


Valley Business FRONT

**VIRGINIA'S BLUE RIDGE
BUSINESS JOURNAL**
ROANOKE/NEW RIVER VALLEYS & REGION
FREE • ISSUE 118 • JULY 2018

vbFRONT.com

Our Favorite Conferences


Chasity Barbour,
Vinton War Memorial

MEETING THE VALLEY'S NEEDS FOR 50 YEARS



**Banquets, Parties, Meetings, Seminars,
Classes, Receptions and Free Parking**
540-375-3004 www.salemciviccenter.com



Flexible meeting space for 10 to 10,000



Taliaferro Complex | Salem, Virginia

This shocked me. When I looked back to try and figure how many conferences I've attended, I just gave up after hitting 500. In the past 40 years, it's true: I've walked into well over 500 conferences from chamber networking functions to the largest industry trade shows. I've even had the pleasure of serving as the event manager at a lot of shows over the years—with my biggest gig being the trade show director for two years with BellSouth, where I racked up enough travel miles to learn every secret and trick in the business (from scoring first class seats without having to pay for them to shipping my luggage versus carrying it). If my professional escapades weren't enough, two of my daughters ensured I don't lose any perspective on events by having their weddings a full 17 months apart from each other.

We didn't require attendee badges on lanyards at the weddings.

But we could have. Events are a big deal... from the personal to the professional. It amazes me the scope and scale of some events when really good planners (and sponsors) outperform the expectation. A lousy event is just becoming unacceptable... Even cousin Larry gets slapped down if he failed to bring enough beer to the family reunion. But the big gigs? They better be spot on.

If events and conferences are good for business purposes—well, it turns out they're good for the communities where they are held. So much activity and dollars flake off the whole affair and scatter throughout the town and region. Who benefits? Hotels, restaurants, retail shops, recreational and entertainment amenities, service providers, caterers, florists, A/V vendors, transports, and more.

And badge suppliers.
We can't forget them.


Tom Field

“ I flipped my badge
over out in public

— Page 20

WEDDINGS ARE OUR BUSINESS



The Vinton War Memorial has been hosting weddings for 70 years. The venue boasts hardwood floors, custom chandeliers, and mahogany accents. Let us tailor your wedding day to perfection.

ELEGANT. CLASSIC. TIMELESS.

814 E. Washington Ave. Vinton, VA
540.983.0645 • vintonwarmemorial.com



BURCHETT HOMES

Bringing Families Home

Curtis Burchett

Realtor Since 2002

Average MLS Days a home is on the Market **84**

Average MLS Days **MY LISTINGS** are on the Market **42**

Average MLS list price to sold price **96.5%**

Average MLS list price to sold price for **MY LISTINGS** **98.06%**

Choose Curtis and sell it **50% Faster**

Choose Curtis and keep more of your **\$\$\$\$**

1.5% More

MLS Statistics Previous 12 Months



540.354.6323

WWW.BURCHETHOMES.COM



Valley Business FRONT

COVER STORY

DEPARTMENTS

8

**More than
improving 20**

**Seymour says
manufacturing uptick 24**

**Business model
well-designed 30**

**Roanoke beats
three "C"s for new shop 38**

PERSPECTIVES

Professional Development 18

Etiquette & Protocol 19

Legal 27

Business Operations 36

Financial Figures 37

A Little Insight 42

Good Work 43

REVIEWS & OPINIONS

On Tap from the Pub 44

Guest Commentary 45

Reviews 46

FRONTLINES

FRONT'n About 48

Career FRONT 54

FRONT Notes 58

vbFRONT.com



“Dad will still give me feedback — Page 42

Cover photography of Chasity Barbour 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
Advertising	Dan Dowdy (540) 797-7943 ads@vbFRONT.com (540) 389-9945
Graphic Designer	Nicholas Vaassen nvaassen@berryfield.com
Production	Berryfield, Inc. PO Box 1041 Salem, VA 24153 (540) 389-9945

Departmental Contacts

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

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

© Copyright 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.

JULY



Michael Abraham



Bruce Bryan



Lesa Hanlin



Kathleen Harshberger



Carissa Mulahn



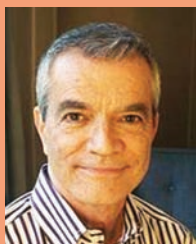
Jazmine Otey

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



Dan Dowdy



Tom Field



Keith Finch



Rachael Garrity



Mike Leigh



Nanette Levin



Gene Marrano



Emily Moore



Michael Shelton



Nicholas Vaassen

Biographies and contact information on each contributor are provided on Page 52.

2018 Members

Nancy Agee Carilion (Wellness)
Laura Bradford Claire V (Retail)
Nicholas C. Conte Carilion (Legal)
Warner Dalhouse Retired (Finance)
John Garland Garland Properties (Development)
Nancy Gray Hollins University (Education)
Nanci Hardwick Aeroprobe (Tech/Industry)
George Kegley Retired (Seniors)
John D. Long National D-Day Memorial (Culture)
Nancy May LewisGale Regional Health System (Wellness)
Stuart Mease Virginia Tech (Education)
Mary Miller ACI (Tech/Industry)
Ed Walker Regeneration Partners (Development)

You will note that the Board is comprised of experts in many different business / industry “fronts.” This is intentional, as we are reporting on all the areas that affect our regional economy and are important to you. In keeping with our policy of being “the voice of business in the valleys” we ask each reader to join us as an editorial partner by calling or e-mailing us your ideas. You know more than we know about your business—or you certainly should—and that inside knowledge shared with our readers will make us all better at what we do.

“We were young and dumb because if we were old and smart we never would have started the business

— Page 31

twitter
facebook

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



Meeting Spaces Work To Attract >

Executive Summary:
FRONT asked professionals at area conference venues about their favorite bookings and why organizations choose to meet here.

By Jazmine Otey

As you rush across the conference room you can feel your lanyard and conference badge swaying around against your chest. Thoughts of the millions of errands that need to be done are the only ones that swarm your mind. It isn't long before your hands start to become clammy and toxic anxiety begins to deteriorate your sense of rationality.

Does your conference room meet the client's requirements?

Have food services been contacted? Photographers? Florists?

What about bids from service providers? Has that been solicited?

I mean everything that can go wrong will go wrong, right?

Right?

There's much responsibility that takes place behind the scenes of setting up hotel conventions – even right here in our region.

Each year, marketing agency Visit Virginia Blue Ridge works to attract organizations for conventions in the Blue Ridge area through what they refer to as "call conferences." Call conferences are similar to virus conferences and according to Alex Michaels, the Vice President of Sales and Services at Visit Virginia's Blueridge, such conferences feature event organizers that are located throughout the country.

"Our job as a marketing agency is to make people around the country aware of where we are and where we live and

so forth,” Michaels expressed. “Our main mission is to get people and do events and conferences in our area. We somewhat in an indirect way represent the hotels, the restaurants, the venues, etc. We’re mainly representing them by creating an identity for the region for them.”

While booking conventions can be stressful and hold hosts accountable, they are quite beneficial. From bringing hotels and/or facilities higher publicity, a substantial amount of revenue or supporting other financial and strategic objectives, conference meetings can induce a plethora of positive outcomes.

After reflecting on their experiences with conference venues, nine different facility principals weigh in on what their favorite conferences or conventions are.



"Each convention definitely has its uniqueness to it and brings a different demographic to our audience that can basically help us in the long run. But I do always enjoy conventions that bring us event planners to the area. The reason for that is that when we have event planners in this area it gives us an opportunity to pursue more conventions and more conferences. We've hosted a few conventions in the past year that have brought in close to a couple hundred meeting planners all together, and because of



Alex Michaels

Courtesy of Virginia's Blue Ridge



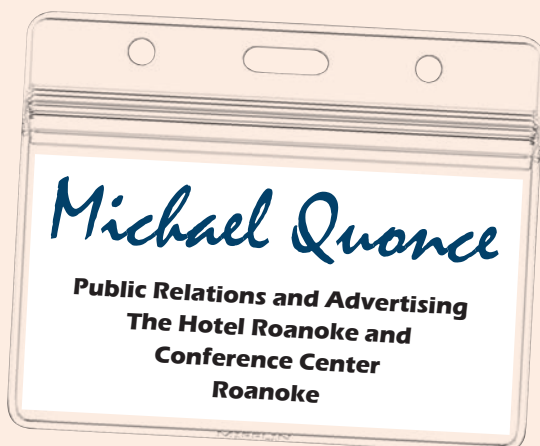


Courtesy of Virginia's Blue Ridge



Courtesy of Virginia's Blue Ridge

them being here they saw a destination that we weren't familiar with, and then from there they've booked other business on top of that. Sporting events are also always a lot of fun too. I love watching sporting events because you're hosting a national championship or a state championship."



"We enjoy hosting all guests and meetings, but many times the favorites are when we can showcase and spotlight the region with the fullest extent of our capabilities. With more than 63,000 square feet of conference space and 330 rooms, these experiential meetings present a lot of opportunities to surprise guests and introduce them to this amazing area in which we live and serve in many aspects of a guest's stay. As an AAA Four Diamond Hotel and restaurant, the facilities here are unique, our aim for service is impeccable, and our professional staff will make any event, conference, or



Courtesy of The Hotel Roanoke



Courtesy of The Hotel Roanoke



Courtesy of The Hotel Roanoke

meeting everything that it can and should be. Our goal is to ensure the end take away has high quality, high value and dedication to a level of service beyond that of many others."



"I love groups that can really take advantage of our unique location on Virginia Tech's campus and our relationship with the university. A great example of these groups are the continuing education conferences that benefit from the many resources available through the university. It's exciting for conference guests to be here when world-changing research takes place right next door. Also, being on a university campus in general helps



Teresa Hughes



Courtesy of The Inn at Virginia Tech



Courtesy of The Inn at Virginia Tech



Courtesy of The Inn at Virginia Tech

create an environment conducive to learning. But as important as conferences are to our success, I also really enjoy the specialty groups such as weddings, holiday events and inspired fundraisers. I appreciate when groups challenge our catering and culinary teams to create fun themes and exciting menus. It's always rewarding to see the grand ideas come to life."



Kalee Freedy



"The Addy's Awards would be one of our favorite events that we've hosted in the past and hopefully in the future too. It's the Western Virginia American Advertising Awards and it's done by the Roanoke chapter of the American Advertising Federation. It's a really, really fun one. What's great about it is they choose a different theme or something that they're following each year. It also encompasses the whole building. It kind of showcases all that the City Market Building has to offer in different aspects. It's really interactive. They set up a gallery the week of the event on our second floor. So even guests that are coming here for lunch can just look through the gallery. Basically, there's everyone from



Courtesy of City Market Building



Courtesy of City Market Building



Bella Muse Photography

students to industry professionals that can submit their artwork or advertisements. There's a wide variety of media that's up for guests to see and then it's highlighted during the award ceremony as well, which is really neat."



"Craftsmen's Classic Art & Craft Show has been coming here for over 25 years and are a holiday tradition at Berglund Center. About ten years ago the organizers decided to give back to this community that has supported them for so long by waiving a cash admission in exchange for a donation of a non-perishable food item. Each year they collect over 10,000 pounds of food that goes to Feeding America SW VA! The amount of food that goes to Feeding America is mind blowing, and I think they just do an awesome job."



Robyn Schon



Courtesy of Berglund Center



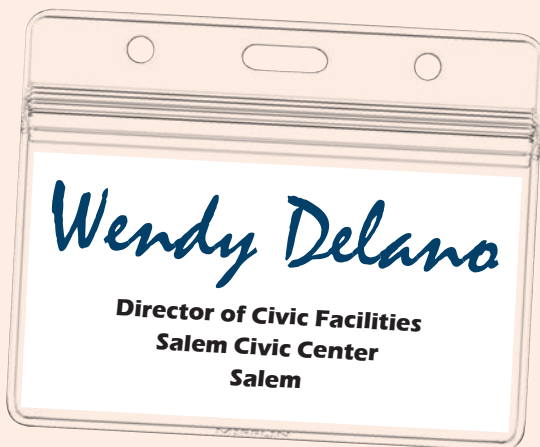
Courtesy of Berglund Center



Courtesy of Salem Civic Center



Wendy Delano



"We have a number of conferences and meetings that take place within the Salem Civic Center and I wouldn't want to pick a favorite. However, I will say that my most recent favorite conference that I attended was the IEBA Conference (International Entertainment Buyers Association). This Event took place in Nashville and provided a great opportunity to network and get new information on various aspects of everyday business that impacts the entertainment industry. It also provided a good look at how other facilities host conferences and how we can improve what we bring to our clients."



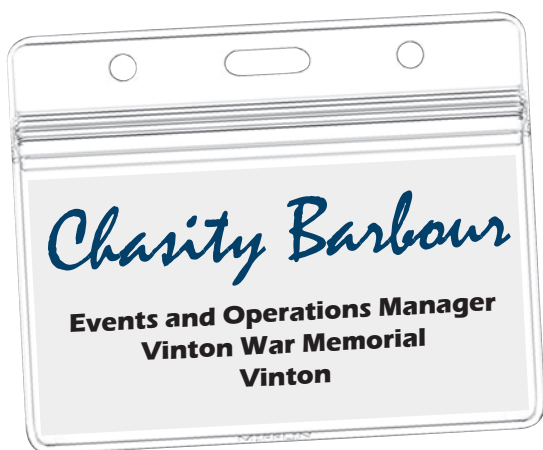
Courtesy of Salem Civic Center



Courtesy of Salem Civic Center



Courtesy of Vinton War Memorial

**Chasity Barbour**

"The GAUNTLET is one of the most comprehensive training and mentoring programs around! During this 10-week program, we use the DISC assessment to refine self-awareness and conduct a 360-degree evaluation of business knowledge in order to manage strengths and weaknesses in our entrepreneurs. We target key skills and infuse business mentors into those areas which best ensure comprehensive success for your business. We also have guest speakers that



Courtesy of Vinton War Memorial



Courtesy of Vinton War Memorial



Courtesy of Holiday Inn Valley View

are knowledgeable, dynamic, and enthusiastic about small business development. Through our partnership with key organizations we engage in a holistic approach to business success!”



“We enjoy all of our groups, there’s not one group that we like any better than any of the others. There’s just so many groups that we have in here. They all have their unique things about them and we look forward to all of them. We have become pretty good friends with the majority of our clients. We’ve got a group, Star City Cat Fanciers, that’s coming here in January that’s been coming here for twenty years. So, I mean all these groups have their own special attributes about them. I can’t say there’s one group that we just can’t wait for them to get here over any of the others because we like them all.”



Courtesy of Holiday Inn Valley View




Courtesy of Roanoke Higher Education Center



Carla James Jackson

"A favorite is hard to say, but we have a couple examples. Our first example is that of Alpha Kappa Alpha, which is a sorority. Our local chapter is the Beta Chi Omega chapter. Obviously, their mission of being of service aligns well with what we do here at the center, but it really allows us to provide high quality meeting space to a community and civic organization that gives back. We also do quite a bit of business with continuing legal education (CLE). They host a variety of training and continuing educations for lawyers in our region here. The idea of continuing an education and lifelong learning brings a lot of people into our building. These are lawyers who are highly educated, but they are still coming back to gain more education and training. So, it just lends itself to this idea of lifelong learning."

Ask anyone who has the responsibility of booking events at hotels and conference centers: there's a lot of excitement (along with the stressful moments) with planning and managing. Each facility has unique qualities that can contribute to both the event organizer's objectives as well as the venue itself. The result of a well-managed and successful conference pays off with direct business investment during the engagement; residual money as attendees and guests dine, shop, and entertain themselves; increased likelihood of future bookings or referrals; and positive publicity for our communities and region at large. 

Courtesy of Roanoke Higher Education Center





Professional Development

By Lesa Hanlin

Executive Summary:


Our new professional development columnist reminds you to keep asking yourself one important question: Are you ready?

Coming from a place of ready >

I moved to Roanoke in February. One of the first questions I'm asked is why did you move to Roanoke? The answer is simply, for a wonderful job! I couldn't have been successful in that quest if I hadn't been in a "place of ready." What does that mean and why should you be working toward that in your career?

Do you remember the popular piece of advice to dress for the job you want, not the job you have? Coming from a place of ready expands on that idea. It's doing things at work that would never show up on a job description. No matter what your position is now, you can implement some of these ideas so that you'll be ready to take on the next career step.

1. Ask to shadow. Learn about other jobs at your workplace or the job of your supervisor by seeking to shadow a variety of people.
2. Request feedback. Ask for honest, actionable feedback so you can do it better next time!
3. Add energy to every conversation. Do this by asking questions, being enthusiastic, and suggesting ideas.
4. Get smarter by attending training, listening to podcasts or reading books. Leaders are readers.
5. Understand how the world of work is changing for your industry and for your company. Use this information to be forward thinking.
6. Do some of the "little" things that can mean a lot in the workplace. Take a minute to organize the bookshelf, water the plants, make the ice, or do similar tasks no matter what your position in the company.
7. Highlight the good work of your peers publicly.
8. Keep your resume up to date. I do this the last work day of every month. It's not because I am looking for a job. It's because I might forget the accomplishments that deserve to have a place on my resume if I don't regularly reflect and record them.
9. Inject fun into your workplace. Start a book club, a magazine exchange, a birthday tradition.
10. Smile a lot.

Because I was in a place of ready, I am now enjoying my new job and life in Roanoke. Be intentional about going above and beyond. You never know where it may take you! 

Can kindness be taught? Is rudeness contagious? >

At the end of my etiquette seminars I introduce the following quote from Plato: *"Be kind, for everyone you meet is fighting a hard battle."* Plato was a philosopher in Classical Greece, a mathematician, a student of Socrates, a writer of philosophical dialogues, and founder of the Academy in Athens, the first institution of higher learning in the Western world.

Usually I get puzzled looks. Then thoughtful nods as I advance the notion that everyone in the room, including me, carries some sort of burden. The burden might be about finances, health, personal relationships, grades, worry about a child or an elderly parent – the list can be endless. It is the human condition to carry some sort of burden.

What about rudeness to each other? In the 1960's a Stanford University professor posited "the broken window theory" which suggested that small crimes in neighborhoods, like breaking windows and leaving garbage unattended, if ignored, becomes contagious, worsens, and leads to more serious crimes. (Note: this theory does have its critics.)

The same theory could be applied to rudeness. We were taught as children to say "please" and "thank you," to hold the door for the next person, and to give up our seats to an adult. Too often these days the niceties are being disregarded. We neglect the little phrases and gestures that make life more pleasing and agreeable. Perhaps this is not deliberate behavior; but rather thoughtlessness or indifference.

Whatever the reason, according to the study above, "Being on the receiving end of rude behavior wears people down... and depletes the resources they have for controlling their own behavior. The result makes you impatient at home, bristly at work, and infects those around you to do the same."

So can kindness be taught in school? Some have questions on whether on not personality traits such as kindness can be taught like French or Geography. Some (like this writer) think that kindness begins in the home, but that maybe it can be extended to the schoolroom.

There is a Kindness Curriculum at the Center for Healthy Minds at the University of Wisconsin, Madison. This is part of a growing movement that teaches kindness, empathy and emotional intelligence in schools. This all suggests that the next time we feel slighted by someone's behavior or lack thereof, think of that long ago quote from Plato, and let's give each other a break. Ah yes! The Golden Rule!

Be kind whenever possible. It is always possible.

—Dalai Lama 



Etiquette & Protocol

By Kathleen Harvey
Harshberger

Executive Summary:
*Too often these days
niceties are disregarded;
we should teach kindness.*



Johnson Health Center

More than improving >

Executive Summary:

Turning an underperforming company around from the inside can be a most daunting task; Johnson Health Center not only changed for the better, it just received the first perfect score in a statewide audit.

By Carissa Mulahn

"I flipped my badge over out in public." Gary Campbell, CEO of Johnson Health Center, describes how he prepared to walk into any gas station, restaurant or public place four years ago. The reputation of his company wasn't that great. A health care provider for

the uninsured and the underinsured, Johnson Health Center was bleeding qualified providers and struggling with service limits and an increasingly negative reputation. Campbell heard grumblings in the visitation offices of his facility, and in public conversations about his organization, and saw evidence of discontent in the constant staff turnover. "Wow, what exactly did I sign up for?!" he initially thought after coming on board at Johnson Health Center.

Campbell joined Johnson Health Center as Director of HR in 2011, when his wife asked him to relocate their family back to the city of Lynchburg to be closer to their three children attending Liberty University. "Johnson Health Center was never intended to be the last stop for me," says Campbell. "I relocated my career for the benefit of my family. Their

Company statement shows what perfect gets you >

Government Officials Award Perfect Score to Johnson Health Center

Johnson Health Center underwent a detailed audit by the Health Resources and Services Administration (HRSA) which is conducted every three years barring satisfactory status. Three auditors reviewed more than 2,674 documents and conducted interviews with staff over a three-day period. HRSA

evaluated 88 areas from day-to-day clinical practices to overarching strategic goals.

Johnson Health Center is the first Federally Qualified Health Center in the state of Virginia to receive a perfect score under the 2018 HRSA audit protocol. A perfect score ensures that federal grant funding which makes up close to 18% of Johnson Health Center's annual budget is maintained.

best interest has always been more of a priority than my highfalutin career goals."

Campbell had held many leadership roles, both collaborative and internal, at Bayer Corporation. His 2011 job search in Lynchburg put him square in the sights of Johnson Health Center. "They knew I was connected and very experienced, and I shook things up", albeit unintentionally. As HR Director, Campbell moved his office from the downtown corporate suite to one of the provider locations. To his dismay, he discovered that communications from the top down still managed to be distorted, despite his close proximity to both administration (by title) and staff (by location). He took a shot at creating JHC's core values, hoping it would have an impact. He gathered a significant segment of staff into a conference room, and together they "filled the walls with sticky notes" that described their core values. 2 days—about 15 hours total—later,

he collected the notes and organized them down to 37 core values. Another meeting was held to map those 37 notes into 10 or 12 core values, then they met again to decide on five. Despite this clarification, "we as an organization weren't living them," Campbell explains. "When your personal and professional core values aren't aligned, it eats at you." He very quietly began putting out feelers for other opportunities. "I had come to the end of the rope of what I could do." Campbell recognized his corporate leadership vision couldn't take hold with the status quo.

Then, to his surprise, he got a call from a member of the JHC Board executive committee in summer of 2014. "They asked me to take over as Interim CEO!" Not only was Campbell honored to be approached with the position, he was giddy to have a chance to test his corporate overhaul model, now coined Impact2Lead. "I knew the model

ALL EVENTS DESERVE REWARDS



Earn up to 5% off the master bill, plus choose up to two premium upgrades!

Get started today! Contact our team by calling 540.853.8203 or visit HotelRoanoke.com.

Restrictions apply. See website for details.



THE HOTEL ROANOKE
& CONFERENCE CENTER

CURIO COLLECTION BY HILTON



Gary Campbell


would work. I jumped in with both feet." His new role began August 1, 2014 and he kicked things off with an all employee meeting, where he outlined his plan for change.

"We needed quick wins," Campbell says. "I informed everyone at that initial meeting that we would become an employer of choice." Campbell outlined four primary principles that would guide their first round of change: 1) Employees First, 2) Re-establish credibility within the community, 3) Develop leaders at all levels, 4) Data integrity. He set measurable goals for 6 weeks, 3 months and 6 months out. "I wanted to release the potential I knew was there. I had seen the staff be very kind and caring toward our patients, but not work well together." By putting employees first, would JHC have more satisfied clientele?

A review of the statistics says it all. When Campbell gave his inspiring speech to the entire staff on August 1, 2014, JHC had 99 employees. Approximately 70 of those staff

are still employed at JHC, with the total number of employees now close to 200. "Soon enough, I could see people working together as a team. I could see people smiling. We were able to hire providers and they stayed."

According to Joyce Gioia, President with The Herman Group, JHC received some of the highest culture scores ever seen in a 2016 companywide internal evaluation. Additionally, JHC Board's had tasked Campbell (as interim CEO) with increasing clients access to services; in 2014, JHC served 13,776 clients thru 48,695 visits. In 2017, JHC serviced 19,387 clients through 67,953 visits. Campbell accepted the permanent CEO appointment in February 2015, and continues to work to move the bar upward.

JHC's current leadership initiative, "Leading the System Transformation," addresses the current overhaul underway in every facet of the healthcare world, from insurance constraints, to the ongoing mental health crisis, to ever increasing lack of trained medical staff. Campbell wants JHC to lead the way to finding solutions to these complex problems, and more. "Once we became an employer of choice, as intended, the work really began. We delivered a vision. We took down walls by elevating employees. Now we are stretching that vision further." And the efforts are paying off; in May of 2018, a detailed audit by the Health Resources and Services Administration granted JHC a perfect score, making JHC the first Federally Qualified Health Center in the state of Virginia to receive this score under the 2018 audit protocol. All of Virginia, perhaps the nation as a whole, would do well to watch what comes next for this transformative—and transformed—organization. 



A Legacy of Caring

Welcome to the Valley. We're dedicated to families, exciting events, delicious dining, and nurses on site 24 hours a day, seven days a week. We have created a legacy and reputation in the Roanoke Valley that is second-to-none. Call today to schedule your personal visit.



Assisted Living • Skilled Rehab • Nursing Care

540-345-5111
650 N. Jefferson St., Roanoke
ourladyofthevalley.com

 Coordinated Services Management, Inc. Professional Management of Retirement Communities since 1981



16 WEST marketplace

**WOK N
ROLL**

CARILION
Wellness
Finding your strength.

**THE
VINTAGE
VAULT**

**BOOKNO
FURTHER**
Stop, Shop & Read



Valley Business
FRONT
vbFRONT.com



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

16 Church Ave SW • Downtown Roanoke VA

EVENTS

*Where
downtown's
professionals
break from
blah*

JULY 4 • SOUL SESSIONS

JULY 7 • AUTHOR EVENT

JULY 11 • COFFEE & CHAT

JULY 17 • AUTHOR EVENT

JULY 18 • SOUL SESSIONS

JULY 21 • MUGGLEFEST

JULY 25 • COFFEE & CHAT

JULY 25 • AUTHOR EVENT

SUNDAYS • JAWBONE HILL

CHECK OUT OUR ONLINE CALENDAR
FOR SPECIFIC TIMES, MORE DETAILS
AND THE LATEST UPDATES

GARLAND
PROPERTIES



Hall Associates
540-862-0011

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

www.GarlandPropertiesVA.com

**Retail and Business Space
Available**

16westmarketplace.com



Seymour says manufacturing uptick >

Executive Summary:

Seymour Staffing in Christiansburg has manufacturing jobs.

By Michael Abraham

"Nobody makes anything in America any more!" "American manufacturing is dead!" We've all heard these memes before. Not so fast, says Tracy Seymour-Miller, president of Seymour Staffing in Christiansburg.

"We always see ups and downs, but right now we're on a high. I worked for a manufacturer in 2008 when we let lots of employees go and shut plants down. Now we're definitely on an uptick. We have client companies who are looking to hire 20 or more people."

Tracy is a transplant from North Carolina who arrived here in 2014 when her husband

was hired as director of a company new to our area. Her woman-owned company has extensive experience in all aspects of manufacturing recruiting and human resources.

"We are in the direct hire staffing business," she said. "We recruit and screen job applicants for companies looking to hire, specializing in the manufacturing sector. A company might be having a hard time finding talent. If we send them a prospective hire, the company knows that we've already screened them for applicable skills and experience, in some cases for background issues and drugs. Many times, they'll offer a job that same day."

Tracy is an ebullient, dark-haired woman with a bright smile and infectious enthusiasm. "We hire at all levels from company presidents or vice presidents to maintenance and line workers and custodians. Right now, companies are having trouble staffing in technical jobs. High schools and community colleges are not educating enough students in the trades, people who can operate and fix equipment, things like lathes, milling machines, and robots. Many skilled people are retiring,

and younger kids are often steered towards college instead of trade schools."

Her background in manufacturing introduced her to the types of people and skills that can fill these positions. "We know people who know people who know people. We pay for referrals."

"We can use networking tools and social media to find people. Sometimes corporations have rules preventing them from using these tools. Lots of people we work with are already working, but for whatever reason are looking for a change. Sometimes they want to move to a new area. Sometimes they're unhappy with new management or the direction their company is taking. People leave jobs because of bosses, not jobs. Money is not the factor it once was. People are looking to work at a solid company that provides benefits."

Tracy explained that her company is compensated by the employer, her client, who pays a commission based upon the hires' first year salary.

"Business is really good. Lots of companies are doing well and are hiring. The unemployment rate is low, so workers are more in demand. Companies are paying better, offering signing bonuses, and better benefits in order to get good employees. A maintenance technician can make anywhere from \$20/hr. to \$33/hr., more in higher cost cities." The company has clients in several southeastern states.

"Manufacturing is now highly automated. Robots may do all the actual work, but people are needed to install and monitor the robots and fix them if they break. Manufacturers need different types of people than

EXPERIENCE INN-SPIRED MEETINGS



THERE'S NO BETTER TIME TO MEET AT THE INN

Receive 5% off Day Meeting Packages and up to 15% off Guest Room Rates.

Start planning your next meeting and save! Call us at 540.231.8000 or visit InnatVirginiaTech.com.

Restrictions apply. Call or see website for details.



**THE INN AT VIRGINIA TECH
AND SKELTON CONFERENCE CENTER**


901 PRICES FORK ROAD | BLACKSBURG, VA 24061
540.231.8000 | INNATVIRGINIA TECH.COM



in decades past, different skills.

"The new generation doesn't think manufacturing is exciting. It is, and there is money to be made! There are good careers for people who know how to put things together, know how to do wiring, welding or repair. Some people have an innate skill to look at how a machine is working and envision ways to make it work better, faster, and more efficiently. There is

money to be made in manufacturing.

"Manufacturing is still here. America is still ripe for entrepreneurship. I know of companies started by individuals who invent a machine or a process and build a company around it. America is still a good place for manufacturing. Things are changing and that's exciting. There are opportunities for good people. People can make good money, good livings." 

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 | (540) 989-6000


In a fix >

Several years ago we formed a corporation for a dentist in Virginia coal country (or what's left of it). The other day he happened to be in town, and so he came by the office to talk about a breach of contract.

"I hate to say it, but I need to sue another dentist," he said. "He's in the county next door, and he keeps breaching our territory agreement."

"Territory agreement?" I said. "What do you mean?"

"Well, the two of us are really the only dentists around," he said. "A few years ago we realized that it didn't make sense for both of us to keep weekend or holiday emergency hours, and so we agreed to open our offices on alternate weekends. That way I can go fishing."

"OK, that sounds fine," I said. "So the other dentist, he isn't opening his office on weekends or holidays when he's supposed to?"

"No, that part of the agreement is fine," he said. "The problem is that he isn't staying in his territory."

"His territory?" I said.

"Yes, at that same time we decided that it didn't make sense for each of us to waste money in the other's county," I said. "It can be expensive to advertise and to collect bills and things in two counties. So we agreed that I would only take patients from my county, and he would only take patients from his county."

"What about the patients who come on weekends or in emergencies?" I said

"Oh, that's an exception," he said. "Each of us can keep patients from the other county who come on weekends or in emergencies, so long as we charge the agreed prices."

"The agreed prices?" I said.

"Yes, see, we made up a list," he said, and he pointed to a five-page list attached to the contract. "This lists all of our dental procedures and the prices we've agreed to charge for them. The problem, though, is that the other dentist is taking patients from my county when he's not supposed to."

"OK, I get it," I said. "But I'm afraid that this is way beyond a contract problem. Are you familiar with antitrust law?"

"Antitrust law?" he said. "Yes, that's the law that protects



Shark Patrol

By Keith Finch

Executive Summary:
Antitrust law protects competition in markets, but it doesn't apply only to big monopolies.



Certain actions violate antitrust law no matter how big you are. For example, agreeing with a competitor to allocate markets, or agreeing with a competitor on what prices to charge.



Violating antitrust law can expose you to fines or even a felony conviction. Also, customers can sue you if they find out about it.

competition in markets. It's for when companies get too big. Like when they broke up AT&T into a bunch of smaller phone companies, or when the government sued Microsoft for forcing Netscape out of business, right?"

"Right," I said. "Except it doesn't apply just to big companies. It applies to small businesses too. Like dentists, for example."

"Really?" he said. "I'm just a one-man operation!"

"Yes, but certain actions violate antitrust law no matter how big you are," I said. "For example, agreeing with a competitor to allocate markets, or agreeing with a competitor on what prices to charge. You've done both of those things here."

"But it doesn't hurt anyone," he said. "The point is to provide quality dental services in both counties. And our agreed prices are pretty much the same as what we were charging before we made our agreement."

"I'm afraid it doesn't matter," I said. "Under antitrust law, fixing prices and allocating markets are conclusively unreasonable no matter what the circumstances, and therefore are always illegal."

"So our contract isn't enforceable?" he said.

"Not only is it unenforceable, it could expose you to fines or even a felony conviction," I said. "Also, customers can sue you if they find out about it. You had better just forget about that contract."

"So, are we not allowed to talk at all?" he said.

"No, you're allowed to talk with competitors, of course," I said. "Otherwise there wouldn't be any dental associations, would there? But there are many things that you should never even discuss with a competitor, including pricing, terms of sale, credit terms, contract bids, selection of customers, selection of suppliers, and other things."


"But what about our agreement to open our offices on alternate weekends?" he said. "Is that illegal too?"

"No, you're allowed to enter into agreements with competitors if the agreements don't reduce competition in the market," I said. "But when you're negotiating an agreement with a competitor, it's very important to avoid discussing any forbidden topics. Also it's not a bad idea to make sure that later on you'll be able to prove you didn't discuss any of those things. That's why in a lot of industries, the competitors always make sure their lawyers are present when they meet to discuss any type of cooperation or agreement."

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

"This is scary," he said. "How was I supposed to know about this?"

"Oh, lots of people don't know," I said. "Even lawyers don't know. A few years ago a young lawyer who was just starting out met me at a Chamber of Commerce event and asked me how much he should charge to form an LLC. I joked and asked him if he was wearing a wire for the Justice Department. Then I explained antitrust law to him."

In the end, I spoke with the attorney for the other dentist (in order to avoid aggravating the problem by having the two dentists speak directly to one another) and negotiated a one-page memorandum terminating the illegal agreement. But we did keep the part about weekend and emergency office hours. After all, our client still likes to go fishing. 

Note: *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer when deciding what to discuss with competitors, what sorts of agreements to enter into with competitors or customers, how to comply with antitrust laws, etc.*

“ ”

There are many things that you should never even discuss with a competitor, including pricing, terms of sale, credit terms, contract bids, selection of customers, selection of suppliers, and other things.

Host Your Next Business Meeting Or Training Event At **ROANOKE HIGHER EDUCATION CENTER**



EDUCATION & INFORMATION SERVICES

RHEC offers a professional, state-of-the-art conference environment and some of the most current technology available for corporate training and business meetings within the region.

CONFERENCE ROOMS:

Our conference rooms will accommodate small meetings for five people up to a training seminar for 100.

COMPUTER LABS:

Conduct your next class or training session in one of our computer labs equipped with the latest computer systems.

VIDEO CONFERENCING:

Utilize our video system for your next deposition, job interview or domestic/international meeting. Our equipment utilizes IP video connectivity.

Call 540.767.6013 or email reservations@education.edu to discuss your space rental needs.

108 N. Jefferson St. Roanoke, VA 24016 | www.education.edu

RHEC HOURS OF OPERATION

Monday – Friday | 7:00AM – 10:30PM
Saturday | 7:00AM – 6:00PM



Theresa and John Dorlini started Circle Design Studio because "we felt like we could do better."

Courtesy of Circle Design Studio



Bill Hazlegrove

First Choice Title was looking for a solution that served day-to-day work setting and client needs but also could be morphed into an event space and marketing tool. This included movable walls, glass barn doors and a glass garage door.

Business model well-designed >

Executive Summary:

Circle Design Studio began when its two founders (who happen to be married) left other firms to start it.

By Nanette Levin

"I always like to say we were young and dumb because if we were old and smart we never would have started the business," jokes Theresa Dorlini, co-owner of Circle Design Studio. She founded the business

with her husband, John. According to the couple, they offer the only licensed team of architects, interior designers and Class A general contractors under one roof. Theresa holds the designer license; her husband John has earned all three.

She adds, "We don't fight a lot at home so we get a lot our fighting done in the office." Said in jest, sort of – everyone on the team, particularly the married couple, are extremely passionate about their projects. "We sort of go to bat for the things that we care about," she says. The team includes six full-time staffers and 2-3 contract employees. In addition to the core team, Circle Design Studio has identified what they view as the best structural engineers, industrial engineers, artists and other providers to help support projects.



TURNER LONG
CONSTRUCTION
SINCE 1939

Design-Build
Construction Management
General Contracting

Over 75 Years of Experience

1807 Murry Rd, Ste G, Roanoke VA 24018
540.343.6749 | www.turnerlongconstruction.com



Kip Dawkins

HAWK Advisors capitalizes on flex time and flex space in its design and objective to recruit younger employees.

"We started the business because Theresa and I worked at two other firms prior together and we just weren't happy there," says John Dorlini. "We felt we could do better than our former employers," he adds.

Reuniting a decade after high school

John and Theresa first met in a Northern Virginia 10th grade class. "We took our first architectural drafting class together then lost touch for 10 years," John explains. They reconnected at Arizona State University.

The couple moved to Roanoke from Stanton in 2009 after facing economic hardships. The primary focus of their business was on rehabbing historic properties. Then the housing market crashed. Theresa was pregnant with their second child and anxious about medical care costs. John took a job offer from a colleague that provided health insurance.

Today, the couple juggles their workload around four children, ages 10, 8, 6 and almost 3. "That's probably the most challenging front," says Theresa.

Having fun with commercial projects

Circle Design Studio handles both residential and commercial projects. Richmond represents 40% of their clientele and the greater Roanoke area, including Smith Mountain Lake, Lynchburg, Roanoke and Charlottesville most the rest.

HAWK Advisors is one of Theresa's favorite recent jobs. "The client was just really open to sort of pushing the limits and really bought into (the idea) there's a return on investment if you create good common areas for your employees," she says. This insurance company wanted to replace retirees with millennials. "If you want to

FROM BAD FALL TO BACK HOME AGAIN AT 92

"I live independently and still drive everywhere I go – staying strong and healthy is important to me. After I had a fall requiring surgery, LifeWorks Rehab gave me the care I needed to get back home fully recovered."

– Yhome Murphy



YHOME MURPHY
Traumatic Injury



**Berkshire Health
& Rehabilitation Center**

705 Clearview Dr | Vinton, VA 24179





Brett Winter Lemon


Oakey's Cremation Tribute Center utilizes fire, water, wood, and earth elements in its design theme.

attract and retain good young talent that may stay there, you need to compete with another firm that not only has flex time but flex space," she explains. In this space, the team created ceiling panels with maps of Salem, Roanoke and the Roanoke River.

Oakey's is one of John's favorite projects. The team implemented a fire, water, wood and earth theme for the Cremation Tribute Center. "I think those natural elements are common among all religions and the element of nature is what brings everyone together, so that was the driving force behind the design concept," says Theresa. "Oakey's is probably one of the oldest businesses in Roanoke and they are trying to be ahead of the trend nationwide," John explains, referring to their aims to create a religious neutral place where families can witness cremation ceremonies. "We

wanted to create an environment that allowed the families to be comfortable . . . and not make it creepy," adds Theresa. "How do we create a timeless, comfortable, elegant atmosphere that is pretty serene?" she asks. "There's the functional side, but how do you make it something that's an experience that feels right and respectful?"

The couple is excited about the project they're currently working on in Daleville for MKB Realtors on a property being developed by Robert Fralin. "It's exciting for us because it's one of the first you'll see our design on (the outside)," says John. The team is currently bidding on several other design and build jobs for the residential market.

"We still like each other here – I don't know if we would if we were still in D.C.," Theresa concludes, indicating they plan to stay in Roanoke. 

Which Member One Credit Card are you?



Meet our new collection of Visa® credit cards.

For the life juggler who needs a grab-it-and-go card, Member Everyday has you covered. Community cheerleaders rejoice! The plusONE combines purchases and passion for community in a cash back card that gives back in more ways than one. And for the go-getter, the Member Premier card rewards you for enjoying the finer things in life.

Meet your credit card match at memberonefcu.com/credit-cards



Call. Click. Come in.
memberonefcu.com
 800-666-8811

Membership eligibility required. Member One Federal Credit Union is federally insured by the National Credit Union Administration.



Business Operations

By Mike Leigh

Executive Summary:

We might need to rethink some of those "inspirational" posters at our workplace.

Eliminate slogans and targets >

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 #10 – *Eliminate slogans, exhortations, and targets for the workforce.*

"Take pride in your job. Quality is a reflection of you!"

"Near enough is not good enough. Think quality!"


These are some examples of posters and slogans you might see in the workplace. Maybe you are using some in your organization to remind your workers that quality and safety are important and are their responsibility. They sound good, but are they effective?

Not according to Dr. Deming. In fact, he says that such sayings can actually be detrimental to performance and workplace morale because they are directed at the wrong people.

To paraphrase from his book, Deming tells us that these slogans, exhortations and targets arise from management's supposition that employees could, by more effort, improve quality, safety and productivity. But these posters and slogans do not account for the fact that operational improvements are limited by the system (which is the responsibility of management). "Do it right the first time" sounds great, but hard for a worker to do when tools are missing, equipment is broken, and incoming material is defective, inconsistent, or slow to arrive.

Similarly, organizations often set productivity targets based on ideal situations or the output of the best employees. These quotas or stretch targets, without a plan to improve the process they are based on, are unreasonable and unsuccessful (except by luck).

Instead of improvements, you develop frustration and resentment among your workers.

Deming suggests a better solution. Each month, post what management is doing to (for example) purchase better incoming materials, improve machine maintenance, provide better training, improve the speed of slow computer systems, or provide greater supervisory support. In other words, communicate how your organization is working smarter, not harder. By showing your team that management is taking responsibility for operational improvements, employee morale and engagement will improve. 

Next month: *Point #11 – Eliminate quotas and management by numbers. Substitute leadership.*


Send your questions or comments to Mike@OpXSolutionsllc.com

Hedge your bets against identity theft >

It seems every day there's another news story about some thief's actions affecting sometimes hundreds of thousands or millions of people as they've gotten hold of supposedly proprietary information. May brought Twitter to its knees with announcements to its 336 million users to change passwords after admitting they'd been compromised by a bug. Retailers, credit bureaus and even the IRS have all been recent targets donning egg on their face with admissions of vulnerabilities.

Fortunately, there are some easy ways you can manage your household to reduce your risks as the hackers go trolling.

1. Change your passwords often. This sounds simple, but you'd be amazed how many people (not you, of course) fail to do this. Banks require it for a reason. Set up a regular practice of switching things up to make access harder and you'll reduce risk significantly.
2. Set up two-factor authentication. This requires an extra piece of information beyond username and password. The hassle you face with this confirmation requirement pales in comparison to a potential hacker's pain.
3. Secure password reset. This ensures you get emailed a confirmation code before a company you patronize will permit a change.
4. Don't use the same password for multiple accounts. There are many online password managers available to keep track of different log ins while making them more difficult for another to guess. You can keep hard copies too, if that's your preference. Finding what works to make it easy for you to find unique access information for all accounts is what's important.

Lazy is a bad way to be when it comes to protecting your online information. Anyone who has experienced a serious identity theft breach has learned the hard way how much time, money and angst goes into correcting such things. Often, it takes years to set things right. Make getting access to your information a little bit more of a hassle for you and you'll make it a big headache for hackers. You'll sleep easier with the knowledge you're doing a better job protecting accounts from sadistic villains. 

Michael Shelton owns 360 Financials Solutions and 360 Tax Solutions. Email him at michael@discover360Financial.com with questions, story ideas or for help with your financial issues.



Financial Figures

By Michael Shelton

Executive Summary:

One of the simplest and best ways to keep your data from being hacked is to manage that all-important point of entry—your password.

Downshift



The couple looked at places like Charlottesville, Chattanooga and Charleston SC before deciding that Roanoke would be home.



all photos: Gene Marrano

Roanoke beats three "C"s for new shop >

Executive Summary:

Downshift is not your average bike shop—or bike shop owner for that matter.

By Gene Marrano

One thing is certain: Downshift at 416 Campbell Avenue SW in Roanoke is different than anything else in town. It's a bicycle retail store, both for custom and off the rack models. It's a repair shop, if the two-wheeler you already have just needs a tune up.

Downshift is also a café, with craft beer on tap, fresh roasted gourmet coffee and a food menu featuring "Big Lick Bowls," a rice dish topped with an assortment of meats and veggies. Since opening in 2017 Downshift has become one of the cool places in downtown Roanoke's growing west end, now home to a loft apartments, brew pubs and taco joints.

Downshift owner Steve Ambruzs (39) is different too, trading in his background in science and IT to run a bike shop. He and significant other Beth Oates, now a Senior Assistant Commonwealth's Attorney in Roanoke County, sound like poster children for the Chamber of Commerce or Visit Virginia's Blue Ridge ad campaigns.

They moved back after a stint in Alaska,



YOU'RE
NEVER
TOO
BUSY
FOR
ANYTIME

SALEM
BLACKSBURG
RADFORD

SPARTAN SQ
375-2900

FIRST&MAIN
951-1340

FAIRLAWN
633-3004



where Ambruzs owned a one-man technology company—fixing cell phones, installing security systems etc. in a small town. After a methodical search that involved creating spreadsheets they found Roanoke. The lower cost of living and the leisure time amenities lured them here, which is also closer to family living on the

East Coast. Finding a community that was “welcoming to everybody,” and one with less traffic was important to Ambruzs.

The couple looked at places like Charlottesville, Chattanooga and Charleston SC before deciding that Roanoke would be home. The lower cost of commercial real

a college that is

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. ©2016 Edward Via College of Osteopathic Medicine. All rights reserved. VCOM is certified by the State Council of Higher Education to operate in Virginia.





estate here was another factor. Downshift is located in a Garland Properties building.

Then, in another move right out of the playbook, Ambruzs attended the eXperience 2017 Conference, an annual networking event conceived as a way to retain and attract young professionals to the region, by showcasing the opportunities to live, work and play right here.

What struck him about conference attendees

was that, “people in Roanoke are really about making this a great place to live. They are putting so much effort into building the community, promoting the outdoors.” He even met Downshift’s future general manager, Kelsey Harrington, at eXperience. Ambruzs also found “so many people” – city staffers, City Council members – willing to lend a hand once he formulated a plan for Downshift.

“I’ve always been into cycling and fixing

Discover how to connect with your clients in powerful ways.

Let's Talk!



blue mobius
MARKETING


540.443.9260 | www.bluemobiusmarketing.com

bikes," says the New Jersey native, "and my personal mission is to make where I live more bike-friendly." To date Ambruzs says running his hybrid bike shop-café has succeeded expectations, financially and personally. "We have such a great group of people that patronize us, that are part of this community. The best experience I could ever hope for." The savory grits bowl is a favorite for breakfast and Big Lick Bowls are the lunch centerpiece. There's a rooftop space for those that want to take their beverage or meal outdoors.

The bikes for sale at Downshift are intended to be used for transportation in place of four wheeled vehicles, with a focus on functionality. Entry level models start at \$299. Ambruzs will also build them from the frame up on a custom order. He sees the bicycle culture evolving in Roanoke,

drawing more people in as they realize it's not necessary to wear expensive Spandex outfits or be part of a clique to pedal down city streets, on the greenway or a mountain trail.

Downshift also stages weekly group rides for all levels of bikers, encouraging more people to give it a try. Ambruzs sees foot traffic increasing all the time as the west end of downtown Roanoke comes to life. "People are rediscovering this part of the city."

Now the man with a Master's in biology (his undergraduate degree is from Virginia Tech) is fixing bikes or selling new ones – and loving it. Not being chained to a desk anymore is especially important to Steve Ambruzs. "I enjoy working with people. I'm able to wake up every day and love what I do." 

When it comes to our clients, we try to be
CONSERVATIVE
 with their budget,
& LIBERAL
 with our creativity. We think we're pretty good at what we do,
 but we may have a slight
BIAS.

Advertising | Marketing



Branding | Public Relations

540.904.1229

b2cEnterprises.com



A Little Insight

By Bruce C. Bryan

Executive Summary:
Consistently creating helpful content is one of the most powerful business development tools your company can employ.

Sharing those words >

Writing₄Growth

My Dad is probably the biggest fan of my writing – and sometimes my biggest critic.

I've seen the statistics for this monthly piece and most of you who receive it actually read it. Some of you may muddle through it while others engage with the message, writing to tell me thank you or explain how a point hit them just right. In many cases, my Dad will still give me feedback and tell me how much he liked what I wrote. He's been reading (and editing) my work since the 1970's when I was a cub sports reporter at the local town newspaper in Kennett Square, Pennsylvania.


These columns are submitted because I love to write and because I usually have something helpful to share. Helping people is a passion of mine and this serves as a gateway for that purpose. In the process, it's also helped me and my business. This monthly tip or thought-starter is definitely an outlet. It's also a way to keep B2C Enterprises in front of prospective, current, and former clients of our advertising and marketing agency. It's one of the ways we build top of mind awareness – that's for sure.

Things₂Take Away

There is a reason to do this. And frankly, it is a reason you should consider yourselves.

While you may not love to write like I do, surely there is someone in your organization who does. Consistently creating helpful content is one of the most powerful business development tools your company can employ. The material needn't be sales focused – in fact it's often better if it isn't – but the regular outreach can make a huge impact for your growth.

Put those ideas and thoughts out there – as a part of your routine. People love to receive helpful information. Then, when they have other questions or thoughts, you and your organization can become a resource to them. It's because they remember hearing from you. It's true I write these pieces because I want to, but now that the secret is out, I also write them to engage people who may have an interest in working with us.

Plus, who doesn't love getting sweet feedback from their 89-year-old father in their e-mail inbox? (Hi, Dad.) 

Questions about advertising and marketing? Contact Bruce at Bruce@b2cEnterprises.com

Angels in the Attic >


Last year in this country for the first time ever Americans gave more than \$400 billion to charity. That's a record, indeed, but lots of folks wonder just how much of that money actually reaches the intended recipients. One organization in Floyd County could easily qualify as the paradigm of how to maximize the impact of what generous donors provide.

Founded in 2000 by Kathy Boyd Blackwell, Angels in the Attic is an operation that in several important ways breaks the mold of some of today's large charitable enterprises. You've heard about the hefty salaries of some of the CEOs of national charities? The CEO of Angels in the Attic makes no salary, because there isn't a CEO.

As Ralph Roe, a volunteer who is responsible for the group's website and Facebook page, explains, the 80 plus individuals who comprise the staff of Angels in the Attic includes only one who receives a salary, and that's part-time.

"We have four separate lines of business: a thrift shop, a boutique featuring collectibles, antiques, etc., a furniture store and a Christmas store," he adds. "In each case, there is one person who assumes a lead role, and when issues arise, the four 'leads' work it out together. Of course, if special expertise is required, they call upon whatever member of our board has relevant experience, be it in banking, law, accounting, or whatever."

Interestingly enough, it is that very low-expense-high-efficiency model that attracted Roe (and others) to volunteer. Having retired from a career in the technology sector and moved to Floyd, he walked by the thrift shop housed right next to Floyd's famous Country Store and saw the organization's financial report posted on the front window. When he discovered how much of the revenues actually made its way to fuel and utility services for the poor, churches, food banks, schools, fire and rescue workers and the like, he was hooked.

What's more, the reputation Angels in the Attic has earned in the community has prompted more than one vendor to donate services. Doing good is contagious! 



Good Work

By Rachael Garrity

Executive Summary:
Floyd County's Angels in the Attic runs a thrift shop, gift boutique, furniture store, and Christmas store—volunteer operated.



Your Community Foundation
Your Philanthropic Home for
Giving, Granting and Doing Good.
Forever.

www.foundationforroanokevalley.org 540.985.0204



On Tap from the Pub

By Tom Field

Executive Summary:
*Does it make a difference
who you choose to
support or reject if
you're a consumer or
a provider? It should.*

Hens and chickens >

As a free market capitalist civil libertarian business journal publisher/editor, this little topic hitting our current event top popularity meter is a pretty easy one to address.

Boycotts work best from the consumer side.

From a personal perspective (not our FRONT magazine operation at large, including our staff and stakeholders) I happen to come from that camp that says a business can and should be able to refuse service to anyone for any reason. (And it's that "any reason" that raises the most flags, of course.) I'm specifically addressing private businesses. Government entities do not get that provision. But yes, if a business decides not to provide a product or service to someone, then it's actually in everyone's best interest if that business is allowed to practice that discrimination.

A market's response to the provision and denial of products and services is far more powerful and effective than any law or regulation.

In almost every case, it is—to put it most eloquently and properly—just plain stupid to deny service to a willing customer, regardless of race, creed, belief, physical and mental condition, sexual identity, political or religious persuasion or affiliation.

But a business should have the liberty... to be stupid.


Let businesses discriminate, let consumers discriminate—and watch how corrective measures rally ten times faster than the passage of laws and regulations and imputed social reforms and reengineering.

Don't like Chick-fil-A and Hobby Lobby and how these companies infuse their religious interpretations into their business practices? Don't shop there. Be vocal and boycott if it really offends you.

Don't like Lexington's Red Hen restaurant or The Late Show with Stephen Colbert and how these operations make public their dissatisfaction of the Trump administration? Don't eat there. Don't watch the show. Express yourself on Yelp or let advertisers know how it really offends you.

None of those four businesses should refuse to serve someone because that person isn't compliant with the complete belief or value system of the ownership. And no person should restrict all of his consumption to only the businesses that align fully with his every belief or value.

But all parties should be allowed to be that stupid.

Even chickens and hens establish pecking orders.
A free society doesn't interfere with that. 

Foster parents needed >

In November 2017, DePaul Community Resources, a nonprofit organization, launched the "Fostering Everyday Love Campaign" across our footprint to recruit, approve, and match at least 60 families with foster children in the central and western Virginia region.


DePaul announced the urgent need after noticing a rapid increase in children and teens entering the foster care system, primarily as a result of the opioid epidemic, amongst various other types of abuse and neglect.

Virginia is ranked the worst state in the nation for children and teens in the foster care system aging out before they can find permanent homes. The repercussions of this runaway opioid epidemic are maxing out the foster care system and often times leaving children and teens to fend for themselves.

Since the beginning of the campaign, DePaul has recruited 30 homes that are now in the final stages of becoming certified foster parents. There are also an encouraging number of interested families in the initial application stages. As we evaluate the current status of our "Fostering Everyday Love" campaign, it's evident great progress has been made. However, we are still in need of more families to open their homes to Virginia children.

According to the Virginia Department of Social Services, as of April 1, 2018, there were 5,294 children in Virginia Foster Care. 303 of those children were in Roanoke City and Roanoke County, and 39% of those children (118) were aged 13 and older. DePaul's Roanoke office received 138 referrals for placement of children in foster homes from January 1, 2018 to April 30, 2018. The Roanoke office ultimately had to turn down 107 of those referrals because there weren't enough foster homes in which the children could be placed.

While we are optimistic about our progress, we still need more safe, loving homes to help our foster children heal from abuse, neglect, or other trauma. There is a great need for foster parents who are willing to open their homes to teenagers and show them that hope and belonging is possible as they enter adulthood.

Our foster care division is comprised of a team that specializes in recruiting foster homes and providing top-notch training to create safe places for local children and teens with specific needs to heal and grow. In 2017, DePaul connected 281 children with loving foster families. Additionally, through our adoption program, 96 children and teens were officially welcomed into their forever homes. To learn more about DePaul Community Resources or becoming a foster parent, visit www.depaulcr.org, or contact Emily Moore, Regional Recruiter for the Roanoke region, at 434.455.3727 ext. 6523. 



Guest Commentary

By Emily Moore

Executive Summary:
DePaul Community Resources responds to a discouraging national statistic that places Virginia at the bottom.

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

Sledge-hammer time

We change our identities faster than a chameleon changes color. On Monday, you may be a Hugo Boss suit-wearing salary man who listens to Adele, reads *The Wall Street Journal*, quaffs a greasy burger for lunch, and tunes in to Fox News. Come Saturday, out come the tats from underneath the starched collar, you ditch the suit for a Kid Dangerous tee and Vans kicks, you down a tuna poké with a craft beer, and listen to *Imagine Dragons* while you check out the latest issue of *High Times*. So, just what lifestyle category do you belong to? Good luck to the marketer who tries to describe you!

Today's postmodern consumer defies categorization—sometimes deliberately. They yearn to be liberated from cubicles, labels, "market segments," and especially those confining walls that restrict them from expressing the unique self that's constructed out of all the lifestyle "raw materials" that marketers of many stripes have to offer. The postmodern revolution requires marketers to revisit the walls they've erected over many years. And that's not an easy thing to do.

Marketers, Tear Down These Walls! Liberating the Postmodern Consumer, (BookBaby; 2018) by Michael Solomon, describes many of the familiar walls that marketers use to label their customers – young vs. old, male vs. female, online vs. offline, then vs. now, work vs. play, among others – and then takes a sledgehammer to them. This book is all about destroying these familiar categories and learning to seize the

opportunities that exist for those who can look beyond these confining walls. It also shows how fundamental assumptions managers make about their customers have to be revisited in light of today's cultural and technological environment.

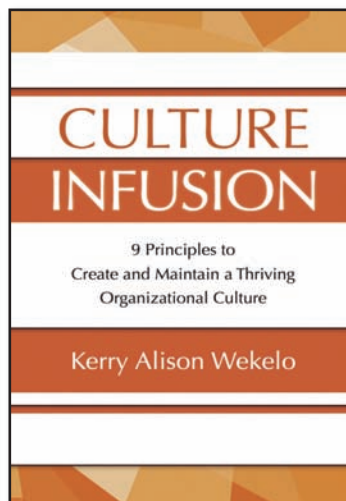
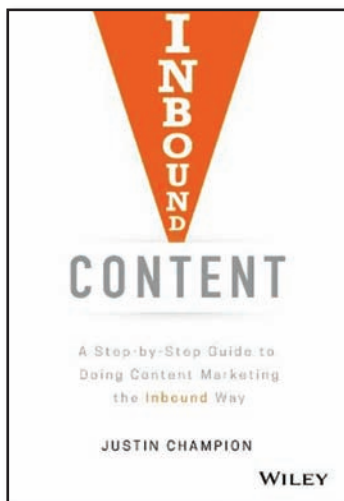
—Erin MacDonald-Birnbaum

Story time

You know you have a great product or service. And you may have lots of facts and figures and benefits to back up why you're the best. But just throwing data at potential customers (even if it's truly impressive data) won't move them to buy. Justin Champion says that's because people don't respond to logic. They respond to emotion. That's why you'd better get good at storytelling—fast.

"Stories create emotion, and emotion is what people remember," says Champion, author of *Inbound Content: A Step-by-Step Guide to Doing Content Marketing the Inbound Way* (Wiley; 2018) and HubSpot Academy's content marketing professor. "They help you engage and, more importantly, teach your audience. If you don't tell a good story, your message will be lost in the media jungle."

The message for companies is clear: You must provide lots and lots of content that's engaging and persuasive enough to pull in readers and win their business. This is called inbound marketing, and it's the way businesses today "get found"—by helping, educating, and entertaining prospects with valuable, relevant, and consistent content.



Champion's book explains that content pulls customers through the four stages of HubSpot's Inbound Marketing Methodology: Attract, Convert, Close, and Delight. In other words, you create and share content—through blog posts, emails, videos, case studies, guides, etc.—that attracts the right people to your site, converts them into leads, helps close them into customers, and delights them so they'll become promoters of your brand.

—Dottie DeHart

Caring company

When an employer shows empathy – treating employees as human beings with feelings and not just workers who help produce profit – it can make a significant difference in the workplace, studies show. How much of a difference? A 2018 State of Workplace Empathy Study by Businessolver found that 96 percent of employees surveyed believed it was important for their employers to demonstrate empathy. On the other hand, 92 percent thought empathy remains undervalued. And eight of 10 employees, HR professionals and CEOs agreed that an empathetic workplace has a positive impact on business performance, motivating workers and increasing productivity.

Empathy might also matter in terms of retention at a small business. The lure of a little more money offered at a bigger company might be countered by an employee's comfort of knowing their small business boss is more caring and

understanding. Bottom line, it's vital that company leaders show they care about their employees – especially when a life event, such as a family tragedy or a personal challenge, happens to the worker, says Kerry Alison Wekelo, a human resources expert and author of *Culture Infusion: 9 Principles to Create and Maintain a Thriving Organizational Culture* (Zendoway; 2017).

"We often don't know what another person might be going through," says Wekelo. "Unfortunately, part of life is crisis, challenge, and the loss of loved ones. With a focus on people first and practicing empathy, it means so much to the employee both in the immediate and in the long-term. They'll want to work there because they feel truly cared about."

Wekelo offers four ways business leaders can show their employees that they care: 1) Cover for them; 2) Reach out consistently and with sincerity; 3) Spend one-on-one time with them; 4) Listen to them about work issues—and give them a voice. "Empathetic behavior shows people they are being heard and therefore appreciated," Wekelo says, "which in turn can boost morale and productivity."

—Miguel Casellas-Gil

The reviewers: Erin MacDonald-Birnbaum is a publicist in Cherry Hill, NJ; Dottie DeHart is a publicist in Hickory, NC; Miguel Casellas-Gil is a print campaign manager in Wesley Chapel, FL.



Drive up help >

United Way of the New River Valley hosted its fourth annual United Way Drive-thru Breakfast at the Hampton Inn in Christiansburg on May 18, raising \$2,500 to provide for critical human and health needs throughout the New River Valley.



VTC-SOM's bird >

"Roanoke Hokie, MD" (a Gobble de Art project statue), donated by Kevin and Nancy Dye, was unveiled to the **Virginia Tech Carilion School of Medicine** Class of 2018 in honor of the school becoming VT's ninth college.

FRONT 'N ABOUT



Leaders in NRV >

New River Valley Regional Commission announced three award winners for 2018: Citizens of the Valley are **David Hagan**, business owner / investor and **P. Buckley Moss**, artist and philanthropist; and Champion of the Valley **Susan Kidd**, Town of Narrows.



Check feeds >

Feeding America SW VA received a \$62,000 grant to support its Community Solutions Center, awarded by Foundation for Roanoke Valley. **Jim McAden**, FRV Board Member; **Alan Ronk**, FRV Executive Director; **Pamela Irvine**, President of Feeding America; **Jenny Doud**, Feeding America VP of External Affairs present above.



Courtesy of Roanoke Regional Chamber

LRV grads >

Leadership Roanoke Valley graduated its Class of 2018 on June 6 at Roanoke College; participants and advisors pictured above.



FRONT

Yuck, yay! >

Andy Brady with **Green Home Solutions** addresses the Roanoke Biotoxin / 4WordBound-sponsored community support group about mold remediation, the dos and don'ts—along with examples of in-home job sites. Brady demonstrated how the nasty can be effectively dealt with, though there are a lot of folks treating mold infestation the wrong way, he says.

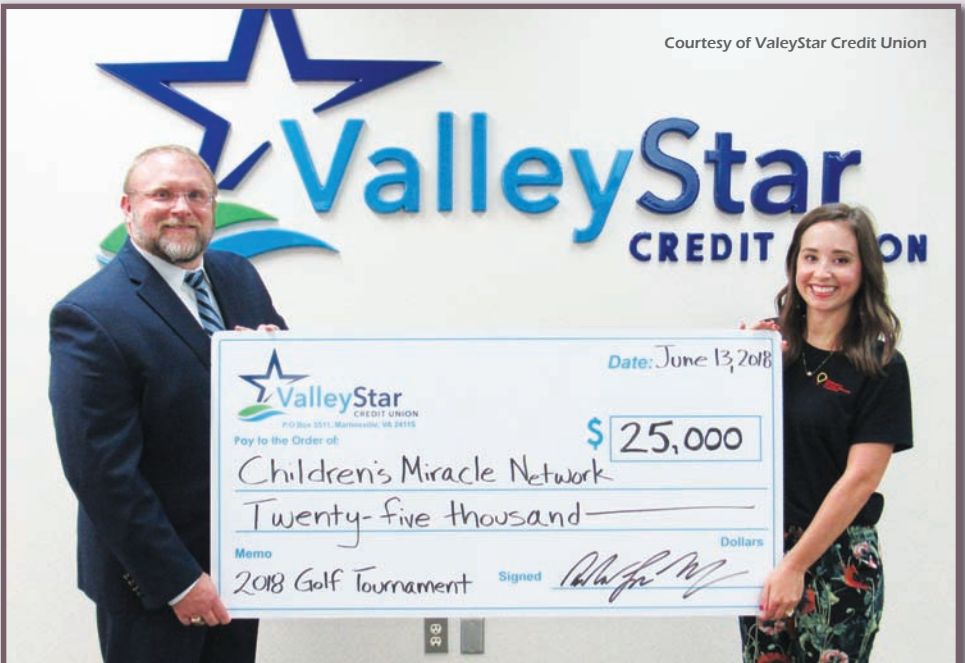
FRONT 'N ABOUT



Courtesy of Jamie Snead

Social work pitches >

DePaul Community Resources held its "Garage" pitch session on June 21—an idea generating event from the private sector on new ways to deliver human services outside government funding. The "Shark Tank"-like experiment included entrepreneurial proposals to business-experienced panelists **Mark Lucas, John Hodgkin, Katherine Fralin, Curtis Thompson, Amy Forsyth-Stephens**, and DePaul staff members **Mike Norton** and **Amanda Stanley**.



Courtesy of ValleyStar Credit Union

Good stroke >

ValleyStar Credit Union presented a \$25,000 donation to **Children's Miracle Network Hospitals Southwest Virginia** at **Carilion Children's** from its 23rd annual charity golf tournament at Chatmoss Country Club in Martinsville on May 10.

CONTRIBUTORS

Michael Abraham is a businessman and author. He was raised in Christiansburg and lives in Blacksburg. [michael@mabrahamauthor.com]

Bruce C. Bryan is proprietor of the award-winning advertising and marketing agency, B2C Enterprises, located in downtown Roanoke. [bryce@b2centerprises.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@creekmorelaw.com]

Rachael Garrity is the owner of Penworthy

LLC, a publications services and consulting firm with operations in VA, NC and FL. [rmgarrry@gmail.com]

Lesla Hanlin, Ed.D. is the executive director of Roanoke Regional Initiatives and works for Outreach & International Affairs at Virginia Tech. [lesa@vt.edu]

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

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

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]

Gene Marrano, a former sales and marketing executive in various manufacturing fields, is one of the most prolific journalists in the Roanoke Valley. He not only writes for several publications, but he has a television show ("Interview With Gene Marrano" on Cox Channel 9) and a weekly radio interview show (FOX Roanoke 910AM). [gmarrano@cox.net]

Emily N. Moore is a regional recruiter for DePaul Community Resources [emoore@depaul.org]

Carissa Mulahn has been opening doors and creating in-roads for over 20 years. While she has developed client relationships, expanded company networks and set service records repeatedly across the state, her proudest accomplishment remains the successful launch of her daughter, Jessica, in to the professional workforce of NYC. Carissa recently opened a boutique recruiting firm focused on servicing small local businesses by locating, evaluating and managing candidates in a transparent way. Carissa considers the rapport she establishes when interviewing executives for her vbFront articles to be an extension

of the deep level of understanding she must have of her client's needs to properly place their next essential hire. [CMulahn@Salesrecruitersofva.com]

Jazmine Otey is a 2018 summer intern for FRONT. She graduated from Roanoke's William Fleming High School and is a writing, communications, and media student at James Madison University. She served in various editorial and writing roles at both schools. [oteyjl@dukes.jmu.edu]

Michael Shelton specializes in working with Roanoke and Lynchburg area residents age 55+ who want to ensure they won't run out of money before they die. He currently holds his Series 6, 63 & 65 licenses and received the prestigious Chartered Financial Retirement Counselor designation. He's an Iraqi Freedom War Veteran. As owner of both 360 Tax Solutions and 360 Financial Solutions, he takes client satisfaction seriously and makes himself available to every client and prospect of his firms. Tune into Fox radio for his weekly Small Business Figures show. [michael@discover360Financial.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]



Change your passwords often — Page 37

FRONT 'N ABOUT



Watermelon abuse >

Slapping a watermelon doesn't sound very technical, but it is actually a good method in determining the ripeness of a watermelon. Virginia Tech's autonomous watermelon harvester clinched first place in the 2018 adBOT Challenge (Rockville, IN) as the entry demonstrated how it locates, identifies, sorts, and harvests ripe watermelons in a field. The machine slaps and "listens" for a deep, hollow sound.



Having a ball >

Cystic Fibrosis Foundation – Virginia Chapter held its 2nd Annual Brewer's Ball in downtown Roanoke on June 7; "Roanoke's Finest" select professional business ambassadors (above) kicked off the well-attended outdoor event that celebrated fundraising and advancements in CF care and cure; culinary, beverage, music, gifts and auction complemented the affair, sponsored and supported by local businesses.

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

Career FRONT

FINANCIAL FRONT



Cochran



Harrison



Garland

Brent Cochran, Judith Harrison, and Andrea Garland have joined the open positions on the board of directors for Freedom First Credit Union.

Jeffrey Haley of

American National Bank & Trust has been named chairman-elect of the Virginia Bankers Association.

WELLNESS FRONT

Jessica Jones, esthetician at Massage Envy Lynchburg, was named Regional Esthetician of the Year by the national franchise.

Jacob Dulski, DPT, has joined CORA Physical Therapy.

Savannah Wills, PA-C, MS has joined as physician assistant at Jefferson Surgical Clinic.

LEGAL FRONT



Light

Robert Chambliss ("Cham") Light, Jr., has joined the commercial litigation team as of counsel at Gentry Locke.



Martin

Kelsey Martin has joined as an associate in the employment and labor team at Gentry Locke.

TECH/INDUSTRY FRONT



Royse

Derek Royse has joined as web application developer at SiteVision.

DEVELOPMENT FRONT



Cone

Hal Cone has joined as sales associate at Lichtenstein Rowan REALTORS.



Poats

Wyatt Poats has joined as commercial sales-leasing associate in the Roanoke office of Cushman & Wakefield | Thalhimer.

RETAIL/SERVICE FRONT

David Ribble has joined as director of sales and business



Carissa Mulahn
540-819-0126

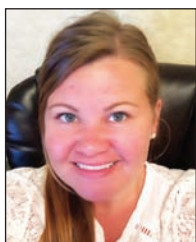
MulahnRecruiting.com

development at Southern Trust Home Services.

SENIOR FRONT



Peery



Swink

Laura Peery and **Angela Marie Swink** have joined as social workers at Warm Hearth Village Kroontje Health Center.

EDUCATION FRONT

Lori Van Curen has been appointed director of finance and



Curen



Meacham

administration and **Chris Meacham** has been appointed director of facility services at the Roanoke Higher Education Center (RHEC).

Dr. Sixto Montesinos has been appointed director of bands at Ferrum College.



Montesinos



Marr



Vikesland

Linsey Marr has been named the Charles P. Lunsford Professor in



Prakash

Engineering; **William Abplanalp** has been named director of management systems and data administration; **Peter Vikesland** has been named the Nick Prillaman Professor in Engineering; **B. Aditya Prakash** was recognized as one of 10 young stars in the field of artificial intelligence by IEEE Intelligent Systems; **Gang Wang** has received a National Science Foundation (NSF) Faculty Early Career Development Award; **Chen-Ching Liu** was named the American Electric

Have a career announcement?

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



Protect. Detect. Connect.

Get connected and enjoy your time away!

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

citizens.coop/home-automation | 540.745.2111 | 276.637.6485

Career FRONT



Liu



Sands



Wisnioski

Power Professor of Electrical and Computer Engineering; **Harpreet Dhillon** has been named the Steven O. Lane Junior Faculty Fellow of Electrical and Computer Engineering; **Tim Sands** was reappointed to Virginia's Innovation and Entrepreneurship Investment Authority; **Matthew Wisnioski** has received the Graduate School's



Stephenson



Eskandarian



Van_Aken

2018 Faculty Outstanding Mentor Award for the College of Liberal Arts and Human Sciences; **Max Stephenson Jr.** has received the Graduate School's 2018 Faculty Outstanding Mentor Award for the College of Architecture and Urban Studies; **Azim Eskandarian** has been named the Nicholas and Rebecca Des Champs Chair in

Mechanical Engineering; **Eileen Van Aken** has been appointed head of Grado Department of Industrial and Systems Engineering in the College of Engineering; **Holly Matusovich** has received the Graduate School's 2018 Faculty Outstanding Mentor Award for the College of Engineering; **Gary Long** was awarded the Sally Bohland Excellence in Access & Inclusion Award; **Vinod Lohani** was named W.S. "Pete" White Chair for Innovation in Engineering Education; **Cliff Ragsdale** has received the Graduate School's 2018 Faculty Outstanding Mentor Award for the Pamplin College of Business; **Edward Baine** and **Preston White** have been appointed new members of Board of Visitors at Virginia Tech.

Lori Van Curen has been appointed director of finance and administration and **Chris Meacham** has been appointed director of facility services at Roanoke Higher Education Center. Four new board members of RHEC Foundation include **Robert Archer**, **Jeanne Armentrout**,

Kevin Bloomfield, and **Melissa Maybury Lubin**.

James Ryan has been appointed president of the University of Virginia.

CULTURE FRONT

Wesley Young has been named director of the Virginia Outdoor Drama *Walk to Freedom—The Mary Draper Ingles Story* in Radford.

Caitlyn Scaggs received the Woman of the Year Award from the American Business Women's Association of the New River Valley.

Maestro **Steven White** has joined as interim artistic director; and **Brooke Tolley** has been promoted to chief operating officer at Opera Roanoke.

MUNICIPAL FRONTS

Alice Kassens was appointed by Governor Northam to Virginia economic advisory board.

Compiled by Tom Field



CONNECT & UNITE



DEVELOP & EDUCATE




ACCESS TO TALENT




ROANOKE - BLACKSBURG
TECHNOLOGY COUNCIL
CONNECT • GROW • LEAD

Learn more & join: www.rbtc.tech



**AMERICAN ADVERTISING FEDERATION
ROANOKE**

A PROFESSIONAL ASSOCIATION DEDICATED
TO THE ADVERTISING INDUSTRY SINCE 1958

 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 #0F89689

Ameriprise Financial 

Ameriprise Financial Services, Inc. Member FINRA and SIPC.



Winery • Bed & Breakfast
Weddings • Lavender • Events




5415 Gallion Ridge Rd / Blacksburg, VA
540-961-2102 beliveauestate.com



BERRYFIELD
MARKETING & MEDIA
do tell.

TOM FIELD
PRESIDENT
PO BOX 1041
SALEM VA 24153
540 389 9945
540 798 9945 (M)
TFIELD@BERRYFIELD.COM
BERRYFIELD.COM



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.

CREATE COLLABORATE INNOVATE

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

GRANDINCOLAB.COM



Electrical Excellence
~ Since 1946 ~

www.davishelliot.com
(800) 755-6702

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

PEN WORTHY LLC
Words that Work

610 N Main St. Suite 196 . . . Blacksburg, VA 24060 . . . 540 2506707

all the help you need to write your story
or publish your book

The
Proofing Prof
Helping you Write it Right

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



Todd Simmons

540-580-8583
trythesimmonstouch@gmail.com
www.trythesimmonstouch.com
Simmons Landscaping
Try The Simmons Touch

FRONT Notes

Tobacco still paying

The **Virginia Tobacco Commission** is allocating \$2.8 million for workforce development; \$2.2 million for education programs; and \$1 million for a business park development to Southwest and Southside regions from the 1999 tobacco settlement.

Mountain bike attraction

Virginia's Blue Ridge has been designated "America's East Coast Mountain Biking Capitol" by the International

Mountain Biking Association, receiving a Silver-Level Ride Center.

IT moves

Central Technology Solutions IT support services has grown and relocated to a larger building near Lowes and Harley Davidson on Main Street in Lynchburg.

Recycle or no?

New standards have been implemented in Roanoke and New River Valleys on what materials can be collected in recycling

bins (mostly limited to household items like glass containers, household paper, newspaper, cardboard, aluminum beverage cans, steel and tin food containers, and #1 (PET) or #2 (HDPE) plastic bottles). Details at Clean Valley Council (540-520-0609) and Montgomery Regional Solid Waste Authority (540-998-5707).

Get a job—here

Zippia career development service ranked **Blacksburg-Christiansburg-Radford** number 6 and **Roanoke** number 10 in their Top Ten

Best Metro Job Markets in the U.S. for 2018; the only two Virginia markets to make the list (California, Texas, and South Carolina were also listed with two markets each).

Movin' help

Salem Mini Mart at 2319 W. Main Street has added a **U-Haul** dealer products and rental service to its offering.

River District build-up

City of **Danville** plans to open a new riverfront park; a 4.5-acre space

THE WORX

AUGUST 2

with water feature, small performance stage, possible eventual whitewater access, and connected to Riverwalk Trail; pending approval.

Green energy?

Appalachian Power Co. is building a new electrical substation at the Greenfield industrial park in Botetourt County.

Hot springs, cold beer

A new craft brew house and tap room, **Bacova Beer Company**, is in the works to open this fall near the

Homestead Resort in Bath County.

NOVA now, too

Richmond-based advertising and public relations firm **ndp**, with an office in Roanoke, has opened a new office in Northern Virginia.

Roll, roll, roll to work

SchaeferRolls, an international manufacturer of polymer-based roll covers and a supplier to WestRock (paper mill with a large plant in Covington) is opening a 40,000-square-foot

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.

manufacturing plant in Covington; an estimated \$12 million investment with about 30 jobs.

Materials test co acquired

Christiansburg-based **Polymer Solutions Inc** has been acquired by global

Swiss firm SGS and has assumed the name SGS Polymer Solutions.

GE turning off

General Electric power and control systems manufacturing plant in Salem announced its intention to close; displacing over 200

First Fridays
ROANOKEVA

Party with a PURPOSE

ON THE BORDER
THE ULTIMATE EAGLES
TRIBUTE JULY 20

First Fridays
ROANOKEVA

Party with a PURPOSE

UPTOWN
AUG 3



FRONT Notes

employees. The plant opened in 1955 and has employed as many as 3,500 during peak production.

CU@DTC

MemberOne Federal Credit Union is opening a new location at Daleville Town Center in Botetourt County by mid-2019.

Overnight explorations

Explore Park in Roanoke County now allows overnight camping; guests can rent primitive sites and

tents operated by Blue Mountain Adventures. Construction of a bathhouse is scheduled for fall.

Speaking of conferences (our FRONTcover story)

Botetourt County is working to attract a hotelier and develop a conference center around the Exit 150 / I-81 interchange to capitalize on recent commercial and economic growth in that area.

Walking the plank

Pirate Sip restaurant pub owners Melanie

Meador Staley and Shenna Lee Boothe were sentenced to three months jail time, to be suspended after 16 days served, for approximately \$15,800 in unpaid meals taxes over the past year in the City of Salem.

Little perinexus, big deal

A research team from **Virginia Tech Carilion Research Institute** has been cited as the first to identify the perinexus—a tiny pocket only tenths of a millimeter in size between cardiac cells that

can disrupt a person's heartbeat. Collapsing or addressing that space (described as "the edge of a credit card between two football fields") can reduce the risk of atrial fibrillation scientists believe.

Excursion alternative

To make up for the recently announced "derailed" public excursions of the iconic 611 Class J steam locomotive, **Virginia Museum of Transportation** is developing special events such as future excursion plans, "Big Lick Train Tug", new



Epic Summer Saturdays!

DALEVILLE SUMMER CONCERT SERIES

Daleville town center

5-9pm
\$5 Admission

BUD LIGHT

Bank of Botetourt
Taking Care of You



611 display and housing, and fundraising activities to supplement the loss of 2018 excursions.

Slimy symbol

The red salamander (*Pseudotriton ruber*) has been designated Virginia's state salamander; joining the northern cardinal (state bird); big-eared bat (state bat); tiger swallowtail (state butterfly); nelsonite (state rock); and

flowering dogwood (state tree and state flower). The salamander was added thanks to efforts by 4-H Club and Saving Salamanders young conservationists.

But it's not a Dalmation

Fire Station #1, downtown Roanoke's iconic old firehouse could be redeveloped for a Black Dog Salvage retail store

and tap house in the main area (and other tenants) as city council approved plans by developer Old School Partners II LLC.

Advancing another year

The Advancement Foundation, operators of The Hive business incubator space and The Gauntlet entrepreneurship program, has secured another annual lease

from Vinton Town Council.

Downtown Roanoke vineria

Chateau Morrisette winery out of Floyd County is opening a tasting room in downtown Roanoke across from the Taubman Museum of Art.

Compiled by Tom Field

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



2018 EVENT SEASON

Get Ready!

Here is what is coming up!

DRPEPPERPARK.COM



ROCK OF THE EIGHTIES

JUNE 29






JULY 13

DEF LEPPARD TRIBUTE

MOCK OF AGES



AUGUST 10

OZZY OSBOURNE TRIBUTE

DIARY OF AN OZZMAN

Advertiser Index

AAF / Roanoke	57	MemberOne Federal Credit Union ..	35
Ameriprise Financial	57	MKB Realtors / Curtis Burchett	4
Anytime Fitness	38	Mulahn Recruiting	54
B2C	41	Our Lady of the Valley / CSM	22
Beliveau Estate	57	Party at the Pavilion	58
Berryfield	57	Penworthy / Rachael Garrity	57
Blue Mobius Marketing	40	Proofing Prof	57
Book No Further	57	RBTC	56
Citizens	55	Roanoke Blacksburg	
Creekmore Law Firm	62	Regional Airport	BC
Daleville Summer Concert Series ..	60	Roanoke CoLab	57
Davis H. Elliot Company	57	Roanoke Higher	
Entre Computer Center	26	Education Center	29
First Fridays	59	Salem Civic Center	2
Foundation for Roanoke Valley ..	43	Simmons Landscaping /	
Garland Properties /		Todd Simmons	57
16 West Marketplace	23	Sponsor Hounds: Dr. Pepper	
Hotel Roanoke &		Park at the Bridges	61
Conference Center	21	Turner Long Construction	31
Inn at Virginia Tech and		Vinton War Memorial	3
Skelton Conference Center	25	VCOM	39
Medical Facilities of America /		Virginia Business Systems	63
Berkshire	33		



The couple looked at... Charlottesville, Chattanooga, and Charleston... before deciding that Roanoke would be home

— Page 39

THE SMALL BUSINESS PLANSM

Dependable Legal Counsel for Your Small Business

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

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

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

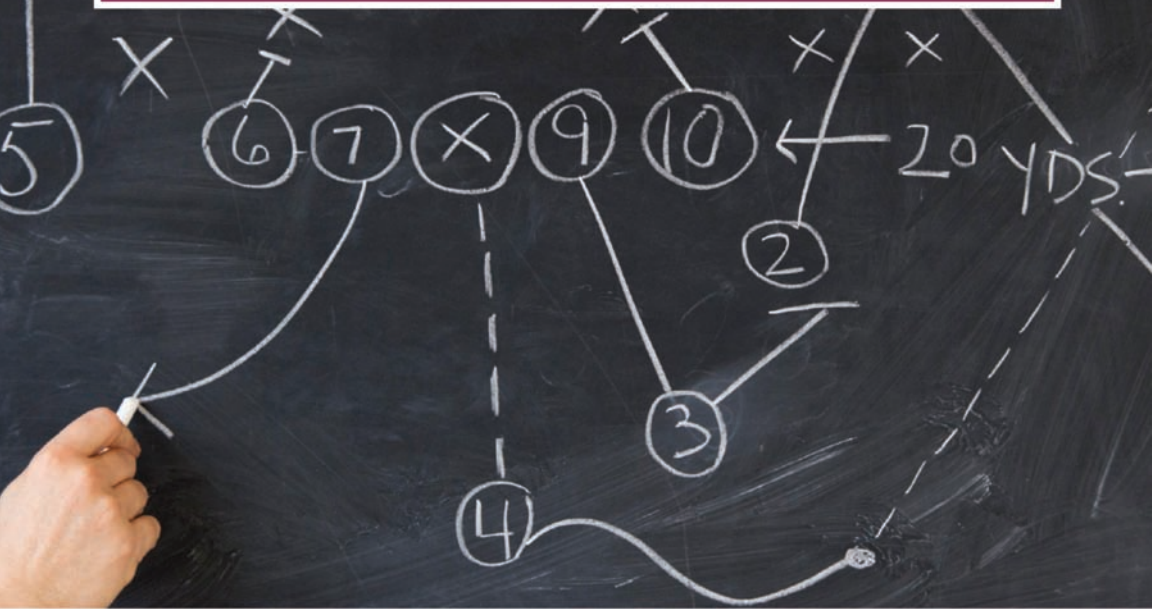


THE
CREEKMORE
www.creekmorelaw.com **LAW FIRM PC**

540-443-9350 EXT 3

Teamwork.

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



Fast Forward Document Solutions

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

Now providing **xerox  products**



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

VAbusinesssystems.com



GREAT STORIES END AT HOME.

ROAMYTHS:

The runways are too short for large planes to land here.

DISCOVER THE TRUTH ABOUT
YOUR REGIONAL AIRPORT

flyroa.com/myths



Many of life's greatest journeys end at home. With eight nonstop destinations — Atlanta, Charlotte, Chicago/O'Hare, New York/LaGuardia, Philadelphia, Washington/Dulles, Orlando/Sanford and Clearwater/St. Pete — you have more than 400 destinations only one connection away.

FLYROA.COM



ROANOKE-
BLACKSBURG
REGIONAL
AIRPORT