

Valley Business

FRONT

*The
Pied Piper
of Roanoke*

THE SMALL BUSINESS & ENTREPRENEUR
CHAMPION IN VIRGINIA'S BLUE RIDGE

FREE • ISSUE 93 • JUNE 2016

vbFRONT.com

A man in a historical costume, including a gold hat, a red cape, and a white shirt with a gold and black patterned vest, is playing a flute. He is looking to the left with a slight smile. The background is a dark blue sky with stars.

Getting
Followed

Adam Linkenauer,
Roanoke Business Club

Administrative & Regulatory | Appellate | Business & Corporate | Construction
Environmental | Family Law | Government Investigations & White Collar
Criminal Defense | Healthcare Law | Immigration | Intellectual Property
Labor & Employment | **Litigation** | Local Government
Medical Malpractice Defense | Real Estate | Tax | Trusts & Estates

fierce protection

litigation



In business, as in nature, protection is paramount. When your organization is threatened, you need someone with the **strength, skill and tenacity** to fight for your interests.

Woods Rogers. The fierce protector of your business.

WR WOODS ROGERS
ATTORNEYS AT LAW

woodsrogers.com | (800) 552-4529

ROANOKE | CHARLOTTESVILLE | DANVILLE | RICHMOND



WELCOME to the FRONT

There's a new sound in the air. Is that a flute? I'm not sure it's a musical instrument at all; but something is definitely happening here in our region. A buzz. An undercurrent. A force of energy. And it's coming from something outside the usual glob of suits. Oh, there are suits in the mix. But it's not all suits. Among the bankers, the lawyers, the developers, the agents, the "establishment" of movers and shakers in our business and greater community, there's a crop of new faces. New champions in the fight for moving our region ahead, even as we're in the midst of celebrating a lot of recent positive business news.

Today's army of progress include small business, micro business, startups, and solopreneurs. Whereas before, these independent champions might have been involved in small batches, scattered pop ups who wanted to play within the established circle even as they worked their every available hour at their businesses, now there are more activists, more formidable players, and more voices being heard. One such force is a new group called the Roanoke Business Club; and we'll meet them in this issue of FRONT.

Listen up. There's a new tune in the air.



Tom Field

“”
They really do bite, they
suck your blood — Page 41



 **citizens**
Technology for Your Community

Protect. Detect. Connect.

Get connected and enjoy your time away!

From the palm of your hand, you can **save money with Citizens Smart Monitoring Solutions**. Control heating, cooling and energy management of your home, and also have the ability to watch live video and receive alerts when motion is detected in your home while you're away.

citizens.coop/home-automation | 540.745.2111 | 276.637.6485

Get Back to Being YOU!

CARILION CLINIC
REHABILITATION
SERVICES

From hospital to home, choose a rehabilitation team that's with you every step of the way.

Illness, accidents and surgeries can affect your mobility and communication. At Carilion Clinic, we start you on the path toward regaining those functions as soon as you are able. From acute to inpatient and outpatient services and in-home therapies, Carilion Clinic offers the experience and specialized care to help you reach your goals.



CARILION CLINIC

800-422-8482 | CarilionClinic.org

DEPARTMENTS



Entertaining
35 counties wide 26

Window wonder 34

Sniffing out business 40

Clicking for groceries 60

PERSPECTIVES

Etiquette & Protocol 22

Business Dress 25

Young Professionals 28

Business Operations 31

Legal 38

REVIEWS & OPINIONS

On Tap from the Pub 44

Reviews 46

FRONTLINES

FRONT'n About 48

Career FRONT 54

FRONT Notes 56

vbFRONT.com
morefront.blogspot.com



“ ”
Clothes matter — Page 25

Valley Business FRONT

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

Staff

Publisher / Creative Director	Tom Field tfield@vbFRONT.com (540) 389-9945
Advertising	Dan Dowdy ddowdy@vbFRONT.com (540) 797-7943 ads@vbFRONT.com (540) 389-9945
Graphic Designer	Nicholas Vaassen nvaassen@berryfield.com
Production	Berryfield, Inc. PO Box 1041 Salem, VA 24153 (540) 389-9945

Departmental Contacts

Advertising	ads@vbFRONT.com
Subscriptions	info@vbFRONT.com
News / Releases	news@vbFRONT.com
Admin / Ops	info@vbFRONT.com

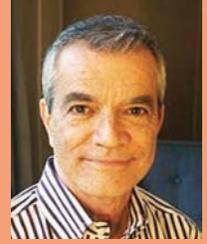
(540) 389-9945
vbFRONT.com
morefront.blogspot.com

© Copyright 2016; Valley Business FRONT, LLC. All rights reserved. Reproduction or use of this publication in whole or in part without written permission is prohibited. Information within Valley Business FRONT is obtained from sources considered reliable, but cannot be guaranteed. Opinions expressed are not necessarily those of the ownership. Valley Business FRONT is primarily distributed to subscribers by mail, digitally and select locations throughout the Roanoke Valley, New River Valley, and western Virginia.

JUNE



Sarah Cox



Dan Dowdy



Mike Leigh



Ariel Lev



Randolph Walker



Alison Weaver

Editorial Advisory Board

Valley Business FRONT has organized an Editorial Advisory Board in order to help direct coverage. FRONT selected a group of 14 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



Tom Field



Keith Finch



Kathleen Harshberger



Caitlyn Skaggs



Kathy Surace



Nicholas Vaassen



This probably saved me
an hour — Page 60



Marissa Yi

Biographies and contact information on each contributor are provided on Page 24.

2016 Members

Nancy Agee Carilion (Wellness)
Laura Bradford Claire V (Retail)
Nicholas C. Conte Woods Rogers (Legal)
Warner Dalhouse Retired (Seniors)
John Garland Spectrum (Development)
Nancy Gray Hollins University (Education)
Ellis Gutshall Valley Bank (Finance)
Nanci Hardwick Aeroprobe (Tech/Industry)
George Kegley Retired (Seniors)
John D. Long National D-Day Memorial (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.



It is not
necessary to
show persons
how you
masticate
your food

— Page 22

twitter
facebook

Website: www.vbfront.com
Facebook: [vb front](https://www.facebook.com/vbfront)
Twitter: [@vbfront](https://twitter.com/vbfront)
Blog: morefront.blogspot.com





The Following

The legend of the Pied Piper is, well... legendary. Here's a guy who in the Middle Ages had a great reputation for luring rats away from the town. He performs his service (which involves playing his magic pipe) with more than satisfactory results, only to be refused payment by the ungrateful citizens. But the Pied Piper sets them straight by performing his service again—this time, luring the children away in the middle of the night. Everyone was crying.

Ouch.

But no one questioned his ability to generate a following. And that brings us to today's FRONTcover model. Adam Linkenauer is the Piper of Roanoke; using social media and digital strategies to generate followers much faster than the average guy. What's particularly interesting, is that here we have no rats or children (or at least not a preponderance). Instead, the followers are actually leaders. Business leaders, entrepreneurs, small business owners, startups, professionals, and what is likely to be a nice handful of tomorrow's trendsetters. People who want to lead by following. Following what works, what is proven, and what they perceive to be the most current model for success in business.

The Piper of Roanoke has operated a very successful venture using the dependency of creating a following. Our story in this edition of FRONT is about how he and his partners and the quickly expanding network intend to repeat that performance within a localized business social network.

The town folk could very well be crying again. With cries of delight.

Comfort club >

Executive Summary:
Roanoke Business Club, a new knowledge-based referral and networking community is establishing a group that's all business—but with a different vibe.

By Tom Field

Michaela



How many business-related associations are out there? In Virginia's Blue Ridge, there are easily more than a dozen that are well-established, many are formidable and effectively organized, with a strong and loyal following. Memberships in area chambers remain consistent, and other business groups are reporting healthy momentum, perhaps mirroring the current climate of positive economic announcements hitting our towns, cities and counties in recent months.

So what does Adam Linkenauger mean when he says he started a new business club at the end of February after looking around and not finding what he really wanted? Did he overlook all the possibilities?

Hardly.

After all, Linkenauger is undeniably a master at social media and "looking things up." He knows all about "followers," amassing over 10 million views with his basketball training videos under his wildly successful Freak Athletics business and the I Love Basketball product line.

No, Adam Linkenauger was searching for something a little different. And when he didn't find the group that suited his preferences, instead of going elsewhere, he invented a new one.

"Roanoke Business Group is based off an idea. We wanted a community that was knowledge-based, and built on the principle of members who want to help each other," says Linkenauger.

Throwing in terms like "concentric growth of colleagues" and "friends of friends," Linkenauger seems to envision a group that is dependent on a distinction not necessarily at the top of the list for most business associations. Whereas most professional business networks use words like leadership, improvement, drive, champion, influence, prosperity and even clout in their mission statements, RBC has another word in mind, and it's one both Linkenauger and partner Michaela Parris use over and over.

"Comfortable."

"This is not for the seasoned networker," Parris says, "though we certainly have all kinds of members. You see totally different faces here."

There's a bit of irony in the fact that Adam and Michaela (pronounced like Michael with an "a" at the end) are operating a fast-growing business group while both admit they aren't into the networking scene.

"I never was the networking or social type," Linkenauger continues. I wanted something that was comfortable, but you still get the interaction."



Adam



Tom Field

"Comfort is a huge thing," Parris picks up. "Part of what makes Roanoke Business Club different is that we're playing off a culture, and something that's casual."

Parris and Linkenauger say RBC is designed for early startups to mid-level businesses (people who "don't know it all") but also for those who just have a deep commitment to Roanoke and its future.

Although casual in design, RBC is already quite a force in its momentum and attraction. The group just started at the very end of February and already has over 2,400 members (by mid May). It's free, but also private and closed with a few rules that are important for sustaining its mission.

The social media platform, for example, makes it clear the postings are for support and assistance and knowledge-sharing rather than selling. An example would be if one business member mentioned an event and asked about catering services, the preferred responses would be from other members suggesting caterers or even related advice, rather than one caterer dominating a pitch to the inquirer.

RBC currently involves the big umbrella social media hub (its Facebook page is its biggest depository at this point); a jobs bulletin board and member directory; monthly social gatherings; and both a knowledge-based workshop series and peer-to-peer member discount keycard program under development. CoLab founder Samantha Steidle has contributed to the effort as well as fellow RBC partner Micah Fraim, CPA.

Linkenauger and Parris say all the developments are introduced, designed and guided by member input.

Both partners are natives of the region and factor in community development and progress of Roanoke as an essential component of RBC. A serial entrepreneur, Linkenauger continues to run his sports training venture, has opened Media540—a digital agency that provides marketing automation, and he's interested in launching a "Mastermind" meetup and consultative support outlet for CEOs and fellow entrepreneurs.

Adam Linkenauger says a very professional business woman came up to him near the end of one of the first monthly social events, and said, "I love how comfortable you are." As if that environment was not expected at a business gathering.

The truth was, Adam says, we were wrapping up the night and had enjoyed a few drinks by that time.

But still. There's nothing wrong with being comfortable. In fact, more than 2,400 folks already believe it has its advantages.



Ariel



What RBC members are saying >

Compiled by Marissa Yi and Tom Field

Roanoke Business Club Members mention different benefits and advantages of Roanoke's newest business social network; but they all seem to agree on one thing: it's not stuffy.

"What the Roanoke Business Club provides is unique: it's managed by marketing experts and they have collected a group of professionals together who are interested in helping each other over helping themselves. The result is a well-run networking and referrals group that also has a ton of fun!"

Ariel Lev | Director, CoLab

"The great thing about the Roanoke Business Club is it allows entrepreneurs from all different levels to connect. The key is the connections that it allows its users to take advantage of if they choose."

Jonathan Kelly | Owner, Fetch



Jonathan



Bella Muse Photography

Keith



Bella Muse Photography

"It's astounding what Adam and Michaela have done in such a short time. Clearly they are masters of organization – and they really know how to throw a good party, too."

Keith Finch | Attorney, Creekmore Law Firm

COVER STORY

"The best thing about the RBC is the ability to utilize other local services and draw on the collective knowledge and experience of the group."

**Brandon Pruett and Jim Thomas | Owners,
Food Prep Service**

Jim



Brandon

Bella Muse Photography

Beth



"I love being in front of an audience of 2,000 business professionals with one goal in mind: helping each other grow and be successful. I live by the philosophy, if you do business with us, we will do business with you. RBC has allowed all of us to connect and live that mentality no matter what service we provide."

Beth Thomas | Manager, Buckle

"I've gone to other networking events where there are cliques and no one talks to you; but in RBC people approach you; you're able to relax."

Marissa Yi | Owner, Bella Muse Photography and Bella Boudoir



Marissa



Bella Muse Photography

FRONT

Micah



Kevin



FRONT

"Certain networking activities in town are stuffy, and yet others can be too social. RBC is great for gaining business contacts. Referrals end up being a pretty big deal... you make friends, you like the people you're with, and you're better able to help. There is already a lot of activity on the page, so people really start to know you."

Micah Fraim | Owner, Micah Fraim CPA
Partner, Roanoke Business Club

"You get to network with a lot of different people. Having it on Facebook makes it easy to ask questions and reach out to customers. RBC is a good fit for me as I travel out to meet busy people."

Kevin Stuckey | Owner, Anchor Mobile Repair 





The timelessness of table manners >

I recently ran into a book called *Manners and Morals of Victorian America*, compiled by Wayne Erbsen and published in 2009 by Native Ground Books and Music, Asheville, N.C. It is fun to read because some of the advice is hopelessly out-of-date. Not dining etiquette, though! The advice, often written in an amusing style, is just about as current today as when it was written. All of the quotes date between 1881 and 1910.

Sensible Table Manners:

- Do not play with the utensils.
- Do not put your elbows on the table.
- Do not talk loud or boisterously.
- Be cheerful in conduct and conversation.
- Never, if possible, cough or sneeze at the table.
- Do not bend the head low down over the plate. The food should go to the mouth, not the mouth to the food.
- Never make a noise while eating.
- Do not open the mouth while chewing, but keep the lips closed.
- Do not talk when the mouth is full.
- Never put fruit or bon-bons in your pocket to carry them from the table.
- It is not necessary to show persons how you masticate your food.
- When you are at the table do not show restlessness by fidgeting in your seat.
- Do not introduce disgusting or unpleasant topics of conversation.

Bad Table Manners:

- Tips chair back.
- Eats with mouth too full.
- Feeds dog at the table.

Etiquette & Protocol

By Kathleen Harvey Harshberger

Executive Summary:
Dining etiquette hasn't changed much over the years.

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

- Holds his knife improperly.
- Engages in arguments at mealtime.
- Lounges on the table.
- Brings a cross child to the table (well that's gone out the window!)
- Drinks from a saucer and laps the last drop.
- Comes to the table in shirt sleeves, (see etiquette quiz below).
- Picks his teeth with his fingers. The habit which some have of holding one hand over the mouth, does not avoid the vulgarity of teeth picking at the table
- Scratches her head and gets up unnecessarily. (Not sure about that one).

Etiquette Quiz 1889

- Is it allowable for a man to eat his meals with his coat off? Certainly not. No well-bred man would think of doing so. (That's gone out the window, too!)
- Is it proper to use a fork in eating asparagus, or should the stalks be taken in the fingers? Never use a knife. Well bred people take the stalks in their fingers. (Many are surprised to find out that that is still true!) 🍴



Never put fruit or bon-bons in your pocket to carry them from the table.



Do not bend the head low down over the plate. The food should go to the mouth, not the mouth to the food.

OPERA ROANOKE

YOU HAVE TO EXPERIENCE IT,
at least once.

540) 982-2742 | www.operaroanoke.org

Find Us On [f](#), [YouTube](#), [p](#), [t](#), [g+](#), [in](#).

CONTRIBUTORS

Sarah Cox writes articles for local, regional, and national platforms. She has an MA in writing from Hollins and a BA in English from UVA. She is currently the Coordinator of the Learning and Writing Center at Jefferson College of Health Sciences. [sccox1@jchs.edu]

Dan Dowdy is the business development director for Valley Business FRONT and owner of The Proofing Prof proofreading services (www.proofingprof.com). His background includes service in the U.S. Air Force and an extensive career in education, including teaching college-level writing competency and business courses, and working for a Fortune 100 company. [ddowdy@vbFRONT.com]

Tom Field is a creative director, marketing executive and owner of Berryfield, Inc. in Salem, and owner of Valley Business FRONT magazine. He has written and produced programs and materials for local and international organizations for more than 30 years. [tfield@berryfield.com]

Keith Finch is an attorney with Creekmore Law Firm in Blacksburg [keith@creekmorelaw.com]

Kathleen Harvey Harshberger is a graduate of Radford University and the Protocol School of Washington. She conducts seminars in business etiquette, international business protocol, and dining skills. She has an international clientele in business, government, and higher education. She is a certified Protocol Officer. [harshbergr@aol.com]

Mike Leigh is president of OpX Solutions, LLC, a performance improvement company that helps organizations pursue operational excellence. A retired naval commander and former GE manufacturing manager, he has extensive experience in leadership development and process improvement. [Mike@OpXSolutionsLLC.com]

Ariel Lev is the director of Grandin CoLab. She has a B.S. in communications and broadcasting from Appalachian State

University, a M.A. in communications, culture and technology from Georgetown University, lives in Roanoke with her husband, and enjoys her work with CityWorks (X)po and other business development activities. [akleath@gmail.com]

Caitlyn Skaggs is the director of communications and marketing for Polymer Solutions in Christiansburg. [caitlyn.skaggs@polymersolutions.com]

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

Nicholas Vaassen is a graphic designer with 13 years experience, specializing in publications. His design projects include FRONT, lifestyle, real estate, municipal, classified sales and cultural organization magazines in Roanoke and southwestern Virginia markets. [nvaassen@berryfield.com]

Randolph Walker is a journalism graduate of the University of North Carolina, has been a daily newspaper reporter in Roanoke and an advertising copywriter for the Edmonds Packett Group. He is now a freelance writer as well as a performing musician and guitar teacher. [rwalker25@cox.net]

Alison Weaver is a freelance writer based in Roanoke. She contributed to and was a staff writer at the Blue Ridge Business Journal throughout the 1990s before working as a copy editor at The Roanoke Times for 8 years. [alison.weaver03@gmail.com]

Marissa Yi is an entrepreneur, business advocate, and owner of Bella Muse Photography and Bella Boudoir in Roanoke. [marissa@bellamuse.com]



They distinguish their company from other event planning companies by extending the geographic area... focusing on quality of life...and promoting diversity — Page 30

The power of clothing >

I'm always watching for signs that professional clothing is still an important part of a professional image – despite the persistent casual fashion trend we have seen all around us for years.

Recently I read a new book by Ross McCammon, senior editor at Esquire magazine and author of "Works Well With Others." A native of Texas, he was recruited from a position as editor of an in-flight magazine based in Dallas and spent the last decade trying to acclimate to Manhattan – and get over feeling like an imposter.

McCammon admits that he is one of the worst dressers at Esquire, but has had to learn how to dress and notes, "Clothes matter. They have the power to change your outlook. They are representative of you, and ignoring that obvious truth is denying yourself a really powerful tool."

He cites studies that show that the clothing we wear has an effect on the way we think about ourselves. A favorite shirt or dress gives us confidence in our appearance and boosts our sense of being capable. "Wearing clothes that make you feel good – and capable and confident – is like giving yourself a promotion. You should do it every day. That kind of professional opportunity shouldn't be wasted."

Interestingly, McCammon also touches on the topic of sprezzatura – as I did in a previous column. He aptly says it "allows you to look formal and casual at the same time."

This concept may be key to our obsession with casual wear; we want to look like we don't care how we look - yet we want to be enormously successful while doing so.

Whether you're a young professional or have years of work experience, take advantage of this powerful tool – your clothing. If you don't know where to start, find a good quality menswear shop or boutique and ask for guidance.

Buy the best quality clothing and accessories you can afford and make sure you love the way you look in them. If you look great in your clothes, you'll take better care of them and they'll last a long time. Ask the clerk for help adding unique touches to your outfits so you don't look too cookie-cutter.

Take it from a regular guy from Texas: your clothes matter and make a difference in your success. Go on – give yourself a promotion. 

Comments? Kathy@peacockimage.com



Business Dress

By Kathy Surace

Executive Summary:
The clothing we wear has an effect on not only the way others think about us, but how we think about ourselves.



Michael Matthews and Jerry Smith

Entertaining 35 counties wide >

Executive Summary:

Xclusive Event Productions, a new event management company, looks to produce in a larger regional footprint and promote diversity.

By Sarah Cox

Michael Matthews and Jerry Smith started a new event planning company that, if they get their way, will encompass the Roanoke and New River Valleys as well as Central Virginia. Xclusive Event Productions, Inc., under a parent company, Applsn Capital Investment Group, is located in a 2800 square foot

space on Franklin and Edinburgh Streets. The company opened for business on February 1, 2016, with Matthews as president and CEO and Lamar Hale as COO. Matthews has a BS in Community Recreation and Event Planning from UNC-Greensboro and relocated to Roanoke for a job with Downtown Roanoke, Inc., where he worked for over a year and one half. Recently, co-founder Smith accepted a position as CEO and president at Applsn.

While Matthews and Hale say they would prefer to take full responsibility of events – from planning to execution – they will also offer the stages of event planning from consultation and budgeting, to development and presentation of events to clients, with commensurate fees. The company's funding is from both a silent partner as well as sponsorships from brand partners such as Coca-Cola and Red Bull,

both of which they have on board.

The first events kicked off in May, with outdoor events that include movie nights as well as event planning and execution for Valhalla Vineyards. Since they are the new kid on the block, the partners said they want to step lightly with other, smaller companies and work together in a cohesive manner. "Our major focus is to provide economic stimulus and quality of life," said Matthews. Hale has been researching and developing spreadsheets about potential in outlying communities such as Franklin and Giles counties. They have already met with the president of Deschutes Brewery to discuss event planning with them, once that company is firmly ensconced in Roanoke.

Some of the planning in opening this company was securing both liquor liability and general liability insurance. The general liability insurance of \$1 million is required in order for their company to work with the city or local governments. The liquor liability covers the company in the event that an accident occurs.

Their marketing has taken the form of a website (www.xclusiveeventproductions.com/home.html), Facebook, Twitter and Instagram. They will also be hanging 12-foot banners from the ceilings of both Valley View and New River Valley malls. According to Smith,

Valley View Mall gets one million people in foot traffic each month and over 15 million each year. These banners should go up in late May or early June.

They feel that they distinguish their company from other event planning companies in the area by extending the geographic area they intend to cover, focusing on elevating the quality of life in these areas through events, and promoting diversity. For instance, they are in the planning stages of Drag It Out, with the location still to be confirmed. This is a drag parade and fashion show to demonstrate that the Roanoke community is accepting of alternative lifestyles. Smith cited that 95 percent of same-sex marriages that have occurred in Virginia took place in the Roanoke area. Additionally, they are intentionally marketing to communities that may need a boost in tax dollars that come from local events – "where the population and funding are not well represented," explained Matthews. Examples include Newport, in Giles County, where he and Smith have been in discussion about outdoor movie events, and Franklin County venues.

Both Smith and Matthews' mission is to "improve the quality of life in the Roanoke and New River Valley and Central Virginia through the implementation of events and programs." 

Read the FRONT online

vbFRONT.com

Also get more stories and pictures at morefront.blogspot.com



eXperience2016: by the numbers >

The 2nd annual eXperience summit, held in early April of 2016, attracted around 200 young professionals to downtown Roanoke for a day of professional, educational and networking opportunities. To the organizers, the event seemed like a success. It exposed young professionals to each other and to many opportunities in the area they may have otherwise overlooked. Attendees seemed pleased and left with business cards filling their pockets.

Everything seemed successful, and this year the organizers decided to make sure it actually was. Thanks to some handy software called PollEverywhere, the organizers were able to send out a survey at the end to track some important data about the area's emerging early-career scene.

For this month's "Young Professionals" column, I thought I would share some of the results with readers of Valley Business FRONT.

Young Professionals

By Ariel Lev

Executive Summary:

A post event survey reveals young professionals enjoy meeting new friends most.

- 56% of attendees were under 30 years old.
- The results were almost exactly split on whether the attendees attended college in the region.
- 84% of respondents reported that they do see themselves living in this region in 5 years.
- Many of those who attended were employed, but there were also job seekers at the event.
- When asked what their favorite part of the summit was, most reported that the Happy Hour / networking element was their favorite.
- Most attendees found out about eXperience through a colleague or friend. Facebook came in 2nd place.

Shark Bite

Alcohol Labeling
June 28 & 29
Blacksburg • Roanoke

for more information & to register visit www.creekmorelaw.com/events



- At the after hours event, most reported that they “connected with new friends,” with a majority of respondents reporting that that was also their biggest takeaway.
- 92% of respondents reported that they would attend eXperience again.

These results show an interesting trend. Attendees were offered opportunities to network with speakers, politicians and business owners, yet most reported the most significant takeaway was that they found new friends.

With these results, the eXperience planning committee determined that the target demographic for this summit will benefit from more opportunities to collaborate and engage with each other so that they can form meaningful relationships. These friendships stand to impact our region in many ways, from new business partnerships to ties that encourage young people to see Roanoke as more than just the place they went to college or got their first job.

With plans to host more events throughout the year and growing excitement about the annual summit, eXperience seems to have filled a very important niche. As an early-career young person, I am excited to watch the eXperience team’s trajectory. 



When asked what their favorite part of the summit was, most reported that the Happy Hour / networking element was their favorite.



The most significant takeaway was that they found new friends



Plant.



Watch.



Gain.

Give Your Money Roots.



Share Certificates.
Money Markets.
Savings.
IRAs.

Start growing your money today.

800-666-8811
memberonefcu.com

Federally insured by NCUA

FRONT NETWORK



AMERICAN ADVERTISING FEDERATION
ROANOKE

A PROFESSIONAL ASSOCIATION DEDICATED
TO THE ADVERTISING INDUSTRY SINCE 1958

Membership Kickoff / New 2016-2017 Year Coming Soon
Watch for Announcements or Like us on Facebook

AAAFROANOKE.ORG



CHRISTINE A. SMITH, CDFA™
Financial Advisor • Franchise Owner
christine.a.smith@ampf.com
CA Insurance #0F69689

BRIAN E. SMITH, CFP®
Financial Advisor
brian.e.smith@ampf.com

Smith & Associates
A financial advisory practice of
Ameriprise Financial Services, Inc.

1901 S Main St, Ste 4D
Blacksburg, VA 24060

540.443.9143
ameripriseadvisors.com/team/
smith-associates/



Ameriprise Financial Services, Inc.
Member FINRA and SIPC.



BERRYFIELD
marketing that moves

Tom Field President
Tel: 540.389.9945
Fax: 540.389.6366
Email: TField@BerryField.com

P.O. Box 1041; Salem, VA 24153

www.BerryField.com

CORRIDOR
MORTGAGE GROUP

Angela Gillespie
Mortgage Loan Originator
NMLS# 1423553
3825 Electric Road SW
Suite B
Roanoke, VA 24018



Direct 540.562.8124
Cell 540.556.8565
E-Fax 540.562.8125

agillespie@corridormtg.com
www.corridormtg.com

Innovation Lab, Coworking Space, & Event Venue

CoLab.



1327 Grandin Rd SW
Roanoke, VA 24015
(540) 397-4377
info@grandincolab.com

GRANDINCOLAB.COM



Electrical Excellence
~ Since 1946 ~

www.davishelliot.com
(800) 755-6702

Davis H. Elliot Company, Inc.
Full Service Electrical Contractor

Merchant Services + Local Service



Adam Midkiff
Director of Merchant Services
540.520.1927
amidkiff@hometownbank.com

HomeTown Bank

www.hometownbank.com

Member FDIC

The Proofing Prof
Helping you Write it Right

Dan Dowdy

phone: 540.797.7943
email: proofingprof@gmail.com
www.proofingprof.com

**Put your Business Card
in the FRONT for only \$99!**

Email ads@vbFRONT.com or call 540-389-9945

Shut the door >

One of the biggest complaints I hear from leaders and other professionals is their inability to get things done because of interruptions. Email notifications, phone calls, and text messages are some of the sources. Fortunately, we can close our email and shut off our phones when we need to concentrate. But many of the interruptions occur when a colleague or employee stops by the office for a “quick question”, or to raise a complaint. After all, you have an open door policy that encourages open communication within your organization.

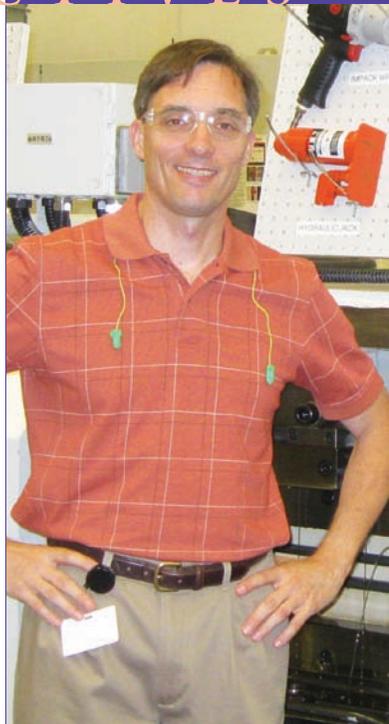
The original intention behind the open door policy was to improve transparency and communications between management and labor. All leaders, including the CEO, are supposed to keep their door open to allow any employee to approach and have a discussion. However, too many organizations take this policy too literally. Some organizations do not allow leaders to shut their door unless a private conversation is being held. This is a bad policy for two reasons.

First, a leader (or any other staff member) must have uninterrupted time to be productive. Planning, goal-setting, and project work are just a few examples when uninterrupted thought is needed. Highly productive people schedule “do not disturb” time to focus on important tasks. Keeping the office door open does not allow that to happen.

Second, if a leader is not already open to employee feedback, or has created an atmosphere of mistrust, an open door isn’t going to magically fix it.

It’s important for leaders to be accessible, and an open door policy is meant to do that. But it’s just as important for leaders to control their time, and not let it be controlled by others. I encourage my clients to schedule blocks of time in their calendars for uninterrupted work and to shut off all distractions, including drop-in visitors. That means closing the door. Do others still knock and interrupt? Then find a conference room to hide in, or if necessary, leave the building. You can still be accessible to others by having open door hours or by scheduling appointments with those who want to speak with you. But it should be your time to control. Besides, the best way to be more accessible is to spend more time visiting employees in their work areas and getting out of your office.

Do you believe that shutting your door and blocking all interruptions is not possible because you MUST be accessible at all times? Then you have other leadership challenges to overcome, and that’s a discussion for another day. Schedule uninterrupted time when you need it, and shut your door. 



Business Operations

By Mike Leigh

Executive Summary:

Is it time to shut the open door policy; or at least control it better?





There are so many ways to be in FRONT
 Call or email us for more information
ads@vbFRONT.com | 540-389-9945
vbFRONT.com





Window wonder >

Executive Summary:

Looking Glass Designs in Christiansburg creates custom art windows that often incorporate elements significant to the customer; or they're just eye-catching.

By Caitlyn Scaggs

It has been said that some people choose to look at life through rose-colored lenses. For Rick and Debby Durrett, they choose to look at life through multi-colored and imaginative lenses—or windows to be exact. This husband and wife team has a business hand crafting unique window pieces for homes that add vibrancy, interject personality, and even evoke nostalgia.

Over the two years that Looking Glass has been in existence, the company has experienced tremendous growth both as a business and in terms of the complexity

and variety of its art. In regards to the design elements used within the windows Rick explained, "It started out as just mainly dishes, crystal, and beads. It has grown to incorporate jewelry, lettering, and anything we can think to put in it." In addition, their art now extends beyond windows to custom tables, cabinets, and headboards. Pieces are created by coating glass with a layer of resin and then incorporating design elements. After this, it takes roughly 36 hours for the windowpanes to be ready for installation.

The creativity of Looking Glass Designs knows no boundaries. Rick has not yet encountered materials that can't be incorporated into their art. Rick explained, "We can incorporate anything your mind can imagine," he continued, "someone recently asked about a record album and we were able to feature it." This versatility allows people to preserve objects associated with precious memories—like heirlooms from grandparents—in such a way that they can be enjoyed each and every day. Clients from all over want to celebrate aspects of their lives that bring them joy.



Some interesting examples include; a favorite sports team, an alma mater, or keepsakes from a wedding day.

One client contacted the Looking Glass Designs team because she wanted her Roanoke Valley home to have elements in the décor that were reminiscent of the beach. Rick worked his magic and converted the cabinet doors in her kitchen into a coastal-esque work of art. Featuring sea glass and driftwood, the final piece was custom designed with the client's requested color scheme and desire to include elements of the ocean. The best part of all, Rick said, "She absolutely loved it." Rick relishes in his ability to bring vibrancy and meaning to homes, through his art.

Not only is the art beautiful and compelling, but it also gives a second chance to materials that would otherwise end up in a landfill. Rick said, "Many people who discover our art are really appreciative we are using reclaimed materials, as opposed to letting them go to the dump to sit and waste away." This aspect of their business is one that is consistently valued by customers and admirers alike.

Future growth for Looking Glass appears promising. They have been accepted to display two pieces at the Hahn Horticultural Gardens, at Virginia Tech, during the Simple Elemental Art Exhibit. This upcoming exhibit is happening August 1 through September 30, 2016. Word of mouth continues to propel their business forward as local awareness of their art develops. Rick attributes the demand for his pieces in part to the local culture that places value on art. Rick explained, "In the Roanoke Valley and New River Valley, there are a lot of people that appreciate beautiful art," he continues, "people look for the unique and different and want pieces that allow them to say 'that's my personality.'"

As there is currently no store front for Looking Glass Designs, Rick encourages those interested in their work to keep in touch via Facebook or to reach out to them directly. In fact, they look forward to appearing at several upcoming craft fairs and festivals in the near future. Be on the lookout for their unique and creative designs that transform every day objects into unique works of art. 





Shark Patrol

By Keith Finch

Executive Summary:
The rules for designing a beer label can be so frustrating that perhaps you'd better have a drink first.

Trouble brewing >

"It's the new label design for our first bottle! Check it out!" my friend said. We were sitting at a downtown watering hole. "Give me your legal opinion!" he shouted, laughing, as he passed me the proofs.

The words "STAR CITY ALE" ran along the top of the label, above a picture of a glowing five-pointed star on top of a stylized mountain. Underneath the picture, flanked by two American flags, were the words "A strong Flanders red ale" and "A real mountain high." At the bottom was the name of my friend's new Roanoke-based craft brewery.

"You really want my legal opinion?" I asked.

"What, is there something wrong?" he asked.

"Well, I suppose you may already realize that you'll not be able claim any trademark rights in the name STAR CITY ALE, right?" I said. "After all, 'Star City' is just another name for Roanoke, so it's a geographical designation. And 'Ale' is just the name of your product. So it's a purely descriptive trademark. Trademark law doesn't give you the power stop other people from using the words 'Star City' and 'Ale' to describe ale made in the Star City."

"So someone else could use the same name?" he said.

"Right, someone else could start making their own 'Star City Ale' next month and you wouldn't be able to do a thing about it," I said.

"Hmm," he said.

"Now, that's an issue of trademark law," I said. "But this drawing also is problematic under federal alcohol labeling law. Now here, you've got these American flags."

"What, am I not allowed to put American flags on a beer bottle label?" he said.

"Actually, you're not," I said. "No American flags are allowed on alcoholic beverages. The idea is to keep consumers from thinking that the government endorses alcohol."

"You're kidding me!" he said.

"It's a silly old rule, I'm afraid," I said. "OK, then down here you say that it's 'A strong Flanders red ale.' I don't think that will fly. First, the feds really don't like it when you use a word like 'strong' to describe beer. They'd say that it's intended to imply a high alcohol content."

"It refers to the strong flavor, not the ABV," he said.

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

"Right, but the feds think you're trying to put 'DRINK THIS AND GET WASTED' on your label," I said. "Over the years they've rejected all sorts of labels that imply strength, like 'an invigorating ale' or 'powerfully hopped.' So I don't think your chances with 'strong' are very good. Then there's this reference to Flanders."

"Right, it says that it's a Flanders red ale, which it is," he said.

"The feds would say that consumers might be misled into thinking that your beer is actually brewed in Flanders," I said. "So you'd have to say something like 'a Flanders-type red ale' instead."

"OK, got it," he said. "Is that it?"

"One more thing," I said. "This bit where you say that it's 'A real mountain high.' The feds don't like drug innuendo on beer labels. They might say that's what this is."

"It's just supposed to mean that we're located high in the mountains," he said.

"OK, you can argue that with the feds," I said, "and they might let it through. They're getting harder to predict. They let one brewery call its beer a 'can o' bliss.' (Try saying it fast.) And they let another one call its beer 'Leafer Madness.' So you might be OK there."

"Well thanks for tearing my new label to shreds," my friend said. "You know, somehow having a drink with a lawyer didn't turn out to be so fun. You attorneys are always so pessimistic."

"Hey, look at your glass," I said, pointing. "It's half-full." 

Note: *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer when deciding on a product name, designing a beer label, etc.*



No American flags are allowed on alcoholic beverages.



Trademark law doesn't give you the power stop other people from using the words 'Star City' and 'Ale' to describe ale made in the Star City.

1983 ••• 2016 ••• tomorrow



**Entré Computer Center
Celebrates 33rd Anniversary**

The Entré Experience

Now Including
Small Business Cloud
VoIP Phone Systems

www.entre-roanoke.com | (540) 989-6000

ENTRÉ



Carawan gets a kiss from Scout

all photos: Randolph Walker



Ginny and Carawan.

Sniffing out business >

Executive Summary:

Dodson Pest Control offers a canine detection for bed bugs service.

By Randolph Walker

These employees are 20 times more efficient than you, and they don't ask for a raise.

If bed bugs are nothing more to you than a remembered phrase from childhood—"Sleep tight, don't let the bed bugs bite"—count yourself lucky.

Bed bugs are real, they really do bite, they suck your blood, and they're a bad problem for anyone who's got them, including owners, tenants or guests in homes, rental properties, hospitals, hotels, schools and nursing homes.

Finding the little S.O.B.'s is part of the problem. The adults are the size of a tick; hatchlings (called nymphs) are no bigger than a pinhead.

It can take a human pest inspector a half hour to thoroughly inspect a room, and time is money. Hotels with hundreds of rooms don't want to wait that long.

That's where Ginny and Scout come in.

They specialize in finding bed bugs. They are both five-year-old Labrador retrievers; she's black, he's yellow. They form a team with Jim Carawan, canine handler with Dodson Pest Control.

He's based out of Lynchburg, but lives in Roanoke and is on the road most of the time, from Ohio to South Carolina. He and his canine colleagues search for bed bugs and do nothing else. They stay together all the time, on the job, at Carawan's home or in a hotel.



Adult bed bugs are about the size of ticks

They were trained by Green Collar K9 Development in Greensboro, which also trains dogs to find drugs and bombs. Ginny and Scout “had been selected for all of the traits that make a good scent detection dog,” says Carawan. “Ginny is very enthusiastic, probably don’t want her looking for bombs.”

Bug-sniffing dogs don’t come cheap; each cost “close to five figures.”

Two dogs were needed, says Caraway, because “we felt like some of those inspections were going to be too large for one canine without wearing the dog out. Having two canines allows us to rest the dogs about every hour. I’ll swap them out very frequently during the day. The other possibility is that you have a dog that is sick or has had surgery and then your operation isn’t shut down.”

With some 300 million olfactory receptors in their noses (compared to six million for us) Ginny and Scout can smell a single, pinhead-sized bed bug. They alert Carawan by sitting when they find one. “A barking alert would not be good in a hospital or nursing home.” If Carawan verifies a correct alert, he rewards them with a chew toy.

It takes them a minute and a half to two minutes to check out a typical hotel room. A human inspector “would have to basically disassemble the room, whereas that room is disturbed very, very little with a canine.”

Bed bugs are “quite good at hiding on or near or under or behind the bed, the recliner, sofa and have this knack for waiting until a human is present and not moving around, but you are producing carbon dioxide, that’s how they find us.

“Anywhere where people are, or sleep



Ginny finds bed bugs that Carawan has hidden in a desk.

or sit or travel has potential for bed bugs because they’re hitchhikers, not so much on us, more than likely in our stuff.”

It’s a huge problem for the hospitality industry. A 2015 study by the University of Kentucky found that bed bugs are the most common reason travelers choose to switch to another hotel.

The most thorough and expensive treatment is fumigation with Vikane; Carawan declined to disclose the cost.

What’s it like having dogs as your closest colleagues at work? Among other things, says Carawan, “you get a kiss from a coworker and nobody minds.” 🐾



On Tap from the Pub

By Tom Field

Executive Summary:

Another awards ceremony, but it does include practical applications.

Well rounded >

Business journal publishers get to attend a lot of awards ceremonies.

Sometimes we cover them in our pages, sometimes we announce the outcomes, and sometimes we don't mention them at all. We're subjective and opinionated and don't even try to claim objectivity when it comes to leadership or performance-related recognitions. After all, we don't set the rules for these annual or periodic conventions; so we discriminate and try to reserve what we end up putting in our pages for the recognitions that have some direct impact to a trade or profession or industry or our community at large.

Such is the case with the awards ceremony I attended on May 27.

It was in the morning. After decades of attending ceremonies, you know how to read all the clues in every invitation. Ceremonies during the day (not to mention the morning!) mean three things. Number one, they're usually industry-specific or internal or private or primarily for employees or stakeholders who have some compulsion to attend; therefore they events are not held after hours, and there's not a big demand for the public to be present. Or number two, they're held at some significant site or time to acknowledge some accomplishment or milestone, and the presenters do want publicity, so they ceremony includes announcement treats, photo opps, and kits for the press and media. And number three, there are no cocktails to help one endure the commitment.

This morning ceremony is worthy of a report.

A report on one of the recipients. A young lady in our region who was recognized with three awards, including the "People's Choice" and "Best All Around."

Both designations are unique because they are peer-selected, outside the normal boundaries of internal criteria and processes. That kind of selection involves characteristics that are important in business and a common ingredient for success and achievement. Why is being chosen by your peers important to our community at large? I believe it matters most because it is an indication of what qualities most of us are attracted to or crave. And if most of us want the same thing, there's a chance we can be united.

In business we call the ability to unite, develop a following, and build a community a competitive advantage.

No pointed fingers

The young lady who won People's Choice chooses people herself. Her peers like her because she genuinely likes them and cares for their well being. As a current example, in this year's presidential race, the nation is very divided and fragmented. Politicians have their subsets of loyal followers, but have you ever seen such shrill voices and shouting and finger wagging from the lecterns? What's with all the moralizing and

pure audacity to tell citizens how they should think? This is how you unite people? You project out to the world what all you don't like, so that maybe you'll have just enough voters who hate as much as you do?

Anybody at this awards ceremony will tell you their People's Choice wouldn't shout and wag fingers, even though she's unquestionably passionate.

No limitations

The young lady who won Best All Around excels in multiple disciplines. She was recognized this year and all throughout her career in those areas as well, but never received the very top award. In business, specialization can absolutely be an advantage. But there is also another advantage for the well rounded individual who crosses boundaries, who is aware of the big picture, who has diversified her experiences, and most importantly, is willing to learn and grow. Should the landscape change, the industries shift, the economic pulse become erratic, or one's own passions and pursuits evolve, the person who is most adaptable has an advantage.

The peers saw their Best All Around choice in different uniforms, different roles, different places, and with different people.

No bench sitting

Finally the young lady who was selected as the People's Choice and Best All Around was actively engaged. To say she was involved is an understatement. Being in the front of various circles was only part of the effort. She volunteered, she tried out, she signed up, she prepared, she got in the game. At times she was overlooked; at times she was singled out. She led, she followed, she contributed. But the most important thing is she never let her internal battery go too low. She stayed charged.

The not so subtle message tied to both the People's Choice and Best All Around awards is that people like contributors; they gravitate to someone who wants to play.

For these reasons, this particular morning awards ceremony was noteworthy.

As well as the fact that the recipient was my youngest daughter, Lauren. She graduates from high school this month. Lauren's school years have been a lot of fun for me. I'm going to miss those experiences even as I understand how necessary it is for her to take those steps into the next part of her grand adventure. I have all the confidence in the world her steps will be well grounded.

I apologize for bragging, but I hope you'll allow a daddy exemption.

It really was a memorable awards ceremony; even without the cocktails. 



Sometimes we cover them in our pages, sometimes we announce the outcomes, and sometimes we don't mention them at all. We're subjective and opinionated and don't even try to claim objectivity when it comes to leadership or performance-related recognitions.

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

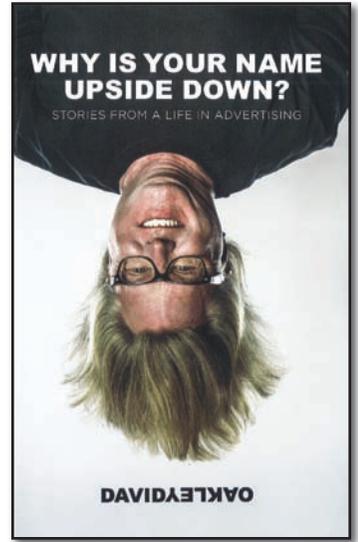
Once upon a time

"Life is a series of stories," says David Oakley in his afterward of *Why is Your Name Upside Down? Stories from a Life in Advertising* (Carmel Saybrook; 2015). I'm here to tell you this is a good series. Having read the biographies of admen Ogilvy, Gossage, Bernbach, Reeves, French, and others (classic and contemporary), this little sample from a living and breathing agency principal right down the road from us (Charlotte) is as insightful and poignant as those assigned masters. You get your lessons of the ad game, but with an unexpected twist: Oakley's not concerned if they stick with you or not. Like riding around in a car with a buddy on the way to pick up a sick pack, he just describes something that happened (from the ordinary task of picking up a ping pong table to the dramatic caper pulled at an important sales pitch). And you're enthralled. Anyone who thinks good advertising is something other than good story telling at its core has been duped.

—Tom Field

Avoiding pitfalls when solo

Career stability isn't what it once was. That's why many workers frustrated with today's corporate climate are venturing out on their own, offering their skills and experience to those very same corporations, but on a consulting rather than fulltime basis. There's a lot to be said for going independent, says Aaron Zwas, author of *Transition to Independence* (Advantage



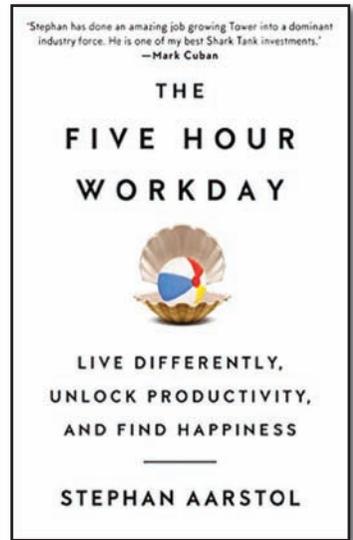
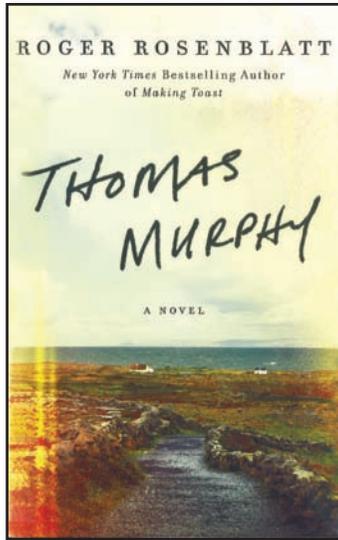
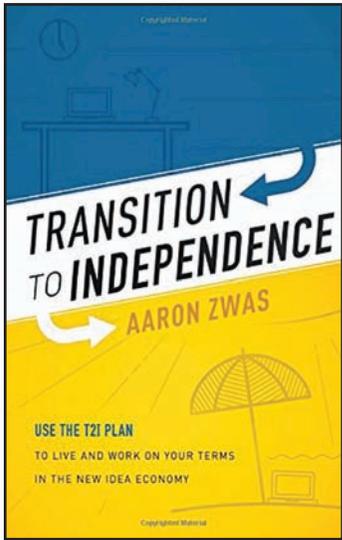
Media Group; 2016), a book that serves as a guide to making such a change. "You have more freedom and a healthier balance between work and family," Zwas says. "It's the be-your-own-boss opportunity many people crave.

But not so fast. Before you take the plunge, there are drawbacks worth knowing about. "When I made the transition about 15 years ago, I didn't have a lot of guidance," Zwas says. "I didn't really understand what I was getting into, so there was a lot of trial and error. The good news is that others can learn from my mistakes." If you're considering going it alone, Zwas lists at least four pitfalls you'll want to avoid: financial preparation; setting your social calendar; staying focused on your expertise; and spending time on your personal brand.

—Toni Tantlinger

Rocky stream of consciousness

"So maybe that's the true power of words—to show us how puny they are in the face of everything they attempt to say," writes Murph as memoirist character in Roger Rosenblatt's *Thomas Murphy* (Harper Collins; 2016). Just one observation among one shared in virtually every sentence in this brilliant experiment on the perplexing contributions of memory. We jump around like snapped synapses (how appropriate) in this tragicomedy, meeting Murph's daughter and grandson and recalling his wife and best friend, all in the context of two islands: a grand one in the busiest city in



America juxtaposed with a barely inhabited rocky plat off the Irish coast.

TM is poetry. It is narrative. It has no discernible form, yet is purely structured. (No chapters either, so be prepared to rely on you bookmark more than usual, grabbing any random paragraph break you can to leave your mark.) Witty people—that is, witty people who are constantly and intentionally witty—can quickly become annoying. Not this time. The acerbic trait this time is not bitter, nor is it sympathetically acceptable merely because we suspect wit is the very thing one will lose as one loses his mind to dementia or whatever the fancy brain scans report. What you get with this novel is what you get. I love the frequent "have I told you about this?" refrain, as you hear the telling of each story in much deeper context than its surface. Memory, you may discover, "is belief, a kind of faith." You've heard about the richness of the Irish with their stories and storytelling and passions and fighting and blood and poetry. Yes? You get all of that here. Have I told you about this?

—Tom Field

Productivity streamlined

Henry Ford had every right to maintain the 10 to 16-hour workday that was common over 100 years ago, and pocket the financial gains of a new productivity called the "assembly line." But where other capitalists saw a path to greater profits, Ford had a much grander vision. He took a gamble that would change

the world as we knew it: he doubled his workers' wages, and more importantly, he gave them their time back. He reduced the workday to eight hours, and shared the fruits of this new productivity, in both money and time.

Fast-forward a century. The eight-hour workday is now outdated and irrelevant. Today's knowledge workers have the power to be massively more productive, but also to waste an extraordinary amount of time. The reality is these workers are only doing 2-3 hours of real work a day, yet clock 9.4 on average. Widely available productivity tools are not being used. Switching to a five-hour workday empowers and incentivizes employees to use these tools and work at a more intense pace.

The Five-Hour Workday: Live Differently, Unlock Productivity, and Find Happiness (Lioncrest; July 2016) by Stephan Aarstol is about one company that simply asked why. A company that had the courage to try an experiment, toward re-inventing a more sensible, productive, and healthy workday for the knowledge workers of today. A company that switched to a five-hour workday, from 8am to 1pm, and found that it changed everything for the better.

—Erin MacDonald-Birnbaum

(**The reviewers:** Tom Field is a creative director and publisher of FRONT; Toni Tanlinger is a print campaign manager with News and Experts in Florida; Erin MacDonald-Birnbaum is a publicist in Cherry Hill, NJ.)



Rescue dogs >

Roanoke County Fire & Rescue administer oxygen to two dogs rescued from a house fire in the Glenvar area on April 28; the home was a total loss and was one of an exceptional high number of serious fires reported in the region in just a few months.



A new kitchen >

The Cabinet Gallery of Smith Mountain Lake, in collaboration with Smith Mountain Building Supply announced on May 24 Cave Spring High School teacher Sara Cann as grand prize winner of the 2016 \$25,000 "Drab to Fab" full kitchen remodel.



Funny fans >

B&D Comics in Roanoke got into the action of Free Comic Book Day on May 7, giving away 50 titles to comic lovers who were greeted by all kinds of characters.



Med money >

Virginia Tech Carilion Research Institute celebrated its \$42 million state bond investment for a 105,000-square-foot expansion and increase of as many as 1,000 students, faculty and support people at a press conference on May 6; announced by Gov. McAuliffe, VT president Tim Sands, VTC director Michael Friedlander, and Carilion CEO Nancy Agee. .



Momma's taste >

AmRhein's Winery on Bent Mountain in Roanoke County held its traditional Mother's Day lunch, tasting, and music on a blustery May 8.



Let others know >

Roanoke Regional Chamber Business Summit 2016 was held May 10 at Virginia Western Community College with breakout sessions on media buying, reputation management, business law, and cooperative leadership. Significant attention on community branding also dominated the presentations, including Roanoke-Blacksburg Regional Airport director **Tim Bradshaw's** welcome remarks and encouragement for all to use "Virginia's Blue Ridge" when talking about our region.

FRONT'N ABOUT



Chamber champs >

Botetourt County Chamber of Commerce held its 47th Annual Dinner at Hollins University on May 17 with silent auction and keynote address on "Citizen Leader" by Philip Clements; County native **JD Sutphin** (center) served as emcee, flanked by committee members (left to right) **Mary Ann L. Miller**, **Shay Stevens**, **Doloris Vest**, and **Stephanie Frost**.

Read the FRONT online

vbFRONT.com

Also get more stories and pictures at morefront.blogspot.com



Yard sale vibe, nicer space >

Monster Indoor Flea Market was held at the Berglund Center in Roanoke on Saturday, May 21 with local sellers renting \$25 spaces, presenting everything from craft type items to collectibles to random stuff from cleaning out their basements...just like a roadside flea market.



Long time banking >

National Bank celebrates 125 years of service this year (official date May 21); and Blacksburg Mayor **Ron Rordam** signs an anniversary proclamation with bank CEO **F. Brad Denardo**.

FRONT'N ABOUT



Reunión vistoso >

26th Annual Local Colors Festival in Roanoke was held at Elmwood Park and surrounding block on a day that first appeared to start out rainy but turned out sunny, featuring ethnic foods, international entertainment and music, and a parade of nations.

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

Career FRONT

FINANCIAL FRONT



Miller

Mary Ann L. Miller has joined as assistant vice president - communications officer at Bank of Botetourt.

Jon Sayre has joined as commercial lender at First Bank & Trust Company.

Charlie Martin III has been promoted to assistant vice president at Carter Bank & Trust.

LEGAL FRONT

Patice Holland of Woods Rogers, received the Roanoke Bar Association's 2016 Young Lawyer of the Year Award.

WELLNESS FRONT

Hank Pfister with LifeCare Medical Transport, received the American Ambulance Association's 2016 Star of Life Award.

Dr. Meghan Byrnes, DVM, has been named medical director at Mountain View Humane.

TECH/INDUSTRY FRONT



Leet

Jordan Leet has joined as an account manager at ABS Technology.

DEVELOPMENT FRONT

Elliot Broyles has

been appointed executive director of the Roanoke City Market Building Foundation.



Davis

Bitsy Davis has been named vice president, managing broker of Long & Foster's Southwest Region Roanoke and Botetourt offices.



Henry

Molly Lynn Henry has joined as director of events, sales and marketing for the Daleville Town Center.

RETAIL/SERVICE FRONT

Mickey Martin has joined as general manager at Hunting Hills Country Club.

Jennifer Baker, Molly Godfrey, and Laura Murrell have joined the sales team at WSET.

EDUCATION FRONT



Marinik

Andrew Marinik has been appointed assistant director of emergency management at Virginia Tech.

Gary Walton is retiring as general manager of Hotel Roanoke and will serve as professor of practice in the

Read the FRONT online

vbFRONT.com

Also get more stories and pictures at morefront.blogspot.com

Department of Hospitality and Tourism Management at Virginia Tech.

Claire Krendl Gilbert has been named executive director of information technology experience and engagement at Virginia Tech.



Dunker

Mary Dunker has been appointed director of secure identity services at Virginia Tech.

Brenda van Gelder has been appointed executive director of information technology policy and strategic engagement at Virginia Tech.

CULTURE FRONT

Sam Ftorek has been

named head coach of Roanoke's new Rail Yard Dawgs hockey team.

Jeff Marks (WDBJ / Opera Roanoke / United Way) received the Past Chair's Tourism Award; **Matt Hankins** (Rocky Mount / Harvester Performance Center) received the Golden Star Award; and **Vicki Gardner** (Smith Mountain Lake Chamber of Commerce) received the Tourism Ambassador Award from the 2016 Visit Virginia's Blue Ridge Regional Tourism Awards.

AAF Roanoke advertising club has announced its 2016-17 board: **Stefanie Brown**, president;

Have a career announcement?

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

Jarret Henshaw, vice president; **Tom Smigielski**, secretary; **Colleen Dresser**, treasurer; **Patrick Carrell**, communications; **Tom Field**, programs; **Matt Brown**, media auction; **Jamal Millner**, diversity; **Leigh Ann Kelley**, education; **Kymberleigh Davis**, awards; the Ad 2 Club board includes **Aaron McDowell**, president; **Tony Segovia**, vice president; **Samantha Torre**, public service; **Meg Smith**, programs; **Lance Morgan**, awards; **Ty Richards**, communications.

Public Libraries, received the national 2016 Peggy Sullivan Award for Public Library Administrators Supporting Services to Children.



Formica

Randy Formica has been selected director of engineering and GIS for the Town of Blacksburg.

Compiled by Tom Field

MUNICIPAL FRONTS

Sheila Umberger, director of Roanoke

VIRGINIA Cheese Festival BLACKSBURG

SATURDAY JUNE 11 11AM-4PM HILTON GARDEN INN

Presenting Sponsors

Big Cheese Sponsors

VIRGINIACHEESEFESTIVAL.COM

Virginia is for Lovers

FRONT Notes



Black Dog has a new line of furniture paint

More than black

Black Dog Architectural Salvage in Roanoke has launched a new line of furniture paint with a core palette of 15 colors that can be custom mixed for finished or unfinished woodwork, metal or glass projects.

More space

Blue Ridge Autism and Achievement Center in Roanoke County has engaged a \$1.7 million expansion, adding 12,650 more square feet to the school building that will accommodate as many as 50 more

students; development includes a new gymnasium and classrooms, projected to open in November.

Winery available

Mt. Vale Vineyards in Galax is for sale, priced at \$1,195,000; features a main house, guest house, cottage, pavilions and tasting room, 3 acre vineyard on about 38 acre property.

SUP at cove

Stand up paddling is now permitted at **Carvins Cove** in Roanoke County, provided the paddle

boarder has an approved SUP certification, wears a PFD, leases the board, signs and pays \$10 for the registration.

Vinton brew

Twin Creeks Brewing has plans to open this fall in the Town of Vinton at 11 South Pollard Street.

No crossing zone

Blue Ridge Parkway Foundation has released its position statement in opposition of Mountain Valley Pipeline and Atlantic Coast Pipeline crossing parkway property

in Roanoke, Augusta, and Nelson counties.

Southern cookin' in the city

Southern Comfort on the Market restaurant has opened in the former 202 Market / Stefano's location in downtown Roanoke.

Home less

Mod-U-Kraf Homes (Excel Homes of Virginia) in Rocky Mount has closed after parent company Innovative Building Systems announced plans to



BRAAC expansion rendering

file bankruptcy; 150 to 200+ jobs will be eliminated, though some positions may be able to be filled by nearby Champion Homes modular manufacturer, a buyout or reopening, according to a company statement.

Ring, ring, eat

Food Prep Services

meal delivery has opened at The Patrick Henry Hotel in downtown Roanoke.

Network growth

Shentel has completed its acquisition of nTelos; more than doubling the

company's customer base in wireless communications.

Kibbles and more

Pet Supplies Plus

has opened in Salem at Spartan Square shopping on Main Street, providing pet food, supplies, equipment, toys, fish, critters, and a self-service dog wash.

Peddling pedaling

Ride Solutions has released its newest batch of videos and winners from the 6th Annual Bike Shorts Film Festival at youtube.com/bikeshort-

Have an announcement about your business?

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

roanoke celebrating the advantages of bicycling.

Pre-brewery arrival sample

Blue Ridge Beverage Company has been assigned distributorship of Deschutes Brewery's "damn tasty beers" in 49 counties in southwest

and central Virginia beginning in August.

Parking under the sun

PARK Roanoke has installed solar-powered parking meters in downtown Roanoke at Market Lot, Gainsboro Garage Lot, and the Roanoke Higher

YOU'RE INVITED!

DALEVILLE TOWN CENTER

5-9 PM

SIDEWINDERS



SUMMER CONCERT SERIES

JUNE 4TH THE WORX AND FUZZY LOGIC

JULY 16TH TBD

AUG. 6TH MCKENZIES MILL

SEPT. 17TH OUTSHYNE















SIDEWINDERSALOON.COM





FRONT

TMEiC Corp.

Education Center as part of a pilot program; the devices use technologies such as license plate number entry, mobile pay-by-phone, coin-bill-credit card acceptance, and English-Spanish operation.

Always sunny

TMEiC Corp. in Roanoke County has opened a \$1.5 million photovoltaic solar inverter testing lab; a simulation environment creating extreme temperatures for testing power surge and other conditions important to

power plants and industry.

More beer

Ballast Point Brewing and Spirits, the 11th largest craft brewer in the US from San Diego, is locating a new East Coast facility in Botetourt County at the former Lawrence Companies building at Greenfield; 178 jobs expected.

Puck in play

Roanoke Rail Yard Dawgs professional hockey team starts its

inaugural season with its first home game at the Berglund Center on October 21; remaining 27 home games (most on Fridays and Saturdays) are scheduled Nov. 4 through April 1.

See more

Blue Ridge Optics in Bedford County is expanding with a \$1 million investment in real estate and new equipment; the high tech optic lens manufacturer expects to add about 15 new

jobs with the expansion.

Workout wags

Fido Fitness, a dog day care and fitness center has opened in Roanoke at 2737 Shenandoah Avenue.

No more cart bumping

Kroger grocery store at Bonsack in Roanoke County has launched its "ClickList" online service, the first of its stores in western Virginia (and second on the East Coast) with the "order

Read the FRONT online

vbFRONT.com

Also get more stories and pictures at morefront.blogspot.com

online and pick up at store" program; the service currently works by allowing customers to shop online and then scheduling what time they want to pick up their groceries the following day (alcohol, tobacco, prescriptions, and hot foods excluded). Groceries are loaded into the customer's car at a dedicated parking space; payment by credit card at delivery.



Compiled by Tom Field

Kroger's online service

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](http://moreFRONT.blogspot.com) blog, also available by link at vbFRONT.com.

First Fridays

with a **PURPOSE**

Party ROANOKEVA

5-9 PM at-Franklin Road-Downtown

MAY 6-THE WORX
MAY 20-UPTOWN
JUNE 3-SUPERHOLD
JUNE 17-FUZZY LOGIC

\$5 Admission

21 & Older Event-ID Required

ALL PROCEEDS BENEFIT LOCAL CHARITIES



ClickList supervisor Tracy Coffman completes Lisa Miles' order at the Bonsack Kroger.

Clicking for groceries >

Executive Summary:

The Kroger Co. debuted an online ordering service in May that allows customers to pick up their groceries curbside.

By Alison Weaver

Lisa Miles pulled up to the Bonsack Kroger on a Monday afternoon, got more than \$100 worth of groceries, and departed 10 minutes later without ever leaving her car.

Miles, a Botetourt County resident, said she was eager to try Kroger's new ClickList online ordering service as soon as she heard about it from friends on Facebook.

"I had too much to do today to go to the grocery store," she said. "This probably saved me an hour."

The Bonsack store is the first of Kroger's 12 Roanoke Valley locations to offer ClickList, and only the second in Kroger's Mid-Atlantic region.

The premise is simple: customers go online and select the exact brands, sizes and quantities of items desired and select a pickup time the next day. Orders placed by midnight can be picked up anytime between 7 a.m. and 8 p.m., seven days a week.

Customers park in specially designated spaces, call the ClickList number and an attendant brings the groceries out and loads them into the vehicle. Payment is made from the car window.

"We're having great feedback," says Tracy Coffman, ClickList supervisor at the Bonsack store. "We're way over the satisfaction goals that Kroger set for us."

Less than a week after the official launch,

Bonsack was averaging more than 50 ClickList customers a day. "We see a variety of people. The majority are people with kids, but also people who've had recent surgeries, are handicapped or are elderly," Coffman says.

Malia Huffman, another Botetourt County resident, said she was thrilled with the service. "I have a special-needs child at home and not having to bring her in and out, and not having to bring the service dog in, is a huge benefit.

"I'm getting ready for her birthday party. I went online and ordered everything I need. It's connected to your Kroger swipe card so the system stores [information about] your recent purchases. It makes ordering really easy."

During a trial period at select stores across the nation, Kroger addressed customers' concerns about ordering online. If an item isn't available in the specified size, employees substitute a larger size at no additional cost. Any substitutions are bagged separately so the customer can accept or decline them.

Employees who fill the orders are trained to select the best produce and meats, and to check expiration dates. "We emphasize to the selectors that if they wouldn't take it home to their families, then they don't select it," says Allison McGee, media contact for Kroger's Mid-Atlantic region.

McGee tested the service during a soft opening for employees. "There's a comments section on the website where you specify your exact preferences. For example, I prefer green bananas so I wrote that in."

There's no minimum order and no maximum. "The largest order we've filled was about \$350 and the smallest was \$25," Coffman reports. "The only exclusions are alcohol, tobacco, prescription medicines and certain hot deli items."

The Bonsack Kroger built an addition to house the ClickList service and hired 25 extra people. The facility includes frozen, refrigerated and ambient storage to keep



groceries at the appropriate temperatures.

McGee says the company plans to bring ClickList to two more stores in the Roanoke Valley by the end of the year, but some customers are already changing their shopping habits.

"I usually shop at the Daleville store," Miles said, as her daughter Sarah sat smiling in the passenger seat. "This store is about the same distance from our house and my daughter is happy to not have to go to Kroger after school." 

Advertiser Index

AAF / Roanoke	30	Entre Computer Center	39
Ameriprise Financial	30	Ethos	63
Berryfield	30	First Fridays	59
Blacksburg Partnership / VA Cheese Festival	55	HomeTown Bank	30
Carilion Clinic	4	MemberOne Federal Credit Union	29
Citizens	3	Opera Roanoke	23
Corridor Mortgage Group / Angela Gillespie	30	The Proofing Prof	30
Creekmore Law Firm	28	Roanoke CoLab	30
Davis H. Elliot Company	30	Sidewinders Summer Concert Series	57
Duncan Audi	BC	Woods Rogers	2

“ ”
Comfort is a huge thing — Page 13

“ ”
Thanks for tearing my
new label to shreds — Page 39

Subscribe to the FRONT

now only \$19.99

Save **44% off**
cover price!
Give a gift subscription!
Credit cards accepted.

Go to **vbFRONT.com** or call **540-389-9945**

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.

We've been so much more than our name indicated over the past 35 years. But everyone knows us. We're the local provider. We're familiar. Our service shows up everywhere.

Did we really need to change our name?

Yes.



We certainly change with technology. Giving our customers the best solution for the day at hand.

Office equipment? That is IT. Regardless of the device.

We evolve. Just like you.

909 Iowa St., Salem, VA 24153
(540) 389-4400
(800) 552-6907 Toll Free
www.e-thostech.com



Audi

Intelligence is the new rock and roll. This is the power chord.

Today, more than ever, intelligence is taking center stage. So we designed the all-new Audi A4 to steal the show. The available, fully digital virtual cockpit puts Google Earth™ navigation square in your sight. It also delivers cutting-edge technology like available traffic jam assist* that senses and adapts to help conquer your commute. This is intelligence with a whole new attitude.

The powerfully intelligent, all-new Audi A4.



Audi Roanoke 2006 Peters Creek Road Roanoke, Va.24017 540-562-0088
www.audiroanoke.com

*Feature is not a substitute for attentive driving. See Owner's Manual for further details and important limitations. "Audi," all model names, and the four rings logo are registered trademarks of AUDI AG. "Google Earth" is a trademark of Google Inc. ©2016 Audi of America, Inc.