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**“I don't
always recruit
companies...”**

Michael Galliher,
Community Advocate

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Did you know the world's most interesting man is on his way to Mars?

"His only regret is not knowing what regret feels like."

That's how the Dos Equis beer advertising campaign concludes this year as our hero (portrayed by 70-ish-year old actor Jonathan Goldsmith) is shot into space—and retirement—on a one-way journey to the planet Mars.

A literal and rather brilliant sendoff.

Today's FRONTcover model is Michael Galliher. And yes, he's rather interesting. He's certainly charismatic when it comes to beer, and what he did to recruit Oregon's Deschutes brewery to locate its east coast operations in Roanoke. Like the "world's most interesting man," what Galliher started on his own (one man in pursuit of a beer), exploded to a tremendous following.

The result? A movement that does more for us than even a globally recognized award winning ad campaign. It's a good story. An even better example of following some sage advice.

"Stay thirsty, my friend."



Tom Field

““”
I've dressed funky
since I was a child

— Page 59

““”
You never know what
narrative will come

— Page 25



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DEPARTMENTS

Citizen recruiter 8

Citizen interviewer 14

Off the ground 22

Selling on a narrative 24

**Finding a niche
with the elderly 34**

The happy Gypsy 54

PERSPECTIVES

Business Dress 12

Etiquette & Protocol 13

Young Professionals 20

Business Operations 21

Legal 30

REVIEWS & OPINIONS

On Tap from the Pub 38

Reviews 40

FRONTLINES

FRONT'n About 42

Career FRONT 48

FRONT Notes 50



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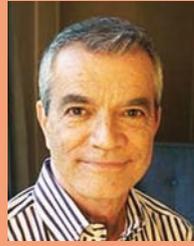
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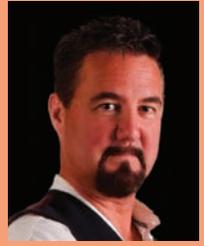
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MAY



Dan Dowdy



Tom Field



Ariel Lev



Caitlyn Skaggs



Randolph Walker

Editorial Advisory Board

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



Keith Finch



Kathleen Harshberger



Mike Leigh



Kathy Surace



Dan Smith



Nicholas Vaassen



We women create more questions
for ourselves — Page 12

Biographies and contact information on
each contributor are provided on Page 36.

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.



They said
the unique
interview
made a
difference

— Page 19

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Gallier, hoisting a glass of Deschutes, likes and drinks craft beers

Randolph Walker



courtesy Michael Galliher

Galliher Family: Stephanie, Michael, Adelyn

Citizen recruiter >

Executive Summary:

Economic development is just a hobby for Michael Galliher, but he takes it seriously.

By Randolph Walker

You couldn't call Michael Galliher a renegade. He's taken a straight-arrow path through life, from high school, to college, to a steady white-collar job, marriage, family, house in a nice subdivision, and a game of golf on Saturday afternoon.

You could, however, call him a freelancer, in a discipline not known for it: economic development.

He's the guy who started the Deschutes2Rke hashtag on Twitter,

which became a Facebook page. In March, the Oregon brewery announced its decision to build a facility in Roanoke. Deschutes acknowledged Galliher's efforts on its webpage: "The #Deschutes2Rke campaign worked!"

It was a triumphant moment for Galliher personally, but that's not why he started the campaign. "First, it was to give Roanoke a voice," he says—that is, a platform for ordinary citizens to voice their support for Deschutes. Then, once he started researching the company, he "fell in love" with it.

Public relations is actually what Galliher went to college for, so the campaign was no stretch.

Galliher, 35, was born in North Carolina. He graduated from Northside High School, then went to Radford University to study public relations.

With few PR jobs available in Roanoke,



Gallihier at the official announcement on March 22 in Charter Hall in the City Market Building

courtesy Michael Gallihier

Galliher took a job as deputy clerk of the criminal division of Roanoke County Circuit Court, located in Salem. "I'm the person that sits next to the judge and makes sure that everybody is sworn in and makes sure that all the cases get recorded." He is also the media contact for the court.

He joined the Rotary Club of the Blue Ridge New Generations, a club for young professionals. The Deschutes campaign aligned with Rotary's mission of civic service.

"What made it great was the genuineness of it all," says Beth Doughty, executive director of the Roanoke Regional Partnership. "You can't sell something that isn't true and the social campaign reinforced everything the economic developers had been saying and showing."

Galliher was recognized at the official announcement on March 22 in the City Market Building. Amid the rejoicing, there were some qualms because Deschutes won't break ground until 2019. But Galliher wasn't concerned. "I don't think it's disappointing. I think they're just taking their time making sure all their ducks are in a line."

Aside from a grassroots economic developer, what else is Galliher? He's a husband and dad. Wife Stephanie is a second-grade teacher. Daughter Adelyn is 3. They live in Roanoke County near Hanging Rock. He's also a self-described "research nerd."

"I like to study different things, whether it's court shows, anything dealing with mysteries. I also find it fascinating listening to things about the universe and science. I'm also big into learning about religions and seeing how people tick. I find different religions fascinating just because they are similar to a certain extent, but of course they have different mythologies and ideologies.

"I read books, I watch documentaries, read Wikipedia. Google is my best friend. You kind of go down the rabbit hole. You start off with one [article] and it leads to another and another and three hours later you're on a whole different subject. You can get lost for hours in it."

But mostly he's a man of action. He's already on to his next project: a long-distance bike race in conjunction with Rotary and the GO Fest.

Will this successful PR campaign change his career trajectory? "Only time will tell with that. It is something I have a passion for. I went to school for it. This was a way I could better use my degree and show what I've learned from my education at Radford. It wasn't something for my resume—it was to help the future of the Roanoke Valley, but if an opportunity became available, I'm always open for opportunities."

Deschutes, are you listening? 



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Business Dress

By Kathy Surace

Executive Summary:

The objectives we create for ourselves while on a shopping mission will impact the results.

Shop like a man >

Recently I needed to buy new shoes for tennis. I weighed the pros and cons of each shoe, ultimately deciding to buy the more expensive shoe because it met all my needs for comfort, function and wearability.

It occurred to me as I paid for the shoes that I was shopping like a man; I decided what I needed, I sought out only those styles that met my needs, then I selected the one best choice and moved on. No quibbling about price or shopping around elsewhere. No agonizing about color — I simply chose white.

Contrast that scenario to the department store shopping trip the previous day where I looked across the store and saw dozens of women milling around, feeling fabrics and checking out sale signs. I didn't see any men doing this, just women. Then, at the checkout, each of us pulled out our coupons and scored discount upon discount on our purchase.

For women, shopping has become a pastime and a point of pride. We discuss how much money we saved on our last shopping trip.

However, we don't realize:

- We're spending time buying things we probably don't need, but might find handy one day.
- We're creating clutter in our homes, since now we must store the new items somewhere.
- We're acquiring things with no set purpose in our wardrobe, creating confusion about what image we want to project.

Instead of shopping to solve the problem of what to wear, often we women create more questions for ourselves with impulse purchases. Now we need to decide what to wear it with or where to wear it! We'd be smarter to make a shopping list of items we need to complete our wardrobe once and for all.

To begin, we must decide:

- The image we want to project — formal, business casual, or casual?
- How much we can spend — do we invest for years of use or spend less now but upgrade later?
- How much closet space do we have?
- Exactly what pieces do we need, in what colors?

We should trust our gut, buying basic pieces that make us look great, ignoring styles and colors that don't meet our immediate needs. We should embrace our signature style. If we shop with purpose, we'll likely have more money, time and space to enjoy. 🖨

Comments? Kathy@peacockimage.com

Emailing the professor >

I think colleges and universities, and of course, students, jumped on the electronic bandwagon earlier than other populations. Online courses, online examinations, online questions to and from professors are the norm now. As Commencement approaches, and the pressure mounts, here are some observations and advice for students emailing their professors. And in the case of businesspeople, you also can use these tips when emailing other professionals.

- Save the texting, instant messaging, and Facebook posts for friends, family and fellow students.
- Caution: once sent, emails are out there forever.
- Send your email from your college or university account. wildchild@hotmail.com will undoubtedly get deleted before opening.
- Professors receive scores of emails a day. To ensure proper consideration of yours, put useful language in the subject line, e.g. class number, time, and a brief reason for your email.
- Check the syllabus before asking questions about things like office hours.
- Never make demands in your subject line e.g. "immediate response required," or "get back to me as soon as possible." Like you and me, professors react poorly to demands.
- Use a proper salutation e.g. Dear Dr. Finance or Dear Professor Economics. Formality is best, unless told otherwise. Starting off with "hi" or "hey" implies an intimacy that is not appropriate.
- Be clear and concise with your request. Number your questions, and if they are too convoluted, consider a meeting during office hours.
- Organize your emails with proper paragraph breaks, and your emails should be grammatically correct with no spelling mistakes.
- No ranting or whining! Rants and whines are not fun to read, and will probably elicit a negative response. Do not write in CAPITALS. That is considered SHOUTING.
- Unless otherwise instructed, don't send attachments.
- Resist the urge to make comments about his or her presentation style in class. Do that during evaluations at the end of the semester.
- Signatures matter. End by thanking your professor, and with a respectful closing
- Be sure to acknowledge and thank when your professor answers and gives you the information you requested. Doing so not only shows respect and courtesy, but also acknowledges that you have received the information.

Now, all that being said, nothing changes when you go graduate and go out into the demanding world of business and industry. Treat your bosses like I advise you to treat your professors – with civility, organization and discipline. 



Etiquette & Protocol

By Kathleen Harvey Harshberger

Executive Summary:
There are proper ways to email your professor; and it includes advice you can carry with you into the business world.

““”

There has been one
person who I call
frightfully bright.

— *Ken Sosnowski*



Tom Field

Ken Sosnowski has volunteered as an MMI interviewer since 2010



VTC-SOM

VTC-SOM applicants read their "scenarios" before entering the one-on-one interview with community interviewer

Citizen interviewer >

Executive Summary:

Virginia Tech Carilion School of Medicine has its applicants participate in short interview sessions with community ambassadors as part of the admissions process.

By Tom Field

I'm interviewing the interviewee who interviews for the interviewer.

Let me explain.

Ken Sosnowski and I are having a conversation about his special assignment. He serves as an interviewer for the Virginia Tech Carilion School of Medicine, reviewing applicants to the graduate school at the campus at the foot of Roanoke's Mill Mountain. The school is still relatively new, yet growing in reputation and position amongst a highly competitive field of renowned institutions serving the industry of medical research—currently the biggest push for the Roanoke region to build its next foundation for economic sustainability.

Despite fighting on the same battlefield as Duke, Johns Hopkins, UCLA, University of Pennsylvania, and Stanford — as the new kid on the block (in a place not yet commonly identified by top recruits), VTC-SOM is already implementing some unique procedures.

"We're calling it the MMI," says Barbara Parshall, director of admissions. Quite simply, it's a "multiple mini interview" model—a nontraditional interview process that serves as a supplementary "method of assessing an applicant's potential," she says.

"The MMI is not the only tool we use," Parshall clarifies. "We also look at the applicant's academic record, the Medical College Admission Test scores, research experience, volunteer activities, and recommendations as well as evidence of teamwork and leadership."

But the MMI model helps avoid a decision based solely on a single impression, according to Parshall and Cynda Johnson, dean of VTC-SOM. And as if to further remove subjectivity and potential bias from the process, the school uses "community interviewers" to conduct the sessions.



Tom Field

**Question #17: Do you like interviewing prospective med school students?
Ken's Answer: "I love it."**

Which brings us back to Ken Sosnowski.

"I volunteered for it," Ken says. He works half a Saturday to see about 16 applicants.

Ken Sosnowski moved to the Roanoke-Salem area in 1980, working as a microbiologist for the Veterans Administration Medical Center. At 69 years of age, he's involved and entrenched in the education scene, currently serving as a substitute teacher at Community High School and as a facilitator at VTC-SOM. His son is a chef at Wildflour restaurant and his daughter teaches at Community High. Ken considers himself lucky to have his family in the same home town and is an advocate for Roanoke, something the medical school deems important.

"Community interviewers also serve as ambassadors for the Roanoke area," states the descriptive for VTC-SOM's MMI program.

I ask Ken how the interview process works.

"On a Saturday, an applicant pool is divided in half," he says. "Half of the group takes a tour of Roanoke, while the other half attends the interviews. A scenario is posted on our doors, and each applicant reads the scenario, comes into the room, and we talk about it for about ten minutes."

Ken's session is from 9am to noon; he sees about 16 students, most in their early 20s he says. He is only given the applicant's name.

There is no resume or any other identification or description. He shares an example of how a scenario might be written.

You're given a fixed budget and you're in an underserved area. You have to make a choice between using the money for a preventative vaccine versus treatment of a current disease. What's your decision, and why?

How well do the applicants manage the responses?

Ken is more than optimistic. He says he is impressed with the students. When I ask how some applicants might stand out over other applicants, he pipes up.

"Almost without exception, there has been one person... who I call frightfully bright."

Ken quips "if this had been my competition, I would have never gotten into grad school."

He says there really is no right answer to the scenario; but I test him anyway.

"So, in the example of the scenario you shared," I ask, "you're saying that one applicant can say the preventative vaccine is the better choice, but another applicant can say immediate treatment is better, and both could be highly recommended and advance to the next stage?"

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““”

Congratulations, med school applicant; I can't tell you if you got in yet, but thank you for your answers, and welcome to Roanoke.

"Exactly," Ken confirms. He says interviewers are looking at how the questions are answered and how well the applicants articulate their responses.

"I also look for how they maintain eye contact, how they verbalize their responses, and if they see past the initial point of the question to provide more depth."

Ken admits he does ask why the applicant applied at VTC-SOM and was somewhat surprised by the answer. "Most say they selected the school from a search result on the internet."

Does he like conducting the interviews?

"I love it," Ken says.

Once they get here, the applicants say nice things about Roanoke, the community, and

how much they enjoy the admission process. The last session included about a third female applicants, two-thirds male.

Since he works part time at VTC-SOM in various terms, Ken runs into some of the applicants who "got in."

"I've had students tell me they were sorry [the MMI] ended," Key says. They said the unique interview made a difference and they like the way Virginia Tech Carilion School of Medicine incorporates that community element into the admission system.

Our interview session has concluded. We may not have made a "frightfully bright" discovery today, but there's no doubt how internal and external stakeholders of the Virginia Tech Carilion School of Medicine place a grade on community insight: it's more than satisfactory. 

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Teleworking in/from Roanoke >

The office has gone virtual. The proliferation of wireless Internet and data networks have allowed most individuals to work on-the-go and in any building, whether it's an office or not. Sometimes employees must work on the go because their job requires travel, while sometimes it's an option offered by the company as an amenity to their employees.

There is something incredibly relevant to Roanoke built in with the concept of teleworking, especially in light of all of the new economic development announced early this year. If you look around our region's promotional websites, such as the Roanoke Regional Partnership, the City of Roanoke, Roanoke Outside and the Convention and Visitor's Bureau, you can't help but notice a trend. Each of these sites features the quality of a life in Roanoke, whether it's the mountains or the low cost of housing.

As this region continues to flex our amenities to those interested in relocating here, teleworking becomes a more and more important option to promote. For instance, imagine a scenario wherein a surgeon from Charlotte, NC, gets recruited by Carilion. She and her family decide to move to Roanoke, and her husband, a graphic designer at a firm in Charlotte, NC asks his company to allow him to work remotely, or telework, three weeks per month. They agree, and the family moves.

This kind of relocation would not be possible without an ecosystem that supports teleworking, both in the city from where he is moving and his new home. It is essential to people like this fictional graphic designer. What is less obvious, however, is the importance of this option for millennials and those who desire a flexibility in the workplace.

When local companies recruit young talent from other cities and sell them on the quality of life in the region, they will absolutely benefit from having a flexible work-from-home policy, which we see a lot of at the CoLab. I keep a finger on the pulse of workplace trends, and this is emerging as one of which we should all take notice. 

Young Professionals

By Ariel Lev

Executive Summary:
Teleworking is relevant for a community, and not always just between the local employee—employer.

“As this region continues to flex our amenities to those interested in relocating here, teleworking becomes a more and more important option to promote.”

Customer lead time >

Before the first big snowstorm this past winter, I bought a snow blower. The challenge was finding one only four days before the storm (I waited too long). All stores were sold out. Most could get me one in a week, but that was too late. One store, however, was able to get a new shipment in the night before the storm, so I bought one there. The store with the shortest delivery time earned my business.

We've all made a buying decision based on the shortest delivery time. Whether it's a part or service, customers buy from companies that can deliver the fastest, and often at a premium price. This is why hospitals advertise short emergency room times, and Amazon Prime offers free 2-day delivery. The time from a customer order or service request to the time that product or service is delivered is called customer lead time. It's a critical measurement for any business, yet many companies don't measure it.

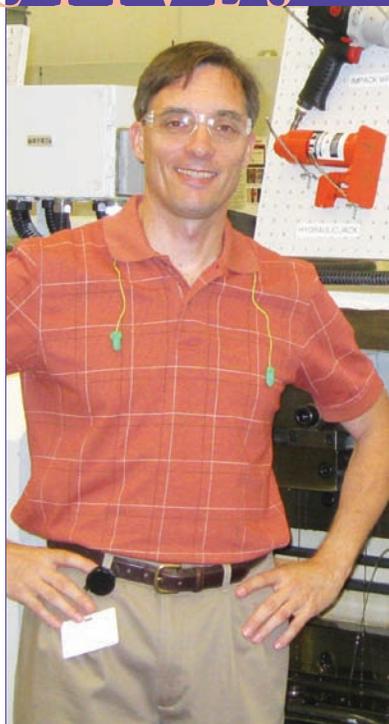
Would you like to grow your customer base? Improve customer satisfaction? Get a higher price for your product or service? There is probably no other action you can do to better achieve all three of these things than shortening your customer lead time.

Start by reviewing how long it takes for you to process and deliver a customer order. There is usually a sequence of process steps that occurs, and it's important to understand what those steps are, and how long each step takes. The goal is to achieve "flow".

Think about how your Subway sandwich is made. As soon as you start your order, your sandwich gets built and it flows toward the register with little stopping. That's flow. Now think about your last doctor's visit when you waited for long stretches of time in the waiting room and examination room. That's NOT flow. The better the flow, the shorter your customer lead time.

Now study your process for fulfilling customer orders – start to finish. Where does flow stop? Where do process steps have to be repeated? Once you identify these problem areas, figure out how to reduce or eliminate them. The reasons are not always clear, so some thorough analysis may be necessary.

This focus on reducing customer lead time is the basis for a process improvement strategy called Lean. Organizations as diverse as manufacturing, healthcare, and government (including the City of Roanoke) are using lean to improve delivery times to customers and citizens. Increased sales, improved customer satisfaction and business growth can be yours by improving flow! 



Business Operations

By Mike Leigh

Executive Summary:
Shortening that time between ordering and finishing is an excellent way to improve satisfaction and get more revenue from your product or service.





all photos: Anne Sampson

Off the ground >

Executive Summary:
Star Flight Training offers primary and advanced flight training for everyone from the career-path pilot to the weekend enthusiast.

By Tom Field

Work got you down? Well, there are landings and hangars and training and maintenance that go along with this job, but for the most part, here's an office that's thousands of feet in the air. For the folks at Star Flight Training in Roanoke (www.starflighttraining.com) their work space consists

of a airplane cockpit, and their customers are flight students and flying enthusiasts.

"Come join us. It's nice up here," exclaims the website.

Star Flight Training offers introductory "Discovery Flight" gift certificates for \$99 to check out the possibilities, and of course the services to get you to that goal of student pilot certificate.

There are at least three good reasons to pursue your passion of soaring in the sky, Star Flight Training says: "Life is short; flying is incredible; and you work hard and deserve it."

That might be one time it's ok to take advice from someone who has his head in the clouds. 



Kevin and Sherry Williams



Store front

Selling on a narrative >

Executive Summary:

New ownership brings a fresh approach to Consignment 419 in Roanoke County.

By Caitlyn Scaggs

Consignment 419, previously Consignment First, originally opened its doors in July 2005. In January 2016, Kevin and Sherry Williams purchased this store, located on Electric Road in Roanoke County. Much like the repurposed and refurbished furniture they sell, this husband and wife team has a vision for how they can maintain original aspects of Consignment 419 while enhancing and expanding other business components.

Now that they are owners, Kevin and Sherry intend to build upon the strong foundation established by the original owners, who are now trusted friends. Sherry explained, "We loved the store but wanted to take a fresh approach and update the store layout. We also wanted to brighten things up some

with more contemporary materials and colors." Kevin elaborated, "We are not just a store but a service. Our store allows for renewing and repurposing, which is good for the seller, the buyer, and the environment." There is an excitement that comes with each new piece within the store; you never know what narrative will come with it.

Often people consign furniture when they are downsizing, processing an estate, or are interested in updating their own furnishings. The staff evaluates every piece that comes in for consignment. Sherry explained, "On any given day when I'm going through items that consignors drop off, I might ask 'how was this used, and in what timeframe?' That's especially true for glassware, or decorative glass, tools, or items that are just plain weird."

One unique aspect of Consignment 419, as compared to other consignment stores, is the variety of items and styles they sell. Kevin pointed out, "We intentionally consign and sell a variety of styles to include antiques, traditional, shabby-chic, mid-century, contemporary and even steampunk." Sherry and Kevin also actively





seek and sell refurbished and restored pieces. This supports the do-it-yourself (DIY) movement that is evident from popular TV shows, Pinterest boards, and YouTube videos. This offers customers the opportunity to own a piece of furniture that is truly one of a kind and demonstrates their intent to enhance their relevance to the community at large.

A specific example of how Kevin and Sherry plan to enhance their business and increase interactions with the community is by offering

how-to or "DIY" classes. These classes will be for those interested in learning restoring or repurposing techniques and mastering at home furnishing projects. There is current space within their business that can be converted into a workshop area, for this purpose. The first instructional workshop is expected to launch in the fall of 2016.

As I spoke with Kevin and Sherry about their business, a friendly customer named Tom overheard our conversation about a large work cart that had been restored. Tom

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Copper Furnishings

noted that this particular piece had historical significance to the Roanoke area. It was a green American Viscoe Corporation work cart that had been refurbished. The base of the cart was likely made in the early 20th century. This company made rayon yarn used for consumer goods. Tom remembered and attested to seeing the same sort of carts on train tracks around the outside of buildings. The cart had purely utilitarian purposes when it was in use; it was for transporting tool sand supplies. However, with refurbishing it is now a gorgeous piece of furniture with rich history.

Kevin and Sherry believe that their role as owners of Consignment 419 entails much more than consigning, buying and selling furniture. They are receiving and sharing personal histories. Sherry elaborated on the significance behind their work, "Our customers tell us their stories and trust us with them. I love that aspect of what we do. We get to know people on a deeper level and understand who they are and some of what they've experienced in life." At Consignment 419 each piece and each person has a story to share. 





Shark Patrol

By Keith Finch

Executive Summary:
Don't use the circle-R "®" symbol unless you have a federal trademark registration. Use the TM symbol instead.

TM or not TM? That is the question >

The company president showed me his new business card. Above his name, printed in bold, blue letters, it read, "PILLAR OF FIRE FENCES®."

"I really like the new color scheme," I said. "But I see that you're using the circle-R symbol. Did you register your trademark?"

"Yes," he said, "we registered our trademark with the Virginia State Corporation Commission. We got the certificate of registration last month, and so I got these new cards printed, using the circle-R symbol."

"Well I hate to tell you this, but you only are allowed to use the circle-R symbol if you have a federal registration with the U.S. Patent and Trademark Office," I said. "You can't use it if you only have a state registration."

"I thought that the circle-R stood for 'registered,'" he said.

"It does, but there's a federal statute that says you only can use the circle-R with a federally registered mark," I said. "So you'd better take it off and use the TM symbol instead."

"What do I need in order to use the TM symbol?" he said.

"Anyone can use the TM symbol for anything," I said. "When you use it together with a word, phrase or logo, you're just saying that you consider that word, phrase or logo to be a trademark. You don't need to have any registration or permission from anybody."

"But what's the harm of using the circle-R?" he asked.

"The problem is that if you ever do try to get a federal registration for your trademark, and if you've used the circle-R when you're not entitled to use it, then your application for federal registration might be rejected," I said. "For example, Virginia Tech doesn't have a federal registration for the word HOKIE. But for years they printed 'HOKIE®' on shirts, sweaters, hats, stickers and so forth when they should have been printing 'HOKIE™' instead. They kept doing it even after they were told to stop. And now their federal registration application is being challenged because of it."

PERSPECTIVES

“So after I get a federal registration I can use the circle-R?” he said.

“Yes, but only on certain things,” I said. “Whenever you get a federal trademark registration, it’s only for particular products or services. So for example if you register PILLAR OF FIRE for fences, then you can put PILLAR OF FIRE® on your fences. But I know that you sell outbuildings too. If you only have PILLAR OF FIRE registered for fences, then you should put PILLAR OF FIRE™ on your outbuildings.”

After a little more discussion (including my explanation of why I believe that state trademark registrations are virtually worthless), our client decided to go ahead and seek a federal registration for his trademark. And he decided to put his new business cards, with their illegal circle-R, into storage until he had the new federal registration certificate in his hands. 

Note: *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer when applying for trademark registration, deciding how to use your trademark on your products or marketing materials, etc.*



Anyone can use the TM symbol for anything. When you use it together with a word, phrase or logo, you’re just saying that you consider that word, phrase or logo to be a trademark. You don’t need to have any registration or permission from anybody.

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Trish White-Boyd: 'I did a pretty in-depth market study.'

Dan Smith

Finding a niche with the elderly >

Executive Summary:

Trish White-Boyd was comfortable in a job with the court system, but did a market study and discovered that there was considerable security in health care. She went for it.

By Dan Smith

Trish White-Boyd has seen her company grow from a single-person startup a decade ago to a notable senior care firm with 51 employees. And yes, the growth could have been greater had this dynamo not been involved in so many other activities, many having to do with supporting the community in Roanoke.

White-Boyd had worked for Virginia's Department of Child Support and Enforcement for 18 years, and "I liked it," but she ultimately decided she wanted a change. "I did a pretty in-depth market study," she says, "and found that senior care was very much in demand." That meant stability and a level of security. And a lot of work in a field she didn't know.

She had no background in senior care at all, but her tendency has always been to study, study, study. "I discovered that 14 of the 25 fastest-growing fields were in health care," she says. "In 2035, one in five people will be older than 65.

"Rather than recreate the wheel," she says, she bought a Griswold Special Care franchise. She and Colbert Boyd, former Deputy Commissioner of the Department of Veterans Services, who have been married 23 years now, were settled. They had fused lifestyles and families (she has

two boys, he five children) and they were off.

Colbert, served at the behest of the governor, was replaced when Republican Jim MacDonald was elected and so he retired.

Her Roanoke County-based business now has nearly 50 Certified Nurses Aids, two RNs and two administrative staff members, in addition to her. White-Boyd runs the business end and the RNs oversee the nursing, which includes some patients who require around-the-clock monitoring.

The effervescent White-Boyd may well have the largest business in the Roanoke Valley owned by a black woman, she says, though that would be difficult to prove. "I am certainly one of the largest," she says.

She keeps up with the heavy regulation and her business is licensed by the state, though not all businesses of similar types are licensed, she says. Her client list, which includes some large organizations, require that extra step. Her nurses are all certified and she must keep up with that, as well.

"I used to do everything," she says, but she has learned to delegate to competent professionals and she has the time to operate the business and work in the community. This spring she is running for Roanoke City Council, her second try at political office. A couple of years ago, she ran for the House of Delegates and lost in a relatively close primary contest to Sam Rasoul, who spent \$135,000 to her \$6,000. "I was screaming like I'd won when we got the final numbers," she says.

She wants "the business to continue to grow," she says, but there is no hurry. "I like it like this." 

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CONTRIBUTORS

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]

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“ ”

Virginia Tech doesn't have a federal registration for the word HOKIE

— Page 30

“ ”

I'm the person that sits next to the judge — Page 11

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On Tap from the Pub

By Tom Field

Executive Summary:
*Who is best-suited
to deliver progressive
solutions for a
community?*

Someone getting too much attention? >

I finally figured out why young people are important for community development.

- They're stupid.
- They're inexperienced.
- They're naïve.
- They're unpolished.

What's with all the gushing over youth and Millennials and college kid startups and junior entrepreneurs and, OMG... young professionals? Where did this explosion of City(X)Po and xPerience conferences and creative internships and shark tank panels and coworking labs come from?

I'll admit it. I love the magnet affect we all get from the young, shiny, happy crowd. I'm connected to organizations predominately comprised of the whippersnappers. I've published my fair share of "20 Under 40" lists. Hey, I even introduced the first regularly appearing young professional columnist.

And frankly, the switch really turned on for me not when I was 20 Under 40 myself, but as my children started converting into, OMG... young adults. There's no problem selling young employee retention programs (or as my young professional columnist likes to clarify: "attraction" programs) to dads like me. We're already sold.

I've always understood the mission for youth recruitment from the purely analytical perspective. If you don't maintain and sustain the newer generations, the current population dies out. But let's admit it: who's going to lose when you say you're all about the young people? Anyone who says our kids are not important to the business and community equation immediately becomes the crabby old geezer in the neighborhood, raising his stick as he sits on his porch, hollering "you kids get off my lawn!"

But young people, the Millennials, the OMG... young professionals—they're just one demographic.

Seriously, why is this single demographic so important for community development? There's a little attention on the seniors, and there's definitely a surge and newfound commitment happening in our culturally diverse market. But nothing like the red carpet treatment for magical Millennials. And a conference for the middle-aged? No one's organizing that. Either I missed it, or they're all sitting in some bar downtown trying to network with

a low turnout because no one knew how to set up the eVite app.

Truth be told, the middle-aged baby boomers (and now spilling over into GenX) are the lifeblood of our community. The figures don't lie: the middle-aged represent the largest block of actual working capital and employment and economic acquisition that serves to grease the wheel of real movement in a city or region. And here's the rub: the middle-age are the ones funding and supporting the OMG... young professionals.

WTH... we're enablers!

So, we're back to the question. Why is the Millennial demographic getting all the attention and considered extra valuable as we develop our communities?

I think I stumbled on the answer.

Besides the purely analytical impact (you plant seeds in addition to the crop you already have), young people have those annoying characteristics so many adults have "outgrown."

And it took some adults to point this out to me. With fully grown adults, you get answers.

- They're smart.
- They're experienced.
- They're savvy.
- They're polished.

Fully grown adults tell you our economic development efforts are fragmented and disconnected. Millennials say, "who cares?" Work it from your own silo if you must. Fully grown adults point out all the roadblocks to our transportation systems. Millennials call up an Uber or claim a discount airline certificate or book an Airbnb. Fully grown adults understand how your chances improve when you do things in order. Millennials turn everything upside down, from relationships to education to vocation to the pursuit of happiness. Fully grown adults acknowledge the value of some risk—as long as it's calculated. Millennials build a different calculator.

Who would have thought you could leverage stupidity, inexperience, naiveté, and lack of polish?

These are the very characteristics to build a city, a community, a region.

Most of it bottled up in a group identified as, OMG... young professionals. 



Anyone who says our kids are not important to the business and community equation immediately becomes the crabby old geezer in the neighborhood, raising his stick as he sits on his porch, hollering "you kids get off my lawn!"



Who would have thought you could leverage stupidity, inexperience, naiveté, and lack of polish?

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

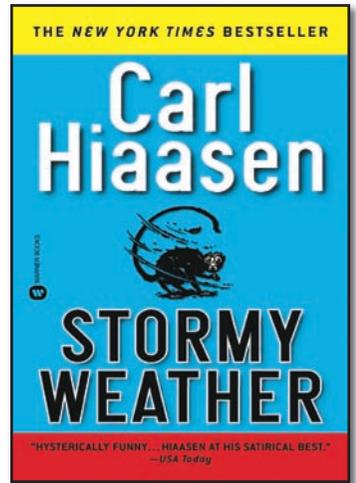
Underwhelming

Stormy Weather (Knopf; 1995) was more like a passing shower. Given my proclivity to stories that romp on the wild side, matched with my attachment and inherent draw to South Florida, I was all primed to like Carl Hiaasen, an author I've been meaning to check out. I'm not sure I'll take the time to check out others in his impressive lineup of paperback-type-summer-reads with the titillating titles. My experience was not unlike watching one of those quickly produced mini-series that you go ahead and endure, but aren't so bothered when it ends... except to fret a bit that you probably missed something better on the other channel. The plot—not so bad. I was caught up at the very beginning as we sort through the roofing materials and trash strewn about after the hurricane; much of that trash including the sleazy characters. But the whole thing fell rather flat. I think it's just the writing; we don't jive. One example: a continuous use of both first and last name of even minor characters, as if we're assembling newspaper clippings. There's even a cheesy epilogue with "where they are now" lineup, like they rolled in before the ending credits in 1970's low brow comedy flicks. We don't really care because we never invested.

—Tom Field

Advice from a local

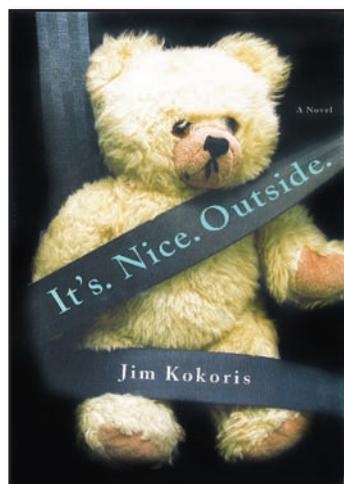
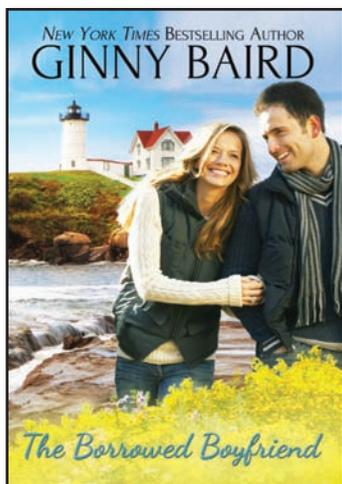
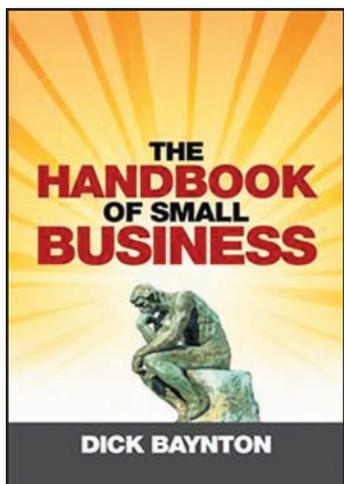
"The way you affirm honest and complete communications is to be absolutely honest in all communications and dealings. This applies to supervisors as well as managers, officers, and company owners."



Launching and maintaining a successful business is hard work, and as Roanoke-based Dick Baynton points out early on in *The Handbook of Small Business* (Xlibris; 2016), approximately the same number of businesses die every year as are born. However, there are some solid principles and practices that, when applied to either a new or existing enterprise, can offer it the increased ability to not only survive but thrive. In a book that can be used as either a reference guide or a source of daily encouragement, Baynton provides a set of valuable tools for both the would-be and veteran entrepreneur.

Unlike many business books, Baynton doesn't rely on case studies or personal vignettes to get his points across. Instead, he has gathered the time-tested theories and ideas of those who have weathered the corporate seas as well as collected data from educational sources and his own vast experience in the field to create a distillation of knowledge. He then organizes this information into go brief, easy-to-read chapters that each focus on a specific topic such as capital investment, attitude, or marketing. Within all of this teaching reside core concepts such as integrity, diligence, attention to detail, and doing for others what you would want them to do for you. For example, in Chapter 50 he writes about the need to reward valuable employees with something "a little extra" in their paycheck. He goes on to say that this principle applies to dealing with customers, as well. An added perk from a salesman to a client at the close of a deal can create both good will and repeat business.

Baynton's decades of professional experience in a variety of business roles and settings has given him an inside track on what works and



what doesn't. Happily, he has chosen to share his insights with us.

—John Roper

Beau in a bottle

The Borrowed Boyfriend (Winter Wedding; 2016) by Ginny Baird from Tidewater is a fun romantic comedy about a woman who needs a boyfriend to keep her friends from setting her up during their one week get-away vacation.

Allison Murphy is spending a week at the beach with her friends, but she needs a boyfriend for the week. She owns her own company – Bella Fortuna Wine Designs – which supplies wine labels of upscale art to wine companies for their bottles. She agrees to her roommate's idea of borrowing her boyfriend to keep her friends from setting up blind dates, even though she doesn't approve of his job.

Grady O'Brien is dating Allison's roommate. He is a wine industry entrepreneur and agrees to pretend to be Allison's boyfriend for the week. His wine company buys out struggling companies and then helps them succeed. He wants Allison's company to help him go global with his wine takeovers, but how can he convince her it's a good thing when her past has proven to her takeovers are not in the best interest of the company?

This sweet romantic comedy is a must read. Allison must guard her heart as she tricks her friends into thinking she and Grady are a couple when they really aren't. When she discovers the real Grady isn't who her roommate portrayed him to be, can she keep her heart intact while playing this charade? The conflict between Grady's

company takeovers, Allison's past experiences, and them getting to know each other makes for a great read. Grady must convince Allison he has her best interest at heart.

—Sally Shupe

No average trip

It's Nice. Outside. by Jim Kokoris (St. Martin's; 2015) is an emotional ride, to put it quite succinctly. Imagine cramming a dysfunctional family all into one van for a road trip, the purpose of which is hardly a vacation. That's the story here, told from the perspective of a father who's been pushed and pulled for 19 years by his own failings on top of the struggles of relationship strains from a broken marriage, two daughters, and the constant care of a son who demands more attention than you can ever give to yourself, much less to others you value. I couldn't put this book down, and my sympathy for any parent of a disabled child for a lifetime, skyrocketed to the highest heights. There are dreaded fateful elements in this story that get pulled out from under you like a rug, then pushed back in, that you come to understand must be exactly like the day-to-day experience in such families. Such deep love and deep exasperation, illustrated with pure poignancy. These families need more "angels" to cross their paths with more frequency.

—Tom Field

(**The reviewers:** Tom Field is a creative director and publisher of FRONT; John Roper is an independent reviewer from The US Review of Books; Sally Shupe lives in Newport, works at Virginia Tech, and is a freelance editor.)



Branching out >

Branch Highways hosted a project tour of the infrastructure intersection project at Route 460 and Southgate entrance at Virginia Tech on April 22; the work consists of a diverging diamond interchange, two new bridges, and relocation of Huckleberry Trail; the tour attended by construction professionals, engineers, students, and development-related professional organizations.



Rehab the night >

Friendship Health — Rehab South celebrated its grand opening and ribbon cutting at its new 73,000 square-foot facility on Starkey Road in Roanoke County, March 26, to a large crowd, entertained by tours, catering, chamber music, local dignitaries, and fireworks.



Pedalers win >

VT KnowledgeWorks hosted its eighth annual Global Entrepreneurship Challenge Semifinals at The Inn at Virginia Tech and Skelton Conference Center on March 30; student teams presented business concepts before a panel, including \$15,000 scholarship grand prize winner Park and Diamond, Inc. (cycling and commuter protection products) which included team members Jordan Klein and David Hall.



Studio for startup >

Studio2.0, a new coworking environ for the New River Valley held its ribbon cutting on April 27 at 104 Faculty Street alongside The Artful Place in downtown Blacksburg; the site is currently poised to accept six to eight startup teams.



Brew shuckin' >

Parkway Brewing Co. in Salem held its 3rd annual Oyster Roast on April 9 to a packed facility from noon to 8:30, entertained by four area bands, and food from Bruno's Gastro Truck and Rappahannock Oyster Co.



FRONT



Courtesy of Bill Poff and Ryan Seavy

Think inside the box >

Virginia Tech School of Architecture + Design student architectural project received the 2016 Design-Build Award from the Association of Collegiate Schools of Architecture with its "c u b e" submission; an assignment exploring building processes and materials with specifications designed to take students out of their comfort zones.



See thru colors >

Taubman Museum of Art atrium serves as host to VCU alumna Rachel Hayes' colorful fabric installation entitled *Not Fade Away*, attracting high visibility inside and out.



Pow wow wow >

Native American Heritage Festival held its 7th annual event featuring Aztec dancers and others at Bisset Park in Radford on April 9. PHOTO: Rachel Hayes' colorful fabric installation entitled *Not Fade Away*, attracting high visibility inside and out.



Toxic talk >

An exploratory community meeting on the issue of biotoxins (particularly the impact of mold in "sick buildings") was held at Sunscape Community Room in Roanoke County on April 15; alternative medicine specialist **Dr. Eduardo Castro** spoke on medical implications, facilitated by **Mitzi Hartwell**, who is forming a support group and resource center for victims and others affected.

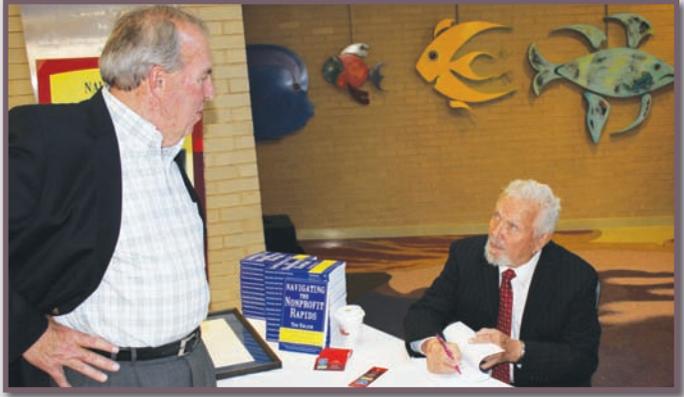


Looking up >

Blue Ridge Kite Festival, an annual tradition from Roanoke County at Green Hill Park was held on a perfect blustery day on April 16; bubble-maker man above adds to the kite filled sky.

Ted's tale of tactics >

Ted Edlich, former president of Total Action for Progress (TAP) in Roanoke, signs his new book for a fan at a release event at Center in the Square on April 12; *Navigating the Nonprofit Rapids* presents perspective and strategy for organizational leaders seeking practical developmental instruction.



FRONT



FRONT

Towers trumped >

Towers Shopping Center in Roanoke unveiled its interior renovation on April 13, including a new open court area; owner **Gary Rappaport** and his team stand in the much brighter core of the mall, in anticipation of welcoming more shoppers and merchants.

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

Angela Gillespie has been appointed mortgage banker at the Roanoke branch of Corridor Mortgage Group.



Nosenzo



Stultz



Holland



Lowman



Vaught



Ratliff



Clark



Pritchard

Kristin Routt has been promoted to vice president, branch manager; **Ashley Ratliff** has been promoted to vice president, branch manager; and **Chase Clark** has been promoted to vice president, underwriting manager at HomeTown Bank.

Jeff Nosenzo has joined as head of commercial lines business development department at Brown Insurance Agency

in Blacksburg.

Amy Lowman has been hired as vice president mortgage lending manager for HomeTrust Bank in Roanoke.

Patrick Pritchard has been promoted to executive vice president, senior operations officer at BNC Bank.

Harvey Brookins Jr. has joined as vice president and city executive at the Roanoke loan office of National Bank.

Cyndi Beach Stultz and **Donna Brown Vaught** have joined as vice presidents and mortgage loan officers in Roanoke

at Virginia Mountain Mortgage, a new division of Bank of Botetourt.

Teresa Mabe has joined as assistant vice president and office manager at the Dublin office of National Bank.

Terri Curro has been promoted to chief operations officer, and **Milton Showalter** has been promoted to senior business intelligence analyst at HomeTown Bank.

LEGAL FRONT

King Tower has joined as an of counsel role at Woods Rogers.

TECH/INDUSTRY FRONT

The Roanoke Blacksburg Technology Council announced its RBTC TechNite 2016 winners: **Dr. Nancy Boerth** and **Shawn Burns**, STEM Educator; **Nanci Hardwick**, Entrepreneur; Marty Muscatello, Regional Leadership; and **Dr. Robert Sandel**, Ruby Award; **Joe Meredith** was inducted into the Technology Hall of Fame.

DEVELOPMENT FRONT



Mabe



Winter

Don Winter has been hired as project manager at Building Specialists Inc.



Conrad

Teri LaBarbera and **Jennifer Mills** have joined as sales associates at the Daleville office; and **Donna Conrad**, **Laura Schmidt**, and **Kevin Grubb** have joined as sales



Schmidt



Grubb

associates at the Roanoke office of Long & Foster.

Shelly Young has been hired as executive officer of Roanoke Regional Home Builders Association.

Timothy Cretney has been named chief financial officer for Draper Aden Associates.



McDowell-Kent

Sylva McDowell-Kent of Berkshire Hathaway HomeServices - Smith Mountain Lake Real Estate, has earned the Certified Luxury Home Marketing Specialists designation.

Kaili Falwell has joined as country club accounts manager /

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.

membership director at The Willard Companies.

RETAIL/SERVICE FRONT

Tom Greco has been named CEO of Advance Auto Parts.

Matt Pumo has joined as general manager at WDBJ 7.

EDUCATION FRONT

Sally Morton has been named dean of the College of Science at Virginia Tech.

Michael Friedlander has been named inaugural vice president for health sciences and technology at Virginia Tech.



Bryant

Lewis Bryant has been appointed vice

president of financial and administrative services at Central Virginia Community College.

Barbara McGrath, biology/ecology teacher for William Byrd High School in Roanoke County was the recipient of the Golden Apple Award by the Education Foundation.

Kathy Franklin has been named president of Virginia University of Lynchburg.

Maria Belen Cassera of the College of Agriculture and Life Sciences at Virginia Tech has been appointed to the National Institute of Health Center for Scientific Review.

Jim Moran, former U.S. congressman, has been named professor of practice in the School of Public and International Affairs

in the College of Architecture and Urban Studies at Virginia Tech.

Clay Nunley, from Randolph College in Lynchburg, has been named the new head coach for men's basketball at Roanoke College.

Thim Corvin has joined as vice president for college development and alumni relations at Edward Via College of Osteopathic Medicine (VCOM).

CULTURE FRONT

Ross Copperman, Glenvar High School graduate from Roanoke County, won the Song Writer of the Year Award at the 51st Academy of Country Music Awards.

Compiled by Tom Field

“ ”
No ranting or whining! — Page 13



Courtesy of Jenna Lazenby, Aeroprobe

The Ridge and Valley Chapter of AUVSI

Manning the unmanned

Ridge and Valley—a new chapter of the Association for Unmanned Vehicle Systems International—has formed in Southwest Virginia; a nonprofit advocacy membership for drone operators, technology and industry advancements, and related enterprises.

Vying for visitors

Visit Virginia's Blue Ridge is the new identity of the Roanoke Valley Convention and Visitors Bureau; announced at the annual meeting April 20.

Big retail sale

Tanglewood Mall in Roanoke County is for sale; the popular mall in its fourth decade of operation and now owned by The Guild Group, currently houses TJ Maxx, Belk, JC Penney, Steinmart, Staples, AC Moore (and others in its central building) along

with Carmike Cinemas, Kroger, Barnes & Noble in separate properties is listed by Cushman & Wakefield / Thalhimier.

Booked together

Blue Ridge Literacy (BRL) has adopted the **Roanoke Valley Reads** program; the community initiative that highlights the value of reading.

4 + 7-Eleven

Card Isle personalized greeting card kiosks have been placed in four 7-Eleven convenience store locations in the Blacksburg / Radford markets.

Henry ties one on

Drake Extrusion, a fiber and yarn manufacturer used in furnishing, automotive and other commercial applications, and subsidiary of International Fibres Group (IFG) is investing

\$6 million to expand operations in Henry County.

Staking new restaurant on hill

The new **Texas Roadhouse** restaurant up on the hill at South Park adjacent to Roanoke County's Tanglewood Mall expected to open at the end of June, is hiring as many as 160 people, part and full time.

Opening windows and doors

Ply Gem Windows is expanding its plant in Rocky Mount; expecting to add about 75 jobs with the near \$2 million investment as Franklin County's largest employer.

Big beer likes a local

Devils Backbone Brewing Company in Rockbridge and Nelson counties is being acquired by Anheuser-Busch

as part of the St. Louis corporation's The High End craft and special import brand business unit.

More wine, please

Mr. Bill's Wine Cellar has expanded its shop into the adjacent space at its location on Brambleton Ave. in Roanoke.

New mortgage option from 117 year old bank

Virginia Mountain Mortgage, a new home mortgage division of Bank of Botetourt has opened; services available at all ten bank branches throughout the region as well as the newest office at Springwood Park on Electric Road in Roanoke.

Lake fit

Carilion Wellness fitness center is scheduled to open at Smith Mountain Lake Retirement Village

on Westlake Road in first quarter 2017.

Investigation

Goodyear manufacturing plant in Danville is being investigated by Virginia Occupational Safety and Health Administration (OSHA) as well as United Steelworkers Union (USW) after a third fatal accident of employees within an eight month period.

Sunshine connection

Allegiant Airlines is expanding its service from Roanoke-Blacksburg

Regional Airport to St. Petersburg / Tampa from a seasonal schedule to year round with two flights per week.

Empty seats

Greyhound Lines announced it has eliminated its bus service in Danville due to low ridership.

Germans get grinders

Capco Machinery Systems, a manufacturer of grinding components for industrial operations based in Botetourt County that closed at the first

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.

of the year, has been acquired by Heinrich Georg Machinery Systems; the new company named Georg Capco Inc.

Arsenal converts

Radford Army Ammunition Plant in Fairlawn is changing its

electricity generation from coal burning to a natural gas-fired system; the complete conversion scheduled for 2018.

Fat lady singing

Opera Roanoke met its \$200,000 fundraising goal from a \$100,000 challenge match proposed

SPORTS radio



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Norfolk Southern not taken

in January, nearly three months ahead of deadline; the quick response attributed to excitement from April's La Traviata production coupled with the organization's 40th anniversary season; the company has announced an "All American" 2016–17 season, featuring South Pacific and Susannah.

Staying on own track

Canadian Pacific Railway has withdrawn its bid to takeover **Norfolk Southern** Corp in a

statement issued April 11; about a month prior to the NS annual shareholders meeting.

Time-honored

Marc Edwards, the civil and environmental engineer professor at Virginia Tech who spearheaded research that brought international attention to the lead-in-water contamination in Flint, Michigan, was named to Time magazine's 100 most influential people of 2016.

Discount furniture

American Freight Furniture and Mattress has opened at Tanglewood Mall in Roanoke County at the building next to the movie theatre.

Gobbledy text

Virginia Tech released its "Hokiemoji" offering of 80 iconic university emoji keyboard expression symbols, designed by students Hanna Largen and Amanda Robinson (visual communication

design majors); app available at Apple iTunes and Google Play stores under "Virginia Tech Emoji."

No typical electives

Virginia Tech is incorporating a new "destination areas" system where students can access a voluntary educational track to supplement core classes; the multiple, cross-disciplinary opportunity includes pursuit in five areas: Adaptive Brain and Behavior Across Lifespan; Data and Decision Sciences; Integrated

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Security; Intelligent Infrastructure and Human-Centered Communities; Resilient Earth Systems. The projected \$2.6 million system is part of a broader visioning process called Beyond Boundaries.

Hot spot

Roanoke appeared at the top of the list on an April 26 article by John Boitnott at Entrepreneur.com entitled "6 Alternatives to Silicon Valley with Better Weather than Portland"

naming top choices for tech hubs and startups; the other five included San Diego, Provo, San Antonio, Nashville, and Huntsville, AL.

Opening doors and windows

Woodgrain Millwork is expanding its manufacturing facility in Smyth County; an investment of \$1.86 million and expectation of 17 new jobs.

Sale at mall

New River Valley Mall in Christiansburg has been sold to Farallon Capital Management; a reported sale of \$27 million for the 464,000 square foot mall, still under management of CBL & Associates.

Public network hooks public tv

Roanoke Valley Broadband Authority, formed in 2013, signified a first milestone on April

26 with the ceremonial activation of the first commercial customer as Blue Ridge PBS television station connected to the new 47-mile public broadband network.

Home renovation

Nationwide Custom Homes in Martinsville is expanding operations to include plant renovation and the addition of up to 60 jobs.

Compiled by Tom Field

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

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MONDAY-FRIDAY
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"Life's too
short to
wear
boring
clothes"





Katy Newberry at Gypsy Palooza on Roanoke City Market

The happy Gypsy >

Executive Summary:

There's a sign in Gypsy Palooza that tells us, "Life's too short to wear boring clothes." Katy Newberry is making a living with that philosophy.

By Dan Smith

Katy Newberry is one of the fortunate few who has discovered how to make a living by following her bliss.

She is the owner of Gypsy Palooza on Roanoke City Market, a trendy boutique, catering to women who like to tailor their look to a taste that is a smidge off center, a bit rebellious, slightly edgy and all feminine.

It is a popular look among the young and



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Katy with a purse she made



Katy built the dressing rooms from recycled goods

the hip, regardless of age and it has been Katy's look since she was a kid. She simply evolved into the retailer of it, as much by chance and luck as by plan.

Katy, who is 33, is from Bland County, the daughter of a small business owner (her dad owns Venco Business Music) grew up to understand what that discipline requires. After high school, though, she wound up at the Blue Ridge School for Massage and Yoga in Blacksburg and worked in massage (first for a chiropractor, then in her own business).

All the while, she made or re-made her clothes, designed her jewelry, decorated and

sewed. She made outfits for friends, some by repurposing vintage clothing, using old textiles to put together purses.

Four years ago, she decided to give her ideas a try on the retail market. "I've always loved design," she says. "I've made jewelry since I was 10 and my grandmother taught me to sew." They proved to be valuable skills when she found a small shop for rent in Salem. She made it hers: the first Gypsy Palooza.

The shop outgrew its small space and she moved to the Roanoke City Market a year ago and has been going full tilt since.

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The pottery is by Katy's sister, Jeri Ricci



These blue cowboy boots are near the front door

"I've dressed funky since I was a child," she says. "I made my own things and liked the style: fun, feminine, a little bit of an edge, lacy layers, ripped jeans, old boots. That's probably a result of the country girl in me."

Actually putting the store into practice proved to be a great deal of work. She had to source clothes—old and new—jewelry, artwork, boots, and incidental items that meant searching, sometimes online, sometimes in person. The store "is one of those

things that just happened," she says. Somehow, people selling what she wanted "were just attracted to me. They sought me out. I spent hours online" and she haunted used venues for repurposing. She not only searched jeans and blouses and skirts, hats and scarves, but also table cloths and curtains, old lace. Those often became purses or accessories to other old clothing.

One of her vendors was quite close: her sister, Jeri Ricci, who makes the pottery



Customer Margie Herring looks at the dresses



Homemade jewelry



sold in the store when she is not doing her father's books at his Bland County business.

The look comes out of recessions of recent years, says Katy. "People weren't able to afford the things they were used to," so they started buying used and repurposed clothing "because they still had to have things that looked good for work." It just

happened that it was her style, the one she favored and the one she could make. There is also the element "of the green movement, up-cycling, which we do a lot" and which makes good sense for the environment.

And Katy's environment—Gypsy Palooza—is the delightful one she created. 

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Advertiser Index

AAF / Roanoke	37	First Fridays	61
Ameriprise Financial	37	Goodwill Industries	
Berryfield	37	of the Valleys	27
Blacksburg Partnership /		HomeTown Bank	37
VA Cheese Festival	11	MemberOne	
Carilion Clinic	4	Federal Credit Union	3
Citizens	55	Opera Roanoke	17
Corridor Mortgage Group /		The Proofing Prof	37
Angela Gillespie	37	Roanoke CoLab	37
Creekmore Law Firm	35	Sidewinders Summer	
Davis H. Elliot Company	37	Concert Series	19
Duncan Audi	BC	VCOM	31
Entre Computer Center	57	Wheeler Broadcasting /	
Ethos	63	WPLY	51 & 53
		Woods Rogers	2

“”
Think about how your Subway sandwich is made — Page 21

“”
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