



Valley Business FRONT

**VIRGINIA'S BLUE RIDGE
BUSINESS JOURNAL**
ROANOKE/NEW RIVER VALLEYS & REGION
FREE • ISSUE 111 • DECEMBER 2017

vbFRONT.com

2017 Business Icons

Industry Leaders Over 50

Lyn Hayth,
Bank of Botetourt



**Let us Cater
your next
Business Lunch
or Event**

We deliver!

2nd
helpings
SHOP • GALLERY • CAFE
Catering

Eat Well and Do Good

(540) 491-9409

Visit **rescuemission.net/thrift-stores**
for a complete catering menu

All proceeds benefit families in crisis at the Rescue Mission

1502 Williamson Rd., Roanoke, VA 24012

Ad Donated By Pinnacle Financial Partners

"Icon" can refer to an image (religious or otherwise) or even a symbol such as a simple graphic picture on a digital display to link to an app. One dictionary even suggests an icon can be "an object of uncritical devotion." Like an idol.

We're using "icon" in our FRONTcover story this edition to infer an attachment to someone who has reached a high point in his or her professional vocation. We're not going as far as saying you should idolize these folks; but they can be inspiring. There's nothing wrong with looking at others when aspiring to improve ourselves. Or simply celebrating their achievements.

Since our primary job at the FRONT is to profile the successes of business and the people behind those businesses, we really aren't all that inclined to jump on the bandwagon with certain critics who like to denigrate or find fault with people of certain achievement. It seems to be somewhat of a popular trend these days to point fingers and say things like "he didn't develop that by himself," and "she had advantages most people don't have," and "it's money and who you know" that produced the success. Where did all that come from? It must be the dad in me that thinks it's okay to applaud achievement. I'd rather my kids use their hands in productive fashion than simply pointing a finger.

Or at least use your finger to push an icon on a screen so it takes you to an app where you can actually do something. We should only be so connected to our business leaders who are known as icons.

Saying "good job" is hardly idolatry.
It's an attitude that moves us all ahead.



Tom Field

“
If a tree don't fall on me,
I'll live till I die — Page 19



Congratulations to Our CEO
Kent S. Greenawalt on His Selection
as a **2017 Business Icon**,
a Well-Deserved Honor!

We're Proud to Be on Your Team!

-Your Foot Levelers Family





MADE IN ROANOKE. EXPORTED NATIONWIDE.

Right here in Virginia, we're producing something the rest of the country can't get enough of: innovative health care ideas. Roanoke native and Carilion Clinic CEO Nancy Howell Agee will serve as chair of the American Hospital Association in 2018. And every day, our 12,000-plus employees are transforming care in ways that will set the standard for years to come.

Congratulations, Nancy, on being named a 2017 Business Icon.

Your leadership has once again put us on the map.

Valley Business FRONT

COVER STORY

DEPARTMENTS

8



Meet Our Business Icons

8 Industry Leaders from Virginia's Blue Ridge Business Journal

A lifestyle not too fast 18

Meet Rex, at BWX 26

A gallery's inviting atmosphere 36

Find your local 58

PERSPECTIVES

- Business Dress 16
- Etiquette & Protocol 17
- Business Operations 30
- Legal 31
- Workplace Wisdom 34

REVIEWS & OPINIONS

- On Tap from the Pub 41
- Reviews 42

FRONTLINES

- FRONT'n About 44
- Career FRONT 50
- FRONT Notes 54

vbFRONT.com

“

I was born about 100 years too late — Page 21



Cover photography of Lyn Hayth by Tom Field.
Props provided by All Star Impressions.

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
News Editor	Christine Liana news@vbFRONT.com
Advertising	Dan Dowdy (540) 797-7943 Theresa Passeretti (540) 420-8385 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 2017; 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.

DECEMBER



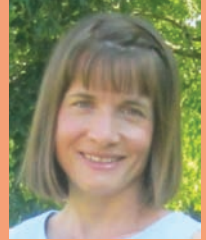
Dan Dowdy



Tom Field



Nanette Levin



Christine Liana



Caitlyn Scaggis



Kathy Surace

Editorial Advisory Board

Valley Business FRONT has organized an Editorial Advisory Board in order to help direct coverage. FRONT selected a group of diverse business professionals, who will serve as a sounding board throughout the rotational term.

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



Carissa Mulahn



Theresa Passeretti



Anne Sampson



Nicholas Vaassen

Biographies and contact information on each contributor are provided on Page 40.

2017 Members

Nancy Agee Carilion (Wellness)
Laura Bradford Claire V (Retail)
Nicholas C. Conte Carilion (Legal)
Warner Dalhouse Retired (Finance)
John Garland Garland Properties (Development)
Nancy Gray Hollins University (Education)
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 ACI (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's shocking to look into the mirror and see an aging version of yourself... better to put together a plan

— Page 16

twitter
facebook

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



FRONTList: 2017 Business Icons >

Executive Summary:
FRONT presents the premier list of business and community leaders over the age of 50 in Virginia's Blue Ridge region.

**Special FRONT
Feature**

Meet Our Business Icons

8 Industry Leaders from Virginia's Blue Ridge Business Journal

Business leaders over the age of 50 matter. *Of course they do*, you say. Successful individuals in that age bracket are recognized all the time. You see them in the news and at various events accepting their awards, often, with such frequency you might wonder if we should move on down the line to other demographics and classifications. *How many more recognitions can we give that CEO?*, you might be tempted to ask.

Here's the thing. It's often a different standard for the more senior and experienced leader than categories for the young professional or upward-moving folks in their middle-age years. Once a person reaches or gets close to that pinnacle known as the top of his or her game, there's a tendency to forget specific achievement or a milestone. We think of their achievements in terms of notable accomplishments over the span of their careers or vocations.

But leaders are here and now. Whether it's right or wrong, we have hardly any interest in bringing up *that significant thing somebody did back in 1982*. Just because a person has "arrived" at the top of the mountain where we have plenty of reasons to look up with great satisfaction or appreciation, we still expect performance. We expect current and relevant performance from other lists we publish: 20 Under 40, Young Entrepreneurs, and industry-specific accolades. The individual over 50 has the same calling. And of course, there are numerous examples of people who present their first extraordinary and noteworthy contribution or launch their most successful enterprises after they hit the age of 50. (*Heard of Colonel Sanders and Ray Kroc? Henry Ford and Charles Darwin? Betty White and Rodney Dangerfield?*)

Thus, we introduce the first Business Icons list from Valley Business FRONT: Virginia's Blue Ridge Business Journal. The following report presents only eight profiles—a mere drop in the bucket from all the candidates we could have listed. All those names of people you know, many of them among the newsmakers we talked about above, where you see their names all the time. Our list includes people you know or would like to know. But no matter how far they've come along their professional journey, each had to make a mark in 2017. They represent



eight different industries, and their contributions vary—from the industry-specific to our community and region at large.

Not a single one of them seems "older" (*isn't 50 the new 30?*); and in fact, we had to verify some ages just to be sure our requirement was met.

Congratulations to our business leaders (listed alphabetically) who have earned the distinction of "Icon."

Well played.



Nancy Agee

NancyAgee

WellnessFRONT

Industry: Healthcare

Nancy Howell Agee is the Chief Executive Officer of Carilion Clinic, a not-for-profit health care organization based in Roanoke with 265 locations, 12,800 employees, \$1.7 billion in annual net revenue, and contributing approximately \$150 million in community benefit (uncompensated care, education, research, outreach).

Agee, who started her career as a nurse, was recently ranked number 23 in the Top 100 in Healthcare in the U.S. and was listed in the Top 25 Women in Healthcare for 2017 by Modern Healthcare magazine. In 2018, she will be inducted as chair of the American Hospital Association, the largest hospital trade organization at 43,000 members.

Agee's accomplishments have garnered collective media attention, making her a "one to watch" for upcoming announcements involving development projects.



Carol Beliveau

CarolBeliveau

ServiceFRONT

Industry: Fitness and Development

Carol Bennett Beliveau is the co-owner and director of operations at TREBEL Wellness Solution / CrossFit in Blacksburg as well as an owner of Slate Creek Builders, LLC. She is also vice president of South Main Merchants Association and on the board of directors with Blacksburg Farmer's Market.

Beliveau's fitness business was awarded Best Fitness Program in Southwest Virginia in both 2016



and 2017 by Virginia Living Magazine and Best Place to Stay Fit by Reader's Choice Award of the New River Valley for 2017. Slate Creek Builders was started in 2009 with her husband, Sean Beliveau, and the company was awarded Best Builder in 2012 by the New River Valley Homebuilder's Association and Remodeler of the Month for July 2017 by the National Association of Homebuilders.

Beliveau's entrepreneurial success is exemplified by her work in multiple businesses as well as involvement in numerous organizations.

Greg Feldmann

FinancialFRONT

Industry: Venture Capital

Greg Feldmann is president of Skyline Capital Strategies, an affiliate of Woods Rogers law firm in Roanoke. Through Skyline, Feldmann assists companies and owners throughout the region with finance and strategic matters. His career began in banking and corporate finance as he moved through the ranks to become director, president, chief operating officer, and chief executive officer at several local institutions (Dominion Bank, Dominion Capital Markets Corp., FNB Corporation, StellarOne).

Feldmann is also a well known entity in the entrepreneurial and technology circuits, and was an influential contributor to the new RAMP business accelerator program and facility as chair of the Advisory Board in 2017.

At a banquet of the RBTC (technology council) where Feldmann won the Regional



Greg Feldmann



Lynda Foster

Leadership award, he referenced the old farmer's observation "when you see a turtle on top of a fence post... it didn't get there by itself" that highlighted his view on the power of collaboration.

Lynda Foster

ServiceFRONT

Industry: Consulting and Training

Lynda McNutt Foster is CEO of Cortex Leadership Consulting and author of *Time Mastery: 7 Simple Steps to Richer Outcomes*. She is called upon often to lead various small business events, runs entrepreneurial contests, and a past winner of the Small Business Advocate by the Roanoke Regional Chamber of Commerce. She's also a Certified Conversational Intelligence coach and Forbes Coaches Council member and contributor.

In 2017, Foster signed on with WFXR television as a business expert commentator where she has been able to capitalize on her passion for small business in her most public way to date for our region. Her topics and guests are local, and she shares advice for both the small business owner / operator and the working professional.

Foster's devoted advocacy for numerous activities that promote small business in the Roanoke and surrounding region is only surpassed by her enthusiasm to help the individual at any stage in his or her effort to succeed.

Kent Greenawalt

Tech/ManufacturingFRONT

Industry: Wellness Manufacturing & Retail

Kent S. Greenawalt is CEO of Foot Levelers in Roanoke, a leading provider of custom orthotics for chiropractic clinics and the physical therapy, podiatry and other health professions. Foot Levelers celebrates its 65th anniversary this year, and Greenawalt is taking the entire company on a four-day cruise in the Bahamas. The company serves tens of thousands of doctors and over a million patients in more than 80 countries.

This year, Greenawalt made good on a promise to match

Valley Business FRONT

Business
ICONS

LEADERS OVER 50



Kent Greenawalt

\$50,000 in contribution to the Southwest Virginia Junior Achievement Business Hall of Fame, where he was inducted last year. He has also donated funds to universities with chiropractic and research efforts and owns several patents.

Greenawalt crosses over at least three industry fronts, as his products are designed and manufactured locally, distributed internationally, and integrated with education, training, and used in professional services.





Lyn Hayth

Lyn Hayth

FinancialFRONT
Industry: Banking

G. Lyn Hayth, III is president and CEO of Bank of Botetourt. He's an experienced banker with more than 35 years in financial services, and an active volunteer in the community, serving as board member for the Kiwanis Club of Botetourt and the Kiwanis Club of Botetourt Charitable Foundation; board member of the Botetourt Economic Development Authority, and chairman for the Virginia Association of Community Banks.

Bank of Botetourt has experienced a phenomenal year in 2017, growing to \$373 million in assets, twelve retail offices, and expanding with Botetourt Wealth Management and an annualized rate of 12% thanks in part to the new Virginia Mountain Mortgage division.

Hayth's contributions couldn't come at a better time as they coincide with many news making bulletins involving new and expanding company and employment announcements in Botetourt County.



Bill Hume

Bill Hume

DevelopmentFRONT
Industry: Architecture

Bill Hume is president of Interactive Design Group in Roanoke, celebrating its 20th anniversary this year. The firm serves clients in a wide variety of industry sectors including corporate, financial, retail, education, religious, healthcare, industrial, and food service. IDG states the importance of "working within the creative space while respecting the pragmatic



constraints of budget and schedule."

In addition to hitting the 20 year milestone in 2017, Hume also just acquired Rife + Wood Architects which will enhance the company's position in the secondary education and historic preservation markets.

Hume has been described as someone who operates at two speeds: fast and faster; he prefers to get to the finish line ahead of schedule.


FrankMartin

DevelopmentFRONT

Industry: Commercial Real Estate

Frank C. Martin, III is senior associate broker with Hall Associates, a commercial real estate firm formed in 1975 with an ownership acquisition by Stuart Meredith in 2010. Martin owned and operated a marketing research business in Roanoke for more than three decades and then joined Hall Associates in 2014. He is president of the Backbone Club of the Roanoke Valley Chamber of Commerce, board member and past president of the Roanoke Symphony Orchestra, and a baseball coach and youth volunteer.

In July 2017, Martin joined the executive management team as he was promoted to senior associate broker where he is responsible for marketing, associate recruiting, and leading the sales team.

In the three years he has worked at the firm, Martin has led the company in sales. 

Valley Business FRONT
**Business
ICONS**
LEADERS OVER 50



Frank Martin



Business Dress

By Kathy Surace

Executive Summary:

Pay careful attention to your appearance as you move into more of your senior journey.

Is he somebody? >

One night recently I watched “The Late Show with Stephen Colbert.” He was interviewing a bearded, gray-haired man in a plain gray t-shirt and dark trousers, who looked shabby and slightly familiar. As they continued to joke, his familiar voice piqued my interest, but he looked like any other male baby boomer.


Colbert asked the man to sit down and don a sport jacket as he chatted. Hmm... more familiar. Then Colbert hooked a necktie over the man’s crew neckline and –voila! – I suddenly recognized him as former talk show host, Jon Stewart. Even I was stunned by how important certain clothing was to my recognizing him as a celebrity.

This experience emphasizes the importance of clothing in maintaining our image, but it also makes me realize that fitness and a healthy, groomed appearance are invaluable, too.

When we stay fit, keeping our weight under control, our muscles toned and our skin pampered, we look younger and feel more interested in life. It’s shocking to look into the mirror and see an aging version of yourself. Better to put together a plan to maintain your fitness.

To remain fit and relevant:

- Exercise several times a week. Use weight-bearing exercise to build and maintain muscle, and stretching exercises to stay flexible.
- Maintain good posture. Years of bending over a keyboard or other work-related ergonomics can leave you perpetually hunched. Strengthening your back muscles will make you feel and look younger.
- Scrutinize your diet. If you’re over 50, you may have more time and income to dine out, or your work requires you to travel and eat out often. To counter weight gain, reduce your portions and choose healthier options as often as possible. You’ll feel sleeker and more clear-headed.
- Prioritize grooming to avoid looking old and passé. Take advantage of skin products and tooth whiteners to look vibrant, and schedule a monthly haircut and manicure.
- Examine your wardrobe. Are you suddenly looking shabby or old? Then update your clothing, but avoid extreme trends simply because they’re in style. Choose current styles and colors, but only those that make you look slim, taller, rested, and healthy. Aim for looking your best at this age.

Your updated wardrobe, fitness and youthful appearance will convey that you’re a professional with skill, experience, and energy to contribute. As a bonus, you’ll feel renewed self-confidence in an unpredictable world. 

Children and the holidays >

Looking at the TV ads and the dazzling magazine spreads depicting perfect holidays, brimming with happily smiling children, I reflected on the reality that some families experience during the season. We've all seen or lived it –bored, scowling children, children having temper tantrums, unhappy with their presents, unhappy with their parents, unhappy with themselves.

Why do we feel the need to indulge our children at Christmas, Hanukkah, Kwanzaa, or any other special holiday? Some psychologists suggest that we relive our own childhood, and either want it to replicate our experience if it was happy, or make it better if it was unhappy. Maybe so, but I think television and social media have a lot to do with the pressure on parents to provide more and more of everything – including holiday gifts.

Remember dreaming of that bicycle or doll, or special book, and hoping and praying that it would appear until the tree? Children really don't seem to do that anymore. Perhaps that's because they know that parents and grandparents will provide them with just about anything they want. Maybe we are not doing our children a service by overindulging them. I confess I'm as guilty of that as anyone!

It might be time to reset and:

- Teach the children the value of generosity at holiday time. Generosity of not just gifts, but of time.
- Help them to choose gifts for a toy drive, or sponsor a less fortunate family.
- Volunteer as a family at a shelter that serves meals at holiday time.
- Invite someone new or who is all alone to a holiday meal.
- Help your children make cookies or little gifts
- Visit a nursing home with these gifts. Holidays are a very hard time for these patients, and they would love to see a child's face.
- This is not easy to do, I know. Princess Diana took her boys to homeless shelters to teach them compassion at a very young age.
- Make memories for your children at holiday time by decorating together.
- Welcome the carolers!
- Take the family to a holiday program at your local high school.
- Encourage the children to remember those who are not home for the holidays – especially our troops.
- Make your traditions unique to your family.

Remember, children simply love ritual and tradition. They will recall the traditions and memories long after the popular toy of the season has been forgotten.

My very best wishes to you this Holiday Season! 



Etiquette & Protocol

By Kathleen Harvey Harshberger

Executive Summary:
Perhaps it's time to reevaluate your holiday traditions.



Chris Prillaman explains the fabrication of copper tubing from sheet copper



A lifestyle not too fast >

Executive Summary:

Twin Creeks Distillery in Franklin County is a story of liquor, music, and a rambler's lifestyle.

By Anne Sampson

"Rye whiskey, rye whiskey, rye whiskey, I cry,

If a tree don't fall on me, I'll live till I die.

Rye whiskey, rye whiskey, I wish you no harm
But I wish I had a bottle as long as my arm."

~ "Jack o' Diamonds" traditional American song, from a family of songs from the British Isles

If you'd like to learn something about the living culture of Franklin County, head on over to Twin Creeks Distillery, between Henry and Ferrum, Virginia, and talk to Chris Prillaman.

Chris owns Twin Creeks, a two-year-old distillery named for the place where his wife grew up, and where they now live, and he has some stories to tell.

"There's a ridge road with a hollow on both sides, and the same branch running down the hollows," he says. "Liquor's been made up and down on both those branches."

He's referring, of course, to Franklin County's legendary moonshine business, which has transmogrified in recent years from semi-mythic, clandestine, black



Original copper nails, straightened and reused in a renovated copper submarine still

MANUFACTURING FRONT

market status to craft-distilled, tourist-attracting, ABC-regulated legalness.

Chris is distilling grain alcohol and fruit brandies. He shies away from the term 'moonshine' – "I think 'moonshine' is kind of a fad," he says, referring to sugar-based liquors and the current craze for them – and describes reaching back to an older tradition – the art and craft of mashing rye and fruit.

"I see all these distilleries popping up, and I wanted to do it the old way," he says. "I was born about 100 years too late."

He comes by his knowledge of the old way honestly, so to speak.

Chris grew up near Ferrum (there are a lot of Prillamans out that way), with a fiddle-playing father who was president of the Bank of Ferrum and a family history

steeped in home distilling and old-time music. The two are inextricably intertwined.

"My daddy played old-time fiddle, not in public, but he'd get together with Jimmy Boyd, that started the Dry Hill Draggers (a local band that Chris plays fiddle in now), and they'd get in someone's garage and play. And there'd always be liquor around; one fella'd have a jar of corn liquor and somebody else would have a jar of peach brandy, and that's just what they done.

I've had a big interest in the whiskey business for a long time," Chris continues, "that I got from the fellas I used to ramble with when I was a youngster."

His mother's grandfather was an old-time fiddler who was "raised up in the liquor business."

CONGRATULATIONS

Lyn Hayth
for being named a
**2017
BUSINESS
ICON**



Bank of Botetourt
Taking Care of You



bankofbotetourt.com





A handmade mash fork for stirring mash

"He was one of the few who pulled time [in the 1935 Moonshine Conspiracy Trial]. People he didn't even know gave evidence against him...The Library of Congress came and recorded him [playing], after he pulled his time." His paternal great-grandfather was caught at a "still place" and chose the army and World War II over jail time.

When Chris was 14, his father died of leukemia, and his father's friends, some of whom were his grandfather's age, took over

that parenting role. They would "carry me around to fiddler's conventions, and there was always liquor around. A lot of them was fooling with whiskey," and Chris served an apprenticeship of sorts, listening to stories, helping with stills, and learning old ways.

"These people are not backwoods – well, they're backwoodsmen, but they're not illiterate, ignorant people. These are the cleverest, smartest people you'd want to know," he says. "The ingenuity is just



unbelievable. They done what they had to.”

Chris and his friends have made – or remade – a lot of the distillery’s equipment. He shows me a submarine still he uses for small batches, shaped vaguely like a—well, you get the idea. It looks like a squashed egg of copper with wooden sides. Turns out, it was built by a friend many years ago, and the wooden sides had rotted. Chris built new sides, and pulled out all

the old copper nails, straightened them, and reused them.

He gives me a little lesson in the construction of the ‘worm’ – the coil of copper tubing through which the distilled liquor flows from the still. It starts as sheet copper, to a straight 9 foot tube, filled with tamped sand, wrapped gradually around a jig (like a stump) so that it crimps gently and surely into coppery coils. He shows me



how those coils are supported in the water box – “the lay has to be just right, so the liquor will flow, but not too fast” – and tells me about one below-freezing night when he coiled a worm filled with ice instead of sand, which resulted in smooth, uncrimped coils.

“Just to see if it would work,” he says.

“Some of these fellas were the best coppersmiths you could ask for,” says

Chris, showing me a beautifully made copper “cap” made by Raleigh Gussler, who died in 1969. “I’m lucky to have this piece.”

So far, I’ve heard about processes that use biology, chemistry, hydro-engineering and metallurgy, not to mention plumbing, woodcraft and food preservation.

Twin Creeks tasting room is a warm, wood



The tasting room at Twin Creeks



paneled space with shelves of product and swag, and attractive barrel-like bistro tables and chairs. Chris pours a little of everything, from “1st Sugar”, a zingy moonshine product pulled from the first distillation of grain, to smooth-tasting rye whiskey, to an apple pie cocktail that’s mellow and not too sweet. Although he considers himself a fiddler, he started on the banjo, which he just happens to have with him. After a few plinks for tuning, he starts a tune called Sinking Creek (a place over on the other side of Ferrum).


Then he swings into a few tunes that were popular during the Civil War; “Golden Slippers” “Home, Sweet Home,” and “Dixie.”

The equipment and processes for home distillation haven’t changed a lot since Europeans first showed up in this part of the world, bringing the technology with them. Techniques like Chris’s are demonstrated at George Washington’s Mount Vernon, and Chris is proud to be doing things “the old way.” His youthful apprenticeship to men who themselves grew up helping out at still places up and down the creeks and branches of Franklin County creates a chain of living memory stretching back generations, and carrying a sense of independence, self-reliance, craftsmanship and ingenuity far into the future.

Old-time music >

To the uninitiated, ‘Old-time’ music and ‘bluegrass’ music might seem like interchangeable terms, but they denote different styles with different histories. The repertoire of old-time music is taken largely from songs, ballads and dance tunes of the British Isles. It’s played acoustically, without amplification. The banjo is usually strummed, clawhammer style (the style might vary regionally), providing rhythm.

“Old-time music is dance music, and bluegrass is performance music,” says Nancy Reid, an old-time fiddler in Bedford County. “You hear Irish and Scottish tunes, and less African influence, like blues and gospel, than you hear in bluegrass.” Bluegrass and country music might be said to be descendants of old-time, but don’t tell them I said so.

“One of my best memories is of my daughter helping me out with the still,” Chris says, and he has the selfie to prove it. 



Meet Rex, at BWX >

Executive Summary:

BWX Technologies has won over \$5 billion in contract awards since September 2017; here's a perspective from CEO Rex Geveden.

By Carissa Mulahn

You could say that Rex Geveden actively engages the local community surrounding his billion-dollar company. Compliments for local Lynchburg eateries such as The Water Dog, Emerald Stone, Bootleggers, and the brand new El Jefe Tequila Garaje roll off his tongue with a heartfelt smile. He joyfully describes his anticipation of the continued development of the Bluff Walk and the frontage of the James River. He has shared his business insights with Lynchburg advocacy groups like Lynchburg Morning Rotary, and (of course) the Lynchburg Regional Business Alliance. He openly admits that the “utter beauty of Rt. 460 between Roanoke and Lynchburg” pulled at his heart

immediately as he decided on his pursuit of the position with BWXT (“I just fell absolutely in love.”). You could say Rex is impressed with the area’s cultural tone and good work ethic, too.

Or you could just say Rex Geveden loves Lynchburg.

So how did this area’s ‘local Elon Musk’ land in our region of Virginia? (Rex chuckles dismissively at the celebrity reference; “I’m more of a physicist, and I’m nowhere close to a billionaire!”) The answer to that question begins with his lifelong love affair with the South. Born and raised in Graves County, Kentucky, he quickly showed aptitude for learning, and pursued his education all the way through (and a little past) master’s level studies of physics at Murray State (Rex pursued a doctorate program, until work responsibilities called his attention elsewhere). Alabama, California, Washington, DC, and Waterloo, Ontario served as his primary locations during his 17 years at NASA and his ten years at Teledyne. (Rex laughed whole heartedly at the suggestion that DC isn’t ‘the South.’ “You may have a point

there!" he grinned.) Rex returned to his Kentucky roots for a day when a Graves County Middle School teaching team named their team after him. He encouraged those teams and the entire middle school audience to "pursue their education as far as they can, because we're all Graves County kids...we can do anything" [we put our minds to]! Rex has publicly stated, more than once, that while the East and West Coasts have their development and economic engines well underway, "the real growth engine for the country is in the South."

So when Rex began to consider what, if anything, he really wanted after his tenure as executive vice president at Teledyne Technologies, the fact that international nuclear development company BWXT was headquartered in the South—Lynchburg, VA of all places!—really lit him up. The rare opportunity at BWXT had so much to

offer; the position was being managed as a transition from COO to CEO, the company was positioned in front of many new growth avenues, with regular returns of high margins that generated cash, not to mention the potential \$3 billion market of medical radio isotopes—a highly cost and technologically disruptive market. "It was just a gorgeous business," Rex exclaims. "So when I made that stunning drive on Rt. 460 from Roanoke to Lynchburg [during the pre-interview phase], and sat down at the Shoemaker's Grille at the Craddock Terry, and they had Trefethen by the glass—that's just something you don't see a lot. I was all in."

And shortly thereafter, his time at BWXT began. His top three hopes for the company's success seem to be coming to fruition. BWXT has been capitalizing for much anticipated market growth in fast attack Navy ships, among other things; they are



Your Joy
Is Our Passion



Believe in living better.™

There comes a time when an additional helping hand is needed – whether it's getting ready for the day, monitoring medication, or a little help to walk around. At Friendship Assisted Living, rest assured knowing that we provide easy access to more nurses along with the best on-site health and memory care services.

There are no buy-in fees at Friendship, so you only pay for the services you need. Plus, our residents may enjoy all of the amenities and accommodations Friendship has to offer at no additional cost!

(540) 777-7599
friendship.us

Contact us at (540) 777-7599 to find out more or schedule a visit!



positioning to take on more production capability. BWXT has 'doubled down' with an acquisition in Canada, as 10 of 18 nuclear reactors there are being refurbished, and BWXT is one of only a handful of vendors capable of supplying much of those inherent demands. Other nuclear facility management services that BWXT offers—services that actually have market competitors—have been expanding with joint ventures engaging key market players.

Rex is forthcoming about the biggest challenges he faced in taking the helm. Accommodating the company's growth (they are amping up from 100 to 300 employees in their Mt. Vernon, Indiana, location, and are also hiring in Lynchburg) and building the strategic plan of a brand new public company ("I spent an immense amount of time on that strategic plan," Rex declares) are the first two challenges he addresses. His savvy as an executive appears as he describes top challenge #3 facing him as CEO of this multibillion dollar company: "In the competitive context of nuclear services, winning work is hard." Geveden credits the superior Business Development team at BWXT for their ongoing success as a nuclear services provider. This team strives for highly interactive customer intimacy and holds a solid capacity to deliver

mammoth proposals. When asked about the obvious trust he places in his BD team, Geveden doesn't bat an eye. "Trust is a multifaceted characteristic. Of course, there is honesty and integrity among my team, but there is no doubt whatsoever about my BD team's competency in their field." Like all ultra-savvy CEO's, Rex takes detailed weekly reports and asks questions only when he deems necessary.

This stance, of course, begs the almost rhetorical question: 'Rex! How did you learn when to ask questions and when to let your team just run at a goal?' Rex credits two equally significant forces here; both a series of genuinely impactful mentors, as well as BWXT's innovation vetting process (that comes complete with financial and technological tollgates) First, his mentors:


Rex deeply admires Michael Griffin, Administrator of NASA during Rex's tenure there. Griffin demonstrated a fearlessness in leadership that Rex seeks to emulate today—a willingness to accept the consequences of decisions and move forward. Rex also lists John Fees, Executive Chairman of the Board at BWXT, as one of his top mentors; "how he thinks and watching him decompose a business problem is incredible!" And, happily, Rex describes his father Tom Geveden as one

who nurtured a strong business sense in him. Rex's father performed many roles in Rex's lifetime—from telephone lineman to general contractor to West African businessman—and Rex gleaned insights from them all. Rex has watched and honed his instincts, fearlessness and capacity for deep thought from these formidable mentors.

Next, BWXT's innovation vetting process: Geveden truly shines when giving an example of how a promising project works its way through the company. Approximately a year and a half ago, Bill Russell, presently the company's chief technology officer, approached Rex with "an idea you would be interested in..." Rex has no problem admitting that he didn't fully comprehend the idea at first, but Russell had so thoroughly researched and described the concept that he quickly hurdled the company's first research and development tollgate and was granted \$50K to conduct additional research. The project is an exploration of medical radio isotopes, and is defended by unique intellectual property, addressing both diagnostic and therapeutic markets impacting as many as 17 products. The project continues to pass through the company's innovation and financial tollgates, when it easily could have died at its introduction to Rex. When asked about his initial reaction, from the viewpoint that he didn't fully understand the concept, Rex quickly clarifies: "The CEO is rarely the smartest person in the

room. Finding the people who are smarter than me and listening to them; that's what innovation is all about."

This love of innovation shows up to those who engage him most frequently, as does his love of learning. Rex describes himself as "very driven by opportunities to learn at a high rate," and employees regularly comment that Rex is a quick study. This may be the single most impactful quality he possesses as a CEO. His ability to absorb information from and in many different contexts and then make a decision propels him into effectiveness, because "the luxury of long decision cycles isn't there."

One final, significant note from Geveden; when discussing education—both his impressive academic career as well as the role education plays in society as a whole: he says he would be thrilled to see "better compensation for teachers, to attract even more talent to the classroom." Rex advocates for children to take their education as far as they can, testifies to his education as the catalyst propelling his career, AND wants to see teachers make more money. What could better sum up the ideology of our local 'Elon Musk' than a stance that reflects his love of both innovation and high rate learning than amplifying the role of teachers, who create the next generation of learners and innovators? Many stakeholders in Lynchburg are thankful Rex selected this place. 

1983 ••• 2017 ••• tomorrow



Entré Computer Center Celebrates 34th Anniversary

Is your business ready for
The Entré Experience?

Our number one goal is, and always will be,
Outstanding Customer Satisfaction!

NETWORKING • VoIP PHONES • CLOUD • BACKUP • SECURITY

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

ENTRÉ



Business Operations

By Mike Leigh

Executive Summary:
Using inspections to improve quality isn't the best way to accomplish that objective.

Inspection and quality >

This month we continue the series on W. Edwards Deming's 14 points for management to follow as covered in his book, *Out of the Crisis*. Each of the points will be discussed in a separate article.


Point #3 – “Cease dependence on inspection to achieve quality.”

At most gas pumps across the country, you can choose diesel or unleaded gasoline to fill your tank. Although the nozzles are located right next to each other, have you ever used the wrong fuel? After hundreds or thousands of trips to the gas station, very few people have made this mistake because the fuel nozzle for diesel is larger than the unleaded nozzle, and the two nozzles are different colors.

This is an example of building quality into the process. An alternative would be having your passenger do an “inspection” by getting out of the car and verifying you’ve selected the correct nozzle. As silly as that sounds, conducting inspections to ensure quality is a common reaction to quality issues in most organizations. Toyota makes the most reliable vehicles in the world. They’ve achieved this by building quality into their processes.

As Dr. Deming points out, “Inspection does not improve quality, nor guarantee quality. Inspection is too late. The quality, good or bad, is already in the product.” The same can also be said for services. Having a manager or supervisor “sign off” on a subordinates work does not improve quality.

The next time a service error or product defect occurs in your organization, don’t ask, “Who’s fault is it?” or “Who made the mistake?” Instead, review the process that allowed the error or defect, and develop a way to “error-proof” the process. By improving your process, you eliminate the need for inspection and your quality will improve in the long run.

Next month: *Point #4 – End the practice of awarding business on the basis of price tag alone.* 

Send your questions or comments to
Mike@OpXSolutionsllc.com



“I can’t say anything but good things about Richfield . . . The staff was as concerned about Mom as I was.”



RICHFIELD
RichfieldLiving.com/VBF • 540.380.8001

Stop the infection >

I saw the owner of one of the local watering holes coming up the sidewalk. It had been more than six months since I had last run into him.

"Hey, how are you?" he said. "Say, I did that thing you suggested. I put each of our properties into a different LLC."

When we had last spoken, I had found out that in addition to his big pub, he also owned about a dozen rental houses. However, he had told me that all of them were registered in his own name. I had suggested that he put each of them into a separate company, and had offered to help him do it.

"That's great!" I said. "Like I said before, there's a lot of potential liability associated with that bar of yours. You wouldn't want to be held personally liable if, for example, someone were to get hurt there. Putting each property into a separate LLC limits your liability to what each individual LLC actually owns."

"Right!" he said. "My accountant agreed with you. So he created an LLC to own the bar, and then that LLC owns the twelve other LLCs, each of which owns a rental house. That way we can use the same tax ID number for all of them."

"Wait a minute," I said. "You mean that you don't directly own each of the LLCs? You only directly own the bar LLC, and then the bar LLC owns all of the rental house LLCs?"

"Yup, that's right," he said. "Our accountant said that would make it easier for us to file our taxes."

"OK, I'm sorry, but I think you may need to re-think this," I said. "A big reason to form a company is to protect against a situation in which liability from one business infects your other businesses. So for example, if someone trips and falls inside one of your buildings, and is seriously injured and wins a big judgment against you, then your liability is limited to the value of that particular building."

"Exactly," he said. "I'm so glad you explained that to me a few months back."

"Well, your current setup will work fine to protect you against liability related to your rental houses," I said. "If for example someone trips and falls inside a rental house, and sues the LLC that owns the rental house, then the most you can lose is that particular rental house."



Shark Patrol

By Keith Finch

Executive Summary:

It is important to structure the ownership of your companies properly, because otherwise the infection of liability may still be able to spread from one asset to another.





Tell Your Story, Announce Your News, Read Online and Share, Distribute to Customers, Advertise, Recognize Employees, Send Comments, Follow on Facebook, Sign Up for eBlast, Learn, Refer a Story or Source, Sponsor FRONT Events, Engage, Meet FRONTstaff, Enjoy

There are so many ways to be in FRONT
Call or email us for more information

ads@vbFRONT.com | 540-389-9945 | vbFRONT.com



Putting each property into a separate LLC limits your liability to what each individual LLC actually owns.

"Yes," he said.

"But your biggest risk is the bar," I said. "College students are in there every night, and a lot of the time they are drinking way too much. Suppose someone were to get drunk, and fall down the stairs, and wake up a quadriplegic. The LLC that owns the bar could get sued for millions of dollars."

"And then I might lose the bar," he said. "You explained that before."

"Right, you might lose the bar, because the bar LLC owns the bar," I said. "But the way things are set up now, the bar LLC also owns all of the rental house LLCs. Anyone who wins a claim against the bar LLC can get the right to take any of the assets owned by the bar LLC. Those assets include not just the bar property, but also the rental house LLCs."

WORKPLACE wisdom

By Christine Liana



Welcome to Part 1 of a three-part series: *Workplace Wisdom Boot Camp*.

Q
A

Q. I've recently graduated from college with honors and I'm looking for employment. What can I do to succeed in my first job?

A. In the real world, you'll be graded through performance reviews, reputation, and character. Here's what schools often don't teach, and what bosses probably won't tell you because they expect you to be prepared:

Book smarts aren't street smarts. College degrees can't replace good sense, business acumen, work ethic, and good communication skills. Academic principles and theories don't always translate to practical knowledge, so give yourself time to develop job skills and become proficient. And be open to learning from the wisdom of other people.

Be proactive. Take the time to learn your organization's culture: dress code, timeframes, work systems, boss/coworker communication preferences. If you're unsure of something, ask. If you don't have an answer to someone's question, find out or refer them to someone with expertise. Try to anticipate problems before they arise. Being responsive and reliable builds credibility and makes you promotable.

Look up! If you're in a conversation or meeting, show respect by making eye contact instead of tapping on your electronic gadget. If you need to make notes, let them know what you're doing; otherwise, you'll look disengaged and rude.

Take initiative wisely. Use your enthusiasm to prove yourself before you tell people how you think things should be done. Old-timers may appreciate your fresh perspective if it benefits customers, productivity, and revenue. Good ideas have better chances of implementation if they're specific, measurable, and achievable. And document your ideas to prevent credit stealing - you never know.

Part 2 continued in next month's issue.

Got a question or an issue you're dealing with at work?
Send it to businesstalk@protonmail.com

This column does not constitute legal advice. The publisher and columnist are not liable for any results of the suggestions provided. Readers are advised to use their best judgment for responding to a situation, and to consult a credible personnel or legal professional if appropriate.

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


"Oh, my God," he said.

"Yes, if the bar LLC were infected with liability, then the infection would spread to all of your other LLCs," I said.

"The purpose of creating an LLC in the first place is to quarantine the infection, but your quarantine only works in one direction. Liability can't spread from one of your rental house LLCs to the bar LLC, but since the bar LLC owns the rental house LLCs, liability arising from the bar would infect all of your rental house LLCs."

"So I could lose everything?" he said.

"Yes, if someone were hurt in the bar, then you could lose everything," I said. "How about if we look into restructuring this?"

In the end, after looking over the various companies that his accountant had created for him, we set up a structure in which he personally owned each of the LLCs, and none of the LLCs owned any of the others. That way, liability arising in any one LLC would affect only that single LLC, and would not spread to infect any of the others. In addition, it turned out that with a few tweaks, it was not really any more difficult for him to file his taxes, either. Fortunately no one ever has been hurt at any of his properties, but if it happens in the future, then he'll be ready for it. 

Keith can be reached at keith@creekmorelaw.com

Note: facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer about how to form a company, about how to structure company ownership, about how best to protect against liability, etc.

“ ”

So for example, if someone trips and falls inside one of your buildings, and is seriously injured and wins a big judgment against you, then your liability is limited to the value of that particular building.

“ ”

Anyone who wins a claim against an LLC can win the right to take any of the assets owned by that LLC.

Stress Less!
**OPEN
7-7**



GET QUICK
+ LOCAL
DECISIONS



♥ OUR
HEART
IS HERE



Try it! Love it!
**MOBILE
BANKING!**



So Convenient!
NATIONWIDE
**ATM
WAIVERS***




**HomeTown
Bank**

Member FDIC 

*Waiver amount varies
by account type.



The security guard at Inkular Gallery

A gallery's inviting atmosphere >

Executive Summary:

Inkular gallery in Boones Mill is gaining momentum and giving drivers yet another reason to stop at the one-light town.

By Nanette Levin

David Rakes isn't your typical Roanoke area art gallery owner. He comes from a corporate background, welcomes high school artists to display work for sale and doesn't ask artists to share the cost of exhibit space. He's looking to make original pieces available to all with prices ranging from \$13 to \$3500.

One of the most notable paintings you see before you even enter the gallery is a bus that seats 72. Rakes states people often say it reminds them of the Partridge Family wheels. It has a lot more colors, though, and a less consistent design. Rakes painted it himself. He boasts it runs great and plans to use it in conjunction with his gallery aims.

Although Inkular Gallery only opened in May of 2017, plans are already underway to have bands, artists and local breweries collaborate on events that provide a meeting place for those who share a passion for the arts. Franklin County Distillery and Hammer & Forge Brewery are nearby. Rakes has started discussions with these businesses about cooperative affairs that include beer at his establishment.

The gallery is located in Boones Mill on 220 at the center of town in what was originally a 1920s residence, but was most recently a pizza parlor.

He bought the building in November of 2016, then spent five months doing most of the work himself to rehab and redesign it to be Inkular Gallery. When the modifications were complete, he put out a call for artists. Rakes says he was overwhelmed with the response.

Artists from Boones Mill, Rocky Mount, Salem and Roanoke are represented in his gallery. Pieces range from paintings, photography and woodwork to metal sculptures, pottery and some pieces that are hard to describe. Rakes is still looking to expand his offerings so is looking for artists who are potters, sculptors,

and those working with fabric to produce wearable art.

Rakes has owned a number of businesses, donned corporate attire in the banking industry for a 6 ½ year stint and spent time as a marketing manager for a beverage company. He admits “I’m happy to use my ties now for fabric for art.” He spent 35 years creating the art that’s now part of the items for sale in his gallery, but it’s only been in the past few years he’s considered making a living, or any money for that matter, from his hobby and passion.

He claims he hit forty and decided “life’s way too short and way too long to be unhappy.” So, he quit his steady job with Hometown Bank before he knew what he was going to do next. Rakes explains a fortunate sale of an apartment building he owned allowed him to take some time before he determined a new direction.



Some of the Pottery at Inkular Gallery

Although Rakes admits he’s producing less art work since he opened the gallery, he continues to work in a variety of mediums including pen and ink, water color and acrylics for some of his abstracts and mixed media. He’s also bought a screen press which he plans to use for a T-shirt line of apparel that features some of his artistic creations.



We see you where you are
and where you want to be.

Planning for retirement? We’ll help you
get there. That’s the credit union difference—
the Member One difference.

MemberOne
FEDERAL CREDIT UNION

MEMBERONEFCU.COM
800-666-8811


Membership eligibility required. Federally insured by NCUA.

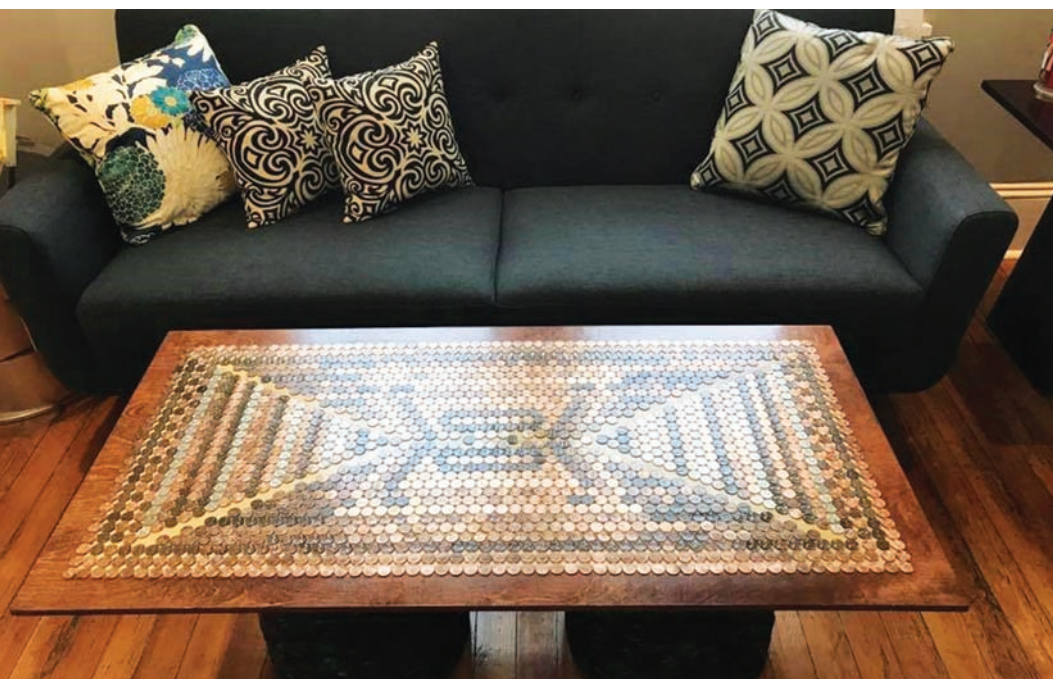


Inkular Gallery entry lobby

Rakes decides whether creatives are a good fit for his gallery or not, but says he tries to make space available for as many talented local artists as possible. His decision to be in Boones Mill was partly due to wanting to bring art to an underserved community that's a short distance from Roanoke. He says the area has a lot of potential and hopes to be part of a group of area businesses that makes the town a stopping place for those driving through or a fun day-trip for those nearby. He's also focused on getting

children and young adults involved with art. "I want a place where motivated art students can present their work," he says. In fact, Brook Ludy, a Roanoke County high school senior has three pieces currently featured at his gallery.

Inkular welcomes everyone. Rakes indicates he's happy to have all kinds of radical, liberal or conservative thinkers or actors enjoy his space. His one caveat is – leave your political or racial opinions at the door. 



This table is one of David Rakes' designs

we are

GLENN FELDMANN

GLENN FELDMANN DARBY & GOODLATTE



CARROLL

FELDMANN

HOLDSWORTH

LINGAFELT



TROLAND

BEERS

DARBY



GOODLATTE

KOZLOWSKI

TENZER

ZIOGAS

Glenn, Feldmann, Darby & Goodlatte represents individuals and businesses in matters of corporate law and personal law. Clients include commercial and financial institutions, medical groups, manufacturers, localities, technology companies, real estate developers, contractors, insurance groups, retail firms, communication companies and estates. We are a full-service legal firm, providing comprehensive legal services to our clients across a wide array of practice areas for over 60 years.

37 Campbell Avenue, SW
Roanoke, VA 24011
540.224.8000

WWW.GLENNFELDMANN.COM



A proud member of Meritas Law Firms Worldwide
Glenn Feldmann is proud to be affiliated with the premier network of prequalified independent law firms. For direct access, please visit the Meritas website at www.meritas.org.

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]

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. [harshberger@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]

Waking up with the peaceful sound of bird chatter while watching the sun rise over the mountains is one of **Nanette Levin's** simple pleasures. Still considered a foreigner by some local residents (she moved to Roanoke at the end of 2015), Nanette's determined to illuminate local treasures for business and pleasure through her company, Roanoke Revealed. When she's not enjoying nature and writing or creating marketing strategies for clients, she's growing fresh vegetables & herbs, seeing the sights in the area and occasionally hopping on a horse. [nlevin@fulcrumny.com]

Christine Liana is news editor and business

writer for Valley Business FRONT. She has a 30-year business background in banking, insurance, law and local government, in which she's worked with a diverse management and client base. Christine earned a Certificate in Management from Darden Graduate School of Business, University of Virginia. [businesstalk@protonmail.com]

Carissa Mulahn is a highly engaged networking professional who recently opened the Roanoke office of Sales Recruiters of Virginia. A graduate of Liberty University and Leadership Roanoke Valley, she has completed multiple trainings and seminars with Cortex Leadership Consulting, and considers her successful launch of her daughter, Jessica's professional career in NYC as her proudest accomplishment. [CMulahn@Salesrecruitersofva.com]

Theresa Passeretti is an account executive for Valley Business FRONT; a native of Roanoke, married and mother to two girls, she has an AAS degree in Environmental Studies and serves on the board of directors for Clean Valley Council. She enjoys the outdoors, has a passion for local business and superior customer service and is excited to see the

positive growth and momentum in Virginia's Blue Ridge region. [tpasseretti@vbFRONT.com]

Anne Sampson is a photographer and writer who has been active in local arts and events for 15 years. Her work highlights the sights of people of the Roanoke Valley. She specializes in fresh looks at familiar subjects. [sampsona7@gmail.com]

Caitlyn Scaggs is the founder of Blue Mobius Marketing in Christiansburg. [Caitlyn@Bluemobiusmarketing.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 16 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]



The CEO is rarely the smartest person in the room — Page 29

Headlines >

My good friend Jane Dalier (also a former account executive for Valley Business FRONT) still loves the local media game. She'll send me local clippings from Laurel, Mississippi (where she and her gregarious husband Robert now reside) from a newspaper she calls "a riot." Indeed it is! Makes me wanna stop off for a visit, even if Jane didn't live there! The local rag most assuredly, enjoys itself. It publishes headlines throughout the year that I suppose we just aren't quite southern enough to get by with in these here neck of the woods. Oh, they know what they're doing, though. They even compile the most, ummm... colorful ones to show off in their annual list.

In January 2014, we presented our own "Headlines We'd Like to See in 2014." I am happy to report five of the headlines on our wish list from back then have actually come true.

With Airport Name Change Flights Increase & Rates Drop

(Rates have decreased percentage-wise a bit, but our flight options have increased since 2013, and passenger numbers are up. We expect even more positive news in 2018.)

US 460/Rt 11 Construction Completed

(Project finished! More importantly, other traffic-congested areas have been improved or are about to be improved. See our overview of four such road projects in our Feb 2017 edition, pages 24–25.)

First Passenger Books Advance Train Ticket

(This one is probably our most exciting prediction that finally came true. Amtrak is here. We are all aboard.)


Employment Record High In Southwest Virginia

(Our unemployment rate is at an alltime low. In fact, the state of Virginia just announced a 3.6 percent figure, which is the lowest level in nearly a decade, March 2008 to be precise.)

FRONT Stays In Front: Magazine Still Top Read For Region

(Shameless plug, to be sure. But we'll take it. Back then, in 2014, there was actually another business publication that has since exited our market after four years of operation. So, we'll cherish our smaller resources and more focused, local concentration, and keep our mission intact... as long as you support what we're doing!)

I don't suppose we'll compete with the Laurel Leader-Call with headlines like "Gays to KKK: It's a Date" (covering a clash of protest marches from the two groups) or "Arrest of a Salesman" or "Tater and Tot in Hot Water" (actual headlines, mind you)... but on the other hand, maybe we should publish our list of wishful headlines for 2018 in our January edition.

Particularly since some of them come true. 



On Tap from the Pub

By Tom Field

Executive Summary:
News headlines not only encapsulate a story, sometimes they express a community's sentiment.

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

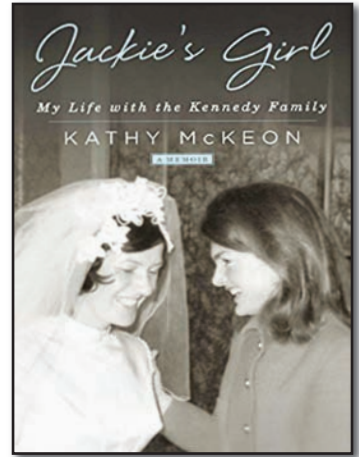
Camelot insider

Jackie's Girl: My Life with the Kennedy Family (Gallery Books; 2017) by Kathy McKeon is the story of a 19-year-old Irish girl sent to America by her father to make money to send home to Ireland and to have a better life. She spent her first year in New York as a nanny to two little boys. She then had the chance of a lifetime when Jacqueline Kennedy interviewed her for a job as her personal assistant in 1964, less than a year after the assassination of President Kennedy. Mrs. Kennedy hired her on the spot and for the next thirteen years, she was always at Jackie's side. Her job evolved over the years and at times, she was nannie and playmate to Caroline and John.

Kathy witnessed much of history as a confidante to one of the most elegant women in American history. Her story is similar to so many young girls from Ireland but Jackie's easy and fun manner made it a dream job. She could be demanding at times and there was lots of long days, sometimes no weekends and much travel, but it was also an exciting time.

This isn't an attempt to expose any secrets of the Kennedy family but rather Kathy's memories and thoughts about a time in her life. Even after she married, and started a family of her own, Kathy continued to work for Mrs. Kennedy, just not as a live-in assistant. She quit in 1978, after the birth of her second child but she continued her friendship Jackie and John until their deaths in the 1990s and continues to stay in contact with Caroline.

It took her fifty years to jot her memories



down but she created yet another look at the wonderful world of Camelot.

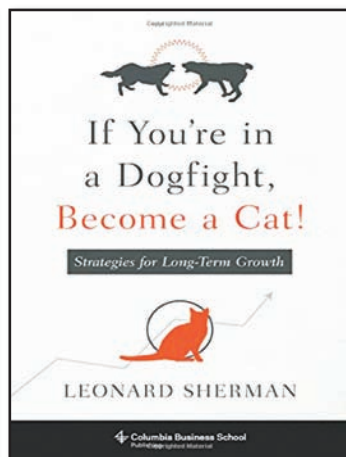
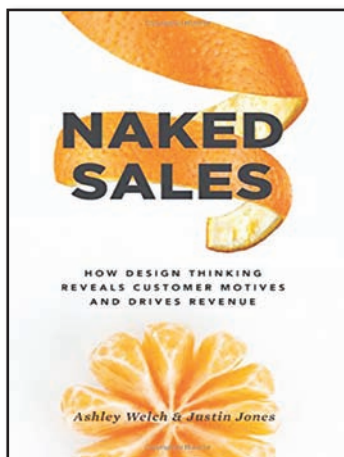
—Paula Alston

Monsieur butterfly

Imagine the most boring and inconsequential person who's now inching toward the sunset of his life suddenly being thrown in a situation where he is compelled to do something—anything—to make a real difference for the first time in his life. That's the premise of Horace in Connor Bowman's *Horace Winter Says Goodbye* (Hachette Books; 2017). And what a character study we have here. One part Melville's *Bartleby*, one part any old man you see on a routine basis, hanging out by a park bench or wherever, our narrator is rather brilliant in drawing and gathering up your interest in a person who is the epitome of plainness. Horace is, in fact, the most uninteresting man in the world.

But wait. There's more.

The shame of waiting decades and decades until you're about ready to expire before acting in a way that delivers something of consequence to another human being can, in fact, be redeemed, even at the latest stage in your perpetual journey around the sun. I couldn't wait to see how Horace's story would be resolved in the end. Would it fall flat, a predictable compliance with the rest of his life? Or would his epitaph finally receive at least one inscription saying his presence mattered? I guess you'll have to read the book to find out. (Oh, and there's a running theme concerning the study of butterflies and moths that makes



a perfect parallel for observation on what is essentially the human condition.)

—Tom Field

Stripping for success

I had to read *Naked Sales* (Lioncrest; 2017) for one reason: it applies design thinking principles to sales. I've been sticking my toe in the shallow waters of DT ever since I noticed our own Radford University began offering an MFA in it (see our education front story; December 2016; vbFRONT.com). This book offers a nice quick-read primer; I could see it accompanying a workshop for sales professionals.

Moving through the three phases (discovery, insight, acceleration) was illustrated simply, and there were some good gems—starting with the observation that “many of us in sales show up overdressed in the habits of our past” to some good kickers: “enter every interaction with the assumption that you don’t understand the problem” and “your client shouldn’t feel convinced, persuaded, or—obviously sold. They should see their fingerprints all over the deal.”

I only questioned two directives (one in giving clients options, and another in starting small and closing the big deal later) since my experience is that those two actions should be fallbacks. But this iteration is certainly intended as a primer, and I particularly enjoyed the examples our duo authors presented. Not exactly sure about our title since the analogy wasn’t especially clear or even carried throughout in any consistent manner, but if we need to get naked to make design thinking work for sales, then I say strip away. Definitely

a sales application I want to pursue deeper.

—Tom Field

Dogs, cats, SEALs, music, machines

Strategy+Business released its recommendations for Best Business Books 2017 in seven categories.

Leadership: *The Captain Class: The Hidden Force that Creates the World's Greatest Teams* by Sam Walker (Random House; 2017); **Economics:** *The Great Leveler: Violence and the History of Inequality from the Stone Age to the Twenty-First Century* by Walter Scheidel (University Press; 2017); **Management:** *Stealing Fire: How Silicon Valley, the Navy SEALs, and Maverick Scientists are Revitalizing the Way We Live and Work* by Steven Kotler and Jamie Wheal (HarperCollins; 2017); **Narratives:** *Once Upon a Time in Shaolin: The Untold Story of Wu-Tang Clan's Million-Dollar Secret Album, the Devaluation of Music, and America's New Public Enemy No. 1* by Cyrus Bozorgmehr (Macmillan; 2017); **Marketing:** *Superconsumers: A Simple, Speedy, and Sustainable Path to Superior Growth* by Eddie Yoon (Harvard Business Review Press; 2016); **Strategy:** *If You're in a Dogfight, Become a Cat!* by Leonard Sherman (Columbia Business School Publishing; 2017); **Innovation:** *Machine Platform Crowd* by Andrew McAfee and Erik Brynjolfsson (Norton; 2017).

We’re making our way through some of these at the FRONToffice; but we invite you to submit a review on any you find noteworthy. If nothing else, they have compelling titles.

—Tom Field



Cheers! >

Whitebarrel Winery of Christiansburg opened a wine and tapas bar in The Brownstone building at 301 South Main Street in Blacksburg. The new, 1,616-sq. ft. space features Whitebarrel's award-winning wines, with other wines, ciders, and meads from across Virginia. The tapas bar has a rotating menu of Virginia produce and cheeses. Whitebarrel Winery, previously known as Attimo Winery from 2008-2015, was Montgomery County's first winery.



EarthCraft home award >

Shelter Alternatives of Blacksburg was presented a 2017 Award of Excellence at the EarthCraft Celebration of Excellence in Atlanta, Georgia in October. Owner Ed Tuchler accepted this award, which recognizes projects exhibiting commitment to sustainable building practices. Joe Bassett, designer for the Shelter Alternatives team, worked with the homeowner to design the Craig County home.

FRONT 'N ABOUT



Art in December >

The Market Gallery's next Art By Night is on Friday, December 1, from 5:30 - 9:00 p.m., featuring artists Susan Egbert, Susanne Sellars, Nancy Stark, and Gari Stephenson. The show hangs from November 28 to December 30. The Market Gallery is a regional artists' cooperative, located on Roanoke's downtown market at 23 Salem Avenue, Roanoke. For more information, call (540) 342-1177 or visit www.marketgallery.com

Where
are you
going?



WR WOODS ROGERS
ATTORNEYS AT LAW

19 Practice Areas | 75+ Attorneys

woodsrogers.com | (800) 552-4529

ROANOKE | CHARLOTTESVILLE

LYNCHBURG | RICHMOND | DANVILLE



TORC's Vegas road trip >

TORC Robotics of Blacksburg recently announced that it will conduct demonstrations of its complete self-driving system for consumer automobiles at CES 2018 in Las Vegas. The CES demonstration will include several miles of downtown traffic with challenging driving scenarios like dense traffic, complex intersections, pedestrians, high-speed merges, and lane changes. TORC is on schedule to have fully autonomous highway and city driving by 2018. TORC has tested its technology in more than 20 states across the U.S.



New grocery in Roanoke >

Earth Fare of Asheville, North Carolina, celebrated its grand opening in November with a ribbon-cutting ceremony at its new store at 2203 Franklin Road SW, Roanoke. Known for its strict guidelines for the food it sells, Earth Fare offers deals each day on pre-made foods. It has a juice, salad, and hot foods bar; pizza station; sandwich counter; bakery; and an 80-seat indoor/outdoor café. It also sells beer and wine, pet food, cosmetics, and cleaning products. Ninety employees have been hired for the new store.

FRONT 'N ABOUT



Salute to veterans >

Sunshine Services of Troutville held a Veterans Day program and luncheon in November to commemorate the heroic sacrifices of our men and women who have served our country. Vietnam veteran Andrew W. Tunnell (U.S. Air Force, 1961-1965), spoke at the program (top right). World War II veteran Clyde Chambers (U.S. Coast Guard, 1942-1945), was among 57 veterans honored at the program (right).



ALL STAR *impressions* awards ★ signs ★ gifts

unique engraved items to
recognize any achievement



www.AllStarImpressions.net

540.344.0300

FRONT'N ABOUT



Holiday hunger assist >

United Way of Montgomery, Radford & Floyd has teamed up with local partner agencies Montgomery County Emergency Assistance Program (MCEAP), Radford Emergency Assistance Program (REAP) and Floyd County Emergency Assistance Program (FCEAP) for its Holiday Meal Box program; last year, the program provided 451 families and 1418 individuals with a Thanksgiving or Christmas meal box.



Busing to the front >

Blacksburg Transit has earned a Grand Prize Award in a national competition for the 2017 American Public Transportation Association AdWheel Awards for its recognition as the most effective marketing and communications programs in the transit industry, nationwide. From 350 entries sent in across the United States, BT was chosen as one of 11 Grand Prize winners.

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

FRONT NETWORK



AMERICAN ADVERTISING FEDERATION

HOLIDAY SOCIAL December 6
MEDIA AUCTION January 18
AMERICAN ADVERTISING AWARDS February 24

 AAFROANOKE.ORG



Christine Smith, CFA®
 Financial Advisor
 Franchise Owner

Smith & Associates
 A financial advisory practice of
 Ameriprise Financial Services, Inc.
 1901 S. Main St. Ste 4
 Blacksburg, VA 24060
 540.443.9143
christine.a.smith@ampf.com
ameripriseadvisors.com/christine.a.smith
 CA Insurance #0F89689



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

www.BerryField.com P.O. Box 1041; Salem, VA 24153

Innovation Lab, Coworking Space, & Event Venue

CoLab.

CREATE COLLABORATE INNOVATE

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



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

Sir Speedy
 ROANOKE
 PRINT | SIGNS | MARKETING

Anna Karbassiyoon

22 Church Ave, SW
 Roanoke, VA 24011
 P 540.344.8550
 E annak@sspeedy.net
www.sirspeedy.com/roanoke

Data | Creative Design | Websites
 Mobile | Direct Mail | Web-To-Print

**Put your Business Card
 in the FRONT for only \$149!**

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

Career FRONT

FINANCIAL FRONT



Socha-Mower



Hudzik



Michael



Ermel



Bridgett Kidd

Richard Socha-Mower was appointed as chief lending officer; **Mark Hudzik** was appointed as senior vice president and market executive; **Chris Michael** was

appointed as senior vice president of consumer and real estate lending; **Bruce Ermel** was appointed as vice president of operations; and **Bridgett Kidd** was appointed as vice president of business lending and services at Member One Federal Credit Union.



Budd



Kidd

William Budd, Jr., vice president and chief credit officer; and **Mike Kidd**, chief risk officer, joined HomeTown Bank.



Chapman

René Chapman was appointed as mortgage banker at Corridor Mortgage Group's Roanoke branch.

G. Lyn Hayth, III, president and CEO of Bank of Botetourt, was elected as chairman of



Hayth



Miller

the Virginia Association of Community Banks; **Mary Ann L. Miller**, vice president for business relationships and communications officer at Bank of Botetourt, won the Rising Star Award by the Virginia Association of Community Banks.

Jody Maney, trust officer at First Bank & Trust Company of Abingdon, received an outstanding achievement award from the Virginia Oil and Gas Association.

Joe Rollison was appointed as vice president and branch manager at First Bank & Trust Company in Christiansburg.



Hall

Tangie Hall was appointed as personal

lines account manager at Brown Insurance of Blacksburg.



Mann

Keith Mann was appointed as chief operating officer/ chief financial officer at Scott Insurance in Lynchburg.

DEVELOPMENT FRONT



Rife

Richard Rife joined Interactive Design Group, an architecture design firm in Roanoke. IDG acquired Rife & Wood Architects.

TECH/INDUSTRY FRONT



Graeff

Scott Graeff was promoted to president and CEO of Luna Innovations, Inc. of Roanoke.

Diana Dodge of Montpelier Station, **William H. Harrison** of Leesburg, **G. Richard McClung Jr.** of Bridgewater, and **Donald H. Horsley** of Virginia Beach were inducted into the Virginia Livestock Hall of Fame.

EDUCATION FRONT



Holden



Jamison

Leslie Holden was named director of career services; **Sara Jamison** was named director of development; **Kristin Waters** was



Waters



Yates

named director of marketing and communications; and **Diana Yates** was named interactive media and design manager at Ferrum College.

Elda Stanco Downey, **Lorraine Lange**, and **Daryl Kingrey** were appointed as members



Downey



Lange



Kingrey

of the Roanoke Higher Education Authority's Board of Trustees.



Avent

Yolanda Avent was named senior director of Cultural and Community Centers at Virginia Tech.



Pinkerton

Carolyn Meier, associate professor librarian for university libraries was conferred the title of associate professor emerita librarian; and **John M.**

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.



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

Career FRONT

Pinkerton, SunTrust professor of finance at Pamplin College of Business was conferred the title of SunTrust Professor Emeritus by the Virginia Tech Board of Visitors.

of anesthesiology in the Virginia-Maryland College of Veterinary Medicine at Virginia Tech was named interim head of the college's Department of Small Animal Clinical Sciences.



Clarke



Tracy



Daniel



Dean Stauffer

Dean Stauffer, professor of wildlife conservation in the College of Natural Resources and Environment at Virginia Tech received the Excellence in Wildlife Education Award from The Wildlife Society.

Stefan Duma, the Harry Wyatt Professor of Engineering, was named editor-in-chief of the Annals of Biomedical Engineering; **Olivier Coutier-Delgosha** was appointed associate professor in the Kevin T. Crofton Department of Aerospace and Ocean Engineering; and **Cyril Clarke** was named interim executive vice president and provost at Virginia Tech.

Shelonda Arthur was hired as vice president of strategic payment relationships, and **J. Brett Tracy** was hired as vice president of revenue cycle at Carilion Clinic.



Henao-Guerrero

Gregory Daniel, professor and head of the Department of Small Animal Clinical Sciences at Virginia Tech was named interim dean of the Virginia-Maryland College of Veterinary Medicine; **Natalia Henao-Guerrero**, associate professor



Criss



Coutier-Delgosha



Arthur



Love

Tracey Criss, M.D.

WELLNESS FRONT

Discover how to connect with your clients in powerful ways.

Let's Talk!



blue mobius
MARKETING

540.315.4742 | www.bluemobiusmarketing.com

was promoted to vice president of medical staff affairs and credentialing; and **Don Love** was promoted to vice president of Carilion's Institute of Orthopaedics and Neurosciences.



Miller



Kidd



Tarasidis



Gladfelter

Susan Gladfelter,
Carilion Clinic

pharmacist, received the Virginia Hospital and Healthcare Association's Virginian's Speak Up for Safety Award. **Thomas K. Miller, M.D.**, vice chair for Carilion's orthopaedic surgery, was named assistant medical director for the Ironman World

Championships.

Amanda Kidd, senior director of Shared Governance and Interim Critical Care at Carilion, won the Inspiring Nurse Leader Award from CipherHealth.

Charles Tarasidis, Pharm.D., was

recognized as the 2017 recipient of the Charles Crowder, Jr. Award from the Virginia Rural Health Association, acknowledging commitment and service in the advancement of rural health in Virginia.

*Compiled by
Christine Liana*

Congratulations!

In recognition of your fantastic achievements, and to help celebrate, we are offering everyone in CareerFront a free "Wine Club Member for a Day" voucher.

Contact us for more information.

540 382 7619
whitebarrel.com

WHITEBARREL

VOUCHER

This voucher grants the bearer access to the benefits of membership of Whitebarrel Wine Club for one day.

Not redeemable for cash.

[Signature]

FRONT Notes

Virginia Furniture Expanding its Market

Virginia Furniture Market of Rocky Mount is opening a \$5 million, 60,000 sq. ft. store on North Franklin Street in Christiansburg. The new store will be built on the 11-acre site next to the Home Depot on Farmview Road.

Health Insurance Marketplace Closes December 15

The health insurance marketplace opened on November 1 with changes that include limited choices for insurers, networks, and increased premiums. For more information, visit www.healthcare.gov

Altec Expansion in Botetourt County

Altec Industries plans to invest \$30 million in a 65,000 sq. ft. expansion at its plant in Botetourt County's Botetourt Center at Greenfield, in Daleville. As a manufacturer of aerial trucks for electric utility, telecommunications, tree care, lights, and sign industries, this expansion is expected to create 180 new jobs. Botetourt County is

providing a \$440,500 performance-based grant, and Governor McAuliffe approved a \$400,000 performance-based grant from the Commonwealth's Opportunity Fund and a \$300,000 Virginia Investment Partnership grant.

New Business Park for Companies and Residents

Franklin County broke ground in October on the 550-acre Summit View Business Park. At approximately \$9.7 million, the first construction phase is expected to be completed by June 2018. The project will eventually also have pavilions, athletic fields, a BMX bicycle course, festival area, tourist visitor center, and multi-use trails.

Central Virginia Community College Receives Award

Newport News-based **Manufacturing Skills Institute (MSI)**, the workforce development affiliate of the Virginia Manufacturers Association, announced that Central Virginia Community College in Lynchburg is the

recipient of the 2017 Virginia Manufacturers Association Workforce Partner of the Year for its outstanding leadership and diversity. MSI provides education and skills training for careers in advanced manufacturing. Through a partnership between industry and education, employers set the skill standards for MSI program offerings to ensure that education coincides with employment and career advancement opportunities.

Fermented Tea Company Comes to Roanoke

Humm Kombucha of Oregon plans to invest \$10 million in a 100,000 sq. ft. production and packaging facility in the Roanoke Centre for Industry and Technology, adjacent to U.S. Route 460. Humm expects to complete the project in 2019 and hire approximately 50 employees by 2020. Governor McAuliffe approved a grant of \$150,000 from the Commonwealth's Opportunity Fund to assist Roanoke with the project. Kombucha is a fermented beverage with key ingredients that include tea, sugar,

bacteria and yeast. Humm is available in 50 states as well as Sweden and in outlets such as Target, Safeway, Wal-Mart, Costco, and Publix.

Virginia – Tennessee Hospital Merger

The merger of **Mountain States Health Alliance** of Johnson City, TN and **Wellmont Health System** of Kingsport, TN, was approved by Virginia's health commissioner, Dr. Marissa Levine. The new name will be Ballard Health and is expected to be completed in early January 2018. Virginia will require Ballard to provide services to people living in Lee County if the county is unable to restart its hospital. Virginia will require Ballard to create a population health department for improving the physical and mental health of residents.

Railroad Town Restores Passenger Service

After nearly 40 years without passenger rail service, Roanoke is running service on the Northeast Regional between Boston and Roanoke, with stops in



CONNECT & UNITE



DEVELOP & EDUCATE



ACCESS TO TALENT



ROANOKE - BLACKSBURG
TECHNOLOGY COUNCIL
CONNECT • GROW • LEAD

Learn more & join: www.rbtc.tech

Lynchburg, Charlottesville, Culpepper, Manassas, Burke Centre, Alexandria, Washington, D.C., Baltimore, Wilmington, Philadelphia, Newark, New York City, New Haven, Providence, and other cities along the Northeast Corridor, according to www.railwayage.com. The first train left Roanoke at the \$10.9 million Amtrak boarding platform at 55 Norfolk Avenue SW in downtown Roanoke on October 31.

Chicken on the Go

A **Chick-fil-A** food truck is operating around Roanoke Valley. Salem Chick-fil-A franchisee

and operator Shaine Miles plans to operate the truck at various location every day, and at special events. For more information, go to: Salem Chick-fil-A's Facebook page.

Grants Awarded to Local Organizations

The Roanoke Women's Foundation (RWF) announced the recipients of its 2017 grant awards, totaling \$341,000. The awards luncheon was held in November at Roanoke Country Club. RWF co-founders Kandy Elliott and Ginny Jarrett established the RWF 13 years ago for women

in the Roanoke and surrounding communities to share their philanthropic goals and resources to help the community. 2017 grant recipients were: **Camp Easterseals United Cerebral Palsy:** \$100,000; **Transitional Options for Women:** \$94,200; **Feeding America Southwest Virginia:** \$50,000; **Roanoke Area Min-**

istries: \$50,000; **Mill Mountain Zoo:** \$46,800.

Plans Still Developing for Former Shenandoah Life Insurance Building

Berkley Hall LLC of North Carolina still plans to build apartments on the former property of Shenandoah Life Insurance Company on Brambleton Avenue in



Where Learning Means Business

The Region's Premiere Education and Training Facility
More than 200 Degree, Licensure, and Certificate Programs
10 Member Institutions, Convenient Class Schedules
Library, Computer Labs, Testing Services

Featuring Degree Programs in:
Business Administration • Counseling • Culinary Arts
Education • Nursing • Gerontology • Social Work
And Many More

Kay Dunkley – Executive Director
Roanoke Higher Education Center
108 N. Jefferson Street Roanoke VA 24016

540-767-6161

www.education.edu

Averett University
James Madison University
Mary Baldwin University
Old Dominion University
Radford University
TAP–This Valley Works
University of Virginia
Virginia Commonwealth University
Virginia Tech
Virginia Western
Community College



FRONT Notes

Roanoke. Carilion Clinic, the current owner, agreed to extend that option for 60 days extension at Berkley Hall's request. Neighbors oppose development on the wooded site, which is appreciated for its natural, park-like qualities. Berkley Hall and its local engineer, Lumsden Associates, filed development plans for the land with Roanoke City Planning Department.

Lewis Gale Gets an "A"

LewisGale Medical Center is among 832 hospitals nationally that received "A" by The Leapfrog Group for keeping patients safe and meeting the highest standards. The Leapfrog Group is a national non-profit health care ratings organization, which recently released its Hospital Safety Grades of A, B, C, D, or F to assess hospitals' performance in preventing medical errors, infections, and other safety concerns. Leapfrog Hospital Safety Grade uses 27 measures of publicity available hospital safety data

to assign grades to hospitals, and is calculated by patient safety experts and is peer reviewed.

Restaurant Closed; Property Available

Ragazzi's restaurant at 3843 Electric Road in Roanoke closed in October. The 5,700 sq. ft. space seats approximately 180 people, and is available for lease through Poe and Cronk.

Convenient Grocery Shopping

Kroger started an online ordering and curbside pickup at Towne Square at 5050 Rutgers Street in Roanoke. Other locations are Bonsack, Vinton, Cave Spring Corners, Lakeside, West Salem and Hollins. With the Clicklist feature, over 40,000 items are available, including meat and produce. Tobacco products, alcohol, pharmacy prescriptions, hot foods, and gift cards are excluded. Customers can place their order at www.kroger.com/ClickList and select a time to pick

it up at the store the same day. Kroger requires a minimum of four hours' notice. Customers may order up to three days in advance and pay online when ordering.

New After-School Program From CHP

Christiansburg-based **Community Housing Partners (CHP)** Resident Services offers Discovery Zone, a new after-school program for elementary school students. The program was formed through the Youth Education Taskforce (YET) where each team member became an expert in one of four main program areas: literacy, enrichment, life skills, and "brain breaks" (movement-based activities). Discovery Zone program is offered at 15 CHP properties in Virginia and Florida, and has plans to expand. CHP was founded in 1975 and provides housing opportunities and related services to low-income individuals and families across the southeastern and

Mid-Atlantic United States. For more information, visit www.communityhousingpartners.org.

Powerful Expansion Plans

American Electric Power plans to invest \$12.7 million on building renovations and a parking garage at 40 Franklin Road in Roanoke. 102 workers are expected to be hired.

A Sweet Deal

The owners of **T.R. Collection** gift shop at 102 N. Main Street in Blacksburg are opening **Sugar Magnolia** up the street. The new shop is 2,400 sq. ft. and will offer cards, journals, notepads, a small book selection, chocolates, ice cream, and candy. There will be free Wi-Fi and a spot for seating. Its opening is planned for March 2018.

*Compiled by
Christine Liana*

Check out additional FRONT Notes from Valley Business FRONT on our Facebook site or social media links at www.vbFRONT.com.



Valley Business Front would like to get your tips and suggestions.

Use the
FREE App

**Suggestion
MailBox®**

Submit
your ideas

Download the app at SuggestionMailBox.com or from

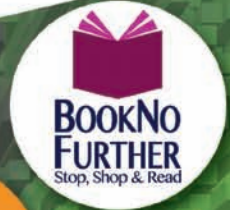


Call us at 855.6.Suggest or visit suggestionmailbox.com

16 WEST marketplace

**WOK N
ROLL**

?
YOUR
NEW
OFFICE
SPACE



SUSHI • COFFEE • LOCAL FOOD • ARTS • HEALTH • MUSIC • STYLE • LIVING

16 Church Ave SW • Downtown Roanoke VA

MARKETPLACE EVENTS

*Where
downtown's
professionals
break from
blah*

FIRST 3 FRIDAYS IN DECEMBER:
DICKENS OF A CHRISTMAS
SUNDAYS: JAWBONE HILL CHURCH
DEC 2 • LOCAL POETS
DEC 6 & 20 • SOUL SESSIONS
DEC 9 • WHOVIAN BALL
DEC 13 & 27 • COFFEE & CHAT
DEC 16 • COFFEE MEET UP
JAN 3 & 17 & 31 • SOUL SESSIONS
JAN 10 & 24 • COFFEE & CHAT

CHECK OUT OUR CALENDAR
FOR MORE EVENTS
AND THE LATEST UPDATES

GARLAND
PROPERTIES



Aaron Garland Owner/Agent
540-632-2482 ext.001

www.GarlandPropertiesVA.com

16westmarketplace.com

**Retail and Business Space
Available**



Find your local >

Executive Summary:

A recreational apparel and accessories business in Blacksburg brings local sights and experiences to its product line.

By Caitlyn Scaggs

While the dream of traveling to far-off places with unfamiliar sights and sounds is certainly enticing, there is something to be said for fully embracing all that is special about your hometown and community. Spindrift Local Wear, a Blacksburg-based apparel and accessories company, is centered on this concept of seeking adventure and a life of vitality—in your own backyard.



581
media

VIDEO PRODUCTION FOR BUSINESS

TRAINING
INSTRUCTIONAL
HR ONBOARDING
TRADE SHOW MATERIALS
BROADCAST QUALITY

NOW BOOKING FOR 2018 581MEDIA.COM 540-206-9356

Founded by Andrew Petersen, a New York transplant to the New River Valley, Spindrift Local Wear creates their own designs as well as partners with regional artists to create their own unique designs highlighting favorite outdoor destinations. In some ways, the business was a happenstance creation. Petersen explained, "A friend of mine, Nathan Sipantzi, has a piece of his art depicting a sequoia tree on Instagram. Being a hat guy, I thought to myself, that would make a sweet patch for a hat. Really, I just wanted to have a hat for myself. Then the idea dawned on me: I could highlight local spots through art."

The first product line was a series of patches sold individually and also applied to a variety of popular hat styles. The patch series depicts McAfee's Knob, Cascades,

and Peaks of Otter, all designed by Sipantzi with some of Petersen's input. To gauge their response, Petersen began sharing these patches and hats with friends and family. The feedback was hugely positive and affirming, which encouraged Petersen to seriously pursue this entrepreneurial endeavor.

As an avid outdoorsman, Petersen has allowed his experience and style to guide the future selection of products. Petersen said, "I'm designing stuff that I like, that speaks to me, quality stuff that I would actually wear." Judging from the results of his debut at Steppin' Out, an annual festival hosted in Blacksburg every August, the products are speaking to others too. Petersen had a booth at the festival and had modest goals for success. By the end of Steppin' Out, he sold out of 80% of his inventory.

In 30 years of friendship, their dinner plans have still never changed.

Fridays were always for double dates, and some things never change. At The Glebe, life feels younger with so much to enjoy — the scenery, the amenities, and the social life. Enjoy meals with friends in our scenic dining room, stay active with a state-of-the-art fitness center and indoor pool, and spend time with friends and neighbors. The Glebe is a Life Care Community, which means you can invest in the best care and live with peace of mind about the future. Every day at The Glebe adds more life to your years.

The Glebe

Blue Ridge Living

540-627-5105

200 The Glebe Boulevard • Daleville, Virginia 24083 • www.TheGlebe.org





With that success achieved, it allowed Petersen to pursue additions to his product offerings. Recently, the company launched a new design created by Blacksburg artist, Pam Sable. This design is a line drawing of the outcropping at McAfee's Knob. It is one continuous line and at the very base the words "find your local" are scripted to complete the design. With that, the tagline and social media hashtag (#findyourlocal) associated with this brand was born.

What exactly does Petersen mean by local spots? He is seeking the outdoor destinations within a community that the locals know about but someone from out of town might not stumble upon. It is the "must see" or "must experience" outdoor destinations you don't want to miss and will never forget.

The Roanoke and New River Valley regions have collective and individualized initiatives


for strengthening the local economy through outdoor tourism, like Roanoke Outdoors. The creation of Spindrift Local Wear supports ideals that local leaders are striving for: a celebration of our local outdoors community.

While the brand was born in the Blue Ridge Mountains the plan is for it to grow beyond the Roanoke and New River Valleys. "My main goal is to highlight everything from hiking and rock climbing to surfing and fishing. Anything outdoors localized to a particular geographic region," said Petersen.

Petersen said, "The big picture goal is to not just keep Spindrift Local Wear local, but to highlight local spots in different states throughout the country utilizing different artists who Spindrift Local Wear will spotlight to do some design work.." With roots in the foothills of the Adirondack Mountains in

New York, he has some of his next spots for design inspiration in mind. Simply put, he wants Spindrift Local Wear to be a "celebration of local".

That begs the question, what is Petersen's favorite local spot? It's a harder question for him to answer than you might imagine. When forced to narrow down the plethora of outdoor options near him, he said, "It's either Tinker cliff or Dragon's Tooth—because I like the little scramble at the end and you can play around on the rocks. If you get up on the tooth it is one of the best views." He elaborated, "The geographic location of our community is hard to beat if you like the outdoors."

It's true. Each person that is able to call the Roanoke Valley or the New River Valley home is in a region ripe for embracing the outdoors. So how about it, will you find your local? 

are you
inspired
to be
a physician?

The medical school in Blacksburg,
Virginia was inspired by a vision to bring
physicians to the areas of most need.

Visit us online to find out
how you will be *inspired*...



Edward Via College of
Osteopathic Medicine

VIRGINIA

www.vcom.edu



For a copy of our Outcomes Reports, please see www.vcom.edu/outcomes.
©2017 Edward Via College of Osteopathic Medicine. All rights reserved.
VCOM is certified by the State Council of Higher Education to operate in Virginia.

Advertiser Index

581 Media	58	Glebe	59
AAF / Roanoke	49	Glenn Feldmann	39
All Star Impressions	47	HomeTown Bank	35 & 49
Ameriprise Financial	49	MemberOne Federal Credit Union ..	37
Bank of Botetourt	21	The Proofing Prof	49
Berryfield	49	RBTC	54
Blue Mobius Marketing	52	Richfield	30
Carilion Clinic	4	Roanoke CoLab	49
Citizens	51	Roanoke Higher Education Center	55
Creekmore Law Firm	62	Roanoke Rescue Mission / 2nd helpings Catering	2
Davis H. Elliot Company	49	Sir Speedy	49
Duncan Audi	BC	Suggestion Mailbox	56
Entre Computer Center	29	VCOM	61
Foot Levelers	3	Virginia Business Systems	63
Friendship	27	Whitebarrel Winery	53
Garland Properties / 16 West Marketplace	57	Woods Rogers	45

“The real growth engine for the country is in the South — Page 27

THE SMALL BUSINESS PLANSM

Dependable Legal Counsel for Your Small Business

No “billable hours.” Just a simple flat rate.

Perhaps it's happened to you — a small business owner calls a lawyer to ask a simple question, then unexpectedly receives a huge bill a few weeks later. After an experience like that, it's hard to pick up the phone the next time you have a legal question.

We want you to come to us with your problems and questions as soon as they arise, rather than allowing a problem to fester and grow into a legal disaster. That's why we've developed The Small Business Plan. So you can feel free to call us any time, and ask any question you want about your small business, without fear of excessive and unexpected legal bills.

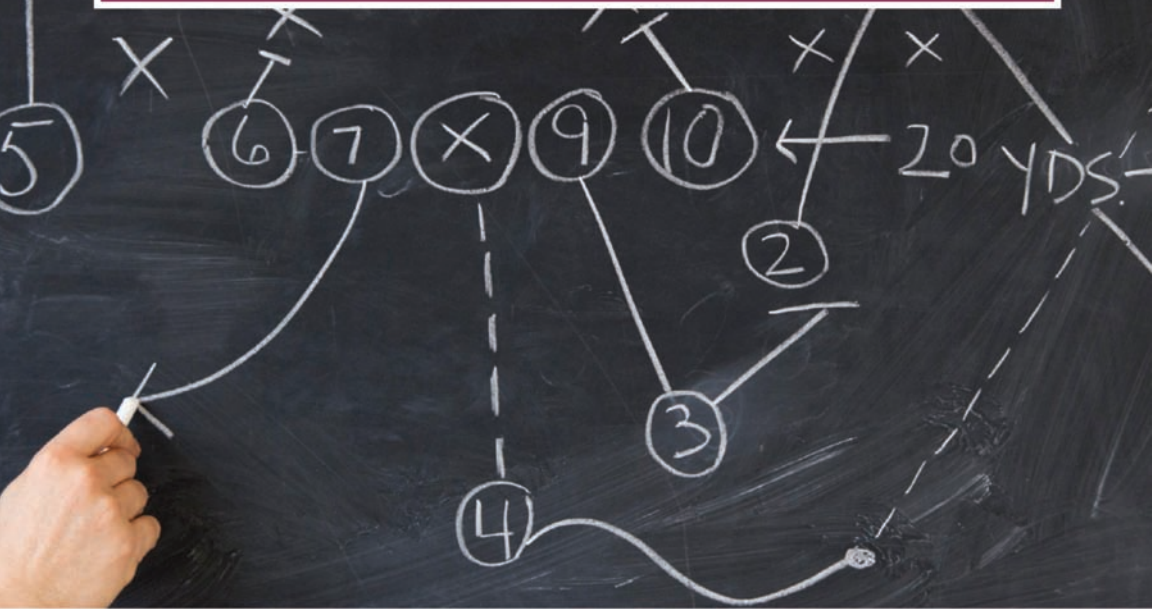


THE
CREEKMORE
www.creekmorelaw.com **LAW FIRM PC**

540-443-9350 EXT 3

Teamwork.

It's how you win. And it's how we deliver.



Fast Forward Document Solutions

**Proud to support Virginia Tech Athletics
and provide digital copiers to Virginia Tech.**

Now providing **xerox  products**



**Roanoke • New River Valley • Lynchburg • Charlottesville
Richmond • Tidewater • Shenandoah Valley • 540-362-3300**

VAbusinesssystems.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.