

Valley Business

# FRONT

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Bayla Sussman,  
Baylee's Best Chocolates

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"You get invited to more parties if you bring the best brownies."

A simply delicious February FRONT awaits you.

**Tom Field**



“”

Not helping a fellow shipmate in need was just as bad, if not worse, than making a mistake yourself

— Page 20

“”

There is no art without a story

— Page 61



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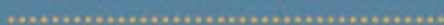
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# FEBRUARY



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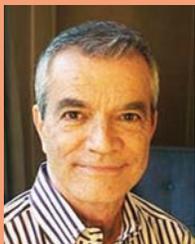
Kathy Surace

## 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. "They 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



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Z. Kelly Queijo



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Nicholas Vaassen

Biographies and contact information on each contributor are provided on Page 20.

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**Laura Bradford** Claire V (Retail)  
**Nicholas C. Conte** Woods Rogers (Legal)  
**Warner Dalhouse** Retired (Seniors)  
**John Garland** Spectrum (Development)  
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**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.

“

As many as  
85% of all  
wines purchased  
in the USA are  
strictly bought  
by the style and  
look of the label

— Page 38

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**Bayla Sussman, owner of Baylee's Best Chocolates**

all photos: Anne Sampson



Bayla Sussman forms the spicy centers of her signature Mayan Truffles.

## Bitter start, sweet finish >

### Executive Summary:

*A chocolate shop could very well be our sweetest work space ever; meet Baylee's Best in Roanoke County.*

By Anne Sampson

Bayla Sussman, owner of Baylee's Best Chocolates, got into baking because she got stuck in an oven.

"I was the witch in a production of Hansel and Gretel," explains the trained actress and singer. "The smoke machine in the oven wouldn't turn off and they couldn't get me out. I was asphyxiated. My heart stopped."

Her long recovery included vision problems that prevented her from reading or watching television.



Hand made, hand painted chocolate lollipops.



**This machine tempers the chocolate, blending the cocoa butter fats to make the chocolate lustrous and release the flavor.**



Alena Phetsarath arranges sriracha and sassafras lollipops for display

"But I could cook," she says with a smile, "and you get invited to more parties if you bring the best brownies."

Now, 12 years after starting to make chocolates for sale in her home kitchen, Sussman's small store at West Village on Electric Road in Roanoke produces an average of about 450-500 pounds of chocolate a month, selling everything from individual truffles to large orders for corporate gifts bearing edible company logos.

Julie Anderson and Alena Phetsarath work in the kitchen, tempering chocolate (the short answer is that tempering helps chocolate to be lustrous, flavorful and

not melt in your hands) and hand-making goodies like truffles, creams and lollipops. Julie is a business student at Roanoke College with a background in culinary arts; this is Alena's first job.

"We're a lot like a family," says Julie. "We support each other and we have a good time. We get busy, but this is lower pressure than a restaurant, where you're trying to get through the dinner rush."

Sussman believes that, as long as work is getting done, it's important for her staff to have fun.

"I don't know how I'd replace those girls," says Sussman, who is looking

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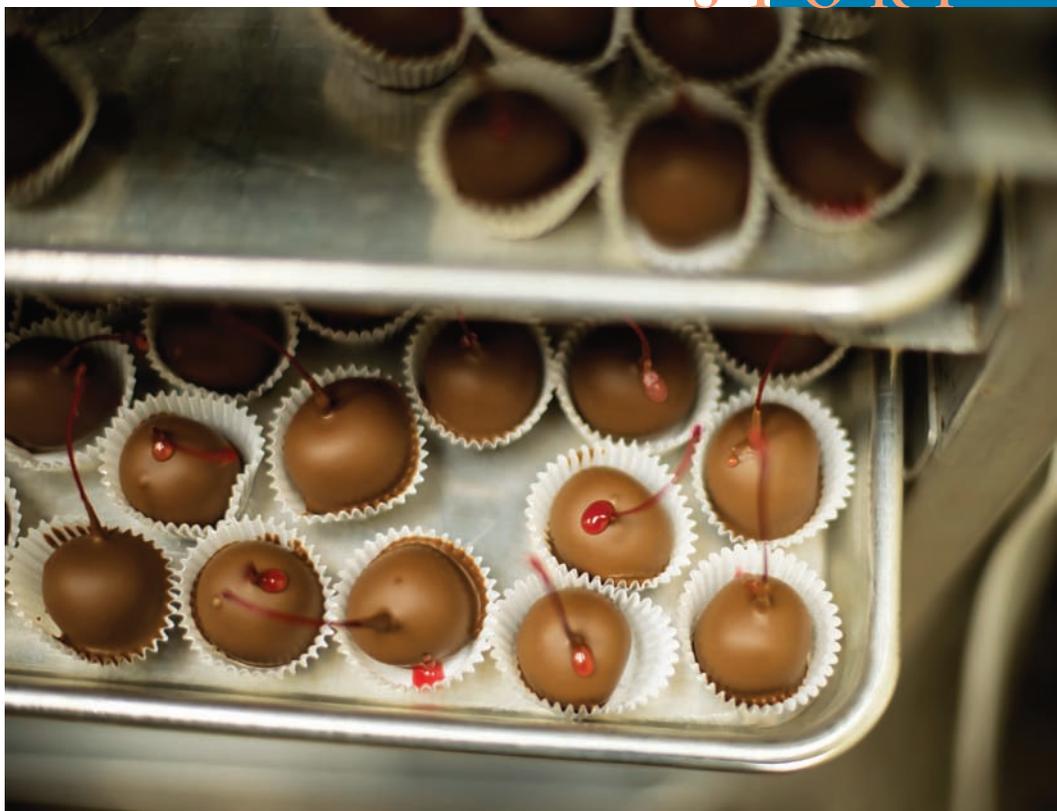
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The mission statement at Baylee's Best Chocolates states that they're "in the business of making people happy."

Sussman tells employees that "if someone comes in looking like they've had a bad day, get some chocolate into them."

"We want them to leave with a smile on their face. It's more than just food, it's a sensory experience."

And does the staff get tired of chocolate, when they're around it all day?

"My craving for chocolate seems to reset itself each day," says Julie. "I never get tired of it." 



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## Business Dress

By Kathy Surace

### Executive Summary:

*Your wardrobe might need an overhaul; if so, it's probably going to start with a lot of purging.*

## Do more with less wardrobe >

As an image consultant, I work with clients who want me to update their appearance starting with their wardrobe. Many of them are middle-aged or even older, some even in their eighties. Often they have spent months struggling with a closet full of clothing they suspect doesn't look good on them, but they're unsure how to proceed.

Most of us own too many clothes these days. We purchase items to replace our old favorites but keep those favorites "just in case." We become overwhelmed with too many garments in our homes and confused about what looks good on us. It's time for a do-over.

I begin by getting all of the client's clothing into one room - if possible. Seeing how much clothing they own is surprising to most of my clients. Often we need to toss the obvious rejects quickly before we can get it all in one place to begin sorting.

I ask how they feel about each garment and encourage them to let go of items they don't love. Handling each item and realizing how many of the same type of garments they own helps them understand their shopping behavior.

For instance, some people have an abundance of black pants, or striped tops, or an endless supply of sneakers. They may be in search of the perfectly fitting item as they shop – or they may just love collecting those items. Whatever the reason, they now have too much stuff and it's paralyzing. Their productivity is impacted and they feel stuck.

Next I ask how they spend their time and what clothing they need for those activities. This helps them realize they're hanging onto clothing they no longer need, and it frees them to give usable clothing to someone else who does need it.

Once we've freed up room in their closets, we can easily arrange essentials by color so everything is at their fingertips and they know exactly what they own.

Whether arranging clothing hanging in a closet or folded in a drawer, we should be able to see what we have at a glance, so I now arrange folded garments on end so I can see each garment immediately. It makes packing and dressing a breeze.

Do yourself a favor. Weed out excess clothing and you'll free up time and energy for things that really matter to you. 📌

*Questions or comments? Email [Kathy@peacockimage.com](mailto:Kathy@peacockimage.com)*

## Are we nice, kind or weak? >

As you know, I am an etiquette and protocol professional. Hence by my instincts and training I tend to be a nice or kind person. Sometimes my niceness or kindness is taken for weakness. That is not a good idea at all, by the way! Let's examine these three words – nice, kind and weak – and see how they apply to us in both our personal and professional lives.

The word "nice" has its roots in the Latin *nescius* meaning "ignorant" and "unaware," and the 12th century Old French *nic* meaning "weak, needy, simple, silly, foolish." It then progressed to "fussy, fastidious" and "dainty, delicate" in the 14th century to "agreeable, delightful" in the 1700's.

The word "kind" is from the Old English *gecynde* and had to do with "the feelings of relatives for each other." It progressed to "well-disposed and benign, compassionate" around the 13th century.

The word "weak" is found in Old Norse and Old English around the 13th Century, with meanings of "weak, soft, compliant", and evolving into a sense of "lacking authority" in the 15th century.

We can already see a difference in the meanings of "nice" and "kind". While today they are definitely close, they don't really belong together. "Nice" and "weak" are better paired.

According to some experts, a nice person is a people pleaser, a person who wants others to like him or her at all costs. This person is careful not to disagree with others. In meetings, for example, a 'nice' person would prefer to avoid conflict. The nice person has a very hard time saying "no" and often overcommits to others. He or she will do favors for persons in authority, hoping to get approval, and emotional needs fulfilled. They are operating from an anxious need to be accepted and liked. Unfortunately, I think we could easily substitute the word "weak" here.

On the other hand, a kind person is one who truly cares about people, is "nice" to others, but does not back away from stating what they think in order to avoid conflict. The kind person operates from a position of empathy. The kind person has no trouble saying "no", and does not allow others to manipulate him or her. The kind person functions without any expectation of reward or return.

So let's give some thought as to what sort of persons we are in our personal and professional relationships. Are we kind rather than nice to our colleagues and friends? Are we kind rather than nice to our children, and our families. Something thought provoking to consider, don't you think? 



## Etiquette & Protocol

By Kathleen Harvey Harshberger

**Executive Summary:**  
*One of the three adjectives used to describe polite people is a better application than the other two.*



Should schools reflect a prison environment?



Dr. Anthony Peguero, Virginia Tech

## Schooling in security >

### Executive Summary:

*More attention than ever has been directed to school environments after targeting by mass shootings; businesses can watch and learn from the applied solutions.*

### By Jennifer Poff Cooper

The aftermath of the highly publicized school shootings at Columbine High School, Virginia Tech, and Sandy Hook Elementary School has resulted in a variety of policy changes across the United States to address school violence.

Dr. Anthony Peguero, an associate professor of sociology at Virginia Tech, who was recently named a spring 2016 senior fellow, has researched the securitization of schools, including physical measures such as the

presence of surveillance devices and security personnel, and social steps, such as implementation of zero-tolerance policies and enhanced punishment.

Peguero was not at Virginia Tech for the tragic events of April 16, 2007. However, he says, "I do think that because of this historical and watershed moment that occurred at Virginia Tech my research seems to fit uniquely here."

A son of Latino immigrants, Peguero dropped out of high school in the tough New York City school system. "My family faced a number of economic challenges and hurdles. I had to work. Thus, I became a mechanic apprentice. In addition, violence at school and in the community was common," he says. "Fortunately, we had enough social and economic capital to try to pursue a better life in Miami, Florida. In south Florida, I earned my General Educational Development (GED) [diploma] and continued my education." From his experiences, Peguero has maintained



Virginia Tech

a particular interest in the relationship between schools and marginalized youth.

"I have stressed that school administrators need to address violence prevention not only through increasing security and surveillance, but also by providing appropriate attention to youth who are exposed to violence. This is particularly pressing for youth who already face educational challenges, barriers, and inequities," Peguero says.

Peguero points out that addressing the disadvantages that restrict the educational success of youth in immigrant families is important because these children are part of the United States' future: its labor force; its voters; and its social, educational, business, and political leaders.

He sees schools as not only places to get an education, but also sites of social and personal development. Peguero says, "We need to focus on improving the school environment and creating a healthy and

more positive opportunity for development of youth within schools."

There is a growing need to explore how security and punishment practices are contributing to educational progress for all youth, he asserts. Should schools reflect a prison environment? Research denotes that surveillance and security create an institutional atmosphere. School administrators are left with a delicate balancing act of weighing the needs of a learning environment against those of a secure environment.

Peguero's scholarship is also about understanding violence beyond the walls of schools. The aforementioned events could have just as easily happened in almost any setting. With workers spending one-third of their lives at work, a safe, comfortable environment is paramount to their productivity and satisfaction. Though no business can be totally immune from workplace violence, steps can be taken to minimize risk. According to ADT Security Services, all campuses and facilities should conduct thorough reviews of how they handle and put measures in place to prevent workplace violence.

Like in schools, effective barriers, both physical and psychological, can reduce the likelihood of these threats. Such measures include anonymous hotlines, surveillance devices (metal detectors and security cameras), identification of staff (IDs or uniforms), and trained personnel (law enforcement officers and private security guards). Creating positive work environments, especially for marginalized employees, is crucial since persons who feel understood are more likely to solve their problems in nonviolent ways. In the majority of workplace violence cases the perpetrator will tip his or her hand, so threats must be taken seriously. Simultaneously, punishment policies in response to even minor forms of misbehavior help shape a nonviolent atmosphere.

As researchers like Peguero continue to explore the complexities of school safety, businesses can take heed: much of what is done in the name of safety at schools can be effective in workplaces as well. 



## Young Professionals

By Ariel Lev

### Executive Summary:

*There may be times when even the geekiest of us don't feel like embracing technology, but running away from it can prevent you from experiencing a grand adventure.*

## Engaging with technology: resistance is futile >

Millennials are sometimes characterized by their ability to understand and adapt to new technologies. Our almost subconscious connection with responsive interfaces can be frustrating for those who feel confused and isolated by the new tech; our seamless “understanding” of each new system dizzying for non-digital-native onlookers.

I can only speak from my personal experience, but I'd like to debunk the myth that an understanding of these new technologies is natural to millennials. Instead, I'd like to propose that we were taught to explore, to dig in, to discover how something works. For instance, I am not immediately intimately familiar with a new app, but I am also not afraid of delving deep into the functionality, pushing all the buttons and swiping each page, to discover how and why I'd use the app.

Herein lies my impending gripe: modern technology is pervasive and in many cases inescapable. One might think he or she is not interacting with technology, but unless extreme measures are put in place to truly go off the grid, there's bound to be some connection. I get quickly and quietly annoyed when people, especially those in my own generation, claim they “just don't get it,” and therefore they have decided that “it's not important” to stay up on the latest tech trends.

Claiming to “not get it” is a dangerous, lazy excuse for disengaging with something based on its unfamiliarity. Technology is a force in this world and already is a factor in the evolution of our rights as Americans, from privacy concerns to access to information. Waving it away like some passing trend is irresponsible and will hinder progress. Individuals who decide that it is not worth their time is forfeiting their voice in the conversation surrounding the evolution of technology.

There is no way to understand the entire conversation happening about technology and its advances. It's too broad and complex. So, here's my suggestion: start with what you already have at your fingertips. Explore the Internet, the hard drive on the computer, the apps on your phone. See what you discover. In fact, try to discover something new each day. It's healthy to have an adventurous spirit, and it's time to realize that adventure exists not only in the great outdoors. Today and all our tomorrows, you can find it in the omnipresent “black boxes” of modern technology. 

## The impact of strong leadership >

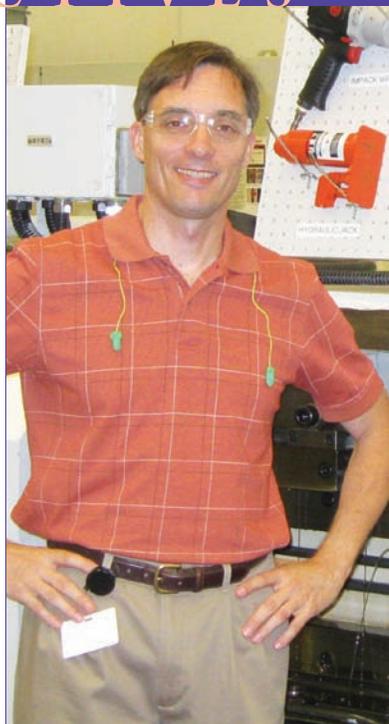
During my last tour of duty as an officer in the navy, I was assigned to the USS Wadsworth, a frigate based in San Diego. The ship was average. We completed what we needed to do, and we had a competent commanding officer in charge. That was until a new commanding officer took over the ship.

Captain Doug Keiler was not the typical senior navy officer. He arrived each morning in shorts and sandals, and began eliminating many of the rules and the strict formality his predecessor had put in place. But almost immediately, the ship began to transform. We went from average to extraordinary and became the best ship in the squadron.

Captain Keiler was the best leader I ever worked for. He showed me first-hand how strong leadership can have a huge impact on an organization, and he inspired me to now help other organizations develop their leaders to do the same. How did he do it?

There are many different behaviors that strong leaders should exhibit, but these are the key ones that Captain Keiler demonstrated.

- Set clear expectations. Instead of creating and enforcing rules, he eliminated many of the stringent rules set by his predecessor, and clearly communicated the results he expected. The crew developed greater self-responsibility, empowerment, and pride. Almost immediately, performance went up, and crew discipline issues plummeted.
- Encourage team work. He told the crew, "We are a team. We will only succeed as a team. If a shipmate needs help or makes a mistake, it is your responsibility to help him." He made it clear that not helping a fellow



## Business Operations

By Mike Leigh

**Executive Summary:**  
*Leadership is more than just playing the expected part if you want improvement.*

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“ ”

I encourage them to let go of the items they don't love — Page 14

“ ”

Umbrella policies are more important than ever — Page 23

# PERSPECTIVES

shipmate in need was just as bad, if not worse, than making a mistake yourself.

- Be approachable. From day one, Captain Keiler frequently walked around the ship and talked with everyone. He was friendly, approachable, and supportive. He was well-liked, but he never showed favoritism, and everyone still knew he was the boss and knew his expectations. His calm, positive demeanor put everyone at ease and improved morale.
- Be a coach and mentor. In the truest sense, discipline means “to teach or instruct.” Captain Keiler made this his highest priority. He approached every shipboard evolution as a learning opportunity, and every mistake as a teaching moment.

Captain Keiler showed me the huge impact an effective leader can have to improve the performance of an organization. Any leader can develop these behaviors, and what’s equally exciting is that only a small change in a few behaviors can yield significant results. Make a commitment today to develop yourself into a more effective leader in 2016! And as we say in the navy, may your leadership journey have “fair winds and following seas.” 



In the truest sense, discipline means ‘to teach or instruct’.

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Mike Dove

## Your umbrella >

### Executive Summary:

*Dove Insurance Agency offers umbrella policies, which can protect your business over and above standard policies.*

### By Caitlyn Scaggs

Don't you hate when you get caught in a downpour without an umbrella? The tendency is to think, "if only I'd grabbed my umbrella on the way out today." There is a reason an "umbrella policy" is termed as such, it keeps you from experiencing a downpour of financial strain when unexpected events, with liability attached, occur.

We reached out to Mike Dove, with Dove Insurance Agency, to better understand the need-to-know facts about umbrella policies and also recent trends. Located in Christiansburg, Dove Insurance has been helping customers in Virginia since 1966 with Business, Home, Auto, and Life Insurance. Mike has worked both as Company Underwriter and Agency Principal for the past 38 years. Over that time period he has seen societal trends towards increased litigation. As such, umbrella policies are more important than ever to consider. Not only has the instances of litigation, related to corporate matters, increased but so has the cost to defend those litigated matters. Damage awards are also driven by the cost of medical care, which is rising, and also the cost of lost wages. As Dove stated, "Primary policy limits may not always be adequate."

Umbrella policies exist for individuals and also for businesses. According to Dove, a business umbrella will generally require higher primary liability limits than would be required for a personal umbrella policy. The personal umbrella, which does not cover business activities, is designed to provide additional protection for liability arising from your personal activity such as auto, home, or recreational vehicles, or even rental dwellings that are owned personally.

Primary insurance policies, such as general liability, auto, and workman's compensation

provide coverage to a point and then an umbrella policy is necessary to provide an additional layer of liability protection. For example, if a business owner had primary liability limits of \$500,000 and the cost to defend and settle a suit were more than that, the difference would have to be paid out of pocket. This supplemental insurance policy provides protection should a primary policy not provide sufficient coverage to defend and settle damages. Dove pointed out, "A business owner should remember that any defense costs will take a portion of the primary policy limits, leaving less coverage for payment of claims."

When considering the implications of umbrella policies for small businesses versus a large business Dove said, "While the risk of loss for a small and large business are basically the same, the larger business will have more exposure simply from a greater level of activity. In addition, a larger business may be seen as a better target for a lawsuit." That is worth considering as a company determines if an umbrella policy is the right fit for them. However, small businesses must also consider the availability of funds should they encounter a litigated matter with damages that exceed primary coverage. After all, accidents are by nature unexpected and unpredicted.

While umbrella policies add a deeper level of coverage than general liability, auto, or workman's compensation policies it is important to understand the limits to coverage of umbrella policies. Generally, umbrella policies exclude coverage for punitive damages, uninsured or underinsured motorist claims, as well as employment practices liability or cyber and privacy liability.

As a best practice any business with significant assets or exposures should consider including an umbrella policy. Also, partnering with an insurance agency that takes time to understand the totality of your business and all associated risks is pertinent. Make sure you protect yourself from a corporate downpour due to unforeseen circumstances. Protect yourself with an umbrella policy. 



**Najla Mouchrek is Virginia Tech's first individualized Ph.D. student, with an interdisciplinary project aimed at using human centered design concepts to empower teenagers in terms of sustainability.**

## My own degree >

### **Executive Summary:**

*Virginia Tech recognizes its first individualized Ph.D. program, a multidisciplinary pursuit addressing the teenage years.*

### **Special FRONT Interview**

Najla Mouchrek is going for a doctorate degree... that doesn't exist. At least not until now. The graduate student from Brazil proposed a specialized study in

Virginia Tech's Human Centered Design Program, and under a provision in the school's catalog for an "interdisciplinary Ph.D. for students whose goals cannot be met by a single discipline from a degree granting academic unit" the university said yes to an "individualized Ph.D."—the first ever granted.

The FRONT caught up with Najla between busy semesters to inquire about her achievement.

**FRONT:** Your doctorate covers four disciplines; what is the primary area of specialty?

**MOUCHREK:** The primary area of specialty is Design, which is itself an integrative discipline



Virginia Tech

at the intersection of several fields. The study I propose aims to understand the broad context of Design, its interconnections with the social reality and its potential to create innovative solutions interacting with other fields of knowledge – Education, Human Development and Sustainability. My research question (integration of design on education experiences aiming to promote youth empowerment and engagement in sustainability) deals with a complex issue, comprising factors from many interconnected areas and requiring innovative, integrative and unconventional approaches to solutions. The answers for this multifaceted question cannot be found within a single field of knowledge, but in

the active interconnections between the fields.

**FRONT:** Officially, what degree will you possess upon graduation?

**MOUCHREK:** The degree is Doctor of Philosophy (PhD), but the denomination of the area is still being discussed. I believe it will be something like: “PhD in Interdisciplinary Studies with focus on Human-Centered Design”.

**FRONT:** If you didn't get the individualized degree, which degree would you have pursued, and would you have remained at Virginia Tech?

**MOUCHREK:** I would probably pursue a doctorate degree on Design, which could cover some of the features I was looking for, but it is not offered at Virginia Tech. In fact, what interested me on the Individualized Interdisciplinary PhD at Virginia Tech was the freedom to pursue my own research and also the possibility to count with the university's expertise, advanced coursework and support for innovation and interdisciplinary research in many different and relevant areas. I think we have here a unique blend of characteristics that makes it a special place to develop innovative projects for the future.

**FRONT:** You had to work with an advisory committee and approach the Commission on Graduate Studies and Policies for approval; how difficult was that process?

**MOUCHREK:** It was quite difficult because in the iPhD, you are expected to perform many activities prior to your admission: to compose and work with an advisory committee with at least four faculty members and to write a very comprehensive and well-grounded proposal, including elaboration and justification of the research, and a plan of study with proposed coursework across disciplines and even the structure of examinations.

Since it was the first time at Virginia Tech, the process was new and experimental for



**Najla Mouchrek interacts with students in Professor Timothy Baird's Seeking Sustainability class where she is a teaching apprentice.**



Virginia Tech

all of us. At the end, we reached a very interesting collective result. I felt very grateful for all the help and support I got from the members of my committee and from the Graduate School.

**FRONT:** With such a specific degree, you must have specific plans for applying it; what do you expect to do with this degree?

**MOUCHREK:** My professional goals are directly related to education: teaching and working on the development of innovative educational programs, tools and methodologies to promote learning, integration and participation among youth through design. I am especially interested to work at the interface between university and community.

In the big picture, I aim to contribute to the efforts to understand and to support youth in face of the complex contemporary challenges. Particularly regarding the new generations, the changes towards healthier, integrated and sustainable lifestyles are fundamental. We must invest in the formation of the new generations to constitute a righteous consciousness of its place and role in society. It is a goal oriented to the future.

**FRONT:** A second interdisciplinary Ph.D. was recently approved at Virginia Tech; do you see an emerging market or need developing in education or will this remain a rare phenomenon?

**MOUCHREK:** In my opinion, interdisciplinary degrees are a real need in education and will respond to contemporary demands of the job market. We have been watching an increasing need for well-rounded professionals, which know beyond one area of expertise and are capable of working and interacting in multidisciplinary teams, and able to develop critical and creative thinking and innovative solutions.

**FRONT:** When do you graduate?

**MOUCHREK:** My expected date of graduation is in the Spring 2019. 



## The trademark bully >

The owner of a new sports bar, the Scrimmage Saloon, called me from the print shop. "I'm getting a banner printed to advertise our Super Bowl Party," he said. "But the people at the print shop say that I shouldn't use the words 'Super Bowl.' They say I have to call it a 'Big Game Party' or a 'Football Championship Party.'"

"What's going to happen at your party?" I said.

"What do you think?" he said. "We're going to have the Super Bowl playing off our licensed satellite service — for which we pay through the nose, incidentally — and our customers are going to watch the game and eat and drink."

"Sounds to me like it'll be a Super Bowl party," I said. "Now, you're not using the words SUPER BOWL to refer to the bar itself, right?"

"Nope, we're still just the Scrimmage Saloon," he said.

"And you're not selling any products or services under the name SUPER BOWL," right?

"No, we just want people to know that we're going to have the Super Bowl on TV that night," he said.

"Well then, under trademark law that's a perfectly acceptable use of the term SUPER BOWL," I said. "You see, just because someone owns a trademark in a word doesn't mean that they have complete ownership of that word for all purposes. They only own it for specific limited purposes."

"But when am I allowed to use it?" he said.

"Put very simply, you can use it when it doesn't cause customer confusion," I said. "A trademark owner can stop businesses that sell a similar product or service from using a confusingly similar trademark in a way that's likely to cause customer confusion about the source of the goods or services," I said. "That's it. That's all the power a trademark owner has. If there's no confusion, then there's no infringement."

"So as long as I don't run a nationwide football league, I'm OK?" he said.

"Not necessarily," I said. "The NFL does a lot of other things too. It might be hard to say what a court might consider to be a similar business. But there's another way to avoid confusion: don't use the term SUPER BOWL as if it were your own trademark," I said. "That's easy to do —

## Shark Patrol

By Keith Finch

**Executive Summary:** Referring to the Super Bowl as "The Big Game" is a completely absurd circumlocution with no basis in trademark law, but the NFL, a classic trademark bully, has intimidated small businesses around the country into believing otherwise.

# P E R S P E C T I V E S

just be sure that your own SCRIMMAGE SALOON trademark is the most prominent part of the advertisement, and then use the term SUPER BOWL in a descriptive sense.”

“Like to describe the party itself?” he said.

“Exactly,” I said. “You have a right to use another business’s trademark when describing your own services. It’s called ‘nominative fair use.’ For example, suppose that the Indomitable Corporation, which makes cell phone cases, wants to print on its packaging, ‘Our Indomitable™ Cases are compatible with Apple’s iPhone 7!’ This would be fine. So long as the Indomitable Corporation doesn’t use APPLE or IPHONE to designate the source of its products, it’s free to use those terms to describe its products.”

“So I’m thinking of a sign that says, ‘Come to the Scrimmage Saloon for our Super Bowl Party,’” he said. “With ‘Scrimmage Saloon’ in big bold letters. Is that OK?”

“Under trademark law, if you’re going to show the Super Bowl at a party, then no one can stop you from calling it a Super Bowl party,” I said. “Still, there is one other thing to consider.”

“What’s that?” he said.

“That the NFL wants everyone to think that it’s illegal to use the term SUPER BOWL for anything at all,” I said.

“But that’s not correct,” he said.

“Right, but advertisers pay huge amounts of money to become ‘official sponsors’ of the NFL,” I said. “And the NFL does its best to scare everyone else into thinking that they’re not allowed to use the term SUPER BOWL.”



Just because someone owns a trademark in a word doesn’t mean that they have complete ownership of that word for all purposes.



You have a right to use another business’s trademark when describing your own services. It’s called ‘nominative fair use.’



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# P E R S P E C T I V E S

So all the businesses that aren't official sponsors are terrified. Under trademark law, they'd probably be just fine using the term SUPER BOWL. No one is going to think that a local grocery is discounting Fritos because it's sponsoring the Super Bowl, and an electronics store would be well within its rights to run ads saying that the Super Bowl would look great on a new 110-inch TV. But the NFL is a classic trademark bully."

"A trademark bully?" he said.

"Right, it means that they use aggressive tactics to enforce trademark rights beyond the scope of protection that trademark law actually provides," I said. "They send cease-and-desist letters to small businesses that don't have the resources to fight back. They even sent letters to a bunch of churches a few years ago. No one wants to pay \$100,000 fighting the NFL just to prove that advertising a 'Super Bowl Party' is nominative fair use. The NFL is the 800-pound gorilla. They win just by being bigger than everyone and throwing their weight around."

In the end, after much discussion and disappointment, the Scrimmage Saloon purchased a banner advertising its "Big Game Party," while the NFL continued with its hallowed annual tradition of unjustly terrorizing innocent small businesses throughout America. 

Keith can be reached at [keith@creekmorelaw.com](mailto:keith@creekmorelaw.com)

**Note:** facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer before naming your products and services, before using other people's trademarks in your promotions and advertisements, etc.

“ ”

The NFL does its best to scare everyone else into thinking that they're not allowed to use the term SUPER BOWL. So all the businesses that aren't official sponsors are terrified. Under trademark law, they'd probably be just fine using the term SUPER BOWL. No one is going to think that a local grocery is discounting Fritos because it's sponsoring the Super Bowl, and an electronics store would be well within its rights to run ads saying that the Super Bowl would look great on a new 110-inch TV.







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**Bill Hudson couldn't watch movies or television with military depictions**

all photos: Jeanne Chitty

## Caring for PTSD Survivors >

### Executive Summary:

*The perils of post-traumatic stress disorder extend beyond the victims to the loved ones caring for them.*

### By Jeanne Chitty

Remember that sequence of “Apocalypse Now” when Marlon Brandon descends into total madness in the jungles of Viet Nam, while the napalm fires destroy the jungle and the helicopters thunder overhead in a drum roll of death? A more contemporary scene of a dreadful combat situation is when Bradley Cooper has to kill a Muslim woman and her son who are carrying bombs in “American Sniper” before they wipe out a whole contingent of American soldiers. The terrifying catastrophes on 9/11 will be etched on people’s hearts and minds around the world forever, as will the tsunami in Indonesia, Hurricane Katrina, the recent terrorist bombings in Paris, racially motivated riots, unexplained airplane crashes, and numerous school shootings.

Try to imagine reliving the horror of any of these situations over and over again like a song on a continuous loop in your head, its dark melody always haunting your thoughts and dreams. With this gloomy symphony of sensation wreaking havoc on your emotions, living a normal life after experiencing a traumatic event of any kind can be a huge challenge, not only for the survivor, but also for his/her loved ones and caregivers.

This terrible emotional turmoil has been clinically described as PTSD, or post-traumatic stress disorder. Most people today commonly associate the term with soldiers who have returned from Viet Nam, Desert Storm, Afghanistan, Iran, and Iraq with a variety of fearful memories associated with wartime conflicts. As long as there has been war, there has been PTSD. In fact, it was mentioned as far back as 3000 years ago in ancient Assyrian texts, and the Greek

historian Herodotus told the story of an Athenian soldier who suffered from hallucinations and blindness following the battle of Marathon in 490 BC.

It’s not just a military confrontation that can set off post-traumatic stress disorder symptoms. When you sense you’re in danger, your natural response is to feel afraid. This sense of fear sets off a series of biochemical “fight-or-flight” reactions that are meant to protect you from harm. PTSD develops following a frightening experience, such as:

- Combat situations/terrorist attacks
- Torture
- Imprisonment/hostage situations
- Displacement as a refugee
- Witnessing traumatic events
- Sudden death of loved ones
- Natural disasters
- Assault or rape
- Sexual or physical abuse/severe neglect

Approximately eight million people in the US every year feel the excruciating effects of PTSD. Women, girls, and minorities are more likely to develop this illness than men, boys, and Caucasians. Not everyone who goes through a horrifying experience will get PTSD, however. The symptoms will usually present within three months but can emerge years later. They must last longer than a month to be clinically diagnosed as PTSD. While some patients recover within six months, others take much longer, and for some people, the condition becomes chronic. The symptoms make the activities of daily life very difficult and can cause depression, suicidal thoughts, and substance abuse. For the person with PTSD, these desperate realities are everyday terrors; for the caregivers, they are alarming challenges indeed and can cause a variety of stress-related physiological problems.

The survivors of extreme events can exhibit PTSD symptoms in different ways. Some re-experience the trauma as a result of some triggering episode, such as a something in a movie, television show, or radio program that reminds them of a wartime situation, an accident, a violent action, a natural disaster, or deprivation that they or someone else whom they cared for experienced. "This is one of the invisible injuries of war," says Ellen Arledge, MSW of Roanoke. It is wearisome for both the patient and the caregiver constantly to monitor what the person with PTSD sees, hears, and experiences in order to avoid a flashback, which can result in a cascade of frightening thoughts and nightmares. Bill Hudson, a Viet Nam veteran, has suffered from PTSD since 1967. "I couldn't see any war or action movie, or any commercial that deals with the military," he remembers. "I'd be afraid to go to sleep."

Anything that brings back a bad memory of a traumatic event to someone with PTSD can cause avoidance symptoms and emotional numbing. The person will purposely stay away from people, places, activities, thoughts, and feelings associated with the terrible occurrence. Or they may totally push it out of their minds and forget it entirely. They can lose all interest in their families and activities that used to bring them pleasure. "Bill can only allow a little of his feelings out at a time," Shirley, Bill Hudson's wife, says. "It's because of having to depersonalize himself at

war." In addition to feeling detached from their loved ones, feelings of guilt, shame, and depression may overwhelm them. Studies of 58 couples with PTSD by the Department of Veteran Affairs found that the intensity of the veteran's symptoms correlated to the extent of the burden and distress experienced by his/her spouse, and as the veteran's symptoms worsened, so did the spouses' amount of stress.

Another type of PTSD symptoms includes hyperarousal symptoms, including hypervigilance, exaggerated startle reactions, sudden outbursts of anger, interrupted sleep patterns, concentration difficulties, and anxiety. "Soldiers returning from war often find themselves patrolling their homes at night," explains Ellen Arledge. When the person with PTSD is constantly on edge, it is difficult for the caregiver and those around him/her to know how the person is going to react to anything, which puts everyone in a state of yellow alert. Bill remarks, "There have been times when the slightest remark would cause me to want to throttle someone, just like I was suddenly reacting to a combat situation. I had to carry this awful feeling around inside without letting people know what was going on with me until I was diagnosed."

Psychotherapy and medication are the two main treatments for people suffering with PTSD. Medication goes hand-and-hand with psychotherapy and includes antidepressants like Zoloft and Paxil and mood stabilizers.

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- Cognitive behavior therapy: helps the patient see the trauma realistically and helps to eliminate feelings of guilt and shame
- Exposure therapy: uses mental imagery to help people face and control their fear
- Stress management therapy: shows a person how to reduce anxiety through positive thinking and relaxation training

Caregivers need to be treated as well. The Department of Veteran Affairs cautions that bad habits such as drinking, smoking, overeating, and not exercising may worsen while trying to deal with a loved one with PTSD. On an emotional level, caregivers can experience feelings of alienation, hurt, and discouragement when they sense that they are unable to help their loved one overcome the effects of the triggering event. In addition to being mentally overloaded, they often neglect their own needs in the service of caring for their loved ones and spiral downwards into a state of total burnout. The Department of Veteran Affairs highly recommends individual therapy, caregiver support groups, and couples therapy. Ellen Arledge suggests, "Knowing the symptoms of PTSD can really help caregivers gain a better understanding of their loved one's diagnosis and behavior. In addition to cognitive therapy and medication, alternative therapies like yoga, meditation, running, swimming, and journaling can be very healing, not just for the patient, but for his/his caregiver as well because



**Shirley Hudson says dealing with PTSD can be a long but necessary process.**

these activities can be done together."

The path to better health may be long and filled with obstacles, but with people who care and patiently face the difficulties faced by their loved ones with PTSD, there can be improved attitudes, communication, and closeness. As Shirley Hudson says wisely, "As a spouse you have to learn to accept that this is what you're going to have to deal with for however long it may be – just accept what you can get and go forward." 



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## Classy Appalachia >

### Executive Summary:

*A well known winery in New River Valley changes its brand to become even better known, particularly by the unfamiliar.*

**By Dan Dowdy**

What's in a name? A lot in the mind of Dr. Rik Obiso, owner and winemaker at Montgomery County's Whitebarrel Winery, formerly known as Attimo Winery. He recently went through a rebranding process to rename, revamp, and revitalize the winery.

When asked what prompted the branding change, Obiso responded, "The Attimo label did not stand out, nor was it a differentiator on the shelf. It felt local and didn't fit with the region." He cited a recent study that "shows that as many as 85% of all wines purchased in the USA are strictly bought by the style and look of the label". Dr.

Theresa Gallagher, Rik's wife and partner in the business, stated, "We wanted a name that stood out, a logo that was clean and crisp, and a look and feel that fit into what we call 'Classy Appalachia'." They settled on the name Whitebarrel after consulting with an international marketing firm. They characterize the name and a new sophisticated black label sporting a small white barrel as clean, simple, and elegant—something they hope will stand the test of time and stand out on the shelf.

*Attimo* in Italian means "in the moment" or "in the instant". Obiso felt the former name was good at the time he began selling wine in 2010 as a farm winery. It fit the wines produced at the time, each one being named after a "moment". He determined that "as the winery matured, it was clear that if we were going to grow, we had to rebrand to something eye-catching, something exclusive." Obiso believes the new brand and label will provide an image of a regional winery. Distribution has doubled this year alone and is more than ten-fold higher than in the first year of the business. Obiso plans



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VIRGINIA

to expand state-wide in 2016 and into North Carolina, Maryland, and The District of Columbia soon thereafter.

The winery rolled out the new name and image in October with a grand re-opening sponsored by the Montgomery County Chamber of Commerce. His rebranding efforts are already bearing fruit—not just “fruit of the vine” in this case. Sales are up over 40% since October. Average annual production of wine has been around 4,000 cases.

In addition to a new name and label, enhancements have been or soon will be made in the tasting room and on the property:

- Amenities outside the tasting room have been expanded to include more seating and soon-to-be grills, fire pits, and a Bocce ball court.
- The tasting room’s food menu has been revamped with an emphasis on wine-friendly foods. Obiso advises his

patrons and customers to “look for exciting changes later in 2016 as we expand our menu and hours and begin to offer dinner by reservation on a regular basis.”

- More than 100 apple trees have been planted which will support the fast-growing demand for Whitebarrel’s apple wine.
- Recently launched were two Historic Smithfield Plantation wines, “Legacy” and “Revolution”, which are only available in the tasting room and at the Historic Smithfield Plantation in Blacksburg. Future plans include introducing one or two new wines each year.
- A new website, [www.whitebarrel.com](http://www.whitebarrel.com) is in the process of being developed.

Whitebarrel Winery will host its 6th annual planting festival on April 24th. Over 2,000 vines will be planted in one day completing the vineyards at the Christiansburg location. 





## A positive payoff >

The Facebook memes got it wrong on this one.

They're such lovely sayings. They ring so true. They offer such wise advice. The words and pictures are beautiful to absorb. They make that starting edge of a smile spread across my face as I feel the warmth inside and experience that lovely assurance that all will be right in the world when you have a positive outlook.

They're just wrong.

You know the ones. The ones that equate happiness with success. The ones that promise rewards when you're positive. The ones that cite better results from better attitudes.

When the success, rewards, and results are referring to the state of one's business, the corollary between that desired position and what can only be described as the leader's or stakeholder's good outlook... well, it isn't as strong as you might expect.

Case in point: Scrooge. And all the Scrooge-like people we've encountered. Certainly there are many negative people who are successful in business. I've noticed the memes that claim research and statistics that support positivity and success never really back up those claims. Not in any credible way.

The opposite case in point: Your uncle Harry. Ok, maybe he's not your uncle and he goes by a different name, but who among us doesn't have a loved one or know someone who is perfectly happy and content, and yet the very definition of "unsuccessful" at the same time?

So why is the prosperity gospel so popular?

Because that's the *preferred* state.

We prefer to go from rags to riches. We prefer to embrace the American Dream. We prefer the knight in shining armor over the slinky underhanded ruthless Machiavellian manipulator.

And that's how it should be.

That's what I tell my staff, my business associates, my kids.

You may not be guaranteed riches, but when you are positive you get benefits that are unavailable to negative people. One of the best benefits (besides just feeling better) is that people like being around you. That simple truth converts to an advantage when you want to help people or serve them — or have people help and serve you. Yes,

## On Tap from the Pub

By Tom Field

### Executive Summary:

*Having a positive outlook will get you ahead in life; or will it?*

# REVIEWS & OPINION

the law of reciprocity can translate to business success; but of course negative people can engage in that practice, too.

I see the real difference in the positive person's benefits as one of time. Simply put, if you're negative and successful, you're short term. You don't build networks and you're constantly moving from one deal to the next. No one likes to consistently work with a negative practitioner. Sooner or later, you get tired of the arrangement and you see less value in the reward (which is more often than not, a short term gain).

Can negative people really have integrity? I don't think it's common, but yes, sure they can. Scrooge had tons of integrity. He applied his rules consistently and refused to waiver.

Can negative people inspire loyalty? This one's easy. Yes. From nasty coaches to abusive spouses to mob bosses to tyrannical dictators, people follow leaders, good and bad.

(See how the memes aren't adding up? They falsely equate accomplishment with positivity.)

So what is the real difference necessitating a need to be positive over negative?

One word: morality.

A word that more and more people just don't like. A word we intentionally avoid because it implies judgment, intolerance, religion.

But the truth is without a moral imperative, there really isn't a compelling reason to choose positivity over negativity. Substitute the word "honor" if that makes you more comfortable.

The real reason to choose a positive outlook? Success is sweeter when you got it without clawing your way to the



When the success, rewards, and results are referring to the state of one's business, the corollary between that desired position and what can only be described as the leader's or stakeholder's good outlook... well, it isn't as strong as you might expect.

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Success is sweeter when you got it without clawing your way to the top, running over anyone in your path, harming others, or hoarding every little penny and accomplishment to yourself as a testament to your own devices and abilities.

top, running over anyone in your path, harming others, or hoarding every little penny and accomplishment to yourself as a testament to your own devices and abilities.

Way too long, but that's a meme I can cut out and post on my refrigerator.

Or there's always this one:

**HAVE A NICE DAY.** 🌞



## Letters

### Salute

I am retiring from Roanoke County but wanted to thank you for all the wonderful articles that you have done on the business community — especially the Roanoke County business partners! It's been a pleasure to work with you, and I was always grateful for your consideration when I called up with a story idea. But, I must admit that one of my most favorite things about Valley Business FRONT was seeing the cover each month. I loved them all!

**Melinda Cox**  
Roanoke County



Interdisciplinary degrees are a real need... and will respond to contemporary demands of the job market

— Page 27

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

## What small business wants >

Small business wants to hear the governor say he finally understands why it's so hard to run a small business in Virginia.

In December, the governor announced his proposed tax cuts and credits. It's a start, but we want to see the governor go farther and do more for small businesses.

He's off to a great start with his call to fix accelerated sales-tax payments. Basically, stores have to guess how well they'll do in the coming months and send the state a check ahead of time. We don't think that's fair, and we're glad it's one of the issues Governor McAuliffe wants to address in next year's General Assembly.

However, the governor's plan to reduce the corporate income tax rate won't do much of anything for small, family businesses. Governor McAuliffe doesn't seem to understand that most small businesses pay taxes at the higher individual rate, not at the corporate rate.

Our members wish the governor would take a more comprehensive look at tax form including eliminating the business, professional, and occupational license tax and machinery and tools taxes, which impact more businesses regardless of size and ownership.

We want the governor to resist the political pressure to raise Virginia's minimum wage. Raising the minimum wage is a well-meaning but wrong-headed strategy that economists say would actually lead to fewer jobs for the people who need them. The fact of the matter is that when you make small businesses give workers a raise, they can't afford to hire as many people, and they can't afford to take chances on young or inexperienced workers.

Our members also want the governor to push back on the issue of mandatory paid leave. One-size-fits-all policy never works. No politician sitting in Richmond should be allowed tell small-business owners on the Eastern Shore or in Bristol whether they can afford to offer paid leave.

## Guest Commentary

By Nicole Riley

**Executive Summary:**  
*The state director of the National Federation of Independent Business responds to Virginia's Governor Terry McAuliffe's State of the Commonwealth address.*

Read the FRONT online **vbFRONT.com**

Also get more stories and pictures at **morefront.blogspot.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](mailto:news@vbFRONT.com)

### *Oh, the humanity*

From the minute I opened Brandon Stanton's *Humans Of New York* (St. Martin's Press; 2015), I found myself turning the pages and saying over and over, "Oh, I wish I had written this." I have been writing something like it for years.

Those magazine stories I so often do, the ones where I interview a ton of people, photograph them and write brief, telling vignettes is similar, except that mine are focused on a specific topic (rape, internet dating, owning a pet, taking care of aging parents, being a dude, and the like).

For Stanton's collection, he roamed the streets of New York, armed only with his immense and intense curiosity, a good personality and a high-end Canon SLR camera.

This is a compilation from Stanton's blog (which he continues to write daily), posted over a period of five years, a period during which he interviewed about 10,000 people. He simply walked around, looked for interesting people, engaged them and recorded what he found. That's what a journalist does.

Stanton boiled down the interviews, sometimes to a single line, sometimes



In the majority of workplace violence cases the perpetrator will tip his or her hand

— Page 17

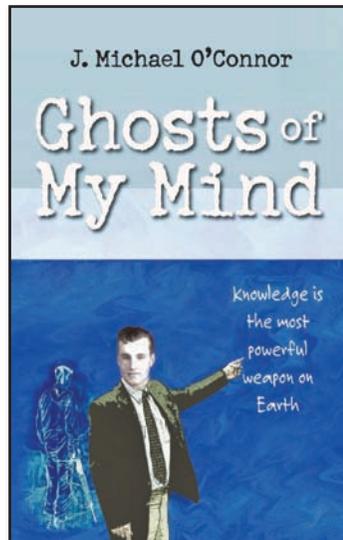
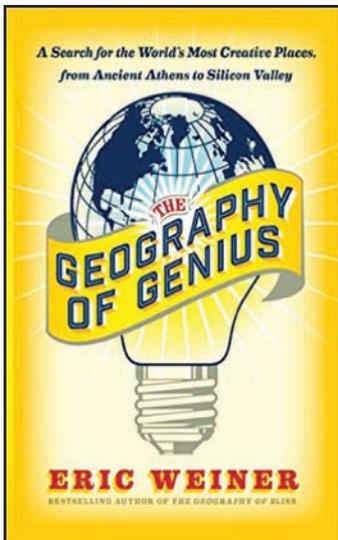
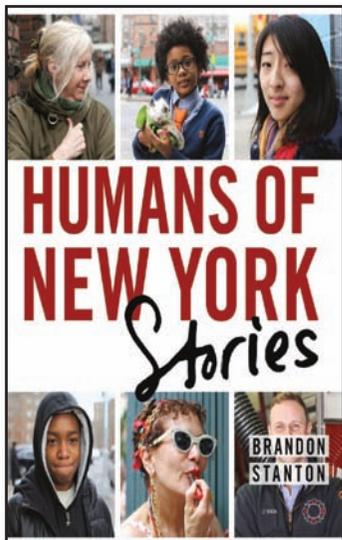
to a lengthy explanation, sometimes to a poem. All the time to something interesting.

This is a dandy book and, as I said, I wish I had written it. I don't say that about much that I read, but this is what I do and it's a hell of a lot of fun to write, to photograph and to absorb.

—Dan Smith

### *Oooh... I wanna go*

What an excellent travelogue-like companion. Eric Weiner's *The Geography of Genius* (Simon & Schuster; 2016) and subtitled: A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley is a remarkable study, written in a voice that is both approachable and authoritative. Highly, highly recommended. I simply must share the destinations of genius bedrocks: Athens, Hangzhou, Florence, Edinburgh, Calcutta, Vienna, Silicon Valley. What makes these places spawning grounds for the creative? And how does a California dot-com revivalist camp beat out a place like Greenwich Village or Boston or even another golden state hot spot like Haight-Ashbury in San Francisco for our U.S. choice? You'll have to read to see why. You'll have to philosophize with yourself on the author's selections.



(I'm sold on his convictions.) I once wrote a book idea to do this exact same experiment, except with a narrower geocentric (like Southern writer hangouts) and with photography (like our FRONT photographer Anne Sampson's work). G-o-G is a keeper; and my perspective of Weiner's itinerary and production is one of complete jealousy.

—Tom Field

## Teaching battles

*Ghosts of My Mind* by J. Michael O'Connor (Xlibris; 2012) is the journey of a simple teacher, moving his family away from the big city to the Appalachian Mountains, during the 1980's. This is a fictional story of real life events and experiences, chronicling the injustices of the school and system in which he operates. James Patrick O'Francis teaches his students to think for themselves; however, the administration fights him every step of the way, triggering flashbacks to his time in the Viet Nam war.

O'Francis' time as a Ranger, and rural high school teacher and coach is all portrayed in this story. Nothing is left out. He worked hard for his students, teaching them to think for themselves, coaching them in basketball, baseball, and football, to realize the high school

years will be over before they know it and they should make all the memories they can for themselves, not for someone else. However, the political system in play at that time had something else in mind.

O'Francis befriends "The Man" who supplies him with information as he needs it about the people sabotaging his career, his reputation, his name. Who is "The Man" and how is he able to get all this information on O'Francis' enemies? Can O'Francis overcome the odds stacked against him? How does this affect him, his students, his family?

This book will take you back to your high school years and bring to light the inner workings of a corrupt school system and the players that kept it going, from teachers, to principals, to administration and how this affected a simple teacher, his reputation, and his family. Read the book. You just might recognize some of the characters. The events will pull you in and you won't be able to put the book down.

—Sally Shupe

(The reviewers: Dan Smith, a Roanoke writer, is founding editor of FRONT; Tom Field is a creative director and publisher of FRONT; Sally Shupe lives in Newport, works at Virginia Tech and is a freelance editor.)



Courtesy of Cox

## Cox @ mall >

A new **Cox Solutions Store** (for television, internet, telephone and home products) has opened at Valley View Mall in Roanoke; above: **Christine Broughton**, from Congressman Bob Goodlatte's office; **Mike Morris**, Cox Solutions Store manager; **Cally Smith**, Roanoke Regional Chamber; **Jeff Merritt**, Cox Virginia market vice president, Roanoke Operations; **Wayne Bowers**, City of Roanoke Economic Development; **J.D. Myers, II**, Cox Virginia senior vice president and region manager celebrate with ribbon cutting.



Tom Wallace

## Foodie fun >

The **Kroger Eat Simple, Live Simple Expo** was held Jan. 16 at the Berglund Center, featuring presentations on healthy nutrition; sponsored by iHeartRadio Roanoke.

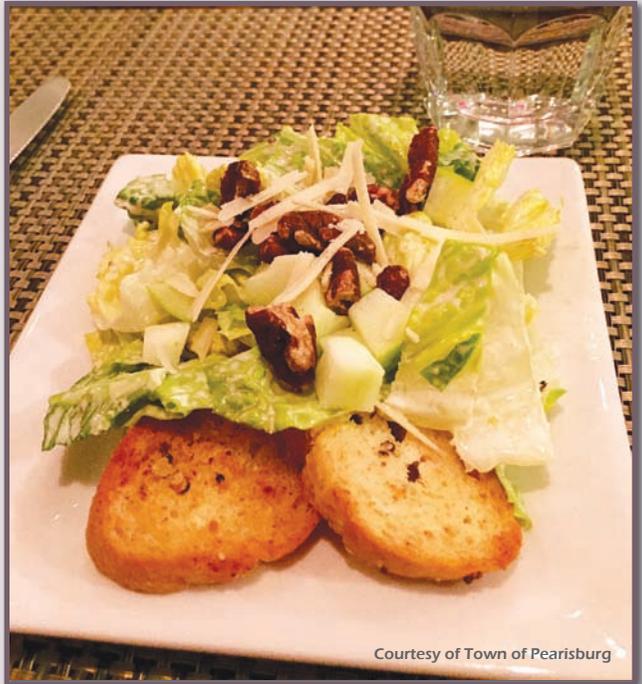


## Wo there >

The **RBTC WoTech** luncheon was held Jan. 27 at Roanoke College where executive and leadership coach Kathy Baske Young led a conversation on the experiences and expectations of women in the technology field.

## Pairing up in Pearisburg >

Pearisburg's **Farm to Fork** pairing dinner was held Jan. 14 at the Inn at Riverbend (also scheduled Feb. 10 and Mar. 17) which included Virginia wines, lamb chops, desserts and this salad from local sources, presented in a small private party setting.



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

# Career FRONT

## FINANCIAL FRONT

**Lisa Correll** has joined as accounting manager, and **Cheyenne Bolt** has joined as retail specialist at HomeTown Bank.



Teal

**Eric Teal** has joined as CIO and managing partner, serving southern Virginia at Queens Oak Advisors.

**Nick Hart** has been named vice president of marketing at MemberOne Federal Credit Union.



Ely

**Matthew Ely** has joined as financial advisor at the Roanoke office of Ameriprise Financial Services.

## LEGAL FRONT

**Nick Conte** is joining as general counsel and senior vice president at Carilion Clinic.

**Andrew Gay** has



Conte

joined as associate attorney at Gentry Locke.

**Debbie Hall** has joined as estate planning and elder law attorney at Desimone & Green.

Roanoke Valley Paralegal Association 2016 officers include: **John Kong**, president; **Erin Polley**, vice president; **Whitney Jennings**, secretary; **Sarah Assaid**, treasurer; and board members **Jayne Atkins**; **Tara Barnett**; **Brittany Cory**; **Donna Elder**; **Beth Reed**; and **Eva Gray** as National Association of Legal Assistants representative and **Kathie Coulson** as Virginia Alliance of Paralegal Association representative.

The Honorable **Cynthia Kinser**, Gentry Locke senior counsel (retired) has been inducted into the Virginia Law Foundation 2016 Class of Fellows.

## DEVELOPMENT FRONT

**Ellen Rorrer** of Warm Hearth Village and WoodsEdge Community has become a member of New River Valley

Association of REALTORS.

Roanoke Regional Home Builders Association has announced its new officers for 2016:

**Merle Heckman**, president; **Sean Horne**, vice president; **Mike Shorten**, secretary; **Fred Corbett**, treasurer; **John Hopkins**, vice president and associate; and **Mike Eades**, immediate past president.

Roanoke Valley Association of Realtors has announced its new officers for 2016: **Donna Marie Harris**, president; **Kathy Chandler**, president-elect; **Connie Hash**, vice president; and new directors: **Jerry Cohen**; **Neil Conner**; **Walter Grewe**.



Garland

**Aaron Garland** has joined as associate in residential and commercial sales and leasing services at Hall Associates.



Greene

**Christina Greene** of

Hall Associates has earned the Professional Community Association Manager designation from Community Associations Institute.

## RETAIL/SERVICE FRONT

**Kenneth Treat** has been promoted to vice president of freight operations, and **Scott McFeters** has been promoted to household good operations at Lawrence Companies Inc.

**Brenda Mitchell** has joined as café attendant at Warm Hearth Village's Huckleberry Café.

## EDUCATION FRONT

**Mike Houston** has been hired as football head coach at James Madison University.



Baker



Campbell

**Jeri Baker** has been named director



Bixler



Hochella

of parking and transportation; **Allen Campbell** has been appointed to senior director of application architecture and planning in Enterprise Systems; professors **Jacquelin Bixler** (Spanish) and **Michael Hochella Jr.** (geoscience) received the 2016 SCHEV Outstanding Faculty Award at Virginia Tech.

**Timothy Klocko** has been named vice president for finance and treasurer at Sweet Briar College.

## CULTURE FRONT

**Jessica Taylor** has been hired as programming coordinator at Jefferson Center.

## Have a career announcement?

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



Hopkins

**Rachel Hopkins** has been chosen as new executive director for the Science Museum of Western Virginia.

**Carole Tarrant** has joined LaConexionVa.org as strategic advisor.

**Jennie Weeks** has been appointed director of human resources for the YMCA of Roanoke Valley.

Roanoke Regional Chamber of Commerce 2016 officers and directors include: **Ken Randolph**, chair; **F.B. Webster Day**, past-chair; **Nathan Kerr**, chair-elect; **Mark Hudzik**, vice chair of public policy; **Todd Morgan**, vice chair of economic development; **Eddie Hunter**, vice chair of membership; **Chris Wingfield**, vice

chair of operations/treasurer; **H. Joseph "Joe" Jones**, vice chair at large; **Terry Jamerson**, vice chair at large; **Todd Putney**, vice chair at large; and **Joyce Waugh**, Chamber president and secretary. New

members of the 2016 Board of Directors are: **Dr. N.L. Bishop**; **Greg Brock**; **Cora Carpenter**; **Dr. Kay Dunkley**; **Katherin Elam**; **Nancy Gray**; **Matt Huff**; **Dr. Cynda Johnson**; **Penelope Kyle**; **Joseph LaScala**; **Michael Maxey**; **Dr. Thomas McKeon**; **Jamal Millner**; **Dr. Robert Sandel**.

Salem-Roanoke County Chamber of Commerce 2016 officers include: **Anne Marie Green**, president; **Toni McLawhorn**, 1st vice president; **Teresa Hamilton Hall**, 2nd vice president; **Dave Prosser**, treasurer; **Caroline Goode**, secretary; **Adam Bruce**, past president; and directors: **Bill Kyle**; **Bill Norris**; **Carey**

**Harveycutter**; **Curtis Hicks**; **Dan Toti**; **Denise King**; **Doug Turpin**; **Jeffrey Van Doren**; **Joe Legault**; **John Shaner**; **Keegan Moody**; **Mark McCaskill**; **Nathan Overstreet**; **Quinn Mongan**; **Robert "Tex" Caldwell**; **Sean Pressman**.

**Lisa Garst** has joined as director of the Partnership for a Livable Roanoke Valley at the Roanoke Valley Alleghany Regional Commission.

## MUNICIPAL FRONTS

Roanoke County Fire & Rescue promoted the following officers: **C. Travis Griffith**, deputy chief; **Darryl Burks**, battalion chief; **Craig Robertson**, battalion chief; **Randy Spence**, battalion chief; **Jeffrey Johnston**, captain; **R. Chad Wheeler**, captain; **Michael Haubner**, lieutenant; **Christopher Shaun Lacy**, lieutenant.

*Compiled by Tom Field*

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Courtesy of Stateson Homes

## Kipps Farm development in Blacksburg

### *Down by the schoolyard*

**Kipps Farm**, a new 60 estate home site community near the high school and middle school in Blacksburg is being developed by Stateson Homes and Snyder & Associates

### *ER part II*

**LewisGale** is making plans to open a standalone emergency department at the intersection of Ogden and Electric roads adjacent to Tanglewood Mall in Roanoke County, pending state approval.

### *Bedford pseudo-nuke*

The Integrated Systems test facility at the **Center for Advanced Engineering and Research** in Bedford

County—a mock nuclear power plant—is under consideration for a reopening (it was shut down in 2013) upon recommendation by Department of Energy and the Virginia Nuclear Energy Consortium.

### *LU flying*

Liberty University has purchased the **New London Airport**, a small airstrip in Bedford County, for \$1.8 million, and intends to use it in its aeronautics programs as well as a general airport.

### *Truckers' delight*

**Starsprings**, a Swedish manufacturer of spring components for mattresses and furniture, is investing nearly \$4 million in operations in

Henry County; the facility would supply mattress units for long-distance trucking and is projected to create 68 jobs.

### *New pieces*

**Hooker Furniture** in Martinsville plans to acquire Home Median International, a North Carolina parent company which includes Pulaski Furniture, Samuel Lawrence, Prime Resources and Right 2 Home, for a reported \$100 million; a deal expected to double the size of Hooker and employing 900.

### *Extra cable*

**Shentel** is expected to purchase Colane Cable in West Virginia, pending regulatory approval,

extending its voice, data, cable, video network in southwestern Virginia, West Virginia, Maryland, and Pennsylvania.

### *Not that simple*

Virginia Tech is changing the name of Virginia Bioinformatics Institute to the **Biocomplexity Institute** of Virginia Tech.

### *Bank deal*

**Bank of Floyd** and **Grayson National Bank** have announced plans to merge in second quarter 2016, pending shareholder and regulator approval.

### *Downshifting*

**Volvo** truck plant in Pulaski County announced plans

to lay off 734 employees in first quarter 2016.

*Second opinion*

**Catawba Hospital** potential closing announcement in the governor's budget has spawned resistance from multiple organizations and mental health proponents who argue that access to psychiatric facilities like the 110-bed state owned and operated facility in Roanoke County is already limited.

*Slick*

**Hardide Coatings** has opened a production

facility in Martinsville; the international company in England, provides surface coatings for products in aerospace, engineering, and other applications.

*Switching tracks*

**Norfolk Southern** is combining some of its support operations from Bluefield, West Va. Pocahontas division to Roanoke.

*Post coal training*

**Virginia Community College System** announced its intention to use its \$2 million federal grant to retrain

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former employees laid off by Alpha Natural Resources in the coal industry; partners include Southwest Virginia Workforce Development and Virginia Tech Office of Economic Development.

*Grinding down*

**Capco Machinery Systems** has closed

its industrial roll grinder manufacturing facility in Botetourt County.

*Winds up north*

**Botetourt County Planning Commission** has approved a special exemption permit by Apex Clean Energy for its proposed development of wind turbines on top



**Catawba Hospital**

FRONT

# FRONT Notes

of North Mountain; the application for a 25 unit wind farm is now pending the board of supervisors' action.

## Dry tap

**Roanoke Railhouse Brewing** has closed its tap room and halted production and is up for sale; owner Steve Davidson announcing it will not continue unless purchased.

## Pay to play

The development of the **Roanoke Valley Broadband Authority**—a 50 mile fiber network through Roanoke, Salem, and parts of Roanoke and Botetourt counties—now

includes its release of proposed rates, currently \$5,687 per month for institutional customers to access the 1 gigabit service.

## Con Ed with MVP

**Mountain Valley Pipeline** has secured Consolidate Edison as a 12.5 percent owner.

## Loses letters

**Block Advisors** is the new name for H&R Block tax preparation and planning offices.

## Trust Bethany

**ARCH** (Advocate, Rebuild, Change, Heal)

is a new nonprofit organization in the Roanoke Valley, the result of a merger of Trust House and Bethany Hall.

## Partnering up

**Woods Rogers** law firm in Roanoke has formed a strategic alliance with Innovista Law in Richmond, a firm specializing in telecommunications, social innovation, and government contract disciplines.

## 611 sequel

**Virginia Museum of Transportation** has announced the return of the Norfolk & Western Class J 611 steam

locomotive to the mainline for 2016 public excursions and special appearances; dates available at [www.FireUp611.org](http://www.FireUp611.org).

## Environmental regulation

A **Virginia Alternative Energy and Coastal Protection Act of 2016** bill has been introduced for Virginia to join the Regional Greenhouse Gas Initiative, giving the state the option to create its own cap and trade system for carbon dioxide emissions.

## Catching the train

The **New River Valley Metropolitan Planning Organization** (MPO),



Roanoke Railhouse Brewery

FRONT



**Carilion Clinic's Institute for Orthopaedics and Neurosciences**

along with NRV Regional Commission and NRV Rail 2020, has recommended two sites as potential locations for an Amtrak rail stations: both near the aquatics center in Christiansburg off North Franklin Street.

*More party invitations*

Delegate **Sam Rasoul** (D-Roanoke) has introduced HB82, which reduces the vote test for a political party to remain on the ballot from 10% to 5% of the vote in

a statewide election in either of the last two statewide elections.

*Rehab on aisle five*

Carilion Clinic has officially opened its

new **Institute for Orthopaedics and Neurosciences** at the renovated former Ukrops grocery store building on Franklin Road in Roanoke.

*Compiled by Tom Field*

**Additional FRONT Notes posted online at [moreFRONT.blogspot.com](http://moreFRONT.blogspot.com).**  
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Lawrence Bechtel and daughter Haley



Rose Shawhan-sister

## Creativity – it runs in the family >

### Executive Summary:

*Bechtel art is making an impact—and telling a story—in the region.*

By Z. Kelly Queijo

"I've been drawing for as long as I can remember," says Haley Bechtel, recent Radford University art graduate. At twenty-two, that would make her a veteran artist of at least twenty years and, when you take in to account having grown up with a father who's a sculptor and a storyteller, a mother with a

background in art, and a sister who is a singer and songwriter, then you could say growing up Bechtel is equivalent to having been raised in an artists' colony. And, it shows.

Bechtel was the winner of the 2015 Undergraduate Award of Distinction in the juried art competition for Radford University students last spring. Her most recent work, a collection of friends and family portraits for her senior exhibition, was featured in December in the Radford University Bondurant Gallery.

### An eye for detail; an eye for color

On canvases that are 3-feet squared and 4-feet x 3-feet, Bechtel's larger-than-life portraits are of influencers that include



Larry Bechtel-father

her family and close friends. An intense explosion of expression and color, the portraits subtly depict the quirks and nuances unique to the personality of each subject.

Her sister Rose's red sassy lips (she's always been known for her sharp wit) draw you to her, while Bechtel's tribute to her deceased cousin, Ben Pinkerton, is done primarily in blue, the color for colon cancer awareness, and pink – both for Ben's last name and for the hashtag "#pinkstrong," created for his campaign to battle cancer.

Bechtel sees the world through colored lenses first; the intimate details follow.

Her father, Lawrence Reid Bechtel (Larry to his friend) is himself a well-known sculpture artist. His sculpture "Officer Down" (a.k.a. "Fallen Officer") sits in front of the Roanoke Police Department. While "Ready to Serve," a tribute to police dogs, stands in front of the Virginia-Maryland College of Veterinary Medicine.

Other sculptures of notable people from the Virginia Tech community include a life-size sculpture commemorating Addison Caldwell, the university's first student, and Jack Dudley, beloved professor and head of University Honors from 1990-2008.

Back home in his studio in Blacksburg, Bechtel senior is writing his first historical



Officer Down



Ann Shawhan-mother



Larry Bechtel working on Isaac at Christiansburg Library

novel on the life of Thomas Jefferson's slave, Isaac Granger Jefferson and, of course, there's a sculpture to accompany the story—two in fact.

Bechtel completed a bust of Isaac as a grown man as a companion piece to an earlier bust he created of Thomas Jefferson. For Bechtel, there is no art without a story. His research on the life of Jefferson's slave and his family became the inspiration for the new novel and a new bust.

A head shaped out of green clay depicting a fifteen-year-old Isaac sits on the artist's workbench. There are no historic photographs to show what the young man would look like at this age. Bechtel says he's performing "facial forensics" to create a model of him.

While the mediums these two Bechtel artists have chosen to work with differ, what is shared is the focus on the details, especially facial details.

Sculptor Bechtel says, "The adage is that color trumps form. If you color a sculpture you're going to see the color and it will break up the unity of the form as a whole." He pays particular attention to facial details – the depth of a furrowed brow, the slant of the eyes, the chisel of a cheekbone.

For Painter Bechtel, the depth of expression comes from the colors she chooses and the shape of her stroke. Among the family paintings, it seems only fitting that the portrait of her father and perhaps her greatest inspiration, has more depth, more detail, and more color. His smile is caressed by brushstrokes, sculpted by color. 

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# An evolution

Your business has to evolve to keep up.  
To be truly competitive.  
To serve your customers.

We're no different.



By now, you've probably heard Blue Ridge Copier is now Ethos Technologies.

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