



Master  
Trainer

II

Valley Business

# FRONT

**VIRGINIA'S BLUE RIDGE  
BUSINESS JOURNAL**  
ROANOKE/NEW RIVER VALLEYS & REGION  
FREE • ISSUE 112 • JANUARY 2017

[vbFRONT.com](http://vbFRONT.com)

## The Boom in Physical Therapy

Ron Greer,  
Professional Therapies

# Where are you going?

CELEBRATING 125 YEARS: 1893-2018



*View of downtown Roanoke, VA*

We have a long history of helping companies and individuals thrive. Let's plan your future together. To learn about our more than 75 attorneys and 19 practice areas, visit our website at [woodsrogers.com](http://woodsrogers.com).



P. (800) 552-4529    |  **INTERLAW**. A Member of the Interlaw Network  
ROANOKE | CHARLOTTESVILLE | LYNCHBURG | RICHMOND | DANVILLE

I threw my shoulder out.

It's funny how people talk about their various aches and pains. Got the bum leg. Dealing with the trick knee. Can't do my job right with this dang trigger finger. And at the top of the heap of our medical ailments, perhaps our simplest, most direct description of all: the bad back.

But of course, physical therapy isn't funny business. It's serious activity. Looks what's happening in our own local market. Physical therapy, rehabilitation services, occupational medicine facilities are all over the place. Do you know someone who is involved in physical therapy... either as a patient or a student or it's part of their vocation? I'm betting there's a good chance you do.

More of us are recognizing the benefits from physical therapy, even as the practice wasn't as commonplace or seemed to be more rare and exclusive only three or four decades ago. Our FRONTcover story explores the growth in this wellness sector; and we visit a few "shops."

Meanwhile, I'll keep working on my plantar fasciitis syndrome... which I was convinced did not have its own funny little nickname until I just looked it up. Apparently, some people have called it "Policeman's Heel."

Go figure. It's still not funny.



**Tom Field**

“  
Folks get tucked back in the mountains and disappear

— Page 21

1983 ••• 2018 ••• tomorrow



Is your business ready for  
**The Entré Experience?**

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

**CALL TODAY TO SCHEDULE A  
FREE COMMERCIAL SITE SURVEY**

NETWORKING • VoIP PHONES • CLOUD • BACKUP • SECURITY



[www.entre-roanoke.com](http://www.entre-roanoke.com) | (540) 989-6000





# HealthWorks

## YOUR COMPANY'S GREATEST ASSET...

Happy, healthy employees mean safer, more comfortable & more profitable work environments.

**HealthWorks has a long history of providing top quality Occupational Medicine and Work Recovery Services in the Central Virginia area** — experienced physicians trained in emergency and osteopathic medicine, board certified orthopaedist and physiatrist, physical therapists, nurses and radiologic technicians.

### WE HAVE THE SOLUTIONS YOU NEED TO BE PROACTIVE IN CARING FOR YOUR EMPLOYEES

- **Immediate Care Services** (including X-ray, Lab testing)
- **Employer Worksite Clinics**
- **Occupational Medicine**
- **Wellness Services**
- **Work Recovery**
- **Employee Assistance Program**



**95% OF PATIENTS** discharged from HealthWorks programs returned to full-duty unrestricted work.



**15 MIN. WAIT TIME** on average, for walk-in patients. We respect people and their time.



**ONSITE THERAPY** offers a full service work recovery program to meet your company needs.

#### To learn more or schedule an on-site visit:

Sales: 434.485.2018

Administration & Wellness: 434.509.4971

#### Conveniently located in:

Centra Lynchburg Medical Center  
125 Nationwide Drive, 2nd Floor, Lynchburg, VA 24502

**HW4ME.com**

### COVER STORY

DEPARTMENTS

# 8



## Physical Therapy *Gets A Workout*

Using a mic to  
make a difference 24

Building your  
graphic identity 28

Autism in  
the workplace 36

Print theirs,  
not just ours 42

Protection Fitness 60

### PERSPECTIVES

Business Dress 22

Etiquette & Protocol 23

Business Operations 30

Legal 31

Workplace Wisdom 34

### REVIEWS & OPINIONS

On Tap from the Pub 45

Reviews 46

### FRONTLINES

FRONT'n About 48

Career FRONT 52

FRONT Notes 56

[vbFRONT.com](http://vbFRONT.com)



“”  
Stronger people are  
harder to beat — Page 61

Cover photography of Ron Greer by Tom Field.

# 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

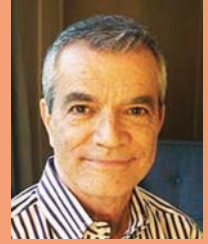
**(540) 389-9945**  
**vbFRONT.com**  
**morefront.blogspot.com**

© Copyright 2018; 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.

# JANUARY



Michael Abraham



Dan Dowdy



Mike Leigh



Nanette Levin



Kathy Surace



Nicholas Vaassen

## 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



Tom Field



Keith Finch



Kathleen Harshberger



Christine Liana



Theresa Passeretti



Caitlyn Scaggs

Biographies and contact information on each contributor are provided on Page 44.

## 2018 Members

**Nancy Agee** Carilion (Wellness)  
**Laura Bradford** ClaireV (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.

“Most students today have a service mentality... [but] aren't clear on how to translate that to a career choice

— Page 12

twitter

facebook

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



## Physical Therapy *Gets A Workout*

Area physical therapy providers have been busy with initiatives coming into 2018. Lucas Therapies will open their latest office in cooperation with Golds Gym on January 15th. Ridgefield unveiled a “homey” residence in mid-December that includes everything from siding and living room space to unlimited kitchen access on the second floor of their geriatric facility. Carilion just launched a partnership with ReWalk to provide high-tech support for paralysis patients. Friendship Health invested in state-of-the-art equipment for neurological rehabilitation.

Roanoke businesses are coming to the fore with inventive ideas for making this market a better community to live in for mobility-challenged residents. Many are integrating a combination of strategies that deviate from what’s conjured when one hears the term “physical therapy.”

### **A creative approach** *to specialized services*

Wendy Lucas, owner and founder of Lucas Therapies, has found a niche in the market that has her complementing rather than competing with other physical therapy providers in the area. So much so, their mobile clinic, which is a 27-foot trailer, travels throughout the Commonwealth and into North Carolina to provide patients with services others don’t offer. This unit is also used for free services provided to the community, including wellness and

## A Review of Physical/ Occupational Therapy and Rehabilitation in Virginia's Blue Ridge >

**Executive Summary:**  
*PT/Rehab centers are expanding and popping up all across our region; here's a look at what's helping that momentum.*

By Nanette Levin





Lucas Therapies

## Lucas Therapies Mobile Unit

fitness screenings as well as work at races to help runners stretch out of issues.

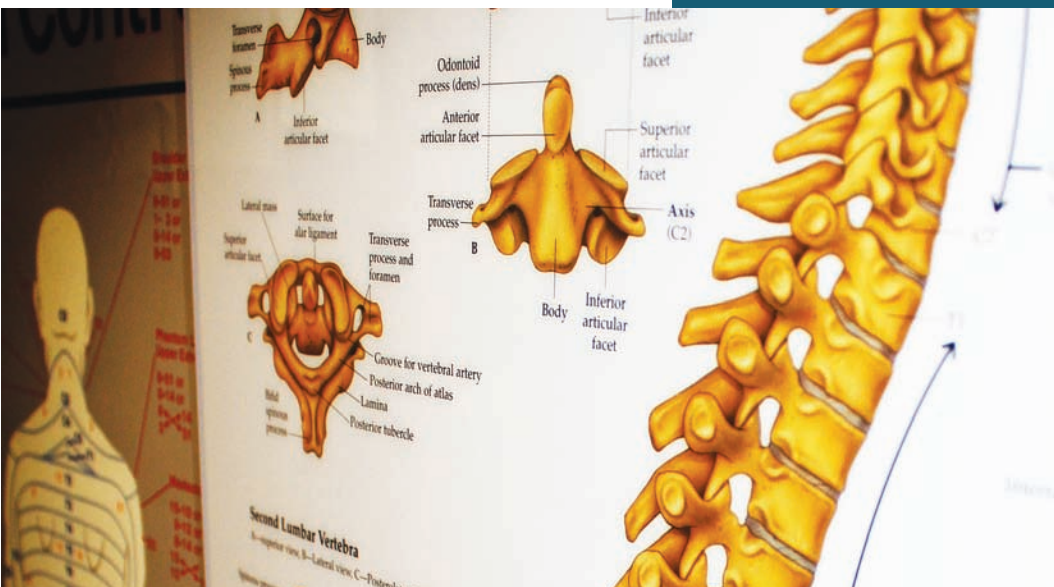
She founded Lucas Therapies with her husband in 1992 as the first exclusively outpatient center in Roanoke. Since that time, the business has grown to five locations and 38 employees that specializes in orthopedics. Her youngest patient is four months old with torticollis. Her oldest patient is 95 with balance problems. While Lucas serves as owner and manager of professional staff for the company, she continues to practice what she loves most about her occupation, namely the physical therapy consults with patients.

Lucas decided to start her own practice due the inflexibility of her employer. "I was working for a multi-specialty clinic where we did a little of everything," she explains. This included rotating between a nursing



Even if the population isn't growing, use of physical therapy is.

— Wendy Lucas  
Lucas Therapies





**Professional Therapies, owned by Bill Mercer and Ron Greer (on FRONTcover) has offices in Roanoke, Blacksburg, Daleville, Hardy/Westlake, Rocky Mount, and Vinton.**

facility, clinic, schools and home health. She asked to focus on outpatient orthopedic. Her boss said no. She responded "OK, I think I'm going to rotate out and start my own clinic." Lucas saw eight patients the first day she opened.

The latest Lucas Therapies location will open inside the Cross Roads Gold's Gym on January 15th. Part of the goal of this site is to educate active people on injury prevention through collaborative seminars and training. Staff will be available to provide consultations on aches, pains and concerns from Gym members. Full-service physical therapy support will also be offered.

Affording the cost of care is one of the biggest challenges Lucas sees in the industry. One way her firm is addressing this is through education and technology. The company offers videos to patients so they can do more at home with instruction to ensure correct exercises for better outcomes at a lower cost. The firm even has a virtual receptionist that resides at the central business office and schedules patients, checks them in and scans paperwork. She serves all five locations, which reduces delivery costs.

Over the years, Lucas has seen a trend toward specialization. While she works with insurance companies, a lot of her business is self-pay, which she states is sometimes less costly than co-pays. To help bring along the next generation of providers, she works with students from area high schools and colleges. This helps introduce prospective providers to the changing world of physical therapy through internship hours and other opportunities.



## Getting college *interns involved*

Dr. Matthew Rearick and James Buriak work with students majoring in Health & Exercise Science at Roanoke College. Many of these students are focused on physical therapy and graduate school for their careers. All are required to do either an internship or independent study. Lucas Therapies is one of the 20-25 local providers approved for placements. Buriak also works with employers across the country to accommodate students seeking summer internships in their hometowns.

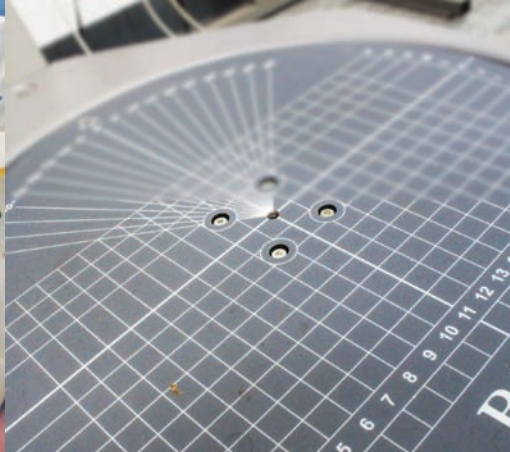
“We encourage students to get varied experiences due to how quickly the industry is changing,” says Dr. Rearick. He explains that physical therapy disciplines now require a doctorate degree, which is a three-year program beyond the four years of undergraduate studies. While he admits Roanoke College still teaches much of the same foundational knowledge that was sufficient earlier when undergraduates could attain a physical therapy job position, they’ve put more focus on technology



From the standpoint of stability, the health care industry has a lot of opportunities.

— Dr. Matthew Rearick  
Roanoke College

**Professional Therapies,  
Roanoke facility**





Richfield

## The Rehab Center at Richfield



[ Medicare physical therapy ] should be based on the needs of the patient as they progress through the calendar year.

— Karen Ellexson,  
Therapy Program  
Manager  
Richfield

and quantitative skills. Understanding the unique opportunities evolving in this changing field has become a more critical education component, Buriak says. Students must spend 120 hours in internships or independent study to graduate.

Out of approximately 400 Roanoke College graduates last year, 41 came from Health & Exercise department, which Dr. Rearick chairs. “From the standpoint of stability, the health care industry has a lot of opportunities,” Dr. Rearick states. Buriak adds that students today have a service mentality. Most students aren’t clear on how to translate that to a career choice. Staff work to determine exactly what “serving others” means to each student. Working through this reveal helps determine ideal internship placements.

## Making life more “homey” for geriatric residents

Karen Ellexson, Therapy Program Manager for Richfield, believes so much in the company she works for, she admitted her mother to the assisted living campus. While Ellexson recognizes how hard it was for her mom to give up her independence, she realizes, after her four falls in a month, how scary it would be if her mother wasn’t living in a place with a support system.

“It truly is a privilege for me to serve the geriatric population,” Ellexson says. She notes the life experience, living history and being able to serve a community that didn’t get the attention it deserved in the past as perks she gains from her job.

A big frustration she cites is the current cap on Medicare

# COVER STORY

physical therapy per calendar year of \$1980 currently split between physical therapy and speech therapy. She's involved in lobbying efforts to change this law. "This should be based on the needs of the patient as they progress through the calendar year," Ellexson says.

She's excited her job helps her keep older people active, able and engaged, noting how much this has changed over the past 20 years. At Richfield, seniors are still driving, playing tennis, swimming, fishing, and enjoying outpatient services. Ellexson is focused on preserving independence for her patients as long as possible so they can keep doing what they love longer.

In mid-December, Richfield opened a recrafted second floor of their building based on a home model they plan to implement throughout the entire campus. They converted what used to look like a hospital wing into a suite complete with living room and fireplace, sitting room, a kitchen open 24/7, medicine cabinets in individual rooms instead of nurse carts and an entry façade with siding. Now, anyone wishing to gain entry (including physical therapist) must ring a bell to ask permission. Maximum capacity is 21 residents, which may include those suffering from dementia.



Richfield

**Richfield has opened a "home model" floor plan on its second floor.**

## YOUR BRIDGE TO HOME

THE REHAB  
CENTER  
AT RICHFIELD



## Our people and facilities are the gold standard



The caring, knowledgeable staff at our Rehab Center brings years of experience to helping you achieve your goals. Our outcome-driven services are designed to make you stronger and more active. And while here, you'll enjoy amenities such as private room and bath, meals made to order, WiFi, and flat screen TV. Everything we do returns you to where you want to be — *home*.



**RICHFIELD**

RichfieldLiving.com/VBF • 540.380.6555



Richfield

Opened in 2013, The Rehab center at Richfield is a short-term rehab facility

“ ”

It's cool that Carilion is even willing to think about [ ReWalk ] – most facilities will fight you in regards to the logistics and planning and financial ramifications.

— Kellen Smith,  
Physical Therapist  
Carilion

From Ellexson's physical therapy perspective, helping dementia patients involves everything from determining the client's range of view and discovering what's meaningful to them to engaging them in sights and activities that stimulate their brains in the most productive ways. "Do they still understand written directions or do we need pictures?" she asks. This can affect how living space is organized all the way down to the sock drawer.

Ellexson has seen a lot of changes in the physical therapy realm since she started practicing. Earlier, she was expected to follow orders from doctors without the opportunity to give input on patient reactions. Now, she has a lot more autonomy and a broader skill set she can draw from concerning patient stress, inflammation and pain. Her job today includes offering ideas for treatment solutions in exercises, stretching, meditation and energy conservation. Eating good food, regular exercise, specific treatment for individual issues and experimentation have replaced a former emphasis on medication, she says.

## Partnering to help *paralysis patients walk*

Carilion joined forces with ReWalk at the end of November as one of four sites offering this resource in the Commonwealth of Virginia. This tool is an exoskeleton device designed to allow wheelchair-bound patients suffering from spinal cord injuries to return to an upright life. The device sports leg attachments powered by a battery and controlled by a wrist-mounted remote for walking and, for some users of the device, even running marathons.



Carilion

**Kellen Smith, Carilion Clinic physical therapist assists Pamela Cobler as she gets ready to use the Re-Walk device for the first time.**

Kellen Smith, a physical therapist with Carilion, lobbied management earlier this year to make ReWalk available to the Roanoke community. He and three other Carilion staffers are now certified and trained to work through the introductory training and ongoing support required of approved patients. "It's cool that Carilion is even willing to think about it – most facilities will fight you in regards to the logistics and planning and financial ramifications," Smith says.

The cost of the unit, according to Smith, is more than \$90,000, but he says most insurance companies are approving it for home use.

To be considered for ReWalk, Smith advises paraplegics to contact their primary care physician or neurosurgeon. They

## Proudly Serving Botetourt Since 2008

Specializing in Orthopedic  
Care, Sports Medicine,  
Biomechanics



**BOTETOURT  
PHYSICAL THERAPY**

104 Kingston Dr  
Daleville, VA 24083  
540.992.3660

We are committed  
to the success  
of your journey



**ERIC  
THORNE** DPT, ATC

**HOWARD  
HOLT** PTA



**PhysicalTherapyBotetourt.com**



**Pamela Cobler is able to walk for the first time in 16 years thanks to the assistance of Carillon Clinic's physical therapy team and RE-Walk representatives**



In addition to providing comprehensive physical therapy, occupational therapy and speech pathology services, Centra Rehab also provides specialized services and programs to help our patients feel their best.

— *Amy DeRamus, Manager Business Development & Outcomes*  
**Centra Physical Medicine & Rehabilitation**

can put them in touch with ReWalk to make arrangements to transport the device to Roanoke and set up therapy appointments to fit the device, Smith says. Recipients of ReWalk spend two to three months training with a physical therapist before they're permitted to bring it home.

Smith estimates, based on his Level 1 Trauma Center observations, that there are more than 100 people in the Roanoke area who could benefit from the tool. Candidates need to be able to straighten knees and rotate their ankle to a neutral position to be considered.

ReWalk was approved by the FDA in 2014, so the devices have only been available in the United States for a few years.

## Stepping up to *community need*

According to Amy DeRamus, Centra Physical Medicine & Rehabilitation Manager of Business Development & Outcomes, Centra Rehabilitation recently introduced their RENEW treatment options, designed for cancer survivors. This is in addition to the physical therapy, occupational therapy and speech pathology they have traditionally provided. They are also offering specialty services for particular conditions including:

- Bounce Back for back pain
- Center for Pelvic Health designed to treat pelvic floor disorders
- Dry Needling to tackle trigger points in muscles and other soft tissue
- The Rebuilder for neuropathy treatment
- BetterU for bariatrics and the
- Headache Center, focused on neck issues contributing to chronic headaches.

Friendship Health and Rehab-North has invested in state-of-the-art equipment focused on neurological





Get back in the game



## Expert Physical Therapy When You Need It

## CENTRA Rehabilitation

We understand that you have a choice when it comes to Physical Therapy and we have several reasons why Centra Rehabilitation is the right one!

### OFFERING:

- One-on-one treatment
- Highly trained staff
- Professional, upbeat atmosphere
- Flexible scheduling
- Several convenient locations
- Personalized treatment plan

### SPECIALIZED PROGRAMS, SERVICES AND TREATMENT OPTIONS INCLUDING:

- Bariatric | BetterU
- BounceBack Program
- Concussion management
- Headache/TMJ
- Incontinence/pelvic health
- Lymphedema
- Manual therapy
- Peripheral neuropathy | Rebuilder
- Post-operative/post-illness
- Oncology rehab | RENEW
- Sports/work injuries
- Stroke/brain/spinal injuries
- Swallowing/speech disorders
- Vertigo/balance

### GET BETTER FASTER...START TREATMENT RIGHT AWAY!

With direct access, you can get help from a physical therapist without a physician referral. To learn more or to schedule an appointment call our Bedford location at 540.425.7670.



photos on page: Friendship Health & Rehab



rehabilitation. Sights are set on improving patients' long-term function, says Diane Bell, Director of Inpatient and Outpatient Therapy-North Campus. Part of this includes Bioness, which is an innovative technology system that's FDA-approved to assist patients in regaining hand and leg function, she explains. Through electrical stimulation, impulses are delivered to the appropriate nerves in a precise sequence to paralyzed arm and leg muscles so the patient can open and close hands and lift and lower feet, Bell says. "This technology works through the mimicking of natural electrical brain signals," Bell states. Stroke patients and other upper motor neuron injuries or diseases such as Multiple Sclerosis, Traumatic Brain Injury and Spinal Cord injuries are good candidates for this treatment, according to Bell.

In addition to the physical therapy applications of Bioness, Friendship is also focused on speech therapy. "Often, patients experiencing a stroke will also present with swallow difficulties," Bell explains. "Although this may not sound serious, it can actually be life-threatening, as food and water can enter the lungs," she says. "Friendship's Speech Therapy department is the only in-house provider in the state of Virginia for the procedure known as Fiberoptic



This system... recruits and re-educates muscles, while the biofeedback component helps to increase effort, accuracy... [ and ] technique...

— Diane Bell, Director of Inpatient and Outpatient Therapy  
Friendship Health & Rehab



A Faster Recovery  
Is Within Reach



Believe in living better.™

When recovering from orthopedic surgery, stroke, or injuries, patients at Friendship Health are assured to get the highest level of care available. The goal of our award-winning team of therapists and nurses is to return you to your full functional abilities and independence.

Simply put, we want you to make a quicker recovery and go home sooner to restart your life.

(540) 265-2100  
friendshiphealth.org

**Give us a call today and take your first steps toward recovery!**



Friendship Health & Rehab



Noncommunicable or chronic diseases are the leading cause of morbidity and mortality in the United States today. As healthcare professionals we give our patients the proper education they need to help promote a healthy lifestyle.

—Trevor Campbell, LPTA  
Professional Therapies

Endoscopic Evaluation of Swallowing (FEES),” she states.

The speech therapy department is equipped with the VitalStim Plus Electrotherapy and sEMG Biofeedback System. “This system functions similarly to Bioness in that it recruits and re-educates muscles, while the biofeedback component helps to increase effort, accuracy of user technique and duration of swallowing attempts to improve overall coordination; therefore, reestablishing the patient’s ability to protect the airway when eating,” Bell says.

## The local perspective *on physical therapy*

“I think there’s a lot of growth potential in the field – that’s probably why we’re seeing more of the franchises coming up,” Lucas says. “Even if the population isn’t growing, use of physical therapy is,” she explains. She says the biggest area challenge is people being able to afford services.

Dr. Rearick and Buriak from Roanoke College observe how dynamic the health care scene is today. They see preventative medicine and helping people function to live longer in their homes as big issues for tomorrow’s students.

“I’m so excited about the household and neighborhood model,” Ellexson states. “I really think it’s going to be a game changer for long-term care in this valley.”


“In my dream world, I’d love to see 30 patients in a year, because there is a need and Carilion has recognized that

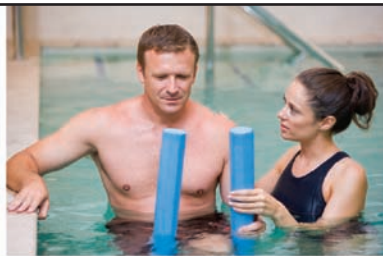
# COVER STORY



Friendship Health & Rehab

need . . . folks get tucked back in mountains and disappear,” Smith states.

In a relatively small community with a total City population of about 97,000 and a Metropolitan Statistical Area (MSA) of approximately 290,000 covering a wide swath of land, a surprising number of area providers are investing in ideas and technology on the physical therapy front to provide up-to-date solutions to residents. Quality of life is a stated consistent aim among a bevy of providers focused on those in the community with mobility challenges. 



## Professional Therapies, Inc.

Locally Owned Since 1984

For appointments  
and physician referrals, call  
**540.982.2208**

To learn more about our unique therapy offerings, check out our blog, [www.professionalthérapies.org/blog](http://www.professionalthérapies.org/blog)

### Proudly Offering Adult and Pediatric Therapy Services For Over 30 Years!

- Physical Therapy
- Occupational Therapy
- Speech Therapy
- Hand Therapy
- Pool/Aquatic Therapy
- Vestibular Rehabilitation
- Sports Therapy
- Industrial Rehabilitation

[www.professionalthérapies.org](http://www.professionalthérapies.org)

- Roanoke - Blacksburg - Daleville - Hardy - Rocky Mount - Vinton -





## Business Dress

By Kathy Surace

**Executive Summary:**  
*Regardless of your age and demographic, some standards still apply for today's male in the professional workplace.*


## New generation, same rules >

Each year new graduates enter the workforce and another wave of Baby Boomers retire. Although workplace attire in fields such as law or finance remains formal and dressy, business casual or casual attire is the norm in many fields.

Unfortunately, as the workforce gets younger, many men are completely unaware of some general do's and don'ts that their predecessors took for granted.

Here are a few:

1. Never wear a backpack with work attire. If you need to carry papers or electronics, buy a soft leather briefcase - it will only improve your image.
2. Wear leather shoes to work (not sneakers) and match your belt color to them. Remember to polish your shoes on a regular basis; scuffy shoes will ruin an otherwise presentable appearance.
3. Match the color of your socks to your trousers, not your shoes, in a business setting. The only exception is if you are making a style statement by wearing unusual socks. Make sure your socks are long enough to cover your entire calf when seated. No one wants to view your bare leg when your trouser leg rides up.
4. When wearing a necktie make sure it ends at the center of your belt buckle. Too short or too long looks ridiculous and is distracting. Also, the width of your tie should be in proportion to your body; if you're small and slender a big, wide tie will overpower you. A bigger or wider build requires a wider tie.
5. A bomber jacket is not an acceptable substitute for a blazer or sport coat. It's too casual, so stick to a traditional jacket when the situation calls for a jacket.
6. A metallic watch looks dressier than one with a leather watchband.
7. Never button the bottom button on a two- or three-button single-breasted jacket while standing. When sitting, unbutton the jacket completely.
8. Despite their popularity, big bushy beards are not professional looking. Keep any facial hair neatly trimmed daily, including the hair underneath your chin on your neck. Get a haircut monthly and keep fingernails clean and short.
9. When wearing a dress shirt to work, tuck it into your trousers. An untucked shirt looks very casual, even sloppy at times.

Start your career well-dressed by choosing classic menswear styles and wearing them correctly. It will make all the difference in your success. 

Comments? Email [kssurace@aol.com](mailto:kssurace@aol.com)

## Listen up! >

I recently heard an interview with Celeste Headlee, author of *We Need to Talk: How to Have Meaningful Conversations*. Ms. Headlee, citing research, maintained that humans are not biologically designed to listen and retain information well. In fact, we retain only 50% of what we hear, and that percentage goes down quickly with each passing day. Ms. Headlee further opines that humans have an attention span of 8 seconds, which is one second less than a goldfish! How this is calculated beats me, but there you have it.

We speak at about 200 words a minute, yet we can listen up to 500 words a minute. So unless we maintain focus, and that takes continuing energy, our active brains are wondering, thinking random thoughts, or about what we're going to say next – in other words we're not listening.

Listening has been called the missing half of communication, and one of the least used and undervalued skills of leaders and managers. Stephen Covey, author of *The 7 Habits of Highly Effective People* said "Most of us don't listen with the intent to understand, but with the intent to reply."

Social media, emailing, texting, multi-tasking – all take our attention away from conversational and listening skills. The Pew Research Center found that one third of U.S. teens text 100 times a day. Many people now prefer to text rather than talk. And before we shake our heads and "tut tut," let us adults admit that we are guilty too!

Listening actively is an acquired skill, even an art, and it takes constant practice. Let's start with an introduction. Many of us complain that we can't remember names. That may be due to the fact that our mind is racing ahead to what we're going to say, rather than really listening. So use a trick or two to remember names. Repeat it, such as "Sally, I am pleased to meet you;" or "is that Steven with a "V"?"

As the conversation moves forward, try to balance talking with listening. Remember, most people love to talk about themselves, so if you are shy ask open ended questions, not questions that can be answered with a yes or no. Then listen. Be interested in the other person.

Resist the urge to talk about yourself and your accomplishments. Author John Maxwell said "People don't care how much you know, until they know how much you care." Stephen Hawkins said "People who boast about their I.Q. are losers." Instead, focus on the other person. You will be amazed at what you will learn!

*No one ever listened his way out of a job*  
—President Calvin Coolidge 📖



## Etiquette & Protocol

By Kathleen Harvey Harshberger

**Executive Summary:**  
*We should listen better... but the most important thing is to just listen in the first place.*



Hal Cone at the mic

## Using a mic to make a difference >

### Executive Summary:

*Hal Cone's podcast taps into Roanoke's brightest minds and business leaders.*

### By Nanette Levin

Roanoke Podcast for Good is the brainchild of Hal Cone, a real estate

agent affiliated with RealStar Realtors. He created the podcast to "bring Roanoke residents the best advice from our communities' brightest minds." Guests have included business owners, local authors and thought leaders.

He recently released his 50th program. From the start, Cone's plans included donating to local charities as part of his community initiative. Long-term, he hopes many business leaders will support this aim, donating \$10,000 annually. For now, he's donating \$250 from each house sale to area charities



The Rescue Mission of Roanoke shared their story on Roanoke Podcast for Good and also received a donation to help continue their good work.



Blue Ridge Literacy was a beneficiary of both air time and a donation from Roanoke Podcast for Good.



while also spotlighting them on his show.

Every Tuesday, at around 11 a.m., a new show goes live at RoanokePodcastForGood.com and on iTunes and his Facebook Page (all with the Roanoke Podcast for Good moniker).

"Ultimately, what we want to do is inspire the community, inspire the people that come on for our interview to do more good," Cone explains. "Building these authentic relationships around serving the community at large brings more people together to create even more impact."

Cone looks for guests who are making their mark in Roanoke. He's also constantly searching for worthy charities to support. Not-for-profits benefitting from his gifts have included the Blue Ridge Literacy Council, the Ronald McDonald House, the Rescue Mission and Junior Achievement.

"For me, the Podcast is basically for the good of others," Cone explains. "Same for real estate. We're trying to make sure we do the best we can for our clients on the real estate side so when it's said and done, we have a phenomenal relationship with them. But what we really want to do is make community impact from what we're doing through the rapport built with leaders and connecting people through relationships," he adds.

Some of Cone's favorite shows include Melissa Palmer of Chocolate Paper, who shared the story of how her uncle started the business that transitioned over time



## At a Glance >

Hal Cone, Podcast host, licensed real estate agent

- Roanoke Podcast for Good (RoanokePodcastForGood.com)
- Roanoke Real Estate for Good (RoanokeRealEstateForGood.com)
- Married with two daughters
- Favorite team: Georgia Bulldogs
- First entrepreneurial venture started: Age 13
- Podcast Mission: We interview Roanoke's best, brightest, and most giving people. It's our way to share the stories of the trendsetters, innovators, givers and best providers in Roanoke who are impacting lives in our community.
- Personal Mission Statement: To be a servant leader that impacts, inspires and enriches lives.



**Hal Cone delivers check to Junior Achievement of SWVA.**



**Ronald McDonald House gets help from Hal Cone and Real Estate for Good.**


to what it is today. His connection to Melissa led to Junior Achievement where Cone became involved as a volunteer in their financial literacy training program for elementary, middle and high school students. "She (Palmer) has her own business, but is really invested in the community here with her volunteer work, which is always neat for me to see," Cone says.

Lynda Foster of Cortex Leadership is another program Cone remembers fondly, citing her laid-back style and comfort behind the mic. "I think the thing that I liked best is that, through our interview, you kind of got to see another side of her that you don't usually see on the business side. You were able to really get a sense of Lynda the person as well as Lynda the business lady," Cone recalls. Scott Dreyer of Dreyer International Academy teaches English to Chinese people in Asia through video conferencing. Cone found this global business success story fascinating.

Sarah B. Rawz of Rawz Coaching was a

more recent guest. "I just want to bottle up Sarah B. and be able to carry her around and have her with me for friends and clients and family – she's a bottle full of energy and positivity and it's contagious," Cone states.

Baraka Kasongo tells a triumphant story borne from Rwanda refugee camps to Roanoke translation needs that helped him rise to CEO of the firm he founded. VOLATIA is on-call 24/7 with translators proficient in over 300 languages. Kasongo is also a Lieutenant with Roanoke Fire EMS. Cone cites how impressed he is with the way Kasongo is making a difference in Roanoke and beyond with public safety, police interactions, hospitals and more through his personal and business activities.

Cone says he's focused on three pillars of community impact: philanthropy, business, and growth. "I just want to be a positive force, creating positive change that will last and endure; through helping people, inspiring people, and above all, telling stories," he states. 



## 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](http://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



# 16 WEST marketplace

WOK N ROLL

BOOK NO FURTHER  
Stop, Shop & Read

CARILION  
Wellness  
Finding your strength.™



THE VINTAGE VAULT

?  
YOUR NEW OFFICE SPACE



Valley Business  
FRONT  
vbFRONT.com



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

16 Church Ave SW • Downtown Roanoke VA

*Where downtown's professionals break from blah*

## MARKETPLACE EVENTS

- JAN 3 & 17 & 31 • SOUL SESSIONS
- JAN 10 & 24 • COFFEE & CHAT
- FEB 14 & 28 • SOUL SESSIONS
- FEB 14 & 28 • 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



## Building your graphic identity >

### Executive Summary:

*Green-Eyed Designs in Blacksburg consolidates the design, production, distribution for marketing products.*

### By Michael Abraham

The name, Green-Eyed Designs, according to owner Shirley Gillispie, "is a tribute to two caring ladies in my family. My grandmother, aunt, and I all have green eyes."

Green-Eyed Designs provides design services that lead to professionally printed marketing materials, tradeshow displays, and promotional products to give area businesses their unique graphic identities. In her business, she's focused on complete branding, not just one brochure or banner. "It's usually a consistent theme that people want."

She started in 2007, but only got a commercial office this past September, moving the business out of her home.

Initially, she offered primarily graphic design services, but soon realized that customers needed support with all manner of printed marketing materials and promotional products, including trade show booth backdrops, brochures, rack cards, custom printed shirts, water bottles, embroidered jackets and hats, pens, notepads, and more. "I know my husband is happy to have the office back, and the garage and the basement. Home based businesses can take over the whole house.

"I'm still learning. In my approach, I've always started with design, then to creation to production. Customers don't think that way. They want giveaways for a trade show. They need a rack card or a business card. I try to get them to think about a more holistic program that will meet their needs into the future, rather than one event, even though they may only have one item created at a time. Customers think about a 'thing' they want, like a brochure. I get them to focus on overall look. I work on building consistent branding."

Her primary service is graphic design. Her products are all manufactured, printed, or imprinted elsewhere using a variety of vendors. She has no production equipment.

"I sell mostly tote bags, ink pens, notepads, lip balms, and hand sanitizers. People think of these as 'give-aways' or 'premiums'."

Of course, all the products she sells can be purchased on-line. But, she said, "Everything I do is custom. Someone may have a logo, photos, or other images. But they've not been combined into anything. On-line you're likely to get a template brochure or business card. My client is one that wants something different, distinct, and customized."

"Locally, I don't know of anyone who does exactly what I do. There are embroidery shops that offer promotional products. There are printers that offer promotional products. That's as close as we get."

Shirley is involved in several networking groups, the New River Valley Express Network of American Business Women's Association, the local Chamber of Commerce and Rotary International. She is a board member of NRV CARES and serves on their projects and promotions committee. A native of Floyd County, Shirley has worked for several companies in the area following her degree from Radford University, including Old Town Printing, First National Bank, Family Preservation Services of the NRV, and the Virginia Tech Corporate Research Center.

"If you work for (a company) in their marketing department, you always have the same design elements, the same colors. With this work, it's exciting. You never know what's coming in the door. You never know what a project's going to be, what it's going to cost, or what skills you'll have and what new things you're going to learn."

Her goal is to continue to grow the business to the point where she has a staff of four or five. She wants to support non-profit organizations that she's passionate about.

"My company is more than just design. It's more than just give-aways. It's more than just images for Facebook pages. It's more than just displays. It's the cohesive package to support a company's marketing strategy with attractive and engaging graphics. It is more than just one product. Branding is still important." 





## Business Operations

By Mike Leigh

**Executive Summary:**  
*Shopping suppliers is a necessary business function, but once you select one, consider building on that relationship.*

### Supplier price vs. total cost >

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 point will be discussed in a separate article.

**Point #3** – *End the practice of awarding business on the basis of price tag alone.*

A couple years ago, I had the opportunity to get a tour of Homestead Creamery in Wirtz, VA. While sampling some of their delicious ice cream, their chairman, Donnie Montgomery, told me a story about a college representative who was interested in buying their products. Although the representative was skeptical of a higher price, Donnie convinced him that his total cost would be lower because his rich ice cream was more filling, and less would be eaten by the students. Donnie was right, the college saved money, and the students enjoyed better ice cream.


Unfortunately, too many companies make the mistake of shopping based on price alone. Similarly, many organizations will purposely buy from multiple suppliers for the same part or service to pit them against each other on price. This might work in the short-term, but it's the wrong long-term strategy.

Deming's philosophy encourages companies to minimize total cost by developing a single supplier for any one item, and building long-term relationships with suppliers based on loyalty and trust. By doing so, you reduce many of the "hidden costs" of shopping based on price alone, including:

- managing a larger supply base.
- poorer quality from cheaper sources, and variation in quality from different suppliers.
- less reliable deliveries and higher inventory due to greater supply chain complexity.
- longer response times when a problem occurs.

When you view your suppliers as an extension of your own business, and you treat them like a valued partner, a win-win alliance develops. Together, this relationship will lower your total costs and improve profits for everyone. If, however, you try to take advantage of your suppliers, they will do the same to you when they have the leverage, and they might not be there when you need them most.

And let's face it. Isn't business more enjoyable when your suppliers become long-term trusted partners?

Next month: *Point #5 – Improve constantly and forever the system of production and service.* 

Send your questions or comments to  
[Mike@OpXSolutionsllc.com](mailto:Mike@OpXSolutionsllc.com)

## Hostile but not “hostile” >

“My job is a hostile work environment,” said the caller. “I want you to sue my employer to stop it.”

“OK, tell me more about it,” I said. “Just what have they done to you?”

“My boss is an enormous bully,” she said. “He constantly screams at employees for no reason at all. Every sentence he speaks is full of profanity. The only exception is when he talks with the higher-ups—he’s always super-polite with them.”

“Does he ever attack you in particular?” I said.

“Absolutely,” she said. “He makes sure that I have an inadequate budget, while his minions in the department get thousands of dollars to waste. He makes me go out and buy his lunch, even though it’s not part of my job description. Once he even tried to make me pull the weeds around the parking lot.”

“Why does he bully you?” I said.

“He can tell that I’m competent, and so he hates me,” she said. “In meetings, he pretends to ignore what I say, and then later he takes credit for my ideas. In my last performance review, he said that my entire year had been a ‘disaster,’ but he refused to tell me what I had done wrong. He does that to anyone in the department who is smarter than he is.”

“Does he bully you because you’re a woman?” I said.

“No,” she said. “Several of the people he bullies are men. And his minions include both women and men.”

“Does he bully you for some other discriminatory



## Shark Patrol

By Keith Finch

**Executive Summary:**  
*Not every hostile workplace is an illegal “hostile work environment.”*



CONNECT & UNITE



DEVELOP & EDUCATE



ACCESS TO TALENT



ROANOKE - BLACKSBURG  
TECHNOLOGY COUNCIL  
CONNECT • GROW • LEAD

Learn more & join: [www.rbtc.tech](http://www.rbtc.tech)







**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**



It's not the degree of hostility that makes it illegal, it's the reason for the hostility.

reason?" I said. "Like, because of your religion, or race, or age?"

"No," she said. "But never in my life have I been in such a hostile work environment. I am so angry and nervous that I am losing sleep. I've developed psoriasis, and the doctor says it's because of work-related stress. Another doctor is telling me to start taking antidepressants."

"OK, I'm sorry to have to tell you this," I said, "but even though you're facing hostility in your workplace, it's not the type of 'hostile work environment' that is prohibited by law."

"Really?" she said. "How hostile does it have to be before it becomes illegal?"

"It's not the degree of hostility that makes it illegal,"



**Q**  
**A**

Welcome to Part 2 of the three-part series, Workplace Wisdom Boot Camp.

**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, accomplishments, and character. Here's what schools often don't teach, and what bosses may not tell you because they expect you to be prepared:

**It's not all about you.** Growing up, Generation Z and Millennials are accustomed to continually hearing the trite "good job!" from their parents and teachers for simply doing what's expected of them. Don't expect continual praise in the business world ... unless you increase revenue, reduce costs, or implement process improvements.

.... **Except when it is.** Employers check the Internet to weed out undesirable job candidates, so be respectful about what you post about yourself and others on social media.

**Trust and respect must be earned.** Address those 20+ years older than you by "Mr." or "Ms." unless they tell you otherwise. Acknowledge your clients and customers by name. If someone needs help, offer it. If you don't have the answer, find out or refer them to someone with expertise. Don't waste people's time with incessant chatter. Take the high road and don't get involved with gossip: the more it's repeated, the more it's distorted. Be considerate of others: keep the noise level down and watch your language. Clean up after yourself in shared common areas. Oh, and pleeeeeease .... if you must eat popcorn or broccoli cheese casserole for lunch, save it for home. Food smells waft through the air causing an unpleasant distraction, just like wearing too much cologne.

Part 3 to be concluded in next month's issue.

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

I said, "it's the reason for the hostility. No matter how awful your work environment may be, it's not an illegal 'hostile work environment' unless the hostility results from a very small group of reasons."

"What reasons?" she said.

"Mostly illegal discrimination," I said. "So if you're bullied because of your sex, your age, your race, your religion, etc., then that can be an illegal hostile work environment. Or, if you are bullied because you support someone who has brought a discrimination claim."

"But what about me?" she said. "My boss is persecuting me and several others, and it's got to stop! He's destroying the department. The only way to survive there is to be incompetent!"

"I agree with you that the bullying has to stop," I said. "However, unfortunately most workplace bullying is not illegal. It's just stupid. And at the moment, there's no law against stupid." 

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

**Note:** *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer about whether particular incidents may give you a claim for workplace discrimination, about how to deal with a discrimination claim if you are an employer, etc.*

““”

If you're bullied because of your sex, your age, your race, your religion, etc., then that can be an illegal hostile work environment.

““”

Unfortunately most workplace bullying is not illegal. It's just stupid. And at the moment, there's no law against stupid.

Discover how to connect with your clients in powerful ways.

Let's Talk!



blue mobius  
MARKETING

540.443.9260 | [www.bluemobiusmarketing.com](http://www.bluemobiusmarketing.com)



**Nicholas Medovich volunteering his time barbecuing with HD Supply.**  
L to R: Alan Leonard, Nicholas, Dave Miller, Steve Clay.

## Autism in the workplace >

### **Executive Summary:**

*Employers can benefit from the talents of autistic individuals by understanding their unique skills.*

**By Christine Liana**

At times, communicating is difficult: big-picture thinkers, analyticals, introverts, and extroverts all have their own ways of relating. Now suppose you live with autism spectrum disorder. Your world just got more complicated. You process information differently than your "neuro-typical" peers. Fitting in can be challenging.

## **What is Autism Spectrum Disorder?**

Autism spectrum disorder (ASD) refers to the wide range of symptoms and levels



all photos: Angie Leonard

of neurodevelopment disorders, including repetitive behavior patterns and communication difficulties. ASD ranges from mild to severe, and includes Asperger's Syndrome. The Centers for Disease Control and Prevention estimates that about 1 in 68 children has ASD. According to the NIH Neurological Institute, males are more likely to develop ASD than females; depending on the severity, people with ASD can work successfully and live independently or within a supportive environment.

Dr. Alan Beach, PhD, is a licensed clinical

## Working With ASD Individuals >

- Give clear, specific instructions about the task and deadlines.
- Help them prioritize their work.
- Give one task at a time; do not expect them to multi-task.
- Provide quiet and solitude for them to work.
- Be aware of their sensitivity to fluorescent lights and provide other light sources.
- Use visuals to enhance learning, and include e-mail for communicating.
- Talk to them specifically about difficult behaviors (e.g. eye contact, standing too close or too far away, voice tone and volume).

social worker with a master's degree in social work. In 1992 he opened his private practice in Salem that provides child, adolescent, and family therapy. He also has a monthly support group for adults with spectrum issues.

Dr. Beach provides an insightful look at the challenges of living with ASD: "Because many autistic adults spent years in middle school and high school being teased, bullied, or ignored, they have naturally developed tremendous defensiveness and fear to trust social peers. It's easier for them to withdraw socially after the work day ends, even though this often turns them toward depression and job-related conflicts and judgments by coworkers and supervisors."

In any business or social relationship, communication and understanding are essential to bringing out the best in people. According to Dr. Beach, "Without the benefits of special training, job coaches, or human resources involvement, it's



Jenny Wills and Clapton at Saint Francis Service Dogs.

complicated helping neurotypicals and autistics have conversations about workplace relationship development. Helpful interventions include educating neurotypicals about autism differences; how difficult it is for autistic persons to read social cues from facial expressions; and how mistranslation of words, meanings, and intentions become confusing and cause anxiousness

for autistic persons, for which it helps if neurotypicals encourage conversations with their autistic coworkers.”

## Pathways to Independence

Thanks to Saint Vincent's Home Services (SVH) in Roanoke, job opportunities are opening doors for autistic individuals.



*“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

60% of SVH Services' participants are employed. Angie Leonard, CEO of SVH, is founder and former executive director of Blue Ridge Autism and Achievement Center in Roanoke.

Angie understands the realities of ASD because her 22-year old son Joshua is autistic. According to Angie, "At St. Vincent's Home Services, we're able to find the uniqueness of each person we serve. Sometimes, it just takes a little extra patience and caring. SVH Services is so pleased with local businesses who agree and who are employing people with autism and other challenges. These partnerships are encouraging, and they're also pleased with how well our men and women work. They are loyal, on time, and dedicated, some of the best characteristics of a good employee. Hollywood Hair and Nails, Roanoke Catholic Schools, Hunting Hills, Magnets USA, and Marshall's are leading the way in inclusion and diversity in the Roanoke Valley, and we expect others to follow suit. We anticipate Roanoke will lead the way in the next 10 years because of the efforts of SVH Staff."

## Meet Jenny and Nicholas

Leonard shares the inspiring stories of two young adults who are achieving independence through the help of SVH:

Nicholas Medovich is a young adult on the autism spectrum. Nicholas longed to live on his own and because of this, he knew he needed a job. After several internships and job try-outs, he was discouraged. Nicholas signed up for SVH Service's Achieve Employment Program where he immediately landed a job with one of SVH's partners,

## ASD Characteristics >

- Difficulty understanding other people's feelings and unable to talk about their own.
- Difficulty making eye contact and interpreting facial expressions.
- Missing implied meanings in conversations.
- Making blunt comments and interrupting.
- Difficulty making small talk.
- Speaking in a monotone or sing-song voice.
- Talking extensively about a favorite topic.
- Talking too loud or too fast.
- Ending a conversation by walking away.

## Beautifully Brilliant: ASD Areas of Strength

- Talent in specialized areas, such as music, writing, academics, science, engineering, computers.
- Attention to detail and sustained focus.
- Analytical.
- Long-term memory with strong recall of details.
- Perseverance with repetitive tasks and routine.
- Honesty and loyalty.



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](http://SuggestionMailBox.com) or from



Call us at 855.6.Suggest or visit [suggestionmailbox.com](http://suggestionmailbox.com)



**L to R: Lou Kadiri (Senator Mark Warner's office); Angie, Joshua, and Alan Leonard in Washington D.C. advocating for Adult Services through Medicaid waivers, which provides employment services.**



**William Pickering with his first paycheck at Hunting Hills Country Club.**


## Celebrities with Autism >

- Matthew Labyorteaux (actor, *Little House on the Prairie*)
- Susan Boyle (Scottish singer)
- Daryl Hannah (actress)
- Dan Aykroyd (actor)
- Bob Dylan (musician)
- Bill Gates (entrepreneur)
- Dr. Temple Grandin (Professor of Animal Science, Colorado State University)
- Al Gore (politician)
- Alfred Hitchcock (director)
- Garrison Keillor (public radio)
- Charles Schultz (cartoonist)
- James Taylor (musician)
- Andy Warhol (artist)
- Robin Williams (comedian)
- Ludwig Van Beethoven (musician)
- Thomas Edison (inventor)
- Albert Einstein (scientist)
- Henry Ford (auto maker)
- Benjamin Franklin (inventor, politician)
- Abraham Lincoln (politician)
- Henry Thoreau (writer/philosopher)
- Mark Twain (writer)

**Sources:** [www.therichest.com](http://www.therichest.com), [www.aspergerstestsites.com](http://www.aspergerstestsites.com)

Roanoke Catholic School. Nicholas has been employed as a dishwasher at Roanoke Catholic for over a year, and he works hard for his paycheck. But hard work pays off, and Nicholas lives in his own swanky apartment in downtown Roanoke. Nicholas's dream is to work in a restaurant and barbecue his authentic sauces, for which he has already created an amazing menu. Thanks to Roanoke Catholic, he's able to do some food prep, which he loves.

Jenny Wills is a vivacious and bright young woman who enjoys life to its fullest. Jenny found a job in her home town of Salem, not too long after signing up with SVH Service's Achieve Employment Program. She's a favorite amongst the employees and clients of Hollywood Hair and Nails, one of SVH's loyal partners. Jenny completes a number of tasks around the shop and is hoping to be the appointment reminder for Wendy, owner of Hollywood's. Jenny volunteers at Ronald McDonald House, Roanoke Children's Theatre, and Gypsy Palooza Too, all orchestrated especially for Jenny by SVH Services. She says, "I do not see my autism as a disability, I see it as a gift."

Talking with someone with ASD is the first step to realizing that as different as we all are, the need to be heard and appreciated is fundamental. A smile, a kind word, and understanding makes a world of difference ... for everyone. 





AMERICAN ADVERTISING FEDERATION  
ROANOKE

**MEDIA AUCTION February 8**  
**AMERICAN ADVERTISING AWARDS February 24**



AAFROANOKE.ORG



**Christine Smith, CDFA®**  
Financial Advisor  
Franchise Owner

**Smith & Associates**  
A financial advisory practice of  
Ameriprise Financial Services, Inc.  
2758 Electric Rd. Ste D  
Roanoke, VA 24018  
540.777.6764  
christine.a.smith@ampf.com  
ameripriseadvisors.com/christine.a.smith  
CA Insurance #0F99689



Ameriprise Financial Services, Inc. Member FINRA and SIPC.

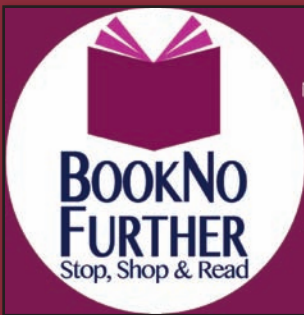


**BERRYFIELD**  
marketing that moves

**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



New and Like-New Books  
16 West Marketplace  
Church Ave SW  
Downtown Roanoke  
**540-206-2505**  
www.booknofurther.com

Innovation Lab, Coworking Space, & Event Venue

**CoLab.**



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

GRANDINCOLAB.COM



**Electrical Excellence**

~ Since 1946 ~

www.davishelliot.com  
(800) 755-6702

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

Merchant Services + Local Service



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



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

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

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

*Donna Wallace - Stylist*  
**What to Wear Roanoke**



Donna Wallace Stylist

Donna Wallace  
(540) 330-3763  
dwallace.stylist@gmail.com





## Print theirs, not just ours >

### Executive Summary:

*To remain viable and competitive, one Blacksburg company began making products for others in addition to its own inventory.*

### By Caitlyn Scaggs

Long-time Blacksburg business owners have seen a lot of change through the years. From the town's rapid growth and development to the changing economy, the call to adapt is constant. Thinking about changing business practices, it's hard to not think about The Amazon Effect. There is something about the ability to price match, shop on the go, and never set foot in a store that entices consumers. While it is great for the shopper, it has been hugely detrimental to numerous brick and mortar stores.

Many retail stores have cited The Amazon Effect digital shopping phenomenon as the reason behind their business struggles and in some cases, the closing of their doors. In

many ways, it puts businesses in a "fight or flight" situation. One Blacksburg-based retail store, Greenhouse Boardshop, made the decision to intentionally fight the Amazon effect by diversifying their business offerings.

Owned by brothers Lee and Daniel Johnson, the Greenhouse has been a downtown Blacksburg staple since 1993. As Lee explained, their store originally began as a way to serve "the activities of skateboarding and snowboarding." Walking in their store, your eye will immediately wander from unique hats, apparel and outerwear, to shoes and boards. The store has a fun, fresh, and relevant feel. Situated right against the Virginia Tech campus, it is a prime location to reach an active and adventurous demographic.

For the brothers, their business has given them a way to foster relationships within the community. Lee said, "We have watched kids grow up through our retail store and appreciate becoming a small part of their lives." When reflecting on the positive attributes of being a small-business owner, Lee shared, "it's nice being able to call your own shots while having the opportunity to build relationships with people in our surrounding community."

While their brick and mortar retail store was sustainable for many years, a time came when online retail began to make sales a challenge. Lee said, "Our sector has changed immensely, and I will bet that most any brick and mortar retailer will tell you the same. The proliferation of corporate online giants has tipped the scales." Thanks to Amazon, and Amazon-like retail giants, consumers are making less in-person visits to stores and shopping more digital storefronts.


Lee said they initially lowered prices in an effort to compete, but that was not sufficient and hindered their profit margin. The agility of Lee and Daniel, and their "fight" against the Amazon effect, resulted in a new business offering and sustainable revenue stream: custom screen printing.

Lee recalled, "We originally began doing this to simply be able to print more of our Greenhouse-branded clothing that we sold within the store." After all, if you wanted to buy a Greenhouse shirt, it was only possible in their store, not online. However, they soon realized they were onto something much more than printing solely for their business.

The progression from printing only to meet their own needs to printing for other organizations and businesses was a natural one. "We started printing for a few different friends' businesses. Moving forward, we realized that this was a viable and necessary means to create an additional stream of revenue," said Lee.

Word of mouth across the network Lee and Daniel developed over their years in business resulted in a healthy demand for their screen printing services. Lee said, "Having lived in the NRV community for 25 years, Daniel and I have gained a large and far-reaching network of friends that have really helped it grow."

Now, they offer custom screen printing and serve a local, regional, and national client base. Lee shared, "We even print for a US Navy squadron stationed in Japan!"

The Greenhouse Boardshop—and custom screenprinting store—is an excellent example of agility and business acumen combining to keep a brick and mortar store afloat in a highly digital retail climate. 



# CONTRIBUTORS

**Michael Abraham** is the owner of The Threshold Center, an industrial shell facility in Christiansburg and co-owner (with his wife Jane) of publisher Pocahontas Press. He has written eight regionally themed books (four each fiction and non-fiction), the latest of which is *Chasing the Powhatan Arrow*, a travelogue in economic geography from Norfolk through Roanoke to Cincinnati. [ michael@mabraham author.com ]

**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@creekmore law.com ]

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

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

**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 ]

**Caitlyn Scagg** is the founder of Blue Mobius Marketing in Christiansburg. [ Caitlyn@Bluemobius marketing.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 ]



Humans have an attention span of 8 seconds... one less second than a goldfish — Page 23

# Headlines We'd Like To See in 2018

**We did this in 2014, and five of them came true. So we thought we'd try it again.**

By Tom Field

**Housing Stats Up**      **Viable Low Cost Health Insurance Enters Market**      **Unemployment Rate Lowest Since WWII**

**Amtrak Sends Good Report Card For Its First Full Year In Roanoke**

**Traffic Bottleneck Reduced At Virginia Tech's Southgate**      **Violent Crime Way Down**      **Panhandlers All But Disappear**  
**Creative Solution From Charitable Groups And Private Citizens Drastically Reduced Numbers After Ordinances Ruled Ineffective**

**Protests In Decline As Country Unites**      **Charter Flight Stats Attract Airlines' Attention**

**Wineries Attempt To Keep Pace With Breweries**

**U.S. Withdraws**

**RAMP Tenant Scores Major Investment**      **New Broadband Service Arrives**

**Clean Energy Comes To Southwest Virginia (Major Initiative Announced)**      **Valley Business FRONT Now Virginia's Blue Ridge Business FRONT**

**GDP Continues To Rise**      **Domestic And Foreign Manufacturers Reinvesting in US: Including Virginia**      **Tourism Still Climbing**

**Roanoke's Medical Advancements Draw Bull's Eye For International Students And Researchers**      **Region's Top Outdoor Destination Confirmed Again With Corporate Sponsorship Announcement**

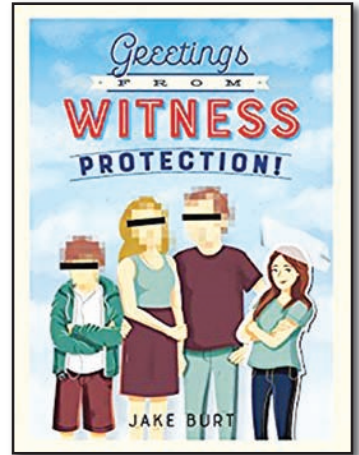
**Region Gets Fortune 500 Company**      **Virginia Infrastructure Improvements Rank Among Highest In US**      **Fastest Economic Improvement In U.S. In Three Decades**

**Music Scene, Festival Circuit Exploding**      **Tuition Reduced**      **More Support For Outsourcing "Public" Services**  
**Municipalities Finding Better Service / Lower Cost From Private Sector**

**Opioid Epidemic Curtailed**

## Books @ the FRONT >

Following are book recommendations from our contributors and business people in the Roanoke and New River Valleys who are inveterate readers. Readers are invited to submit short reviews of books you've read during the past six months. Our goal is to recommend good books on any topic and in any genre. Send reviews to [news@vbFRONT.com](mailto:news@vbFRONT.com)



### *Olivia Twist*

*Greetings from Witness Protection* by Jake Burt (Feiwei & Friends; 2017) makes me want to step back a decade so I can read it to my daughters. What fun! It's the perfect read and well-written account of a young girl thrown into a daring little plot where we are all caught up in the adventure. It has cultural transplanting, family assimilation, and some organized crime. How can we lose with that formula?

Told by our heroine, a sassy sort who snags your adoration, our story fits somewhere in between *Oliver Twist* and *Nancy Drew*. Suitable for kids—maybe not as edgy as preferred by many young adults—but then right back there for mommas, poppas, grandfolks to pass along an entertaining story to their own. It'll keep that kid's attention... not always an easy task these days.

—Tom Field

### *Grabs you by the neck*

*Burial Hour* by Jeffrey Deaver (Grand Central Publishing, 2017) is the 14th installment of the Lincoln Rhyme series, and maybe his best. Lincoln Rhyme is a forensic detective with the NYPD. He is confined to a wheelchair after an accident many years ago and works with another detective, Amelia Sachs, who acts as his legs when walking a crime scene.

It starts with a kidnapping in New York, a businessman is snatched from an Upper East Side street in broad daylight. A nine-year-old girl is the only witness to the crime. Soon the case takes a stranger turn when a video recording surfaces of the victim being slowly

hung by the neck; his desperate gasps are put to music. They start calling the killer "the Composer."

Despite their efforts, the suspect gets away. They suspect he left the country and they are right. Soon there is a similar kidnapping outside Naples, Italy. Rhyme and Sachs don't hesitate to rejoin the hunt even though they are not wanted by the Italian authorities.

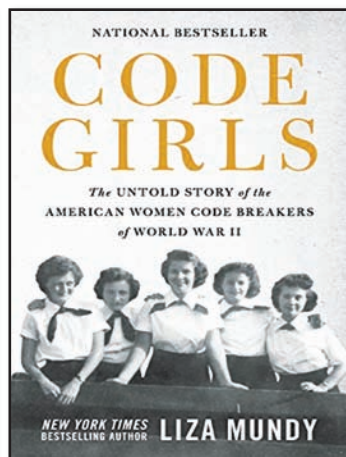
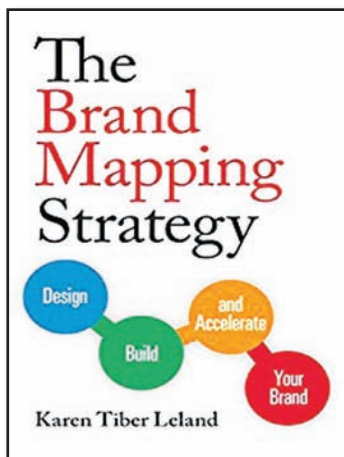
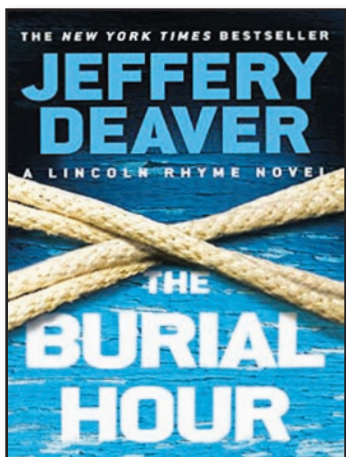
But the search is now a complex case of international cooperation—and not all those involved may be who they seem. Sachs and Rhyme find themselves playing a dangerous game, with lives across the globe hanging in the balance.

This is a great series to start!

—Paula Alston

### *Brand resource*

*The Brand Mapping Strategy* by Karen Tiber Leland (Entrepreneur Press; 2016) is about as good a foundation you'll get anywhere on developing your brand—organizational and personal. This is exactly one of those books a CEO might hand to his or her CMO or marketing director. Frankly, it's the kind of book a CMO or marketing director would love to hand to his or her CEO (in hopes the company will embrace the real branding challenge). I didn't see a single thing in the entire book that would contradict a sound strategy for any organization. Chapter 9 (on change management) was the only fuzzy area (because that whole topic is deserving of its own attention). But Ms. Leland has done her



homework and clearly worked in the trenches.

I appreciate the intensity and comprehensiveness. Here, you'll get no one step instant formulaic solution. In some ways, the book might make the C-suite realize it needs to bring in an expert; but that would only be because someone doesn't want to put in place all the components that are truly necessary to build a sustainable brand with measureable impact. What's taught in this book should be required coursework in college marketing and communications programs. It should also be standard practice for competency in marketing (an area too many people have no idea how sophisticated a solid program really is).

—Tom Field

## Shhhh!

Imagine you are a college senior or recent graduate and you receive a letter inviting you to a secret meeting about a subject of which you know nothing – and you can't tell anyone. Would you go?

One of those who did – in 1943 – was Dot Braden of Lynchburg. She and hundreds of others became the hidden-in-plain site “code girls.” Roanoke native Liza Mundy tells their story in the bestselling book *Code Girls: The untold Story of the American Women Code Breakers in World War II* (Hachette; 2017).

The women were selected based on skills they demonstrated in “women’s jobs” such as teaching, secretarial and library work, even a propensity of working difficult

crossword puzzles. They learned terms like “sono,” “GAP” and “discriminant,” and they learned never to use them outside their work, work that sank ships and won battles. At the same time, the women faced day-to-day challenges such as limited housing, organizational rivalries and shortages of everything.

The book, heavy on detail of how codes work and the difficulty of breaking them, reminds readers that at the time, winning the war was a not a sure thing. Mundy conveys the desperate tension the women worked under. Especially hard was knowing that not all decoded messages would be acted on so that the enemy would not suspect a compromise in their communication. Cryptographers often knew a ship was a target and that nothing would be done to prevent an attack.

Family members knew only that they were “doing something for the war,” and assumed it was secretarial. Following the war, because they could not disclose the specifics of their work, some of the women missed out on the promising careers they sought.

The book seeks to not only portray a little-known corner of history, but also, in doing so, to garner these women the attention and appreciation they deserve.

—Doloris Vest

**The reviewers:** Tom Field is a creative director and publisher of FRONT; Paula Alston of Christiansburg is the retired director of Montgomery-Floyd Regional Library; Doloris Vest is owner/operator of downtown Roanoke's newest book store: Book No Further.



## "Good" eats >

**Muscle Maker Grill** has opened in Lynchburg at 3920 Wards Road; a health-conscious restaurant franchise providing nutritious alternatives including lean, protein-based menu items such as chicken, seafood, pasta, wraps, entrée salads, fruit smoothies and protein shakes.



## Dozenth Drumstick DASH dollars >

The first record was set a week before the race even started, as the **Roanoke Rescue Mission** saw corporate sponsorships increase to 90, raising about \$155,000. The 12th annual Union Drumstick DASH netted a record \$288,554, far surpassing last year's record-setting \$265,000. "We could not be more thrilled and humbled by the way the community has embraced this event," says Race Director Uneita Mathews.



# FRONT 'N ABOUT



Courtesy of Roanoke County

## Broadband lights up >

Roanoke County held its official broadband lighting ceremony on October 18 to mark its additional 25 miles of network installation.



Courtesy of Sunshine Services of Troutville.



## Historic holiday >

Sunshine Services of Troutville and Historic Fincastle Inc. (HFI) enjoyed festivities at HFI's annual party at the Botetourt Country Club in December.



Courtesy of Roanoke County Dept. of Economic Development

## A new office to their credit >

**ValleyStar Credit Union** celebrated the grand opening in November of its full-service branch at their first Roanoke Valley location at 3452 Buck Mountain Road in Roanoke.

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



## Building on success >

**Building Specialists, Inc.** celebrated 43 years in business in November at the Mill Mountain Discovery Center. Attending the festivities were other Roanoke Valley businesses with whom BSI has worked, including subcontractors, suppliers, bankers, architects, engineers, interior designers, and realtors. BSI's notable projects include Grandin Theater, the Mill Mountain Discovery Center, and Carol Crawford Smith's home in Blacksburg that was featured on ABC television's *Extreme Home Makeover: Home Edition*.

## Friendly awards >

**Friendship** retirement center employees received awards at the annual Employee Recognition Awards Ceremony in December.



“We want to inspire people to do more good

— Page 25



# Career FRONT

## FINANCIAL FRONT



Sunderland

**Michael Sunderland** was hired as a wealth advisor in the State College, PA office of Beacon Wealth Consultants, Inc. of Roanoke.



Fridley



Crouch



Myers

**Teresa Fridley** was promoted to vice president and retail banking manager in Fincastle; **Shantelle Crouch** was promoted to Troutville branch manager; **Amanda Myers** was promoted



Payne



Abbattello

Daleville branch manager; **McKinsey Payne** was promoted to Daleville customer service representative; and **Brandy Abbattello** was hired as universal banker at the Glebe office of the Bank of Fincastle.

## DEVELOPMENT FRONT



Arrington

**Caitlin Arrington**, human resources consultant, joined Draper Aden Associates in Blacksburg.

**Josh Beisley**, residential project manager, was promoted to estimator by Building Specialists Inc. in Roanoke.



Beisley

## EDUCATION FRONT



Poff

**Tanya S. Poff** was named director of career services for American National University in Roanoke.



Browning

**Ashley Browning** was appointed vice president for enrollment management at Hollins University.



Leib

**Michael Leib**, professor of internal



Piercy



Morris

medicine in the Department of Small Animal Clinical Sciences in the Virginia-Maryland College of Veterinary Medicine, was conferred the title of professor emeritus; **Fred Piercy**, professor of human development in the College of Liberal Arts and Human Sciences, was conferred the title of professor emeritus; and **John Morris**, professor of chemistry in the College of Science was named the Cliff and Agnes Lilly Faculty Fellow by the Virginia Tech Board of Visitors.



Morris

**Webster Santos**, associate professor of chemistry in the College of Science, was reappointed as the

## Have a career announcement?

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



Khansa



Emori



Hari

Cliff and Agnes Lilly Faculty Fellow; **Lara Khansa**, associate professor of business information technology, was appointed associate dean for undergraduate programs in Pamplin College of Business; **Satoru Emori** was appointed



Lin



Phillips

assistant professor in the Department of Physics; **Siddharth Hari** was appointed assistant professor and **Xu Lin** was named associate professor in the Department of Economics; **Kristin Phillips** was named assistant professor and associate director of undergraduate



Calderwood



Schulz

programs for the School of Neuroscience; **Charles Calderwood** was named assistant professor of industrial and organizational psychology in the Department of Psychology; **Michael D. Schulz** was named assistant professor in the Department of Chemistry; and **Frank**



Aylward



Yee

**Aylward** was appointed assistant professor in the Department of Biological Sciences in the College of Science at Virginia Tech. **Gordon Yee**, Virginia Tech associate professor of inorganic chemistry in the Department of Chemistry, received the



## 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](http://citizens.coop/home-automation) | 540.745.2111 | 276.637.6485

# Career FRONT



Lester



Espinoza

master's and doctoral degrees, economics, 1979, 1982; **Lay Nam Chang**, founding dean, College of Science; **Joseph Teyu Chou**, master's and doctoral degrees, economics, 1994, 1996; **Blanton Godfrey**, bachelor's degree, physics, 1963; **Mayer Levy**, bachelor's degree, biology, 1955; **Roger H. Moore**, bachelor's degree, general science, 1970.



Walsh

**William Haithcock**, **Tracy Vosburgh**, and **Michael Walsh** were appointed to Warm Hearth Village's board of directors.



Wynne



Timney

## WELLNESS FRONT

## CULTURE FRONT

Outstanding Advising Award: Faculty Academic Advising; **Marlena McGlothlin Lester**, director of advising for the Department of Engineering Education, received the Outstanding Advising Award: Academic Advising Administrator by the National Academic Advising Association; **Randolph H. Wynne**, professor of forest remote sensing in the College of Natural Resources and Environment, received a Society of American

Foresters award.

**Juan Espinoza**, assistant vice provost for enrollment management, was named interim director of undergraduate admissions; and **Krista Timney**, communications director, joined the College of Natural Resources and Environment at Virginia Tech.

The following were inducted into the Hall of Distinction in Virginia Tech's College of Science: **Henry Butler**,



Haithcock



Murrill

**Brent Murrill** was hired as director of development for Opera Roanoke.



Vosburgh

## MUNICIPAL FRONTS

**Erin Burcham** was

# The Best Referral? Ask a Client.

Carissa delivers! In less than 30 days after she started recruiting, we hired the best candidate that we had ever interviewed.

**DeAngelo Burse**, Speaker, The John Maxwell Team

She hits budget, on time, and with high standards. **Lynda Foster**, CEO  
Cortex Leadership Consulting

She made the time consuming task very easy. **Bobby Mountcastle**, COO

# Mulahn Recruiting

Right Fit. Right Now.

Carissa Mulahn 540-819-0126 MulahnRecruiting.com



Burcham



Powell



Cowell



Thornton

named director of talent solutions for the Roanoke Regional Partnership.

**Shaleen Powell**, executive director, Roanoke Cultural Endowment; **Meg Carter**, freelance writer; **Bob Cowell**, manager, City of



Carter

Roanoke; **Michael Hamlar**, owner,



Hamlar

Hamlar-Curtis Funeral Home; and **Lucas**

**Thornton**, owner, Hist:re Partners LLC, were appointed as new board members for Visit Virginia's Blue Ridge.

*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.

# FRONT Notes

*Open Your Heart and Home*

**The Regional Center for Animal Care and Protection** reported that the Roanoke Valley community has showed its support and stepped up to the challenge of finding a safe haven for the animals in loving homes or to rescues that will search for the perfect family for these dogs. Each year the Regional Center receives between 4,000 and 6,000 animals. If you can provide a responsible, loving home for a four-footed companion, consider adopting from the RCACP at 1510 Baldwin Avenue NE in Roanoke. For more information, call 540-344-4922.

*Move Over, Sam's Club*

**BJ's Wholesale Club** has leased 102,600 sq. ft. of retail space on the former Kmart site at Crossroads Shopping Center at 1419 Hersherberger Road, Roanoke. The new building is expected to open by the end of 2018. A membership warehouse club, BJ's Wholesale Club of Westborough, Massachusetts began in 1984, and currently operates over 210

stores in 16 states on the east coast, employing over 25,000 people. BJ's was acquired by Beacon Holdings, Inc., an affiliate of Leonard Green & Partners, L.P. in September 2011.

*Botetourt Apartments*

**Botetourt County** granted rezoning approval in December for a 266-unit apartment complex north of Exit 150 off I-81 in Daleville. Eight three-story apartment buildings are planned to be built by Charlottesville's Cathcart Group on several acres at the end of Commons Parkway off of U.S. Route 220 near the Kroger shopping plaza. Construction is expected to start by mid-2018. Despite the need for affordable housing for the growing manufacturing workforce, rents for the planned luxury apartments with amenities are expected to range from \$950 to \$1,400.

*Revitalizing Lynchburg*

**Lynchburg City Council** supported a financial incentive program encouraging developers to build in older areas of the city. The program

encourages new construction in older neighborhoods, allowing homeowners to build equity in a new home, providing incentives to businesses to open in neighborhoods, creating possible employment opportunities, and reducing blight. Effective in January 2018, residential rehabilitation projects are offered up to 10 years of real estate tax exemption on the improved value of the home. Multi-family properties of five or more units will receive eight years of tax exemption. Commercial and industrial properties will be given up to ten years of tax exemption on the improved value of rehabilitation and renovation.

*Positive Energy*

**Community Housing Partners (CHP)** in Christiansburg was a first-place winner in the Low-Income category for a deep-energy retrofit at Sun Valley and The Landings near Radford. The Virginia Energy Efficiency Council awarded the winners at its second annual Virginia Energy Efficiency Leadership Awards reception in Richmond in November. Other first-place winners were:

Prince William County Public Schools, Schneider Electric, Chesterfield County, Northern Virginia Regional Commission + Local Energy Alliance Program, and the Department of Mines, Minerals, and Energy. CHP provides housing opportunities and related services to low-income individuals and families across the southeastern and Mid-Atlantic United States.

*Brand New Marketing*

**Roanoke County** introduced its new marketing brand in December, which reflects the County's vision statement and identity as an outdoor destination. The brand will be used for everyday business, and the county seal is reserved to represent Roanoke County's authority.

*Fostering the Mission*

**DePaul Community Resources and B2C Enterprises** are teaming up to help identify 60 new foster families in the western, central, and southwestern regions of Virginia to effectively address Virginia's increasing foster care crisis. B2C Enterprises was hired to create and

**ANYTIME FITNESS**  
YOU'RE NEVER TOO BUSY FOR ANYTIME

**SALEM** SPARTAN SQ 375-2900  
**BLACKSBURG** FIRST&MAIN 951-1340  
**RADFORD** FAIRLAWN 633-3004



implement marketing, public relations, and advertising campaigns to effectively address Virginia's increasing foster care crisis. DePaul Community Resources is a nonprofit organization that ensures safety, promotes permanency, and improves the quality of life for those in the foster care system.

#### *Urgent Love Initiative*

#### **Foundation for Roanoke Valley**

announced that it has awarded a \$70,000 grant to the Prevention Council of Roanoke County for its Urgent Love Initiative, which is a research-supported

program that addresses the region's opioid epidemic. Extending across 26 counties in southwestern Virginia, the program provides information and resources to those in need. The Foundation currently holds and administers 324 named endowment funds established by individuals and families for the perpetual benefit of the community.

#### *New Holiday Inn Express*

#### **Star City Lodging LLC**

plans to demolish an existing Rodeway Inn at the intersection of Orange Avenue and

Williamson Road in Roanoke. Plans call for a new 90-room Holiday Inn Express to be built.

#### *Trucking Company May Be On The Skids*

According to reports, **Beam Bros. Trucking Inc.** of Mount Crawford and its holding company were accused of wire fraud involving falsifying mileage logs and other

records to show that their drivers worked fewer hours than they actually did. Drivers working more hours than they are legally allowed violates Federal Motor Carrier Safety Administration highway safety regulations. In the U.S. District Court for the Western District of Virginia in Harrisonburg, the companies were ordered to pay \$1 million in restitution to drivers

*Have an announcement about your business?*

Send announcements to **news@vbFRONT.com**

A contact / source must be provided. Inclusions are not guaranteed and all submissions are subject to editing.

explore the college

*inspired*

to make a difference

VCOM, a medical school in Blacksburg, Virginia was inspired by a vision to bring physicians to medically underserved areas. Our students are inspired by the College mission and focus on caring for those most in need.

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

**www.vcom.edu**

For a copy of our Outcomes Reports, please see [www.vcom.edu/outcomes](http://www.vcom.edu/outcomes). ©2018 Edward Via College of Osteopathic Medicine. All rights reserved. VCOM is certified by the State Council of Higher Education to operate in Virginia.

## FRONT Notes

and sentenced to three years of corporate probation and a fine of \$250,000. Company principals were sentenced to varying terms of home confinement followed by three years of supervised release.

---

#### *New Emergency Room in Roanoke*

**LewisGale Medical Center** has a new 10,000 sq. ft. emergency room with eight private treatment rooms, a secure area for behavioral health patients, a decontamination zone and pressurized room to treat patients suspected of being infectious, diagnostic and lab services, and equipment to handle eye injuries and emergency deliveries of babies. The facility is staffed by board-certified emergency room physicians and nurses. The property, located at the intersection of Electric Road and Ogden Road in Roanoke, was purchased by LewisGale for \$2.5 million in October 2016. Construction on the \$12 million project began in April.

---

#### *Shopping Center Gets New Life*

Christianburg's **Marketplace Shopping Center** will be revitalized thanks to investors purchasing the shopping center. The 29-acre Marketplace, located across U.S. 460 Business from the New River Valley Mall, has become increasingly vacant over the years. The investors reportedly plan to spend approximately \$30 million for the parking lot, building façade,

interior work, and possibly two separate buildings. The approximate timeline is for design work to start in January, close on the property in April, submit building plans in June, begin remodeling next summer, and open after up to 30 months of construction. The investors have revitalized at least 48 other dying shopping centers over the years, and own 10 around the mid-Atlantic and Midwest regions of the country.

---

#### *Go Work!*

The **Botetourt County Chamber of Commerce** announced GoWork LLC as its first Cornerstone Partner. The Cornerstone Partner program offers business members year-long visibility and brand recognition to maintain or increase their presence in the Chamber even when unable to attend events or participate in other Chamber initiatives. The Chamber's five areas of vision are: business growth, business advocacy, education, community, and economic development. For more information, contact Sheri Winesett at 540-473-8280 or e-mail: [sheri@botetourtchamber.com](mailto:sheri@botetourtchamber.com).

---

#### *A New Program When Their Ship Comes In*

State Senator Bill Stanley said that he hopes that a high-tech, digital-based shipbuilding education program can be established at the **New College Institute**

(NCI) in Martinsville by next fall. Stanley is a Franklin County Republican and chairman of NCI's board, and he talked with Newport News Shipbuilding about bringing a training program to the school. The training program is a joint venture of Newport News Shipbuilding and Old Dominion University (ODU). Stanley hopes to negotiate a memorandum of understanding between NCI, ODU, and Newport News Shipbuilding during the General Assembly session that starts January 11, 2018.

---

#### *CHIP Celebrates 30th*

**Child Health Investment Partnership (CHIP)** of Roanoke Valley introduced new branding in preparation for its 30th anniversary beginning in 2018. The new brand includes a logo, website, and mission and vision statements. CHIP provides medical management and access to comprehensive health care in prenatal, asthma, dental, family strengthening, mental health, kindergarten readiness, and community resource access to underserved children. CHIP requires the help of donors, volunteers, families, and the community in order to provide services. The redesigned website can be found at [www.chiprv.org](http://www.chiprv.org).

---

#### *Keep On Truckin'*

Pulaski County's **Volvo Trucks** is planning to hire several hundred new employees.

Positions include full-time welders, painters, electricians, general maintenance, and assembly production workers. After an industry downturn and layoffs in 2016, things are starting to turn around. Eligible workers who were laid off were offered a job back with the company. Now Volvo is looking to add more workers. 2,600 people are currently employed.

---

#### *Draper Aden Turns 45*

**Draper Aden Associates** celebrates its 45th anniversary through summer 2018, coinciding with their first year in business. Draper Aden, an engineering, surveying, and environmental services firm, was founded in Blacksburg in 1972 by two Virginia Tech graduates. It started with six employees and now employs over 250, with nine offices in Virginia and North Carolina. Among many other projects, the firm has worked closely with Virginia Tech on many projects and helped transform the campus into a global research university.

---

#### *Feeding America SWVA Recognized*

**Feeding America Southwest Virginia (FASWVA)** was recognized in the December issues of Delta SKY and Southern Living magazines. Delta Sky's issue had a section titled "Why People Give," highlighting the work of national and

international nonprofit agencies in areas such as mentorship, social justice, education and hunger. FASWVA is noted for its work on developing strategies to fight hunger in the extreme rural areas of southwest Virginia. Southern Living Magazine recognized FASWVA President and CEO Pamela Irvine and retired Roanoke Police Captain Rick Morrison for their work on FASWVA's Community Solutions Center project by naming them to the list of 2017 "Southerners

of the Year." The list includes 60 individuals from the southern region of the U.S. who devoted to serving their communities.

---

#### Go Solar

**Appalachian Power** has agreed to purchase electricity from a solar generation project. The 15-megawatt Depot Solar Center will be built and operated in Campbell County by Coronal Energy. The Rustburg plant plans to be operational by September 2019,

connecting to Appalachian's power grid through an existing substation at the site. Appalachian Power is a subsidiary of American Electric Power, and obtains approximately 75% of its power from coal, but is investing in renewable energy, such as solar, wind, hydroelectric, and natural gas.

---

#### Accounting Firms Merge

The accounting firms of **Brown Edwards** of Roanoke and **Gibbons & Kawash** of

Charleston, West Virginia announced their merger effective January 1, 2018. In 2017, Brown Edwards celebrated 50 years in business, and has nine offices including Charleston and Bluefield, West Virginia. Gibbons & Kawash has served Charleston and the surrounding area for 25 years. The Charleston office plans to increase to nine partners and 50 associates.

---

*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](http://www.vbFRONT.com).*



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.*



**MEMBERONEFCU.COM**  
**800-666-8811**

Membership eligibility required. Federally insured by NCUA.



## Protection fitness >

### **Executive Summary:**

*Combining fitness and personal protection, Counter Response brings a new regimen for people looking for an edge.*

### **By Caitlyn Scaggs**

There's a gym in town that isn't just concerned with keeping you physically fit—it is also focused on keeping you equipped for personal protection. Counter Response, located in Roanoke near Tanglewood Mall, offers "protection fitness." Led by Tim Habla, a 12-year United States Army combat veteran,

this fitness facility is focused on much more than how much weight you can lift or how far you can run.

In addition to serving in Iraq and Afghanistan, Habla worked as a Government contractor overseas for a variety of government agencies. Over the years, he has also studied multiple styles of self-defense. With an overall love for fitness and a track record of protecting others, Counter Response is a natural extension of Habla's background and passions.

When explaining this unique approach to fitness Habla said, "Counter Response's style, Protection Fitness, is a new way of looking at fitness. It's fitness with a purpose." Classes incorporate a variety of movements and exercises from punching




and kicking techniques to core strengthening, short runs, barbell work, rowing machines, and so much more. Habla added, "I always go back to, "stronger people are harder to beat."

When asked, "Why do you believe in this style of fitness?" he answered "Fitness is an overall level of how well your body can move doing a large variety of movements. Counter Responses style, Protection Fitness, incorporates that mentality of fitness, but now also teaches you how to protect yourself or the ones you care about while mitigating the amount of damage you do to your body and inflicting the most damage to your aggressor. I believe fitness and protection techniques go hand in hand."

While some people may be excited about this style of fitness, it is easy to understand if others would find it intimidating. Habla shared, "Most things new to you will make you nervous, that's a natural emotion to have. You have to try it for yourself and see that there is nothing to be nervous about, only an increase in your quality of life." Beyond being a great workout for all people, even those with some nerves, it is scalable

to all skill levels. Habla shared, "I personally have had five surgeries, and since I've started working out this way I'm stronger and more mobile now than I have ever been."

Counter Response offers free, week-long trials to those interested in trying this way of working out. Habla is very confident and added, "Protection Fitness is a new concept, but once you try it, you'll never want to do anything else." 



# Advertiser Index

AAF / Roanoke .....	41	HomeTown Bank .....	41
Ameriprise Financial .....	41	MemberOne Federal Credit Union ..	59
Anytime Fitness .....	56	Mulahn Recruiting .....	54
Berryfield .....	41	Professional Therapies .....	21
Blue Mobius Marketing .....	35	The Proofing Prof .....	41
Book No Further .....	41	RBTC .....	31
Botetourt Physical Therapy .....	15	Richfield .....	13 & 38
Centra .....	4 & 17	Roanoke CoLab .....	41
Citizens .....	53	Roanoke Higher Education Center .....	26
Creekmore Law Firm .....	62	Sir Speedy .....	41
Davis H. Elliot Company .....	41	Suggestion Mailbox .....	39
Duncan Audi .....	BC	VCOM .....	57
Entre Computer Center .....	3	Virginia Business Systems .....	63
Friendship .....	19	Whitebarrel Winery .....	55
Garland Properties / 16 West Marketplace .....	27	Woods Rogers .....	2



I do not see my autism as a disability, I see it as a gift

— Page 40

## THE SMALL BUSINESS PLAN<sup>SM</sup>

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](http://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](http://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.