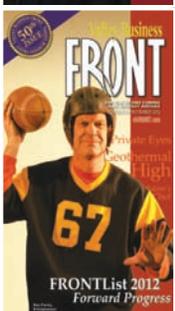
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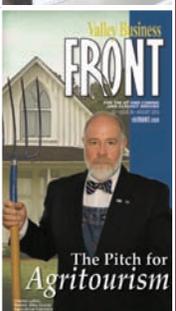
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DO YOU NEED A TRUST?

of a sexual assault that she claimed had taken place when she was 4 or 5 years old. His client, who was “border line mentally retarded” had confessed to the assault after hours of questioning by police. He was offered a plea deal that would have resulted in his spending 22 to 30 years in prison. Through pain-staking research, Bosen was able to prove that the assault could not have happened. He clearly still revels in the shock waves that went through the courtroom when he revealed the evidence, blown up to poster size that exonerated his client. The jury determined that the client had made a “false confession” and found him not guilty.

In preparing to defend his clients, Bosen says, “You can never accept the prosecution’s case on face value. You have to look under every rock and behind every tree to see the real picture.”

The real picture of his cases is not the only photographic interest of this lawyer. He is an avid wildlife photographer. He has traveled to Australia, New Zealand, Africa, the Galapagos Islands and Alaska to get so close to wildlife that one can nearly see the spirit of an animal in its eyes. Bosen’s office is rich in enlarged photos and albums of pictures he and his wife, Ellie, have taken on their journeys. “I used to hunt” says Bosen. “The first time I shot a deer, I had to track the animal for over an hour to deliver the final shot. It bothered me so much I went home and sold all my guns. Photographing animals gives me the thrill of the hunt but leaves the animal alive for others to enjoy.”

Though his conference room holds large, trophy mounted fish, Bosen no longer has time for deep-sea fishing. “I took up golf, but I rarely have time to play.” But even that recreational pursuit inspired work. A recent blog on Bosen’s web site is titled “Recreational-Use Immunity for Golf Injury”.

For Harry Bosen, playing the wild card in his representation of clients and photographing animals in the wild seem to be the perfect combination of fulfilling work and satisfying relaxation. 



J. LEE E. OSBORNE

Not everyone needs a trust, and not all trusts are created equally. A trust offers a flexible and often economical way to manage assets during your lifetime, and is often the only way to properly provide for others after your death.

If you are concerned about providing for children or grandchildren until they can manage for themselves, making sure assets are properly managed is imperative. Whether incorporating tax or business succession plans into your estate plan or providing for old age or when one or both partners becoming incapacitated, a trust is often the best vehicle for addressing these goals.

You decide who is in control by the trustee you select. All of these factors require a thorough review of your goals and options to design and implement a plan that is tailored for you. At Woods Rogers, we will work with you and your other advisors to structure an estate plan that meets your needs.



Randolph Walker

Dr. Keller



Shenandoah Podiatry

Blacksburg office exterior

Walk this way >

Executive Summary:

Distance running, "toe shoes" and chronic health conditions all create business for a Southwest Virginia podiatrist.

By Randolph Walker

You know those funny shoes like slippers with individual toes? Don't run in them. If you do, your next stop might be the office of Dr. Jennifer Keller.

Keller, 43, runs Shenandoah Podiatry, with locations in Cloverdale and Blacksburg. Over the past decade, the biggest trend she's seen is "minimalist" shoes, beginning in 2009. "All the shoe companies, that was such a huge moneymaker for them, they all jumped aboard. I saw a huge uptick in overuse injuries with people trying minimalist shoes. They've gone from a supportive sneaker—you've been in shoes all of your life and now you're trying to run in a shoe that's like being barefoot.

"We see a lot of plantar fasciitis which is an overuse injury of the connective tissue on the bottom of your foot—that's common in runners. We see some stress fractures from running on pavement, which is a hairline crack in the bone."

Whether in toe shoes or conventional sneakers, more people are running in

Southwest Virginia. "You're seeing more sponsored 5Ks, 10Ks. There's lots of runs now. With that also, we've seen an uptick in injuries.

"There's a lot of hills with the Blue Ridge Marathon, and when people are coming downhill, their toes hit the front of the shoes. I see a lot of ingrown toenails, and toenails turning black and blue and falling off."

All in all, it's a good time to be a podiatrist—as evidenced by Keller's plans to move her Cloverdale Road location from a 1,700-square-foot building to a 7,700-foot space this summer. She added a second podiatrist to her practice last year and is looking to add a third.

If you've been fortunate enough to never need the services of a podiatrist, you may be surprised to learn that their training is comparable in rigor to an MD's. Keller earned a bachelor's degree in biochemistry from Virginia Tech, then attended the New York College of Podiatric Medicine.

"My first two years [in podiatry school] were very comparable to an MD program. Then in our third and fourth years we start specializing. Our rotations are a little different—I didn't rotate through OB-GYN, I didn't rotate through psychiatry, but I did get to rotate with an infectious disease doctor, a vascular doctor, all the things that would be important for lower extremity complications."



Randolph Walker

Dr. Keller

Keller finds Southwest Virginia a good place to practice podiatry. There isn't an oversupply of podiatrists like there is near some podiatry schools. Nationally, most podiatrists are in private practice, although there's a trend toward employment in hospitals and large group practices, like there is with MDs. Carilion Clinic employs podiatrists.

Keller has privileges at Roanoke Memorial and LewisGale and provides surgery for conditions including bunions (bony bumps at the joint of the big toe), hammertoes (bent toes often resulting from wearing high heels), heel spurs, and fractures. In-office procedures include skin biopsies and treatment for ingrown toenails and warts.

Keller has been looking after the feet of Salem resident Norm Slocum for about three years.

"Blood circulation is an issue with any kind of diabetes," says Slocum, 70. "She looks 'em over pretty good and takes care of 'em."

Another condition that leads to the podiatrist's office is obesity. "We see a lot of overweight and obese patients who have been sedentary for years and are trying to lose weight. An important part of losing weight is being able to exercise. But when you're overweight, you're more prone to having pain in your feet."

This foot doctor doesn't forget that a healthy pair of feet can enable a person to do something he or she loves.

"Every foot's connected to a person. It's very rewarding to get people feeling better and get them more active." 

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Tech Scoop

Recalculating... >

Executive Summary:

With technology comes a whole new round of liabilities.

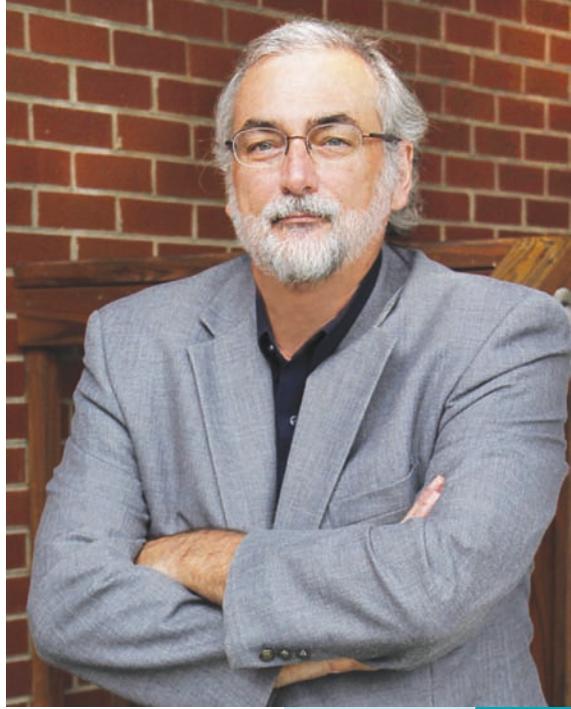
By Michael Miller

If you plan to visit California next fall, you might want to pay more attention to who is driving the car stuck in traffic beside you. That's because starting in September, California will begin issuing licenses for driverless cars.

You may not have been aware, but four states (Nevada, Michigan, Florida and California) have passed laws allowing driverless cars to operate in test mode on public highways. Google's driverless car has logged more than 700,000 highway miles without receiving a single traffic citation. It turns out to be very easy to program a car to obey speed limits and observe traffic signs.

Obeying speed limits would seem like a boon to public safety, but it comes at a cost. Approximately 41 million people receive speeding tickets in the US each year, generating \$6.2 billion dollars in revenue to issuing localities. That's about \$300,000 per police officer. If our cars are programmed not to speed, that would place a big dent in police budgets.

This brings up a potentially more important issue with autonomous vehicle operation. If such a vehicle does break the law, who pays the ticket? The owner? The manufacturer? The programmer? Current California law says the person in the driver's seat is responsible, although Google says the company that designed the car (not them, presumably) should pay up.



Michael Miller

While Google's driverless car has never been involved in an accident that it caused, frightening crash scenarios are easy to imagine. What if, for example, an autonomous car determined that a collision is unavoidable, but it has the option of swerving toward a small car with limited safety features or a larger, heavier car more likely to absorb the impact? Programmers could opt for the heavier car, in which case more lives would likely be saved, but the occupants of the target might not agree with that decision. In human terms, making such a split second decision that results in a death would potentially be forgiven. But the people who program the car would be intentionally making the choice in advance – it could be the difference between involuntary manslaughter and premeditated murder.

And, of course, this brings us back to the question of who is at fault, or more succinctly, who gets sued. At the moment, it would probably be everybody.

So, until the lawyers and judges and juries figure this out, I think I'll stick to my wife and my GPS for driving help. I sort of enjoy ignoring the instructions.

I meant from the GPS, of course. 



Dan Smith

Corbin Prydwen at his West End home with a new project going up across the street.

Charge! >

Executive Summary:

Corbin Prydwen of West End 360 has faced opposition at every level along the way, but he is intent on improving the Roanoke neighborhood and making it another Grandin Village or Old Southwest.

By Dan Smith

If you can stop Corbin Prydwen long enough to get him to focus on a single point he is making in the sea of exclamations, explanations, details, data and opinion, you've accomplished a great deal. He's a man on a mission and he wants you to understand the philosophy, the history, the goals, the linear steps, and he wants it right now. It's how he operates, and some would say it's why that in the face of overwhelming odds—ranging from hookers and druggies to financing—he's putting a new face on one of the worst ghettos in the Roanoke Valley.

West End—out near the end of Campbell Avenue, exiting downtown—has been an ignored section for years, but its neighbor, Mountain View, has shaken up the concept of this area and now Prydwen is shaking it more. He's putting his own money into renovations; he moved smack into the middle of it, buying a house with his life partner; he helped organize a neighborhood committee; he has called in the police often when he needed to; he's complained and preached and built and torn down and helped renew interest in a dying community.

West End, he says, is pulling in new residents who found parts of it as appealing as Raleigh Court or Old Southwest, with a required investment that is a fraction of what you'd pay in those more settled, trendy and prestigious neighborhoods.

There was a point where he had a tempting job offer that would have removed him from direct involvement in West End, but

"I felt it was my duty to continue" the work, he says. So he turned down the job at a time when he really needed it. That was "a tough couple of years" filled with feelings of failure and depression. But he never lost his focus or his purpose. At one point, after he'd been drummed out of property management—where his reputation was sterling in a profession that isn't always so clean—by an angry competitor, he bought a Laundromat to keep money coming in while he figured out what to do next.

As somebody who fell in love with Roanoke the moment he set foot here, looking into a job at Habitat for Humanity, he had developed a network of friends and supporters. They fed him work, encouraged him, kept him going. They knew what he could—and likely would—do.

His first job in what became his passion resulted from simply complying with a request from a friend who liked his suggestions about managing property with an eye toward having better renters. "I knew nothing about it," he says, but his instincts told him that well run properties would likely result in better tenants. He had building skills, so he could help maintain the properties, as well. "Word got out," he says. Revitalized properties meant higher rents and more reliable customers. "We investigated potential tenants better."

"We were looking at find homes, turning them into beauties, bringing Roanoke rentals to a higher standard," he says.

Prydwen was on a roll until a competitor "got angry and complained to the Board of Realtors. We weren't in compliance" and the doors closed. "I eased back in," he says. "I complied with everything, got a real estate license" and was soon back at it, after living on \$800 a month. "I let fear get in the way of being successful," he says. "I lost my company and my home in two months and was depressed and desperate." All through it, he was thinking, figuring, working it out. He bought his home on Chapman Avenue and began



Dan Smith

Corbin Prydwen and his business partner Christy Wardwell Dutilly.

renovating it. Then he worked on others, bought more, began renovating and now, he's selling those homes for profits.

"I was seeing old properties run down and I got involved in maintenance." Recently he purchased a burned-out house across the street for \$1,200 (that's twelve hundred dollars). He's putting \$60,000 into it and hopes to flip it for \$139,000. That would have been unheard-of just a year ago, but recently a property down the street from him sold for \$143,000, a recent record for West End. You're going to see more of that, he says, because

people are buying the dream of a rebound.

The goal? "I want to build a neighborhood," says Prydwen. "You can't have half the houses livable, and we're going to have to work together to accomplish [making them all attractive]. It is a duty and it is my honor to be part of bringing life back here. Patterson Avenue [which runs parallel to Chapman] used to be The Boulevard, a place where the rich lived. This has been a ghetto."

Corbin Prydwen is hell-bent on changing that. 

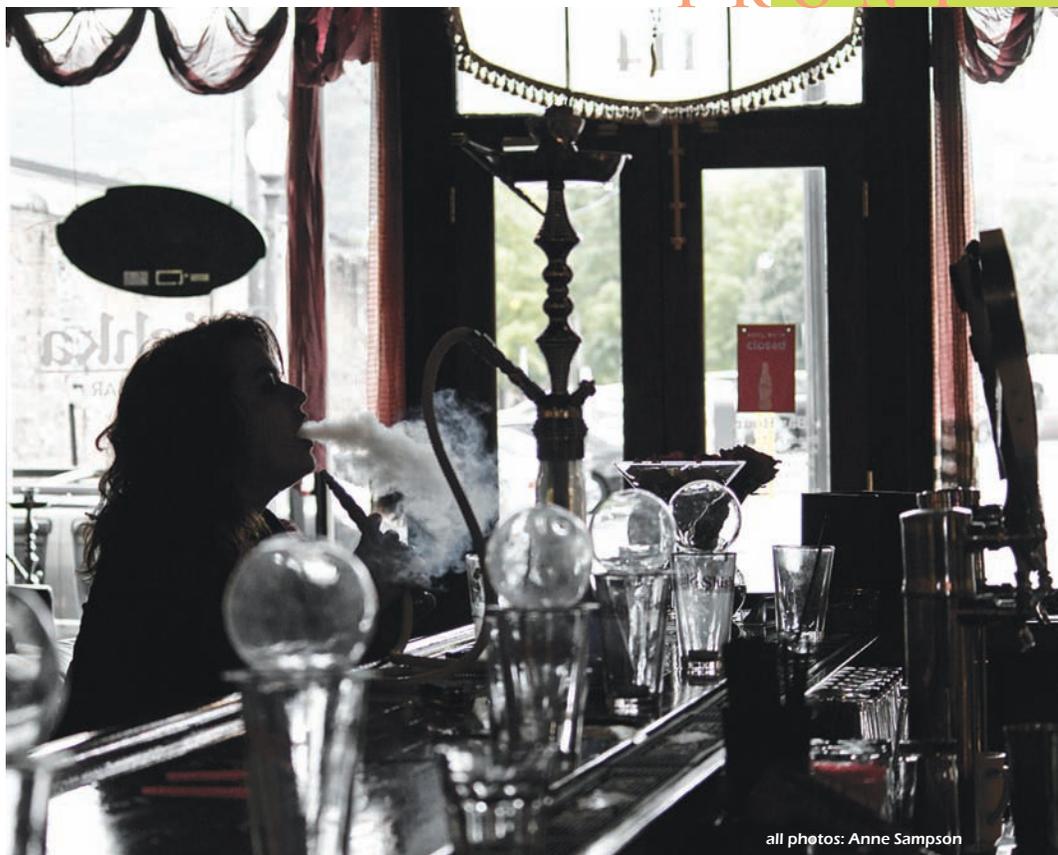
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all photos: Anne Sampson

Meredith, a Shishka employee, relaxes with hookah on her day off.

Hookah! Exotic gets more mainstream >

Executive Summary:

The hookah lounge is a more a social and cultural experience than anything else, now attracting more young professionals.

By Anne Sampson

Meredith sits at the bar at Shishka, Roanoke's newest hookah lounge. She has the hose of a large water pipe—a hookah—in her hand. As she exhales, her head tipped back, she is wreathed in fragrant smoke, taking on an exotic, noirish look.

She works at Shishka, and this is her day off.

"This is the best place to hang out," she smiles, turning to take another pull at the hookah.

Hookah is a 500 year old tradition from Turkey and the Middle Eastern countries, with roots stretching back to India. The premise is this: aromatic, flavored tobaccos are heated with hot charcoal. The smoke passes through the water filled base of the pipe and is inhaled through a flexible hose with a mouthpiece.

For decades, urban hookah cafes catered to mature Middle Eastern men in immigrant communities in the US, much as they did in Egypt, in Jordan or in Lebanon. But in the mid-2000s, American hookah cafes began to take off, often targeting high school and college students, locating in the suburbs and across from college campuses.

Shishka entered Roanoke's hookah scene just two months ago. Located at 114



Clean hookahs with colorful, blown glass bases lined up in the tobacco room.



Clean hookah hoses await the next smoker.

Campbell Avenue, it joins Double Apple on Brambleton Avenue and Oasis on Williamson Road. Another Double Apple location is pending on Campbell Avenue, in space

once occupied by City Bliss coffee shop.

Sporting a full bar and with a grill reached through a connecting door at 112 Campbell, Shishka is a “21 and over” establishment, attracting young and mature professionals.



Water bubbles in the blown glass base of a hookah, indoor firepit crackles in the background.

“We’re providing a social, cultural experience,” says owner Gaby Saliba, who also owns the popular Cedars Lebanese Restaurant just a few doors down. He indicates the warm, subdued colors and the sleek modern furniture. “I want a relaxed, professional atmosphere, a comfortable environment.”



A Shishka employee demonstrates smoke tricks.

Gaby’s father, Maurice, talks about the history of hookah: how the Ottoman Turks occupied Lebanon for 400 years, entrenching their culture there, including hookah. He mentions American soldiers returning from the Middle East, who continue customs they learned during deployment. He describes Gaby as an innovator, an inventor of things, and he is obviously proud.

They show me the tobacco room, where hookahs with colorful blown glass bases are cleaned and stored. There are sinks for washing the pipes, and long thin brushes for cleaning out the hoses, which hang by the door. Cubbies house fragrant tobacco blends and “gel stones” which give the flavor and experience of the hookah without the tobacco.



A tchotchke that the owner's father, Maurice, seemed very fond of. It represents traditional Lebanese culture: the hookah, lute, buzuq, mortar and pestle, and an oil lamp.

Behind the bar, Amalio the mixologist is chatting amiably with late afternoon patrons. He says he has created an array of cocktails to compliment the tobaccos "which are a story all by themselves." A large screen TV hangs over the bar with the sound down, and music plays quietly. Gaby says with a grin that it's his personal play list.

Gaby demonstrates proper hookah etiquette: when passing the hose, the mouthpiece is not pointed at the next smoker; the hose is doubled, just beneath the mouthpiece, and the bend is presented. Plastic mouthpiece covers can be used. Maurice shows me that in Lebanon, the upper-class smoker places the mouthpiece in the corner of his mouth and loops the hose around his hand. When a newcomer to hookah comes to Shishka, "someone will sit down with them and explain how it's done."

Two months after their soft opening, says Gaby, realtors and attorneys come in the afternoon with their laptops to do business. He's had requests to host meetings, providing hookahs and refreshments from the grill's menu of "Mediterranean bar food."

Shishka is preparing for a grand opening, although a firm date hasn't been set. And Gaby hopes to add belly dancing to the bar's attractions.



Gaby Saliba, owner of Shishka Hookah Bar, Shishka Mediterranean Grill and Cedars Restaurant.

"I want to sell an experience," he says. "I've turned down opportunities because I want a consistent image, and they weren't the culture." 



Hookahs made from empty liquor bottles.



Tom Field

Joe and Jess Palotas: “Our biggest market now is offering elementary education to homeschool and public school students.”

Fortunately, the perception Joseph and Jessica Palotas got after researching Salem led them to move with their two children to Salem on June 24, 2013. That’s right, Joe remembers the exact date. That’s probably because he knows he and his family are where they are supposed to be, doing what they are supposed to be doing. It’s not only their faith that leads them to this conclusion, it’s the way the community has embraced and supported the Palotas’ desire to offer art education to the community.

The Palotas are originally from Ohio. Joe attended the Columbus College of Art and Design and the Milwaukee Institute of Art and Design. The couple had followed parents to Sarasota, Florida so their children could be close to their grandparents. When those grandparents began spending more and more time back in Ohio, Joe and Jess, as they prefer to be called, decided not to return to Ohio but to choose a new home town

where their young family and their dreams could flourish.

Joe and Jess worked at three art centers in Florida as independent contractors; and Joe was the recipient of a Partnership in Education award for his involvement with the public school system there.

“We hadn’t considered Virginia, Joe says, until a student in one of our adult classes mentioned the state’s motto: *Virginia is for Lovers*. We researched the state and decided Salem was the place for us.” They originally planned to live here for a year, get settled, figure out the arts scene and then decide the route to take. But that plan got fast tracked and in August, 2013 they opened the Salem Art Center. (info@salemartcenter.com).

Accessible art >

Executive Summary:

It’s taken less than a year for one talented, driven couple to make a huge impact on the community they decided to call home.

By Cathy Cooper

We often hear the Roanoke Valley touted as friendly, receptive, even progressive. Those of us who were born and raised here, or who chose to come back here, often give little thought to how the outside world perceives our hometowns.

The center makes art education accessible and affordable for all ages, including a preschool class, middle-school classes, after school sessions, classes for home-schooled kids (requested by home-schooling parents), high school enrichment classes, and adult classes. Jess, who has a business background is the organizational force and also helps with classes.

The Palotas have so far partnered with The Taubman Museum, the Salem City Schools, Salem Department of Parks and Recreation, and Roanoke County Schools and others to offer programs to enrich the community outreach and art education efforts of those organizations. They have already won the "Gold Daisy" award for Best Art Program from the Macaroni Kids, a family event community awareness organization. Salem VA Credit Union provided support for T-shirts and printing and advertising costs, and the Center works with other local businesses to sponsor charitable causes such as donations to the Food Pantry.

Joe has a contract with Our Health to produce 21 original covers for the regional magazine. Two recent covers show just how talented Joe is. One is a painting of an ambulance; the other is a Rockwell like painting of health care workers. The publishers were so taken by the painting that they even changed the masthead font for that issue to one resembling the Saturday Evening Post covers of Rockwell's day. There is a secret surprise in this painting as well. "The (adult) nurse in the painting has no feet," Joe explains. "She's meant to be a kind of guardian angel watching over the kids." Close inspection of the original work, which hangs in the Art Center reception area, shows the fine details of Joe's work.

If it sounds like the Palotas have been busy so far, they are about to get a lot busier. They recently finalized a deal with Blue Ridge PBS to film the pilot of a show called "Painter's Point" an art education program for 5 to 8 year olds that will not only teach art techniques, but through the use of the Art Time Machine (ATM) travel through time to teach about famous artists and art movements throughout history. Their

mascot, "Art the Aardvark" will demonstrate each episode's lesson and when things don't go quite right, Joe and several children will show how to fix it. "It's meant to encourage kids so when their project doesn't turn out the way they hoped they don't just give up."

Giving, not giving up, is the very picture of Joe and Jess Palotas. 

Programs listed at: www.salemartcenter.com



Gifted art program



Adult class



Spring art camp



all photos: Tom Field

Finding Yourself >

Executive Summary:

Beliveau Estate is a combination winery, bed and breakfast, and special events venue with a particular appeal to lovers of the Virginia scenic coteaux—rolling hills along the valley.

By Tom Field

“I was specifically looking for this,” says Yvan Beliveau, as the very sunlight overlooking his property forms a streak of light across his face from a high window. He and his wife, Joyce, stroll through their bed-n-breakfast on a summer weekday as a small group tastes wine just outside, up on the hillside.

Beliveau Estate rests on a rolling green plat of sun and sky-drenched hills along





the Catawba Valley in Montgomery County. The couple talk of living their dream, and every element around this place at this time applauds that statement. Yvan and Joyce both speak the way proud first-time parents or brand new lovers speak.

“Yvan and I both love creating,” says Joyce. “We both have the entrepreneurial spirit, and yet we also believe in the value of stopping to smell the roses.”

Beliveau Estate was initially sought and bought in 2001 for the purpose of a winery. But before the first harvest off the 165-acre property, the Beliveaus’ investment in the extensive restoration of the old farmhouse had progressed so much, they decided to open the B&B in 2007, a full five years before the winery was ready to open.

The whole affair, from that first lovestruck moment of laying eyes on a stunningly





beautiful piece of land that could easily serve as a calendar scene for Virginia to the rigorous daily operations of running a multi-faceted business, Yvan and Joyce repeatedly refer to their dream as “a blend of art with science.”

They both do whatever is needed at what is essentially, still a farm, but Joyce primarily runs the marketing and guest services and business operations while Yvan builds and tends to the maintenance and facilities.

An icon of Beliveau Estate is the blue gate.

The gateway greets both real time onsite visitors as well as the virtual and prospective guests, as that brand identity is more important than ever in the B&B, winery, and special events business. Word of mouth is still important, says Joyce, but it is definitely a “web world” as she puts it, when it comes to today’s winery in the current marketplace.

The gateway is also a symbol. In many ways it marks the border from the daily grind to a place of tranquility and simplicity. The kind of place where you might find yourself, even as you’re letting go. 







It's money, not safety >

In its cease and desist June twin letters to app-based ride sharing services Uber and Lyft, I have to hand it to Virginia's Department of Motor Vehicles. Our state's lawyers didn't cross the line. The statements simply claim they ask for compliance—as they would for any other for-profit passenger carrier service. The chatter surrounding this fight, however, has included an argument that such regulatory oversight is necessary to ensure public safety.

That part, thankfully, wasn't included in the letters. Because any reasonable person would laugh his head off.

Have you ridden in a taxi lately? Have you taken a commercial flight? Embarked on a train? Stepped up on a city bus?

Safe. That's exactly the first word that comes to mind.

If there's one thing I've noticed, is that public transportation vehicles are super clean. The drivers and operators are always looking out for my well-being. The TSA agents are courteous. And my fellow passengers are seldom belligerent or trying to push their way in front of everyone else. And of course, the most evil among us are going to avoid the very places where mass transport happens, because that's just too many people to deal with.

No, Virginia, you're still trying to figure out how to dig your hand down into a pocket you haven't yet picked.

Maybe if you didn't dig so deep in all our pockets, we wouldn't be so squeamish every time you looked for more money in the interest of being fair and looking out for our well-being.

Many people don't realize the most popular ride sharing services are backed by giants like Google and Amazon. Virginia, you could have focused on those billionaires for your unfairness argument, since new technology is squeezing out the poor taxi and bus drivers. That approach is working well for a lot of people right now—especially politicians and lobbyists.

For now, the ride sharing apps are essentially contracts between two consenting adults. Regulation is overstepping, but of course that no longer stops local, state and federal agents from exercising control.

Let's just say the DMV's request is perfectly valid and legitimate. What's next? We shut down private ventures and progressive enterprises until we all figure out how to assess the perfect tax?

Because that's exactly how an innovative state moves ahead.

But hey, if we can get uber money before that ever lyfts off, let's try it. 

On Tap from the Pub

By Tom Field

Executive Summary:
Virginia and a few other states want to regulate ride sharing services that are expanding all over the country.

Social Media for B2B >

In a recent conversation I was pointedly asked if I truly believed social media has value for business-to-business (B2B) companies or if social media is best suited for business-to-consumer (B2C) companies. My emphatic answer is this: Strategic use of social media is an extremely effective way for B2B companies to generate leads, cultivate relationships, encounter new opportunities, and increase website performance.

Social media has the power to generate leads for a B2B company. If you are actively engaging over social media channels you will undoubtedly find yourself connecting with other companies that will turn into potential business opportunities. Here is a great example of how I have made this happen for Polymer Solutions. As upcoming tradeshows or conferences approach I track the hashtag associated with the trade show. Polymer Solutions is preparing to attend and exhibit at OMTEC 2014, which is using the hashtag, #OMTEC2014. By monitoring that hashtag I am keeping track of who is talking about the show and who will be in attendance. One of my favorite social media tactics is to connect with people talking about the pending show and ask them to come by our booth or meet up in person. This technique has landed our company more than one business opportunity. It is simple yet effective.

Social media done right is focused on relationships and conversations—not one sided discourse. If social media is approached as a way to blast a message to customers you will fundamentally fail, whether you work in a B2B or B2C business climate. Nobody likes to be talked at. Through sharing content, reaching out to others, and intentional engagement you will build a community in a digital space that will carry over to other business interactions and likely in-person interactions. Examples of practical ways to engage and foster relationships include publically congratulating clients on big wins, such as expansions or promotions. Also, you can show appreciation to vendors when they serve your company well. Using social media strategically in this way will create stronger business relationships.

Sharing your company's content across social channels will drive traffic to your website and ultimately contribute to better organic rankings with search engines. As we all know, in today's digital world it is necessary to have a well-performing website if your company wants to be positioned with a competitive advantage. Content from your website that is worth sharing includes blog articles, product catalogues, employee accolades, and services or products your company offers. Using hashtags will help increase the visibility of your posts. You can also specifically target clients, organizations, or vendors when sharing the

continued on Page 50



Caitlyn Scaggs

Guest Commentary

By Caitlyn Scaggs

Executive Summary:
Strategic use of social media is an effective way for B2B companies to generate leads, foster relationships, encounter new opportunities, and improve website performance.

Guest Commentary

from Page 51

content by @mentioning them within the social media post. Here is an example: "Hey @3Doodler! We love your #technology—you were featured on our #science blog today <http://ow.ly/wTuPC>." This will increase attention to

your content and contribute to a higher amount of interaction for that post; leading to more clicks and traffic to your website.

The power of social media to acquire new opportunities is quite amazing. There are numerous opportunities that can be obtained such as awards, charitable contributions, new talent, and earned media opportunities. I have connected with more than one local media representative through

social media which has ultimately led to media coverage of Polymer Solutions. Rather than making the initial connection with a traditional press release I was able to connect in a more authentic and causal way using social media as the vehicle. Social media allows access to people and professionals that would otherwise hard to reach.

Do not believe the fallacy that B2B companies cannot achieve success over social media. I encourage you and challenge you to strategically use social media as an extension of your company's brand. By doing this you can expect to see great things happen. The opportunities, connections, and positive outcomes will be many. #SocialMediaWorks 

“ ”

As she exhales, her head tipped back, she is wreathed in fragrant smoke, taking on an exotic, noirish look.

— Page 39

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Letters

Corrected Lens

Your cover story on April 2014 ["The Producers"] really took me back. And where I understand the misnomer, a "filmmaker" is not the same thing as a "commercial producer". I am a filmmaker, having worked as producer/director/crew on indie feature films since 2008. I have written a half dozen feature films, raised funding for feature films, directed a feature, and produced three local features. I own a "film" production company that focuses 100% of its time, energy, and resources on developing and producing feature films. I pull crew together from around the state to shoot feature-length films in this region. I make the personal time and financial sacrifices to bring film-making opportunities to Roanoke and the surrounding areas.

Not so of the "commercial producers" you spotlighted. I know each one of the commercial companies mentioned in your article, worked in various roles alongside each company, and will tell you that they are each exceptional commercial producers. They might even be exceptional filmmakers... except, they aren't—at least not as a career. Often on the contrary, they will turn down indie film opportunities because of the low pay, long hours (taking time away from commercial work), and prospects of low to no-return on invests of time and money. But that's indie film making, and a sacrifice that few are truly willing to make.

I know it might seem like splitting hairs, but indie film-making in this market, in these times, with so little support, is not an easy task. And reading about the "filmmakers" in Roanoke (and beyond) was off-putting—but only because those

that actually produce films were ignored.

Two years back my company produced the film, *Finding Faith*, in Lynchburg. Back in March we produced the feature film, *Crossing Streets*, in the heart of Roanoke. And this fall we are gearing up to produce a rom-com in a local small town (Botetourt, being our target destination). We are actually making films—not commercials.

Not every visually creative producer has the capacity or yearning to be a true filmmaker; and of those that do, fewer will sacrifice the time and resources to build an IMDb resume. Yet for filmmakers like myself, we bear the title with blood, sweat, and tears on the road to actually producing feature films.

Thank you all the same for bringing attention to the talented and hard-working commercial producers in and around Roanoke Valley. If you ever want to know the ins and outs of developing and producing independent feature films in this area, you know where to find me.

Marc Hutchins
Blue Ridge

Judge Not

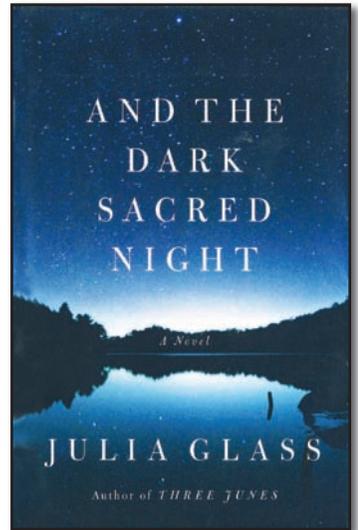
I am appalled, offended and shocked by your June ["Here Comes the Judge: Reviewing Businesses Online"] cover photograph.

Janet Burrow
Facebook posting

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

Books @ the FRONT >

Following are book recommendations from our contributors and business people in the Roanoke and New River Valleys who are inveterate readers. Readers are invited to submit short 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 news@vbFRONT.com



No drama for your mama

Whether you enjoy *And The Dark Sacred Night* (Pantheon; 2014) or not may likely depend on your degree of fidgetiness. At first, I found Julia Glass' voice unique to the point I still can't put my finger on what makes it so. I was rather captivated by her writing, and stuck with the novel until the end. But I'm forced to admit I got bogged down a little more than halfway. The study of our protagonist's (if you can call him that) paternity search lacked empathy and you find yourself expecting more drama. In the end, you may find it extraordinary that the story had a blizzard, suicide, and a soul swept into the sea, because our author delivered each action in the most inactive way. Had it not bogged down, had the low points and high points shown a little more variation instead of flatlining, this book could have delivered. Sluggish, and indeed, a very rare and strange combination of excellent writing with no real story.

—Tom Field

What's really important

The *Values Factor* (Berkley Trade; 2013) by Dr. John Demartini is a very interesting book that explains why people act the way they do. It is based on the principles that what people value most important in their life, they tend to act upon. The author is a leading authority on human behavior and reveals in his book the keys to achieving what you want through your job, your

marriage, and your relationships with other people.

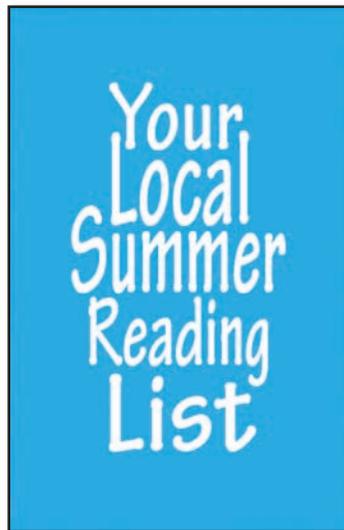
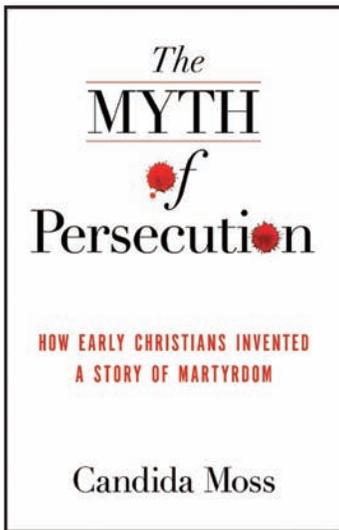
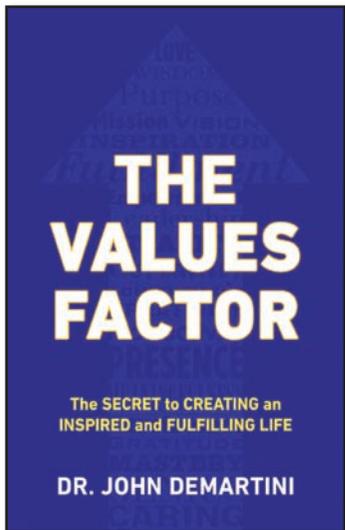
I discovered that some of the things I thought were important did not align with my true values or purposes I wanted to achieve in my life. They were values that society had placed on us, but were not our own. His book revealed to me that I needed to find and discover what was truly important to me individually, and not a value someone else thought I should have. The author explains in his book how to determine what your values are, and as a result your life will be more enriched and rewarding. This book will really open your eyes to learning more about yourself, and how to direct your life to what you really want achieve. I highly recommend this book to anyone who wants to get more out of life.

—Ronald Reeker

Christian persecution?

Candida Moss' new book, *The Myth of Persecution: How Early Christians Invented a Story of Martyrdom* (HarperOne), takes a lot of Christian lore, myth and tradition and turns it on its head. Moss teaches early Christianity at Notre Dame and takes on the myth of martyrdom in the early church, one that, in her research is vastly exaggerated.

She estimates that in the first 300 years of the new religion, there were a dozen years in which Christians were actually persecuted by Rome and that even during those years,



the enforcement of laws that could be considered anti-Christian was uneven and casual at best. They simply didn't huddle in caves avoiding the lions of the Coliseum floor, she insists.

Moss debunks—case by case—a number of “authentic accounts” of early martyrdom and concludes that many of those stories were formulated in order to help stamp orthodoxy on the early believers. Her examination of Roman records during one three-year period finds Christians in positions of authority and she attempts to explain the difference between persecution and prosecution by the Romans.

This work is pretty well guaranteed to cause a firestorm, but like so much of the writing of good Biblical scholars, it is well worth your time, believer or not.

—Dan Smith

Regional reads

Some of the following selections have been reviewed here in FRONT; however I thought it pertinent to present a short compilation of “a dozen summer reads” from our previous editor and director of Roanoke Regional Writers Conference, Dan Smith, featuring recent works from our own talent harvested here in our neck of the woods. An excellent sampling that proves you get the best stories from Virginia's Blue Ridge.

—Tom Field

Michael Jordan: The Life by Roland Lazenby of Salem (*sports biography*)

CLOG! by Dan Smith of Roanoke (*fiction*)

Mercedes Wore Black by Adrea Brunais of Blacksburg (*fiction*)

Draw in the Dunes by Neil Sagebiel of Floyd (*sports nonfiction*)

Witch Hearts by Liz Long of Roanoke (*supernatural thriller*)

The Six Gun Tarot by Rod Belcher of Roanoke (*science fiction*)

Bonjour 40 by Karen Chase of Roanoke-Richmond (*travelogue*)

Factory Man by Beth Macy of Roanoke (*business, nonfiction*)

Dream Boy by Mary Crockett Hill of Salem (*young adult*)

Brilliant by Bill Kovarik of Radford (*nonfiction*)

Booked by Karen Swallow Prior of Lynchburg (*memoir*)

The Unnaturalists by Tiffany Trent of Blacksburg (*young adult science fiction*)

(The reviewers: Ronald Reeker owns Casarock Travel agency in Roanoke; Dan Smith is a Roanoke-based author and freelance writer; Tom Field is a publisher and creative director of FRONT.)



Shawn Sprouse

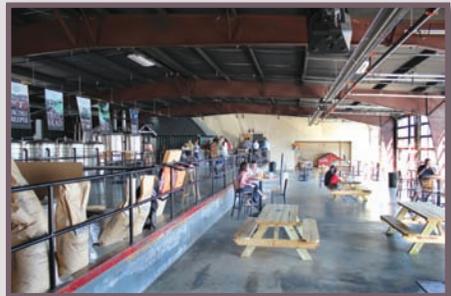


Under new management >

Roanoke County now serves as the new management for **Explore Park**, which celebrated its grand re-opening to the public on May 10. Citing a new direction, the park will place more attention on outdoor recreation, although history education will still be important. More than 14 miles of trails are accessible as the park has added more public use land.



Tom Field



Fresh brewskies in Roanoke >

Soaring Ridge microbrewery is quickly becoming quite the hangout as Roanoke's only brewery in proximity of downtown. Nathan Hungate, Mike Barnes, and Swan Osborne officially opened the walk-in location mid May onsite at the former Flowers Bakery on Shenandoah Avenue.



Tom Field



Innovation ecosystem >

With updates from **Derick Maggard**, **Ray Smoot**, **Russ Ellis**, and **Jonathan Whitt**, the **Roanoke Botetourt Innovation Network (RBIN)** hosted a reception on May 29 at Sheraton Roanoke. Executive Director Whitt said the organization's focus is to be a positive response to the national ranking of our region as "a top ten place for startups" and cited Valley's Ventures raising of \$15 million as an early example.



Tom Field



Scaffolding shortage? >

Construction projects are often a good sign of economic stimulus, but renovations are equally promising, as in two significant projects within two blocks of each other, at Roanoke historic landmarks **St. Andrew's Catholic Church** and the **Roanoke Higher Education Center** (former N&W Railway building).



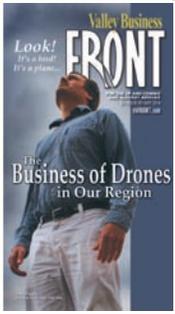
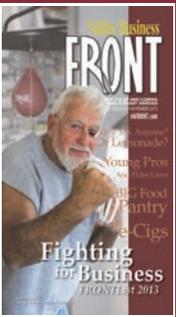
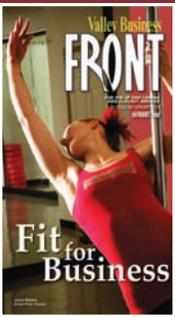
56 years of art >

Roanoke's annual **Sidewalk Art Show** was held downtown on May 31. This event began in 1958, and this year's show featured the work of over 100 artists from our region and across the East Coast.

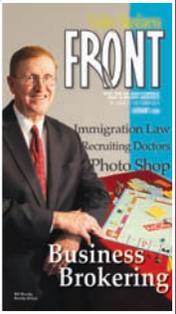


Tom Field

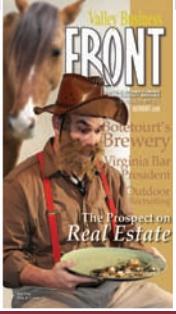
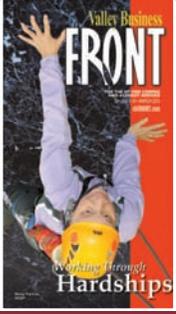
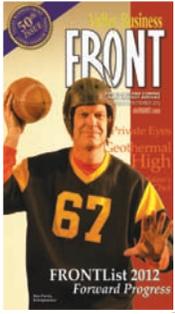
Valley Business FRONT is FRONT'n About at many events each month. Check the blog links at www.vbFRONT.com for more coverage.



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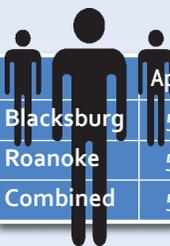
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By the Numbers

Unemployment is down, employment is up, and so are home prices. The economy in the Roanoke and New River Valleys has been showing signs of improvement for some time – with some ups and downs largely following national trends. But the most recent statistics available show definite signs of a continuing recovery.

Unemployment/Employment

Unemployment rates in April in the Roanoke and Blacksburg Metropolitan Statistical Areas dropped below 5.0 percent, and were down from both the previous month and the same month in 2013. The region's April rate matches Virginia's, with the Blacksburg MSA falling below the state. The local unemployment rate represents a 14.5 percent drop from the previous year, a sharper drop than Virginia's (9.6 percent). Nationally, the unemployment rate fell from 7.1 percent to 5.9 percent, a 16.9 percent drop.



UNEMPLOYMENT RATES

	Apr. 2013	Mar. 2014	Apr. 2014
Blacksburg	5.5%	5.4%	4.8%
Roanoke	5.4%	5.5%	4.6%
Combined	5.5%	5.5%	4.7%

The number of people **employed** in the region was up slightly from last month (0.5 percent) and from last year by 2.5 percent.

EMPLOYED

Apr. 2013	Mar. 2013	Apr. 2014
228,291	233,019	234,060

Initial unemployment claims in the region fell at a faster rate than the state

as a whole. For Week 21 (May 16-22) initial claims fell by 82.9 percent, ahead of Virginia's drop of 74.2 percent. In the Roanoke MSA, initial claims fell by 87.1 percent, the sharpest drop of all metropolitan areas in Virginia.

INITIAL UNEMPLOYMENT CLAIMS

Week 21 2013	Week 21 2014
328	56

Source: Virginia Employment Commission

Real Estate

Home prices in April topped \$200,000 for the first time since last August and were up from both the previous month and the same month a year ago. The monthly rise of 15.2 percent and year-to-year rise of 14.8 percent were sharper than the 2.4 percent and 3.7 percent rises nationally. The average national home price in April was \$250,600. The number of homes sold locally rose 4.4 percent over the month, better than the national improvement of 1.3 percent. Home sales, both locally and nationally, were down over the year.

HOME PRICES



Apr. 2013	Mar. 2014	Apr. 2014
\$174,902	\$174,172	\$200,761

HOMES SOLD

Apr. 2013	Mar. 2014	Apr. 2014
375	318	332

Sources: Roanoke Valley Association of REALTORS & National Association of REALTORS

—By Anne Piedmont,
Piedmont Research Associates



Dan Smith

Melina Perdue: "I see myself as an orchestra leader ..."

Playing the tune at Carilion >

Executive Summary:

Melina Perdue, a former military police officer, runs the vast Carilion Clinic empire with tight efficiency.

By Dan Smith

Unless you're on the inside—and Melina Perdue is right smack in the middle—it's difficult to grasp just how big Carilion Clinic is. Perdue can tell you because she runs most of it, that part involving 3,000 employees, six hospitals, five urgent care centers, four retail pharmacies, five home health care/hospice centers, a family medicine department with 120 physicians and 60 nurse practitioner/physicians assistants (Waynesboro to Galax) and a large psychiatric department.

She reports directly to CEO Nancy Agee,

making sure all every gear is aligned, every employee is taking full responsibility, all policies are carried out, that the mission is being accomplished. She does this with a breathtakingly varied array of departments, "each with its own culture and its own economic driver," she says. "In places like Tazewell and Giles, the hospitals are the largest employers, which makes it a wonderful, scary thing."

She trained well for this unusually broad command, working through a wide variety of departments at Carilion after following her husband to the company 21 years ago. He was hired by former CEO Tom Robertson to work in engineering and 18 months later, she was director of clinical services at Franklin Memorial Hospital, moving down from Inova, where she was in management.

She found the jobs were never dull because "I haven't done the same things." She had to "do some major learning on the clinical side, but putting together the human resources piece, the management piece were not difficult. I simply did the



I see myself as an orchestra leader. I have to be present and available to hold people accountable.

— *Melina Perdue*

homework to understand the areas. I haven't needed to be an expert, just to be there as support."

And that's how she sees herself: a one-woman support system. "I know the people are very important," she says. "There is the opportunity to work with all different kinds of leaders. Nancy [Agee] has a true love of the mission and that has impressed me." Perdue discusses policy with all levels of employee. "I go to them to ask how it's done," she says. "I've never lost track where all this comes from. If you distance yourself from your people, you fail."

She talks of values and ethics. "I can play the political game," she says, "but I don't want to lose myself in decisions." Working for the Air Force in security "taught me to never think I have all the answers."

One of the more challenging parts of her position is "to determine what each facility needs to be. We can't always afford for each community to have its own hospital and we have to decide what the need is." There is also the face of new, increasingly technological medicine and an aging physician pool that doesn't always embrace that area.

Health care reform is a new tightrope that must be walked and the "consumer is much more in your face now. They come fully loaded" with information, some of it incorrect, but "we need to be prepared not to be upset or defensive ... Health care is based in wellness, not in big buildings like this. We have to learn how to partner, to do things differently."

That's why she's trying to put these pieces together. It's about a viable future, one that can be run with military precision. 

In Brief

Name: Melina Perdue

Age: 62

Company: Carilion Clinic, executive VP (heads all non-Roanoke hospitals, Velocity Care Centers, home health and hospice care locations, the Department of Family and Community Medicine, the Department of Psychiatry with a total of 3,000 employees). "My role is to make sure all areas are functioning according to our mission and vision and are aligned with our strategic plan."

Location: Roanoke

Years with company: 21

Background: Native of Mishawaka, Ind. Birth father killed by a drunk driver when her mom was seven months pregnant; raised "by an amazing man who gave me a sense of business ... and told me I could accomplish anything I wanted." Became an Air Force security police officer (MP), attended college on GI Bill to become a nurse. Married a D.C. attorney (and JAG lawyer); divorced. Earned a bachelor's degree at Strayer and MBA at Marymount College. Worked 14 years at Inova Health System and "evolved to management." Her second husband, Tom McDonald, was hired as a management engineer at Carilion and they commuted for 18 months. She won a job as clinic director at Franklin Memorial Hospital, then director of nursing and in 1996 vice president of Women's and Pediatric Services. Worked in oncology and graduate medical education. Married 26 years to Tom (Physicians to Woman), daughter, son and three grandchildren.

Career FRONT

FINANCIAL FRONT

Christopher Stone has been promoted to assistant vice president, Floyd office; **Lorinda Gibbs** and **Sharlene Robinson** have been elected assistant vice president and managing officer; and **Deborah Burcham** has been appointed branch manager, Roanoke Franklin Road office at Carter Bank & Trust.



Thompson

J. Douglas Thompson has joined National Bank as senior vice president of commercial loans.

Adam Shores, market president; **Cathy Hartman**, senior credit officer; **Penny Witt**, treasury management sales

officer; **Lana Thompson**, commercial support specialist have been announced as Roanoke commercial banking team for HomeTrust Bank.

Ann Varela has joined Mass Mutual Financial Group as financial services representative in the Roanoke office.

LEGAL FRONT



Tower

King F. Tower of Spilman Thomas & Battle law firm was named a leading attorney in the 2014 Chambers USA annual directory.

Richard "Bryan" Holbrook has joined LeClairRyan as an

associate in the firm's litigation department in the Roanoke office.

WELLNESS FRONT

Dr. Lisa Teegarden Cabay and **Wesley Brusseau** have joined Psychological Health Roanoke.



DiLuigi

Lisa Marie DiLuigi has joined Good Samaritan Hospice as Director of Patient Services in its New River Valley office.

TECH/INDUSTRY FRONT

Daria Norris has joined SiteVision as web applications developer.

Dean Harris and **Kevin**



Norris

Gilmurray have joined Ethos Technologies as field service technicians.

Stacie Vest has been named interim vice president of marketing for Virginia for Cox Communication.

DEVELOPMENT FRONT



Schweitzer

Jared L. Schweitzer of Miller, Long & Associates, Inc. has earned his MAI Designation awarded

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Sink

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Buckley

HHHunt Property Management has

recognized **Mendy Sink**, Assistant Property Manager of the Year and Employee of the Year; **Catherine Buckley**, Accounts Administrator of the Year; **Debra Harvey**, Support Services Technician of the Year; **Brian Shaver**, Support Services Technician of the Year; **Megan**



Harvey

Anderson, Team Spirit Award; **Ron**



Shaver

Smith, Team Spirit Award. **Ginny Fink**



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Career FRONT



Anderson



Crayé

Specialist designation.

RETAIL/SERVICE FRONT

Jimmy Ashworth has joined Neathawk Dubuque & Packett as executive creative director at the Richmond office; the ad agency has an office in Roanoke as well as Chattanooga, TN and Raleigh, NC.

Alison Parker has joined WDBJ 7 as a reporter.

Ann Shepherd has been named director of development at Blue Ridge PBS.



Blair

Mission program for prospective college and university presidents.

Mary Marchant, agriculture and economics professor at Virginia Tech received the Lifetime Achievement Award from the Southern Agricultural Economics Association.



Smith

has been hired as marketing manager.

Gary Barker of MB Contractors has received a top level LEED accreditation.



Robertson

joined the sales team of Berkshire Hathaway HomeServices Smith Mountain Lake Real Estate.



Travis

Donna Travis of Long & Foster Real Estate's Blacksburg office, has earned the Seller Representative

EDUCATION FRONT

Kimberly Blair, vice president for institutional advancement at Ferrum College has been selected by the Council of Independent Colleges to attend the Presidential Vocation and Institutional



Canfield

Robert Canfield of Virginia Tech has received the American Institute of Aeronautics and Astronautics Multidisciplinary Design Optimization



Blue

Penny Blue, **Margaret Crayé** and **Cindy Robertson** have

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Award for 2014.

Aaron Fetrow has been named vice president of student affairs at Roanoke College

Steven Culver has been named assistant provost for assessment and evaluation at Virginia Tech.

CULTURE FRONT

Jim Sears has exited retirement and returned as president and

general manager of Roanoke's Center in the Square.

OTHER FRONTS



Vest

Doloris Vest has been named new executive director of the Botetourt County Chamber of

Commerce. The appointment comes at the retirement of long-time director Dan Naff.

Barbara Dameron has joined the City of Roanoke as director of finance.

Telly D. Tucker has been named director of economic development for the City of Danville.

Sergei Troubetzkov has been named tourism director for the City of Lynchburg.

Nancy Howell Agee,

CEO of Carilion Clinic and **Abney Boxley**, president of Boxley Materials Co have been inducted to the Junior Achievement of Southwest Virginia Business Hall of Fame.

Clay Goodman has been appointed administrator for Craig County in the upcoming term.

Compiled by Tom Field

Who knows what's out there?

really

We do.

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FRONT Notes



Kroger's Mid-Atlantic division is increasing its natural and organic food inventory in most of its 118 stores.

Kroger organics

Kroger's Mid-Atlantic division is increasing its natural and organic food inventory in most of its 118 stores, according to a company release. The product line includes The Simple Truth brand which are "free from 101 artificial ingredients and preservatives" and "meet or exceed USDA standards for natural food."

Altec extends

Altec Industries in Botetourt County has announced the addition of approximately 200 new jobs along with a capital investment of nearly \$4 million in the next three years. The company manufactures lifts and aerial devices.

PR at ND&P

Neathawk Dubuque & Packett (ND&P) won six awards at the recent

Virginia Public Relations Awards, including work for two organizations in our region: The Bridges (Roanoke new development) and Mountain Lake Lodge (Giles County).

Wax off

The Natural Bridge Wax Museum is closing after Labor Day 2014 and has already begun selling off all 171 wax figures, assorted props and displays.

Advance retreats

In a stunning mid-June announcement, Advance Auto Parts says it is moving personnel and departments to Raleigh, and that the reorganization is attributed to its recent acquisition of General Parts. The news is tempered with assurances that the final employee numbers in Roanoke

will remain "about the same," but with the named departments that are transferring involving more direct customer operations along with the top executives, the impact to Roanoke's only Fortune 500 company could be more significant than what the company is reporting at this time. One announcement states Roanoke will primarily service store operations, which likely includes some accounting, information technology and back office activities. Sources outside the company are already citing limited airport services and Raleigh's tax incentives as additional reasons for the move.

FCA turns 50

Fellowship of Christian Athletes in Roanoke is celebrating 50 years of service to young athletes in the Roanoke

Valley. Since 1954, the organization's mission is to encourage Christian practice and community service among coaches and athletes on the professional, college, high school, junior high, and youth levels.

Warm Hearth endowment

Warm Hearth Village in Blacksburg reached its \$1 million goal for its Brian H. Smith Benevolence Endowment, which will be used for charitable needs of residents as they spend down and find themselves in need of support.

MRS moves

Now in its 15th year, Medical Resources & Solutions (provider of specialty medical equipment) has expanded and moved to its new retail location at Oak Grove Plaza in Roanoke.

Medeco's top lock

Medeco, in Roanoke County, received the highest by Consumer Reports for deadbolt locks on its Maxum product.

Historic L slate

For the first time in history, the Libertarian Party of Virginia has recruited a full slate of candidates for U.S. Congress, which includes eleven congressional districts and the at-large U.S. Senate seat.

Madam vet

Virginia-Maryland Regional College of Veterinary Medicine has announced a new student chapter of the Women's Veterinary Leadership Development Initiative, which includes in its mission a directive to "boost the number of female leaders in the veterinary profession."

Blue Ridge booster

The Roanoke Valley Convention & Visitors Bureau announced its \$400,000 publicity drive that includes multimedia advertising, promotional activities and sweepstakes, and a concentrated presence in Kroger stores, both in the Roanoke region and targeted cities. Additionally, with the support of Kroger and local businesses such as Black Dog Salvage, Texas Tavern, 611 Bicycles/Hometown Bikes and other supporters, the overall campaign collaboration has been valued at \$21.6 million. Branded as "Blue Ridge Standard Time" the campaign is being developed by the CVB along with Access Advertising, Mikula-Harris, and Dave Perry Cinematographer.

Shhhh...

Co-sponsored by New River Bicycle Association and Pathways for Radford the 7th annual Ride of Silence was held to commemorate cyclists who have been hurt or killed while cycling on public roadways. The

event is marked by a quiet, slow-paced ride with police escort and open to all riders.

Grad up

A report by the National Student Clearinghouse states that Virginia's public four-year institutions have the second highest graduation rate in the nation (at 70% and tied with Iowa), lagging only behind Delaware (73%). Virginia's graduating rate includes 28,608 individuals, which is more students than both Delaware and Iowa combined. In addition, Virginia has increased its public-four year graduation rate 8% over the past two decades, and the number of entering students has increased by 33% during the same time period.

Haley's new hot spot

Haley Toyota has officially broken ground for its new car dealership at the I-581 - Williamson Road interchange

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 Inclusions are not guaranteed and all submissions are subject to editing.

location. The new site should be completed in first quarter of 2015; a result of outgrowing the current property, according to Chuck Baker, general manager.

Moss moves

The P. Buckley Moss Museum just off I-64 in Waynesboro is closing in mid-July, due in part to the opening of its new gallery in Blacksburg. The organization that owns the museum intends to open another gallery in Waynesboro on Main Street.

Moss is greener

Virginia Tech's Moss Arts Center has received a gold certification for Leadership in Energy

and Environmental Design. LEED is a recognized engineering standard for building sustainability, reduction in negative environmental impacts, improved occupant health and well-being.

International "in-reach" at W&L

Pending final capital investment, Washington and Lee University is constructing a \$13.5 million Center for Global Learning as part of its strategic plan to "integrate international studies into all students' experiences."

Ferrum store opens

Ferrum College has opened New Ferrum



The 7th annual Ride of Silence was held to commemorate cyclists who have been hurt or killed while cycling on public roadways.



Ken Wylie has opened Mountains for Growth, an adventure coaching service for individuals, veterans and corporate groups in the New River Valley

Mercantile across from its campus, a country store-themed venture featuring a seasonal farmers market, Blue Ridge style gifts and crafts, deli, pizza, coffee shop and more.

Adventurous coach

Certified mountain guide and author Ken Wylie has opened Mountains for Growth, an adventure coaching service for individuals, veterans and corporate groups in the New River Valley and beyond. Based out of Blacksburg, the business uses adventures in mountain and wilderness environments as an educational tool for physical, mental, emotional and spiritual development, as well as

corporate team building programs.

Blueway on the way

Roanoke Valley-Alleghany Regional Commission is working with a stakeholder committee of local governments, non-profits, paddlers, fishermen, local outfitters and watershed groups to develop the Roanoke River Blueway, a 45-mile water trail on the upper Roanoke River. A blueway is a navigable waterway with sufficient capacity (flow, depth, and width) for successful progress of canoes, kayaks and other non-motorized vessels, with sufficient access and amenities to facilitate other recreational uses. The Roanoke River

Blueway flows through or borders the Cities of Roanoke and Salem, the Counties of Montgomery, Roanoke, Bedford, and Franklin, and the Town of Vinton, and connects to numerous local parks; Roanoke River Greenway, Tinker Creek Greenway and Mill Mountain Greenway; Blue Ridge Parkway; Explore Park; Smith Mountain Lake; and businesses proximate to the river.

Freedom First at West End

Freedom First Credit Union has completed its development and opening of its branch at the West End neighborhood in Roanoke on Patterson Avenue. The branch not only provided financial services to a previously underserved area, the center also operates educational programs and promoted healthy lifestyle activities.

Neurogobble

Virginia Tech Board of Visitors has approved a new Bachelor of Science degree program in neuroscience to be administered in the university's College of Science.

FRV's \$100K

Foundation for Roanoke Valley awarded over \$100,000 in educational scholarships at its annual scholarship dinner, administering 49 endowed scholarship funds. FRV says it received close to

one thousand applications for scholarships this year. Recipients were selected on a competitive basis using criteria established by donors at the creation of the scholarship endowment.

Historic Bridges

The Bridges—a 22-acre mixed-use development project underway—has been designated as part of the new Roanoke River & Railroad Historic District, which is on the National Register of Historic Places. The site plan includes new apartments, restaurants, office and retail space on the former mill and scrap yard.

VTLS acquired

California-based Innovative, has acquired Blacksburg's VTLS, a library automation solutions provider with product brands Virtua, VITAL, Chamo, MozGo and FasTrac. The combined companies will be led by Innovative's CEO, while VTLS founder Vinod Chachra will serve as vice president of global expansion. Although the corporate headquarters will be in Emeryville, CA, VTLS reports it will keep its offices in Blacksburg and abroad.

VA prefers taxis

The State of Virginia (along with some other states) has not welcomed app-based ride-sharing services such as Uber and Lyft. Both organizations have been served notice

(and penalties) for “operating without proper permits” along with cease and desist demands. Both companies have reported they intend to continue operations in the same manner as they do in other states.

WVCC's wins dual

The number of students taking dual enrollment classes at Virginia Western Community College has increased by more than 70 percent from last year. There were 558 dual enrollment students in spring 2013 compared with 956 in spring 2014.

Sting 7

Roanoke City Police in June executed seven search warrants and indicted most of the owners after its year-long investigation of stolen goods at area convenience stores.

America's Toughest Road Marathon cashes in

The Blue Ridge Marathon (which includes its Half Marathon and Star 10K) generated more than \$521,000 in economic impact, the most money to date in its five year history, according to a survey by the Roanoke Regional Partnership and Roanoke Valley Alleghany Regional

Commission. The event hosted 1,594 runners from 38 states and six countries.

Centra Well

Centra Health has purchased Panoramic Wellness—a Lynchburg company that creates customized wellness programs for companies—for a reported \$447,000.

Sox Sellout

Salem Red Sox reports its first game sellout since 2009. A reported 6,368 people attended the June 14 home game against Lynchburg; and the turnout marks the first sellout since Fenway Sports Group signed the Boston affiliate.

HomeTrust in Roanoke

HomeTrust Bank has opened a commercial loan office in downtown Roanoke and has purchased ten branches from Bank of America, including locations in Blacksburg, Pulaski, Hillsville, Wytheville, Gate City, and Abingdon.

Audiotronics makes top 100

Roanoke-based Audiotronics was included on CE Pro Magazine's top 100 list of the highest revenue residential integrators, one of only two firms from

Virginia. The company has locations in Roanoke, Hollins and Blacksburg, and was recognized for its audio, video and security technology products to homeowners, though it also now serves commercial customers.

Yokohama treads on

Yokohama Tire Co. announced it has signed a new four-year labor contract with the union that represents about 750 hourly workers at the tire manufacturer's Salem plant.

Alone in search of crowd

Alone Yet Not Alone, filmed in part at Roanoke County's Explore Park began its national release in June. The film depicts religious freedom sought during America's early founding.

VT licensing

Virginia Tech has launched a new program for independent crafters who produce handmade products bearing university trademarks such as the “VT” logo, “Hokies” wordmark, and HokieBird artwork. Crafters intending to sell 500 or fewer Virginia Tech-branded products valued at less than \$2,500 per year directly to consumers can qualify for the Crafter Licensing Program, a \$125 royalty fee that runs July 1 to

June 30. Annual sales that exceed a quantity of 500 or revenues of more than \$2,500 are subject to standard royalty rates, which are 10 percent of wholesale value.

Greenfield's new zoning

The Center at Greenfield in Botetourt County is seeking a change in zoning from manufacturing to research and advanced manufacturing (RAM district) so that businesses would be allowed to research, develop, manufacture, and sell products all in the same location.

Grace in DC

Grace Pannell of Roanoke had her play “Grace is in the House” selected from over 300 submissions to be featured in the 2014 DC Black Theatre Festival in Washington, D.C.

Hardware travels

Northwest True Value Hardware, Goodwill Industries of the Valley, and Rotary Club of Roanoke have collaborated to provide nearly \$300,000 of hardware supplies (discontinued product) to impoverished areas in Central and South America. The project is managed by the Gleaning for the World charitable organization.

Compiled by Tom Field

Additional FRONT Notes posted 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](http://moreFRONT.com), also available by link at vbFRONT.com.

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There isn't an oversupply of podiatrists.

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I really liked the E.G. Marshall television show, The Defenders, and loved To Kill a Mockingbird. — Page 28



If you distance yourself from your people, you fail. — Page 59

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