



# Valley Business FRONT

**VIRGINIA'S BLUE RIDGE  
BUSINESS JOURNAL**  
ROANOKE/NEW RIVER VALLEYS & REGION

FREE • ISSUE 117 • JUNE 2018

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# Life is Good

[in a retirement community]

Peggy Percy,  
Friendship



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# WELCOME to the FRONT

A senior steps into a freezer, looks at a pretty poster, lights a candle, and becomes very self-aware.

And there you have the essence of our June 2018 FRONT magazine. Well, you would if you wanted to have some fun combining our four main stories.

Living in a retirement community, a graphic designer's work, the super cold healing chamber, the fascinating candle factory, and a summary of the young executive coach who addressed a conference in Roanoke are reports we bring you this month. Along with some great advice and tips for business ops, professional etiquette, legal considerations, marketing, and finance.

Then there's our usual lineup of images from all kinds of happenings around our region (FRONT'n About); career announcements, and the business blurbs from the past month.

Oh, and did we mention our Reviews & Opinions section? Some pretty intellectual reads in our book reviews, along with one of our own high school seniors who was jailed for speaking out on something she believed in.

Yep, between the ice and the flame, the cold and the heat, FRONT takes you up and down our regional business thermometer.

Grab your gloves and sunscreen.  
We'll meet you in the pages.



**Tom Field**

“

I've learned more than I ever thought  
I would about beer, coffee, festival  
planning, teas, the music industry,  
bonsai trees, fitness, restaurants,  
kombucha... — Page 24



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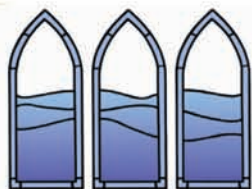
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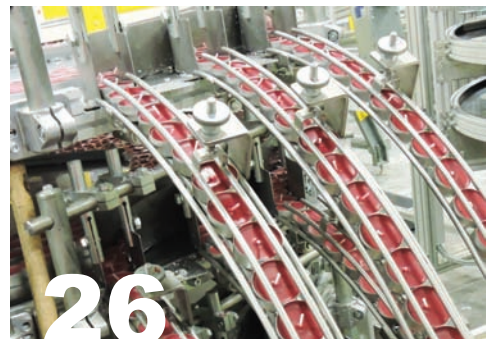
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Cover photography of Peggy Pearcy by Tom Field.

# Valley Business FRONT

JUNE

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Michael Abraham



Bruce Bryan



Kathleen Harshberger



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Tessa Yarbrough

## 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



Carissa Mulahn



Michael Shelton



Nicholas Vaassen

““

Never interrupt your enemy  
when he is making a mistake

— Page 21

Biographies and contact information on  
each contributor are provided on Page 42.

## 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.

““

There is definitely  
a better quality  
of life when your  
brain is engaged

— Page 13

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Shirts depicted in this story are from photographs taken of merchandise at area retailers.

# We love it here!

## Stories of Seniors and their New Homes

You've probably seen the "Life is Good"™ branded t-shirts, leisurewear, and outdoor apparel. The business exploded from two brothers hawking their simple graphic designed t-shirts at East Coast colleges and street fairs almost thirty years ago. The business—now estimated at a value of over \$100 million, with product found in thousands of stores and online merchants—continues to be based on those three words: Life is Good; and the depiction of stick figure folks enjoying simple pleasures like hiking and biking or just hanging out in a hammock.

The simple happy stick figures aren't necessarily representing a specific demographic. But there is a demographic in our region of Virginia that could easily serve as the iconic Life is Good model.

The senior.

And many of our seniors and retirees would gladly contribute to the expanding lineup of illustrations of figures having a good time and engaging a variety of activities. And don't you dare think the only relevant scene would be our "Life is Good" guy enjoying an adventurous game of... BINGO. (Not that there's anything wrong with BINGO.)

Nope. About the only scene that wouldn't fit our Life is Good senior today, is the one where the not-so-happy stick figure sits alone. At home. In a darkened room. With no one around. And nothing to do.

According to a report by one retirement community management company not in our region, there are seven reasons why moving into such a facility or campus makes sense. At the top of the list, is "community and social opportunities" followed by security, care free living, opportunities to grow and learn new things, easy access to healthcare, unexpected extras (i.e. resort-like amenities), and unexpected affordability. Of course someone operating a suite of retirement communities would cite those advantages.

But plenty of other research shows that living within an active community often provides a quality of life for seniors

## Residents' Perspective of Senior Communities in Our Region >

### Executive Summary:

*Staying at home alone is hardly ideal for a lot of folks in their golden years as community options offer increasing advantages.*

### Special FRONTreport

that just wouldn't be possible when living at home.

In a study by AARP, seniors 70 and older are the most favorable toward senior-living facilities in their community; and yet that same survey reports that only half of all seniors say the community they live in helps them lead a happy and healthy life. Combine those statistics with the plethora of housing options (cottage/patio communities, senior apartments, co-housing, shared-housing, continuing care campuses) along with the fact that more family members are working and not as available to provide care for aging relatives—and the old notion of spending the last chapters of your life in the same house you've lived in for years no longer seems to be the best fit.

In fact, for more and more seniors, staying in that house is not even ideal. Many seniors who were most reluctant to move have had a change of heart. What was considered to be an inferior option years ago, is championed by many senior community residents today as "the best thing I ever did."

In this report, FRONT talked with residents. You will not see representatives from the senior and retirement communities or read their words here. We've covered that side of the story at lots of times and in lots of ways. We met with seven residents to get their perspective.

And this is what they told us.

*"Everything is close for us"*  
— **Jennie Sue Murdock**

A Peter Rabbit storybook.

We're not exaggerating. Our visit with Jeannie Sue at Richfield retirement living community in the Glenvar area of Roanoke County just west of Salem felt like a scene or chapter right out of the popular children's book series.

First, there's the picturesque view itself. Lush green rolling lawns. Serene lakes (ponds, really) dotted with birds (and little fuzzy goslings at this Springtime). Cottages suited to artists and poets and teachers... the literary-cultural-society type, it seems. And just the faint wisp of a breeze carrying the scent of lilac and other botanicals, accompanied by a bright mid day sun and puffy cloud-puckered azure sky. We wouldn't doubt it if Peter Rabbit actually did visit here. Maybe retired here.

Is it really a Monday workday? Doesn't feel like it.

"Tea?" an adorable white haired brightly and casually dressed lady inquires of us. And as so typical of the old school southern hospitality, she brings filled ice glasses and all the accoutrements on a tray to the table, before you can





**Choices, choices, choices. Activities calendars at senior communities are often chock full—as is Jennie Sue's calendar for May.**

decline. And then, of course, you don't decline. You have to partake. And you want to partake.

Such is the delightful day for us that is just a typical day for Jennie Sue Murdock.

"Yes, it is such a beautiful campus," Jennie Sue begins right up front. She knows we're there to chat about Richfield. But really, we're not. We just want to discover where she is in her life's timeframe this day. What she likes about the life she is living right now. The where and the how.

But Richfield keeps coming up. Life is good for Jennie Sue Murdock at this place.

"Everything is close for us," Jennie Sue says. Even her move to Richfield, it turns out. Her husband, Bill, and her lived in a house in the Beverly Heights neighborhood (not even two miles) just down the road.

Jennie Sue grew up in Bedford, met her husband in Maryland in 1969, settled in the Glenvar area (he served as pastor at Fort Lewis Christian Church and now serves the chapel at LewisGale hospital), and filled the days of her life with teaching and volunteering.

"I worked at Bluefield Junior College as a student activities director, taught 8th grade English and Physical Education," Jennie Sue says. She also served as the YWCA executive director, worked for the Council of Community Services, the American Red Cross (health and safety instructor), Blue Ridge Literacy, and has volunteered for everything from disaster relief (9/11 New York City; West Virginia floods, post-Katrina) to reading programs at Fort Lewis Elementary, Glenvar Library and "Richfield Reads" and Roanoke College's Elderscholar.

**Jennie Sue (83), loves the grounds and campus at Richfield; especially her flowers, the ponds, and the geese, swans, and goslings, which she and her cat, "Holly" enjoy watching from the windows.**



# COVER STORY

Jennie Sue stays active. But it's not just the hard working service and support efforts all the time.

"I like meeting my friends at the Salem Ice Cream Shop or K&W Cafeteria," she explains.

"I'm amazed at the calendar," she says, looking at the printout on the table in front of us. "It's unbelievable. We have trips all over; but also activities right here like the wellness center and my yoga."

Jennie Sue names the "appointments" she has coming up the same way any busy professional would. "I am looking forward to National Senior Fitness Day," she says, describing one of many.

"I always encourage seniors to make a decision [about where they will live] while you can. Visit the places. And visit them at off-times."

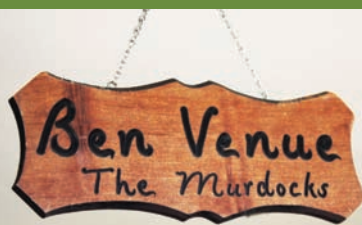
This July, Jennie Sue and Bill Murdock will celebrate four years in their cottage. And yes, there was a waiting list.

It was worth the wait. Even Peter Rabbit would nod his little whiskered face in agreement.

*"Have not looked back"*  
— **Sam and Deanne Vance**

Sounds good.

Whether it's the uplifting notes of a classical piece spilling up and over the keyboard of a Steinway grand piano—or



**Cottages and patio homes are popular choices for many seniors; that's what Jennie Sue and her husband, Bill, enjoy.**





**Deanne Vance (68), has her Steinway grand piano in her studio apartment at Brandon Oaks; she moved in as a first resident in the newest building.**

**"Here, there's no keeping up a house!" — Sam and Deanne Vance**



the static chatter of a gentleman's heavy accented voice from short wave radio broadcast half a world away—two people are enjoying the afternoon in their apartment just off Brandon Avenue in Roanoke.

Sam and Deanne Vance moved here into the brand spanking new apartment, just two miles down the road from their five-bedroom house of 41 years in the Grandin neighborhood. Although they loved the old neighborhood and its charming shops, both say they absolutely love the new digs.

"We have not looked back," Sam says, with his wife Deanne nodding in agreement. "It has been wonderful here, with no worries keeping up with a house."

The couple's talk, eyes and expression, even their very mannerisms and body language all confirm one simple message: they're living the good life.

Sam and Deanne glide over the meticulously clean floors and neatly arranged rooms of this classic studio as they describe their life here. Maybe you move the same regardless of the physical structure in which you find yourself. But for some reason, we get a sense that there might be a little more intention, some specific purpose, some "thing" that they reach for and hope to grasp in each next moment in this sharp little high designed place that differs from the slower steps and lounging and settling you're more likely to gravitate towards in a big old house. It's just a sense we can't quite put our finger on; but maybe it's like any couple who gets that burst of energy and excitement when greeted with a new adventure and change of scenery.

"It's almost like living in my house," Sam continues; which is an interesting perspective, given the huge reduction in square footage. We soon find out he's talking about an active lifestyle.

# COVER STORY

"Oh, there's definitely a better quality of life when your brain is engaged," says Deanne.

She should know. A classically trained pianist and director of musical arts with her doctorate brings music to the community with concert series and other entertaining affairs. Likewise, Sam is a retired pathologist from Carilion. They married in 2004, Sam retired in 2005, and today they move about the pleasant campus amongst friends, meals, activities, and ongoing plans of "what shall we do next?"

"It is just wonderful to be able to step out and talk with our friends," Deanne says, as she draws a picture of days that are partly composed, partly improvisational. Sam has four children, fourteen grandchildren (evenly split between girls and boys), and Deanne has one child and three granddaughters. We want to know more about their experiences; and yet we can't possibly absorb it all in a quick conversation. That's another reason why a social and engaged community can affect your movements. You get to give and receive stories with every new day.

"If you're not doing anything Sunday," Deanne practically whispers, before building up the invitation like a crescendo, "you should come check out our concert."

Sounds good to us.



**Sam Vance (79), runs his ham radio to reach out to the world, here and abroad, from his studio at Brandon Oaks.**





**Rebecca Lovinggood (84)**  
enjoys her tidy apartment  
and carefree lifestyle.



## *"Try a lot of different things"* — **Rebecca Lovinggood**

We didn't ask Rebecca this, but as to that age-old philosophical riddle about whether or not a tree makes a sound when it falls even if no one is around to hear it... we're betting she's not scratching her head over figuring out the answer.

If it fell, it made a noise.

In fact, that was the deciding moment for her when she wanted to move out of her house.

"A tree fell on my roof," Rebecca Lovinggood says. "I had to find someone and figure out how to fix everything by myself, so I knew it was time to make a move."

Rebecca says her move to an apartment at Brandon Oaks was the right thing to do.

"My husband was not at all interested in leaving a house he had designed and built," she says; but when he died a year and a half ago, Rebecca knew it would be a struggle keeping up with the 3,000-square-foot home. They were living in Blacksburg, but Rebecca selected the community in Roanoke because... well, she did her homework.

Her background was in teaching and research. And as a Virginia Tech faculty member specializing in household resource management and energy consumption of home appliances, she was quite prepared to know what it takes to maintain a house.

# COVER STORY

Rebecca earned her doctorate at Ohio State and quips that she made a deal with her husband that they would move wherever the one of them possessed the higher salary. She got the position at Virginia Tech and thus their journey in Blacksburg from 1973 to her retirement in 1999. She has three daughters; one in Tallahassee, Florida; one in Greenville, South Carolina; and the third, here in Roanoke—which certainly played a part in her decision to choose Brandon Oaks.

"I like it," Rebecca states succinctly. "I like to try out a lot of different things; and here we have movies, travelogues, vespers, chorus concert, bus tours and trips to places like the Peaks of Otter, Explore Park, and Smithfield Plantation [the one back at her old stomping grounds on the VT campus]."

Even though she has her cozy, clean, and comfortable apartment by herself here, it is not at all like it would be alone at her house.

"There are so many connections here," Rebecca says. "You're really enfolded by residents. It's like a big family. I haven't met anyone... staff or resident... who isn't happy."

Rebecca said her long time friends, Janet and Jim Johnson (she taught with Janet at VT) who reside at the community, also confirmed that her decision was a positive one. An advisor also reviewed her finances with her to determine her move would be feasible.

"I went from 3,000-square-feet to 1,600," Rebecca says, describing her move in early February. "But I increased my friendships."

Tree branches grow out—they don't just fall on roofs.

## *"As though he knew"*

— **Joann Talbott**

"My husband decided to sell our home," says Joann Talbott. "This was before he got dementia; and it was as if he knew [what was ahead and what we needed to do]."

Joann says her husband, Richard, who had retired from his position as an attorney for the power company where they lived in the Snowshoe-Canaan Valley area of West Virginia, had always handled their financial affairs.

"Dick and I have been married 64 years," she says. "We've traveled internationally, and have three children... a daughter in Chicago, a son in Cherry Hill, and a daughter who is a





**Joann Talbott (87) loves to read, but also gets out to everything from theatre at The Attic, Paint-and-Sip events, Dr Pepper Park fireworks, church events, shopping, and excursions to area museums, Walton's Mountain, Hollins University Equestrian Center, and Explore Park.**

nurse here in Roanoke. So, our family helped us select this place; and it has been wonderful."

"This place" is Our Lady of the Valley, and it sits right in Roanoke City in the shadow of the beautiful St. Andrew's Roman Catholic Church, one of the Star City's most recognizable and iconic landmarks.

Even though he has dementia, Joann and Richard get to be together at Our Lady. In fact, they're under the same roof and don't even have to be separated by different facilities or even a simple golf cart ride away. And as if we needed proof of that most valuable benefit, her husband suddenly appears.

Rebecca had been chatting with us in the library; and as we walked out to go to another area for a different photograph, here comes Richard, walking around the corner of a hallway.

He's here. With his wife. They hold hands.

"Dick has no long term memory, no short term memory," Rebecca tells us. The familiarity of the couple together seems completely natural.

Rebecca says this place where she lives has lots of opportunities. She has volunteered with various organizations over the years and taught for three years; so finding things to do has





never been an issue. But living here, it's easier than ever, she tells us.

"Oh, the care they have here is wonderful," Rebecca says. "It's a great place to live, and I like meeting new people. I circle the items on my calendar; and Dick and I also exercise every day."

When Rebecca told us about how much she enjoyed traveling around the world and visiting all the countries, we asked her which was her favorite.

"Well, you're going to be surprised... but Poland was my favorite. It's the people. They have been through so much... both the Russians and the Germans against them in the war. And yet they are positive... resilient..."

I think we're beginning to understand.

*"As if you belong"*  
— **Judy Bower**

You can't get much more local than Judy Bower.

We meet her at Friendship (which is what the locals call this community, and how the company prefers to be identified—though its extended names have been used throughout the years as well... Friendship Retirement, Friendship Health & Living, etc.). The Roanoke senior community landmark is one that provides the comprehensive suite serving seniors from independent and assisted living and housing options to rehabilitation and extended community services.

Judy lives in her apartment.



"I am so comfortable here," she tells us; and her stories and descriptions weave together the truth of that sentiment—except for the part about taking her picture...

"Oh, no," Judy says, eyes widening and body shirking backward. "I don't want my picture taken."

It's a shame she's camera-shy. First, because she's so photogenic. But also because she is quite the champion for the place she calls home.

And speaking of cheerleading...

"Graduate of William Fleming," Judy proudly proclaims. She lets us know she is all Roanoke. A "northwest" girl (city quadrant of course, that's how geo-specific she is, truly local), went to Mary Washington College, taught for 35 years, single, no children, and loves her deaf cat, "Beauty."

"I like the baseball games... I'm a big ACC / UVA fan... fresh air... and Scrabble," Judy says, beginning her long list of the things she enjoys most about her day to day life.

And it doesn't stop there.

"There are so many things to do. It's amazing. And so many people here are well-traveled, so I'm learning about art history and more. And in the "FAR" program (a Friendship social group), I keep up with what's happening with other Friendship residents. You really feel as if you belong."

Judy wants us to know "how nice" everyone is, from fellow residents to the CEO to housekeeping at Friendship. Beyond the people, she raves about her "beautiful view" from her apartment, and how pretty the grounds and the campus are here in this community.

When you stay in the same community where you spent your entire life, it's going to be even easier to hold on to that sense of belonging.

Fortunately for Judy, she's still a "northwest girl."

## *"Plenty to do"* — **Peggy Percy**

Peggy Percy walked the tracks of the roller coaster at Lakeside Park.

"You can't do anything like that anymore these days," she says. She's right about that.

Our FRONTcover model who now lives in her apartment at



Friendship grew up in Salem right beside the old Lakeside Amusement Park (now a strip mall). She watched it build up, and could just walk right on over on the property back then.

Peggy went to Andrew Lewis High School, Virginia Western Community College, and Radford University. Like her friend, Judy (above), Peggy has lived in Roanoke her entire life, except for a brief period in Charlottesville. She was a nurse at Roanoke Memorial Hospital, her first husband who she was married to for 35 years, went to VPI (Virginia Tech), her second husband retired from the V.A. (Veterans Administration in Salem) before he died from dementia; and she has four children. Her son lives in Salem, her daughters live in Richmond, Pulaski, and Tennessee. Peggy has three step daughters, three grandchildren, and three great-grandchildren.



**Peggy Percy (81) appreciates sitting outside with friends at the gazebo among her many simple pleasures.**

When Peggy describes some of the activities that make up her day, we see a nice strike between formal outings and the simplicity of just enjoying the moment.

"Yes, there's plenty to do here," she says. "Barbara [Barbara Pait, activities coordinator] is wonderful. I like the market jam sessions, music, going out... but also playing Scrabble or just sitting out in the gazebo."

Activities made all the better when accompanied by friends.


"Ricardo, Arnold, Virginia, Myrtle..." Peggy says, naming her closest pals one by one. We see the hurt in her eyes when she mentions that Virginia is now deceased. But Peggy will share her own memory device she uses to keep her friends' faces and names close to heart.

"Now Myrtle, of course... is like the beach. And Arnold... well I remember Arnold Schwarzenegger."

Because he's big and strong, we inquire?

Peggy laughs.

"Not at all."

As far as Peggy's good life, there's a convincing and compelling case that the place she chose to live—was aptly named. 





## Business Operations

By Mike Leigh

### Executive Summary:

*Key processes flow across departments; don't just focus on departmental optimization.*

## Break down department barriers >

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 #9** – *Break down barriers between departments.*

One of the most common challenges I hear from business leaders is the need to improve communications. Every day, and in every organization, miscommunications happen which impact productivity and quality. Companies might try to provide training or change communication techniques, but in many cases, these countermeasures are only treating the symptoms. The root cause is rarely addressed.


As companies grow, they usually become organized by functional departments (sales, materials, finance, operations, engineering, HR, etc.) Each department is led by a functional manager whose primary role is to make his/her department as effective and productive as possible. However, the key processes in most organizations flow across departments. The functional organizational structure most common today creates "silos" and artificial barriers that inhibit smooth business processes.

It is these barriers that Deming refers to in his book. As an example, consider the challenges in the medical industry. Errors administering medication, or during surgery, are often the result of communication problems between departments. The conversion to electronic medical records (EMRs) is meant to help improve communication flow across department barriers.

A few years ago, I needed to go to an urgent clinic at which x-rays were taken. I was then sent to the ER at a nearby hospital with a CD of my x-ray files in hand. The ER couldn't view them, however, because they had "different software". In this case, I received unnecessary additional x-rays (and higher medical bills!) These barriers have a significant negative impact on customers.

If you want to improve your organizational performance, stop trying to optimize operations within each department, and start improving process flow across departments and to your customers. This is the focus of Lean continuous improvement. Consider reorganizing your departments into cross-functional teams that coordinate horizontal processes. Focus more on improving value for your internal and external customers and less on reducing costs within each function.

Jeff Bezos at Amazon is known for his unrelenting focus on customer service, regardless of profit. This philosophy has propelled Amazon's phenomenal growth. If you break down your department barriers and concentrate on improving process flow (such as Amazon's 2-day delivery), your quality will improve, your customers will be happier, and your business will grow!

Next month: *Point#10 – Eliminate slogans, exhortations, and targets for the work force.* 

## It's rude to interrupt >

Well, we all know that! We've been told since childhood that it's rude to interrupt, yet still we do it. Joel H. Neuman, director of the Center for Applied Management at the State University of New York at New Paltz, developed a list of the most commonly cited aggressive behaviors in the workplace and "interrupting others when they are speaking or working" was number two on the list.

In my Business Etiquette seminars I advise clients not to interrupt two people that are deep in conversation. Yet that happens all the time. Recently I observed an intense conversation between two people that was interrupted by another, who barged into their space. The interrupter didn't even acknowledge one person, and in fact turned his back on him. Was that irritating? You bet it was! A situation like that reminds us to adhere to Emily Post's advice that "it is easy to be pleasant when things are going well, but better call up our automatic (practiced!) good manners when things become unpleasant."

Although this sort of behavior has become routine, it is still as rude as it has always been. So why do many people constantly interrupt conversations, pop into offices uninvited, and send a barrage of texts, tweets, and social media alerts? It seems we humans have a propensity for this annoying habit.


Some famous observations on interrupting:

- "People who say it cannot be done should not interrupt those who are doing it," said writer George Bernard Shaw.
- Winston Churchill fumed "Don't interrupt me while I'm interrupting."
- Napoleon Bonaparte advised "Never interrupt your enemy when he is making a mistake." This could also be good business advice, albeit a little harsh.

Since interrupting will not advance one's career; why we do it? Here are some reasons:

- Lack of self-awareness: Not realizing you are interrupting others.
- Fear of forgetting what you want to say, and not actively listening.
- Need to prove expertise.
- Interrupting is pervasive behavior in your office or family.
- You can't wait to get your point across because you're passionate about the subject matter.

Do recognize however that if the interrupter is senior to you, it's best to stop talking and let the conversation take its course. If a person consistently interrupts you, and is not your senior, you can hold up your hand and say, "Just a second, I'm not finished," in a pleasant tone and you might even add a smile.

Oh, and lest I be tagged a goody-goody, let me readily admit that I am far from perfectly polite in this department. Just ask my family! 



## Etiquette & Protocol

By Kathleen Harvey Harshberger

**Executive Summary:**  
*Interruption is an ugly practice; but many of us still struggle with it.*



Josh Gibson

## Vintage, with staying power >

### Executive Summary:

Josh Gibson of Giant Step Design Co. presents a portfolio with instantly recognizable images from our region.

### Special FRONT Q&A

#### So, tell us about that name.

The name—Giant Step Design Co. ([www.giantstepdesign.com](http://www.giantstepdesign.com))—was specifically derived from one of my favorite albums, "Giant Step/De Ole Folks at Home" by blues musician Taj Mahal.

#### And your location?

I am based in the Roanoke Valley in

Southwest Virginia—specifically in Franklin County, Va. My clients are spread all over the country and overseas.

#### Family?

Married (Christina) with three children, Lera (9), Miles (7), and Silas (5).

#### What's your background?

My educational background is very different from graphic design; I have degrees in environmental science and urban planning. I've worked in those fields in various capacities over the years, from Yellowstone National Park to more recently as a project manager with The Virginia Outdoors Foundation and a local government planner in Roanoke and Rocky Mount. Graphic design was something I learned and experimented with on my own time, but my formal training is in other fields.

I believe that being a self-taught graphic

designer has been invaluable though, since it has allowed me to make more intuitive design decisions, and I think it made me better at critiquing myself. I developed my own graphic style based on what looked good to me, then have been able to go back over time and adapt academic design principles to refine my work.

**When did you start your design business—and why?**

I started Giant Step Design around 2009 when my first child was born. I had been designing ads, logos and posters for a while but decided I needed to create a more official entity to keep things separate from my day job income. At the time, I was happy to have a little extra work on the side, but the business kept growing. Eventually I immersed myself in design and typography in my free time, and dedicated myself to practicing more

and refining my technical abilities. I never formally advertised, and even now rely mainly on word-of-mouth and referrals, which I prefer. It has been a great decade and I have some of the coolest and most interesting clients in the world.

**Much of your work involves logos and bold graphic designs suitable for posters, album covers, etc. — Is that an intentional specialization?**

I do think that my style has a very organic feel, probably because a lot of my work starts out as actual sketches—usually just pen and paper—which are then manipulated and finalized digitally. Although I can create clean and modern design as needed, most clients seek out my work because they like the vintage style that I have gravitated toward. One reason I like that visual style is that it has staying power. Classic design has



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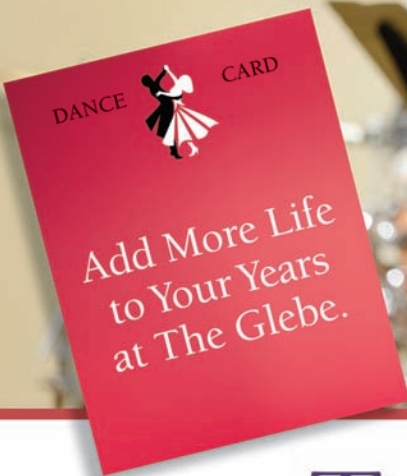
kombucha...the list grows every day!

I guess one project that I am especially proud of involved Mule Resophonic Guitars, a Saginaw, Michigan specialty company which creates handmade steel guitars for some of the biggest names in music. I loved working with the owner Matt Eich, and the project resonated with me (no pun intended) because it helped me to better appreciate the incredible talents of some of my clients. Seeing the craftsmanship and care that went into each instrument inspired and challenged me to create a brand that would compliment and showcase such talent as a maker. I helped Mule establish their first major branding effort, and I have carried over that approach to many clients since.

**What do you consider to be the most important components of good design?**

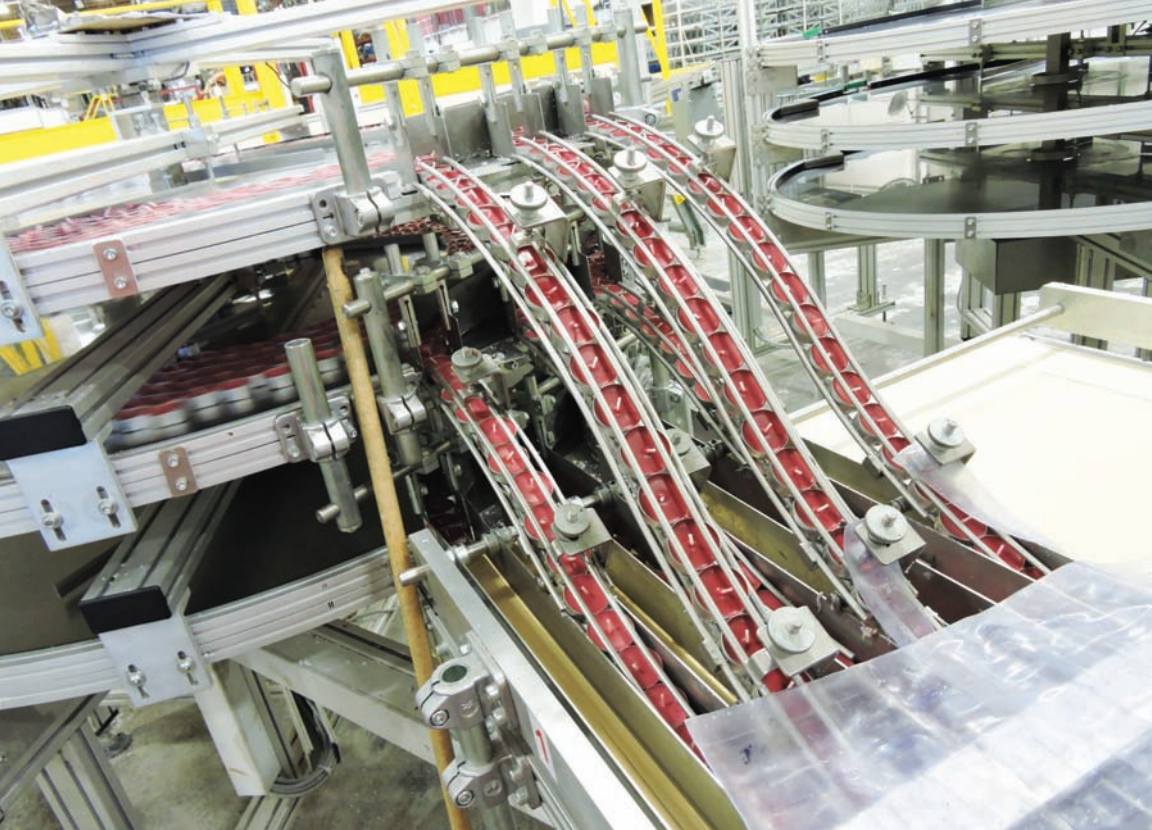
The most important components vary widely depending on the project. For branding and logo development, a simple and attractive logo with well-balanced type and graphic elements is key. It should be flexible and useful to the client and accomplish the goals of the business being branded. But it should also be attractive and avoid trends, and that is why my logo and branding projects are so research-heavy. What I think looks best in my portfolio is not always the best choice for the client. For other work, like tour posters and album covers, there is usually more artistic flexibility and creative license, which is equally exciting. Musicians probably care more about their visual brand and have more specific input than most people and I love that. We have created some really beautiful frame-worthy art collaborating with musicians and their vision. 

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## Korona Candles Inc. has found a home in Pulaski County >

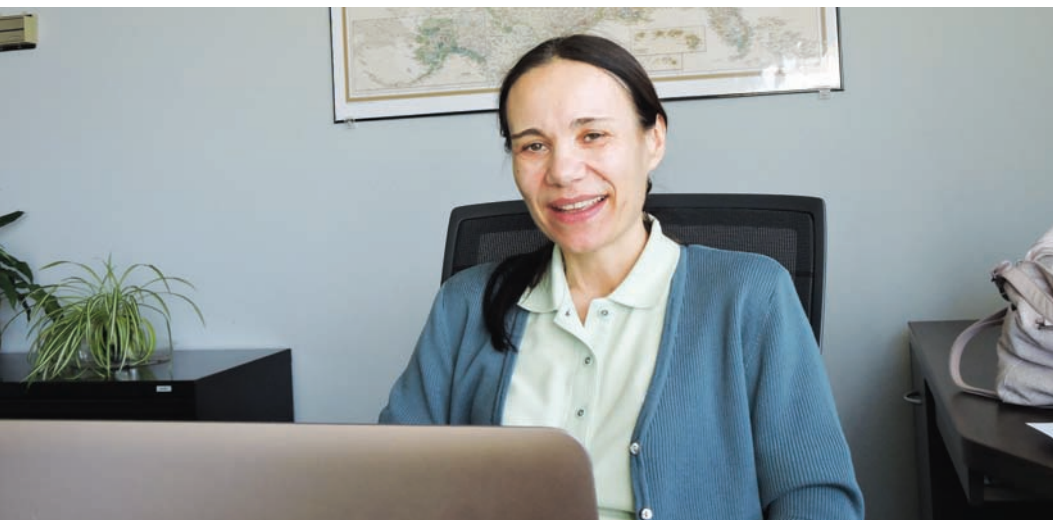
### Executive Summary:

*Polish company Korona finds symmetry with its North American factory in Virginia's only county named for a Pole—Count Pulaski.*

**By Michael Abraham**

The first question that comes to mind when visiting a candle factory is, How does it smell? The answer is, well, wonderful!

The second question that comes to mind is, Why Pulaski County, Virginia? "Our parent company is in Poland," President and CEO Agnieszka Fafara said, "and the owners were looking to expand operations. We had customers here in the States and with the challenges in transportation, including speed to market and meeting customer expectations, we felt we could be more competitive serving them by manufacturing here. The demand





for candles is high here in North America.”

Dublin, Virginia turned out to be in the sweet spot. Candle making is particularly dependent upon temperature, and they wanted a climate similar to Poland. Although their factory here is 2000 miles farther south, the elevation made it cooler than nearby lowlands.

“We also needed access to the port in Norfolk for our overseas deliveries and some of our raw materials, and good ground transportation provided by Interstate 81,” she added. “We are now in a 1000-mile radius of the heaviest population here in the U.S.”

The Dublin facility makes tealight candles,

small, inexpensive candles encased in thin metal cups that completely liquefy the wax while burning, scented wax-melt cubes that have no wicks but are heated to release fragrance without anything burning, and traditional candles in larger plastic or glass cups. The teacandles, used frequently for atmosphere at restaurants, are unscented, so as not to interfere with the tastes of food.

Years ago back in Poland, Fafara was the original liaison with Walmart, their biggest USA customer. Walmart suggested to Korona that they open a manufacturing plant here in the States, something Korona was already considering. The company sells billions of candles yearly, with approximately 20% of

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their production now in Dublin, over 3.5 million per day.

Korona acquired an automotive brake plant that closed abruptly five years earlier. "One of our most serious challenges was to clean it up!" Fafara exclaimed. "It took us eight months to clean, refurbish, and prepare the infrastructure for our use. The prior company just closed the doors and left.

"Candles are an easy product to make. You can do it by hand. What we have here is high efficiency with highly automated production."

The third question that comes to mind is, Where do you find people who know how to make candles? It's not like hand-pouring liquid from a flask into a mold. In fact, because of the high level of automation, they need skilled labor at all the functions normally ascribed to advanced manufacturing. Since they opened, the unemployment rate has

dropped in half, causing staffing challenges on their three continuous shifts. They employ around 200 full time people now. They have job openings and need more people.

The company has a paid apprentice program, plus does extensive employee training. Chad Collins was one of their earlier employees, hired in production before the plant opened. A native of Riner, he'd worked for other industries in the area before hiring on. "I was sent to Poland for two months for training. It was my first trip to Europe. This company has a good outlook for business. I wanted to join a company on the ground floor."

Like most large factories, the production area was loud with machinery and the automated and manual movement of materials, both raw and finished. Overhead pipes carried liquid wax and compressed air. Behind the factory were several large upright cylindrical tanks containing

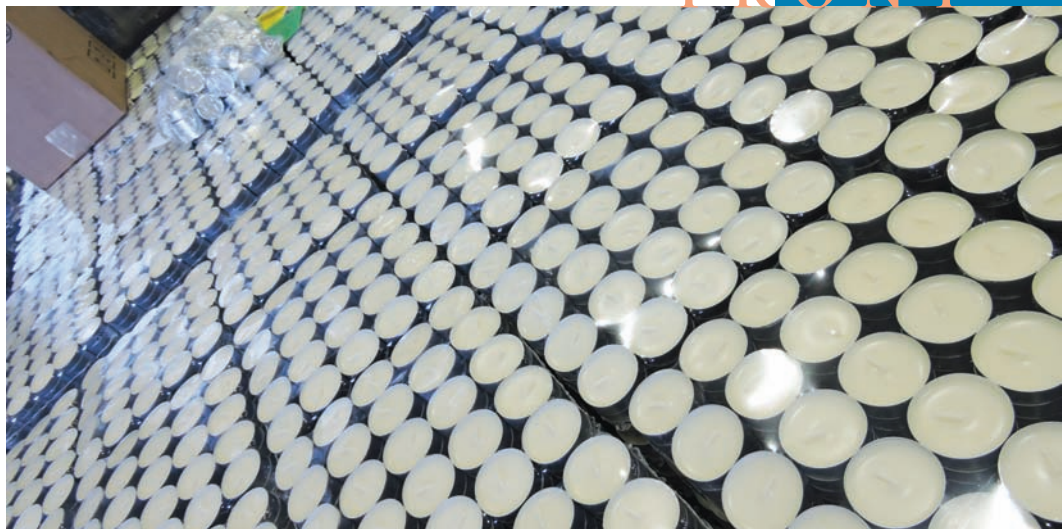
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petroleum, soy, and paraffin. Smaller containers inside contained various scented and colored mixtures, all precisely measured for exacting customer specifications.

Fafara said there was more space inside the

building to grow into, plus room outside for additions. She added, "This is a good place to be. We have lots of potential, with some challenges. The only way we all can grow and develop is with challenges." 

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## Shark Patrol

By Keith Finch

### Executive Summary:

*You can't use the attorney-client privilege to keep information confidential by just CCing your attorney on e-mail messages, or including your attorney in meetings that you want to keep secret. The attorney-client privilege is much narrower than that.*

## Oh say can you CC >

A corporation put us on an ongoing retainer to serve as its general corporate counsel, and not long afterward I started getting CCed on all manner of e-mail messages from the company's President. For example, one of the e-mail messages read like something like this:

To: Chris Customer  
From: Paula President  
CC: The Creekmore Law Firm  
Subject: Unfair Competition

Dear Chris,

(For confidentiality purposes, I am CCing our attorneys on this message.)

As you and I discussed today on the phone, we understand that one of our competitors, Company X, may be attempting to damage our business by going around and telling lies about us and our products....

The next time I spoke with the President, I asked her about all the CCs.

"You're our general counsel, right?" she said. "Well, when I worked at Amalgamated Behemoth, they said that if we sent something confidential by e-mail, then we should always CC the general counsel, in order to keep it secret."

"So the idea is to use attorney-client privilege to protect information?" I said.

"Exactly, I think a lot of rich people do that," she said. "Isn't that one of the advantages of being rich enough to have an attorney? If you bring the attorney into a meeting or into an e-mail conversation, then everything becomes privileged, right?"

"Yes, I understand that some people do that," I said. "In fact I think I heard that our current President does that. (Or at least, used to do that, before his private business got in all the headlines.) However, attorney-client privilege is actually very narrow, and covers only one particular type of communication."

"What does the privilege cover?" she said.

"The attorney-client privilege only covers confidential communications between you and your attorney that are necessary in order for the attorney to give you legal advice," I said. "So for example, if you send me a legal question via e-mail, and I reply with an answer, then that's privileged."

"But we need for you to understand the facts of the situation, don't we?" she said. "For example, we're worried about our competitor telling lies about us. Some customers have sent

us complaints about what the competitor is saying. So if I send those complaints to you, you can give us advice about the complaints, right?"

"Yes, but that does not make the complaints privileged," I said. "You can't conceal a document just by sending it to your attorney. Only your questions about the document, or the attorney's advice about the document, would be privileged. And even then, if you CC your customers on the messages that you and I exchange, it will destroy the privilege."

"But what if I were writing to the customers about the exact same problem we need your advice on?" she said. "Why would that destroy the privilege?"

"Because communications are privileged only if they're not disclosed to anyone who is not necessary to the communication," I said. "So for example, if you have a meeting with me, but you bring someone to the meeting who is not our client together with you, and who is not necessary to the meeting, then that will destroy the attorney-client privilege."


"So if I bring my secretary, that will destroy the privilege?" she said.

"No, because actually our client is your company," I said. "You and your secretary are both employees of the company, and so you are both representatives of our client and our communications with each of you would be privileged. But if you were to bring a customer to the meeting, that would destroy the privilege."

"But you said that communications with necessary people are privileged," she said. "What if the customer were necessary to the meeting? Like if I needed to have the customer explain the lies that our competitor is saying about us?"

"The meaning of 'necessary' is much narrower than that," I said. "A person is 'necessary' for privilege purposes if the client can't get the legal advice without that person. For example, if you didn't speak English, then a translator could be 'necessary.' Just being involved in a problem doesn't make a person necessary."

"This is all so different from what I thought," she said. "So why did they tell me to always CC the general counsel on confidential messages when I was at Amalgamated Behemoth?"

"Because they were stupid," I said. "In fact that's probably the reason why they went bankrupt, right?" 

**Note:** *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer when deciding how to protect privileged information, selecting an method of conducting confidential communications, etc.*

“““

You can't conceal a document just by sending it to your attorney. Only your questions about the document, or the attorney's advice about the document, would be privileged.

“““

If you have a meeting with your attorney, but you bring someone to the meeting who is not a client together with you, and who is not necessary to the meeting, then that will destroy the attorney-client privilege.

“ ”

Users attest to ridiculously intense energy boosts immediately after each session



## Just chill >

### Executive Summary:

*Ever wonder what  $-140^{\circ}\text{C}$  feels like? (That's minus one-hundred-forty degrees Celsius!) There's a place in town where you can find out.*

By Carissa Mulahn

The first thing Valley Cryotherapy owners Chris and Leslie Mason want you to know is that your apprehension about the idea of cryotherapy could be keeping you from some serious healing benefits. After all, how bad can three little minutes in an open top chamber really be?

"Many clients stop at two minutes with their first session, then realize afterward they could've done longer," Leslie tells us. "They stay the full three minutes for every session from there on out. Getting over the idea of the cold is the single biggest hurdle. We have a conversation with clients during each session... just helps the seconds tick away—so the benefits can begin."

Benefits of cryotherapy have been extolled in article after article of trendy health magazines across the country—Cryo is the craze! Data suggests that cryotherapy relieves pain, amplifies healing, boosts collagen, burns as much as 1000 extra calories per session, and deepens sleep cycles. There is evidence that cryotherapy can help PTSD patients with their symptoms, triggering of the fight or flight survival mechanisms without a psychological

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trauma in order to give way for release of the constant psychological guard PTSD patients constantly maintain. And users attest to ridiculously intense energy boosts immediately after each session.

"I cleaned my whole house on a whim after my first treatment," says Susan, a client since VC's opening last October. "I want natural energy, and this does it!" Well known Roanoke businessman Jed Hammer gets regular treatments immediately after his morning workouts. "This stuff will help you get rid of a bunch of aches and pains!" he exclaims. Another client will attest to nothing else helping with her Lyme Disease.

But a trend isn't a reason to start a business. Leslie shares two thoughts here: "I always wanted to own my own business. Ever since I was teeny tiny, I wanted to be a business owner." Life being what it is, she chose to

pursue nursing career. "As an ER nurse, I see way too many patients struggling with opioid addiction. Cryotherapy has helped circumvent addiction to opioids because of pain. It occurred to me that opening a cryotherapy center in Roanoke could impact that crisis, even if the impact was small." So Leslie kept researching and digging and contemplating. When the Masons realized that Roanoke's vast athletic constituency would find cryotherapy very appealing (and Chris realized that Leslie would never stop nagging him about wanting to be a business owner), the couple jumped in. They searched for locations, equipment, and who to contact to bring in business. They figured out renovation requirements, filed for licenses, and planned to open up shop last summer.

Then came the first snag. The cryo chamber, coming to Virginia from Florida, couldn't get to Roanoke in the original time frame,

## FROM ICING HIS KNEE TO ICING THE CAKE!

*"I love baking. After my knee surgery I couldn't wait to get back to my own kitchen again. The LifeWorks Rehab program 7-day-a week custom therapy was amazing – it was exactly what I needed to get back home healthy, strong, and faster than ever." – B.J. Ewell*



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because of hurricane damage to roads in Florida, and the equipment required to transport the chamber. Opening in October, the start of fall, was less than ideal for a business intent to drop your core temperature as much as possible to induce healing. The Masons plowed forward, as true entrepreneurs do, and are thriving as a result. Total daily treatments have steadily increased, and the couple anticipates doubling treatments this coming season.

What lessons have the Masons learned? Chris says he is still reeling from the shock of the red tape. From the amount of reporting and paperwork demanded by the state for taxes and licensing to the specifications inherent in ordering more nitrogen, he spends more time than he ever anticipated managing behind-the-scene details. Leslie's shock came while the business was still in its idea phase, as she tried to locate a storefront. "I can't tell you how many retail space realtors didn't call me back. And the vast

variation in renovation requirements!" Some places were subfloor and destroyed walls, some places were posh offices. Either type of space would require vast renovation. "I found our current location on my own," Leslie says. "We had to wait two months for the last establishment to move out."

Regardless of the unexpected obstacles, the Masons remain thrilled that they are owners of a local small business, and are happy to be teaching their teenage twin boys about entrepreneurialism. The family can take trips to other cryotherapy operations, to learn about businesses similar to theirs in other towns, and see new cities as a family. In short, Leslie has realized a lifelong dream, a local couple has cast a vision for healing in a better way, and Roanoke residents and the Mason family will benefit from the entrepreneurial endeavor. If you've ever wondered if -140 degrees C for 3 minutes really can help you heal, Valley Cryotherapy and its "deep freeze, done local" can provide the answer. 



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## A Little Insight

By Bruce C. Bryan

### Executive Summary:

*Corporate logos are fun to observe by those in the advertising profession; but the utility of them go beyond the subliminal.*

## Gaga on logo >

### Just Have2Say It

There is a commonly seen logo that I simply love.

I love everything about it. I love how different divisions have the same branding, but with a significant color variation. I love how simple it is and how the font is direct and clean and vibrant and colorful.

It's true that my attention to this logo in particular (and any logo in general) likely makes me a marketing geek. I'm okay with that.

But above all, I love the hidden image in it and over the past decade or so I've asked others if they see the cleverly-integrated reverse icon. I'd say at least half can already identify it, but those who haven't are able to see it right away when it's pointed out. It's the arrow inside FedEx.


The best part is, once you see it – you can never “un-see” it. That arrow, situated so smartly between the “e” and the “x” of the delivery giant's name, becomes so clear it can't be ignored.

### More Than a Brand4You

One of the things we work to do in our marketing and advertising creation is to engage the recipient's brain. It's important the branding you use to represent your company or organization has layers with new bits and pieces revealed to the viewer over time. It is one of the best ways to subtly connect with the busy brains you are trying to reach.



The creator of the FedEx branding obviously knew what they were doing, but they didn't scream it. Instead, they left it there for the implied message of speed and accuracy. A deeper look into the optical illusion might suggest that there's a way forward and a powerful direction with the FedEx branding. And the way the company has used it – so cleanly, so simply, and so directly – only proves up their message.

It's why I love it so much. And why I don't really care if you think I am geek about all of this marketing stuff. 

*Questions about advertising and marketing? Contact Bruce at [Bruce@b2cEnterprises.com](mailto:Bruce@b2cEnterprises.com)*

## Changing channels >

Think you're alone in wanting to cut the cord? Tons of U.S. citizens (500,000 and 750,000 in the last two quarters respectively) are saying goodbye to cable services. OK, by weight, tons of tons of tons with our country's obesity problem, but you get my drift.


Right now, Amazon Prime is doubling subscribers, Netflix has amassed 50 million customers and Apple plans to spend \$1 billion this year on content. That's telling when it comes to guessing how subscribers are voting with their wallet. Hint to cable providers smiling over their market monopoly tactics: it's not with you.

When cable bills add up to \$2000 a year or more for Roanoke residents, go figure, locals and those across the country are thinking – do I need this? Maybe not. You can buy that coffee that everyone talks about in their sales pitch or charity plea and then some with what you save. Maybe you don't like coffee. That's OK – you can save a whale or switch to organic vegetables.

TV channels often offer free online viewing of live broadcasts and certain shows. Netflix, Hulu, Amazon Prime, HBO Now, Showtime and Starz have streaming video for about \$9-\$15 a month.

Of course, there's that pesky internet service provider thing, but we're making some strides here too. In fact, the Roanoke Valley Broadband Authority is currently laying fiber optic cables in an effort to reduce connection costs regionally.

Have you visited your local library lately? If you're a card-carrying member in Roanoke County, you can borrow DVDs, audio books and print books too from all the libraries in the County system. Just ask and they'll be sent to your favorite branch for free pick up.

So, the next time you sit down with your financial advisor and talk turns to reducing budget expenses, why not ask him about new technology alternatives to your entertainment needs? You might be liberated by alternatives that remove the tether while freeing up a good chunk of cash. 

*Michael Shelton owns 360 Financials Solutions and 360 Tax Solutions. Email him at [michael@discover360Financial.com](mailto:michael@discover360Financial.com) with questions, story ideas or for help with your financial issues.*



## Financial Figures

By Michael Shelton

### Executive Summary:

*Cable TV is so passé. Have you considered some of the cost-saving alternatives?*



Justin Patton engages audience



## The emotional wake of the emotionally woke >

### Executive Summary:

*Executive leadership coach Justin Patton informs and entertains at the 2018 eXperience (young professionals) conference at the Jefferson Center in Roanoke, May 4.*

### By Carissa Mulahn

Justin Patton commands a room. Bright, deep-set eyes full of intensity, a powerful yet soothing tone, and humor that rivals Jimmy Fallon, Justin Patton shares his 'voice'. (His mantra is "Find Your Voice," in case you're one of those people who missed the eXperience promo material.) He believes when you find your voice, you find your confidence.

Surprisingly, he never imagined himself center stage, asking fellow table members of his audience to describe their "emotional wake" or how others feel after they're done interacting with you. Truth is, Justin grew up wanting a law enforcement career. Huh? This tidbit sets more than one audience member back in their chair.

Then his story begins.

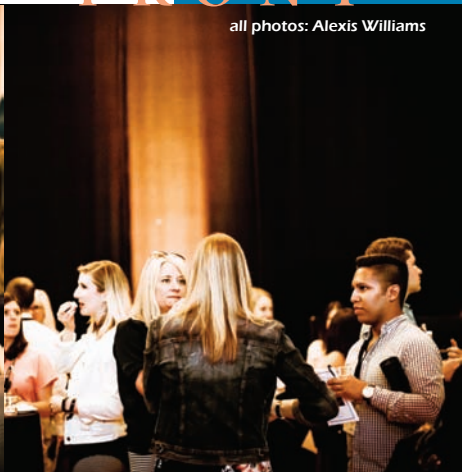
Growing up in a very happy, very stable, very standard American middle-class home, he idolized those in law enforcement. He set his sights on the police force and then eventually the FBI (as do many standard American middle class little boys). Soon after he embarked on his

college career at 18, the realization of his dream in full force, a tragedy befell his family. His father did not survive a routine surgery, due to extreme medical negligence. The shock rocked Justin and his family to their core and beyond.

Justin turned his attention to the education field, the first step in a series of significant decisions. "I went where I knew there would be the greatest impact," he says, describing the impact of grief on his worldview. His time in the school district of Frankfort, KY—while deeply satisfying for a period—led to a life changing professional connection and enabled him to see an even bigger picture of potential influence; the world of corporate training. His mentor, Aaron Kessinger, just happened to be a high-level executive in the healthcare arena. He planted a seed in Justin's mind that perhaps his ability to articulate and inspire people to be better leaders of themselves can go and should go further than the public school classroom.

What came next was the mother of all intersections, the convergence of many life lanes into a single, definitive pathway. Justin faced the highly unexpected end of a relationship, the uncertainty of making a career and industry change, and the reality of picking up and starting over.

"There were times when it felt like my world was falling apart, but the one thing I knew for sure is that I would not allow myself to be a victim. I would figure out the next right answer and give it everything I had." This conscious, definitive decision to step into the unknown, aware of the risk and determined to face it, formed the cornerstone of



professional and personal confidence that continues to propel him today.

"Confidence is built in small, meaningful moments," Justin explains. He had to make many small, compelling decisions in rapid succession, and suddenly found himself smack dab in the middle of corporate coaching, having realized what he truly intended.


Surprisingly, his current message begins with a focus on what others think of you. (Rebels and free-spirits, take a deep breath and hold out for the next paragraph, where we acknowledge that you just slapped the bull-shit buzzer...) "List the top three things you want others to perceive in you," he challenges his audience. "Part of you showing up authentically is having a clear vision for how you show up when you are at your best. You have to be cognizant of the 'emotional wake' you leave after an interaction. What are those top three things that you want to be known for and how are you demonstrating them in your day to day interactions?"

Top level leaders take ownership of the emotional wake that they cast as they sail through life, and are constantly self-evaluating. "The scariest thing you will ever do in life is look in the mirror and tell the truth about how you are really showing up — in your relationship, as a parent, as a leader in the workplace... Are you dead from the neck down? Sleep walkers are the most dangerous... You can choose to be a victim and never acknowledge the emotional wake that you create, or you can choose to find your voice, and speak your truth with empathy." Will you be a

builder and connector, or a control-freak, a bully, or worst of all, a rudderless speedboat? This is the heart of Justin's message.

And therein lies the connection between the instinct to hit the bullshit buzzer when advised to "care what others think of you" and the instinct (of the emotionally intelligent, that is) to "do no harm." Justin differentiates between the desire to be liked versus the desire to be kind. One is about fulfilling your ego and the other is about honoring your character.

"The game-changing truth that I absorbed and started living when I transitioned into my own coaching business is this: STOP TRYING TO PROVE THAT YOU BELONG, AND ACT LIKE YOU BELONG!" Justin shares. In acting like he belonged, Justin stopped trying to be the person he thought everyone else wanted him to be. He stopped owning other people's insecurities and prejudices. He worked hard on the things he was passionate about and used his voice — right where he was in his journey — to make a mark in the world. As a result, he appeared on news and radio, coached leaders in Fortune 500 companies, worked with athletes in the NCAA and contestants in the Miss America and Miss USA pageants. Additionally, he is publishing his first two books in early 2019. He was able to do all of this because he found his voice and the emotional intelligence to effectively use it.

Many of the eXperience YP conference attendees would agree that we owe a 'thank you' to executive coach Justin Patton for the opportunity to be inspired —and hopefully permanently impacted. 



# On Tap from the Pub

By Tom Field

**Executive Summary:**  
*Some people are becoming more convinced there is nothing new under the sun; prove them wrong.*

## Rising to the top >

What's an aspiring leader to do?

Everybody's an entrepreneur. Everybody's a blogger. Everybody's an internet sensation. Everybody's an expert.

How pervasive is all this success and competency and uber knowledge? Consider the poor chap who just wants to give a little entertainment and provide a little fascination at a kid's birthday party by standing in front of the little glob of eleven-year-olds and performing a magic trick.

"I know how you did that!" little Johnny Peterson shouts from the back. "I Googled it... it's a fake wand... comes in two parts!"

It ain't easy being at the top of your game these days.

It ain't even easy being at the receiving end... a member of the audience for all of these experts. It's becoming increasingly rare to hear, read, or see anything that you haven't already experienced some version of it before.

You've probably heard, read, or watched this very sentiment I am sharing right now.

So I don't need to go on.

The end.


...

Nah. I'm not really a cynic.

In fact, if you're a leader today, you might just be more special than ever. Because today's leaders can't just perform at a high level. They have to perform with distinction, uniqueness. They have to have a personal brand. And they have to have that most ubiquitous component that pulls it all together: a back story.

So go ahead and book that next magic act at your niece's back yard birthday party. Just don't buy your props at a store or try to mimic that cool street magician's card tricks that impresses the cute girls on YouTube.

Do your work in an original way. Tell your story in a different way. Show your business is unquestionably unique in some capacity.

Now you have my attention. 

## Let's change bad policy >

On May 15th the Vinton Town Council will be voting on an Anti-Corruption Resolution, a nonpartisan call on Virginia's state legislature for electoral and campaign finance reform. My group, the William Byrd Democracy Matters Club, has been working with the Council on this for months, going to their public meetings and meeting with them individually to discuss the resolution, and delivering briefings on the resolution before the Council.

The William Byrd Democracy Matters Club, which I started almost two years ago, has a core group of four: me, Macey Grisso, Olivia Grisso, and Deanna Zivelonghi. We're all in high school, and as politically engaged young people, we get a lot of appreciation and surprise from adults; the Council has been supportive and somewhat impressed.

To me, though, it doesn't matter what age I am—this work needs to be done. It's on all of us to fix our broken political system. My hope is that more and more young people will see what I see: that nothing else we care about in this country will get fixed until we fix our democracy.

Back in February, I had the amazing experience, with my mom, of being awarded one of three Courage Awards at the first national Unrig the System Summit. My favorite actor of all time, Jennifer Lawrence, presented the awards! It is so exciting that this person whose creative work I so admire has taken up the cause I most believe in. I know her advocacy will inspire many others my age to get involved; our future depends on it.

Being at Unrig and going up on stage to accept the Courage Award was amazing; but even more inspiring was the experience that led to my receiving it. In April 2016, I participated in the Democracy Spring march from Philadelphia to D.C. My mom had asked me to come with her, and I said yes, not so much out of dedication to the cause, but more because the 9-day, 140-mile march sounded like an adventure. But the experiences I had, knowledge I gained, and friends I made over the course of the march created in me a growing determination to remain part of the movement.

So I stayed—stayed and participated in the sit-ins at the Capitol, difficult as it was to convince my mom to let me—stayed ten hours in a jail cell— and I stayed an activist.

I started the WBDMC at the start of the next school year, and have been working to raise awareness about money in politics and help to solve the problem ever since. This resolution is a small part of that solution. The Vinton resolution will join over 75 others which have already been passed in cities and towns across the country,

continued on Page 43



Courtesy of represent.us

**Tessa at "Unrig the System" summit.**

## Guest Commentary

By Tessa Yarbrough

**Executive Summary:**  
A Roanoke County high school senior gains national attention advocating campaign finance reform and against government corruption.

# CONTRIBUTORS

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

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**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

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

**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@Sales recruitersofva.com ]

**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@discover360 Financial.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 ]

**Tessa Yarbrough** is a senior in high school, graduating this June and enrolling at the University of Richmond in the fall. She thinks she will major in Chemistry, and is a dedicated activist and artist.




The scariest thing you will ever do in life is look in the mirror and tell the truth about how you are really showing up — Page 39

## Guest Commentary

from Page 41

continuing to build momentum towards statewide and, ultimately, national reform.

It is impossible not to care deeply about this issue once you learn the scope of the consequences it has for the American people and the world. From environment to education to foreign policy to healthcare to nearly every other matter of importance in America, money in politics drowns out the people's voice, replacing it with corporate influence and resulting in bad policy that hurts the American people. I'm not going to quit this movement until this problem is fixed. I'm about to graduate, and soon I'll be in college at the University of Richmond, where I will continue my democracy reform activism. My hope is that before I graduate, Richmond will be added to the growing list of cities taking a stand against corruption. 

“  
So I stayed...  
ten hours in a  
jail cell... and I  
stayed an activist

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## Books @ the FRONT >

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

### *Personal branding*

The battle to create brand recognition is taking place in a media world that's noisier and more crowded than ever. But entrepreneurs, CEOs and professionals can set themselves apart by looking beyond the corporate brand and instead building their personal brand, positioning themselves as an expert and leader in their industry and marketplace. In *Authority Marketing: How to Leverage 7 Pillars of Thought Leadership to Make Competition Irrelevant* (Forbes Books; 2018), authors Adam Witty and Rusty Shelton detail a process that helps executives, professionals and others build their visibility and credibility in their fields and use that thought leadership as a way to drive business and make a bigger impact.

Witty and Shelton say that authority marketing isn't about ego or grabbing attention for yourself. It's about accelerating the speed of trust so you are viewed not just as a someone with something to sell, but as a thought leader with important insight to teach.

In this book readers will learn:

- What authority marketing is and how to use it to grow your business.
- The 7 Pillars of authority marketing.
- How others have used authority marketing to create unimaginable success.

Why thought leadership is your most important secret weapon.

—Cathy Hayes

### *When we were attacked*

Have you ever wondered why some towns in Texas have French names? Or why there's a statue of a Shawnee chief at the U.S. Naval Academy? Or what coastal wildlife refuges have to do with American fears of invasion? And what the Olive Oil

Riot in Montana was really all about?

*American Invaded: A State by State Guide to Fighting on American Soil* by Christopher Kelly and Stuart Laycock (History Invasions Press, August 2017) has the answers to these intriguing questions, and many more.

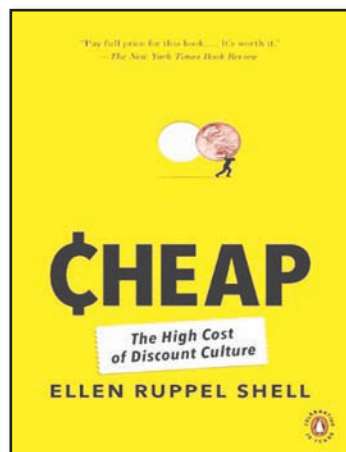
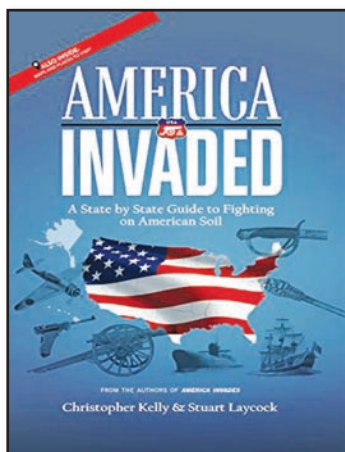
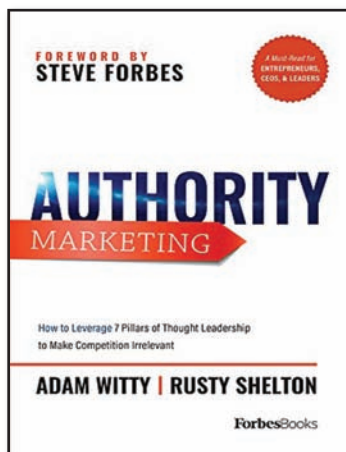
All are rooted in one often-overlooked fact:

The United States of America, which throughout history has invaded dozens upon dozens of other countries from Normandy in 1944 to Iraq in 2003, has itself also been invaded on countless occasions. Americans are often resistant to this notion. Yet, ever since humans first set foot on the North American continent, they have explored, discovered, established boundaries—and subsequently invaded—all across the territory we now call the United States.

*America Invaded* provides a snapshot of the waves of invasion — qualified as episodes of fighting on U.S. soil — that have touched all fifty American states and Washington D.C. Drawing on years of meticulous research including a drive through of 36 states, the book chronicles some of the many explorations and invasions that founded or destroyed towns, that set and reset state lines, and that shaped the peoples and culture of this nation.

Readers will learn how:

- Czarist Russia invaded California
- Confederates invaded Vermont from Canada during the Civil War
- Also during the Civil War, Union troops clashed with Copperheads (Democrats who opposed the war) in Charleston, Illinois
- Japan invaded the Aleutian Islands, shelled the California coast, and bombed the forests of Oregon in World War II
- Japanese balloon bombs rained down on at least 15 western states during World War II, including Colorado,



Washington, California, Texas, Wyoming, Nebraska and Iowa

- Six Americans and more than one hundred and twenty Mexicans were killed in a border skirmish known as the Battle of Ambos Nogales in Arizona in 1918

And much more.

Readers will be reminded of the fluidity of political boundaries of the states. New Hampshire, Maine, and Vermont were eventually detached from Massachusetts. West Virginia was carved out of Virginia during the Civil War. The book also includes essential tourist information about sites connected to American military history in all fifty states and Washington D.C., also listed on its website: [www.americainvaded.com](http://www.americainvaded.com)

—Katie Riess

## Neuroscientific management

What's more American than a good deal? What better bragging right is there than "how little" you paid? Ellen Puppel Shell's book, *Cheap: The High Cost of Discount Culture* (Penguin; 2017), offers an eye-opening view of how much our good deals are really costing us.

Shell says her "personal devotion to cheap stretches back to college and ramen noodles" (who's doesn't?) "In the world of cheap, 'design' has become a stand in for quality," she says, where fashionable, desirable and even loveable objects [are] nearly devoid of craftsmanship" where "paying retail is a sucker's game."

Shell lays out a case for how the "founding

fathers" – Walton, Wannamaker and Woolworth – built the illusion of low overhead leading to low prices when often fewer choices and less customer service were the culprit. Eventually consumer no longer associated products with production, cost with workers eliminating, for many, the idea of a career ladder.

Chapter titles along layout the cascading effect of discounting on the consumer: Winner Take Nothing – humans "prefer avoiding losses to acquiring gains; The Outlet Gamble – shopping with an eye to "beat the house" and its mythical "suggested retail price; and Markdown Madness – where every penny one of us saves is taken from someone else.

As it turns out, in appealing to Americans desire for manufacturers and retailers are exploiting a psychological disconnect. We assume a discounted item is of lesser quality and thus don't value or care for it as much and ironically leading us to spend more over time not less. Shell describe numerous studies in which participants were easily manipulated to see bargains and quality, almost on command.

Shell reminds the reader that when workers can afford to buy what they make, companies fail and economies crumble. Sadly, she also notes "humans are adept at rationalizing whatever benefits them" including discounts.

—Doloris Vest

**The reviewers:** Cathy Hayes is a print campaign manager in Wesley Chapel, FL; Katie Riess represents PR Workzone in Plymouth, MA; Doloris Vest owns Book No Further book store in downtown Roanoke.



## I know why the caged drone flies >

**Virginia Tech** gets the distinction of operating the tallest drone park in the U.S. on its opening April 26. Standing 85 feet above ground, the football-field-sized park, the outdoor netted flight facility offers almost 3 million cubic feet of unobstructed flight space for student research, education, and recreation and is managed by the Virginia Tech Mid-Atlantic Aviation Partnership, which runs one of seven Federal Aviation Administration-Designated test sites for unmanned aircraft systems.



## Help until help arrives >

**Roanoke County Fire & Rescue** sponsored a "Compress & Shock" event at the Green Ridge Recreation Center on May 12 where paramedics taught CPR and AED training for the general population and bystanders to be better prepared when someone experiences cardiac arrest.



## Track-tors cross paths again >

Two unusual student-professor reunions occurred May 1, the day Virginia Tech announced that farm-equipment giant Mahindra & Mahindra would open a research office at the Virginia Tech Corporate Research Center. At the post-ribbon-cutting reception, Mahindra official **Aravind Bharadwaj** met up with his mentor of a quarter of a century ago — **Krishnan Ramu**, professor emeritus of electrical and computer engineering. Bharadwaj earned his master's and Ph.D. degrees from Virginia Tech, graduating exactly 25 years ago. At the same event, **Gita Rao**, Mahindra's director of product engineering and development for Mahindra USA, became reacquainted with her thesis adviser, **Jaime De La Ree**, professor in the electrical and computer engineering department of Virginia Tech's College of Engineering. Rao graduated in 1989 with a master's degree in electrical engineering. Bharadwaj works for Mahindra in India, and Rao works for Mahindra in Texas, but they met as students when their paths crossed in Blacksburg. Pictured, from left, are Azim Eskandarian, current chair of mechanical engineering; Jaime De La Ree, professor, electrical and computer engineering; Gita Rao, director of product engineering and development for Mahindra USA; Aravind Bharadwaj, chief technology officer of Mahindra's farm equipment sector; and Krishnan Ramu, professor emeritus of electrical and computer engineering.

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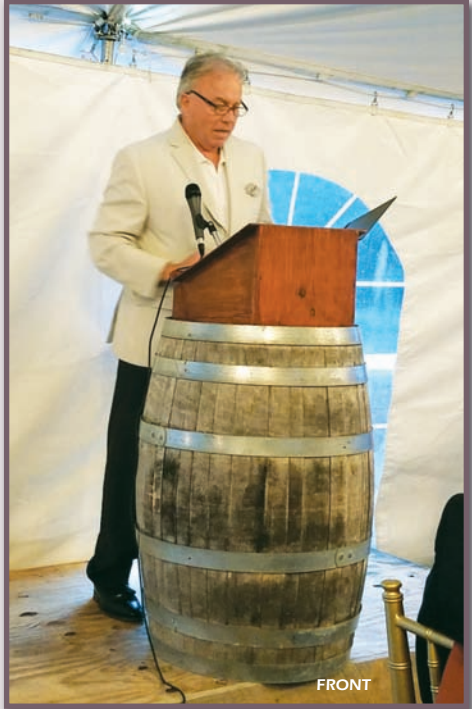
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## 49th Meets in Tent >

**Botetourt County Chamber of Commerce** held its 49th Annual Dinner & Meeting of the Membership on May 15 at Virginia Mountain Vineyards. Executive Director **Sheri Winesett**, incoming president **Mary Ann Miller**, outgoing president **Stephanie Frost** (above) introduce the new term; Virginia Community College System's chancellor **Dr. Glenn DuBois** delivered the keynote address; WFIR Radio's **Gene Marrano** (holding mic) served as master of ceremonies to a large gathering under the winery's tent for the dinner, entertainment, networking, awards and presentations on the scenic site.

# FRONT 'N ABOUT



## Throwin' it down >

The heavily sponsored (local businesses, chambers, economic development departments, municipalities) 4th Annual Awards Ceremony for "The Gauntlet"—Virginia's largest entrepreneurial business competition by The Advancement Foundation was held May 17 at the Vinton War Memorial. The ceremony follows a comprehensive ten week training and mentoring workshop for business start ups and expansions. This year's program hosted more than 100 participants (about half also entered the competition) building on diverse ideas from tech products to clothing to the food industry to professional services to events to outdoor adventures.





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## Colors didn't run >

Rainy weather didn't stop **Roanoke's Own Festival of Local Colors** held May 19 at Elmwood Park downtown; the annual multicultural affair featured groups dressed to represent their country of origin or heritage, interactive exhibits, kids' zone, and of course, food and music.

# FRONT 'N ABOUT



## Plastic or paper? >

Kroger donated 50 cases of reusable shopping bags to Feeding America Southwest Virginia for its Veggie Mobile program; each case contains 100 bags courtesy of Earthwise Bag Co., a Kroger partner. The bags are used in delivering fresh fruit and vegetables to 13 food pantries in the Roanoke Valley. Shown above are volunteers **Tom Barton, June Huskey, and Earl Pettrey**.

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

A collage of images for the "Party at the Pavilion" event. The top left shows a logo for "Select Thursdays 5-9pm" and "BUD LIGHT". The top right shows a large crowd of people sitting on the grass in front of the Daleville Town Center. The bottom left shows four men in white shirts and sunglasses standing behind a railing. The bottom right shows four men in dark shirts and sunglasses standing together. The text "TOO MUCH SYLVIA- JUNE 28" is at the bottom.

# Career FRONT

## FINANCIAL FRONT



Taylor

**Brian Taylor** has been appointed commercial relationship officer at HomeTrust Bank Roanoke Division.

**Mark Lowman** has joined as personal risk services manager at Dominion Risk Advisors.



Pledge

**Lisa Pledge** has been promoted to assistant vice president, loan compliance officer, and **Stephanie McCoy** has been promoted to loan operations officer at



McCoy

Bank of Botetourt.

**Hannah Dillon**, **Melissa Kiger**, and **Corey Stone** have been promoted to branch managers; and **Faye Crute** and **Amanda Rogers** have joined the mortgage division at Carter Bank & Trust.

## WELLNESS FRONT

**Ray Tuck** has been elected president of the American Chiropractic Association.

## LEGAL FRONT

**Powell M. (Nick) Leitch III**, a medical malpractice attorney, has joined the law firm of Gentry Locke



Leitch

as partner.

## TECH/INDUSTRY FRONT

**Joel Duling** has been appointed president of BWXT Nuclear Operations Group.

**Roger Duvall** has been named general manager at WVTF Public Radio and RADIO IQ.

**Chrissy Price**, portfolio manager at Thalhimer's Roanoke office, has achieved the ACoM® (Accredited Commercial Manager) designation from the Institute of Real Estate Management (IREM).



Lawhead



Clifford

**Matthew Lawhead**, AIA, and **Jeramie Clifford**, Associate AIA, have joined Colley Architects, P.C. in Blacksburg.

**Elliot Berman**, **Janice Jackson**, **John Mala**, **Michael Hodge**, and **Megan McDaniel** have



Price



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joined the sales team at Long & Foster.

## RETAIL/SERVICE FRONT

**Rachel Lucas** has opened Couture Unicorn Mobile Boutique.

## SENIOR FRONT

Pastor **Keith Olivier** has joined the chaplaincy staff at Virginia Lutheran Homes and Brandon Oaks.



Isabelle

**Chad Isabelle** has been selected administrator for Friendship Health, Rehab South facility.

**Chuck Flynn** has been appointed administrator for Friendship Living assistant living.



Flynn



Pinkney



Wolfe

## EDUCATION FRONT

**Nathaniel L. Bishop**, D.Min, president of Jefferson College of Health Sciences, was honored with the Meritorious Service Award at the 2018 annual conference for The Virginia Hospital and Healthcare Association (VHHA).

**Dwayne Pinkney** has been named senior vice president for operations and administration; **Steven**



Sheetz



Steinhs



Bhattacharjee

**Sheetz** has been appointed the Price-

waterhouseCoopers Senior Faculty Fellow of Accounting and Information Systems; **Sudip Bhattacharjee** has been named the Thomas M. Wells and Kathy Dargo Professor in Accounting and Information Systems; **Michael Wolfe** has been named the

## Have a career announcement?

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



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## Career FRONT



Lisic



Lowry



May

Curling Faculty Fellow in Accounting and Information Systems; **Sarah Steinhs** been named the Deloitte

Foundation Faculty Fellow of Accounting and Information Systems; **Ling Lei Lisic** has been named L. Mahlon Harrell Junior Faculty Fellow in Accounting and Information Systems; **Frank May** has been named the Mary F. McVay and Theodore R. Rosenberg Junior Faculty Fellow; **Paul Benjamin Lowry** has

been awarded the title of Suzanne Parker Thornhill Professor in Business Information Technology; **John Rossmeisl** has been named the Dr. and Mrs. Dorsey Taylor Mahin Professor; and **Leon Harris** is the recipient of the 2018 William H. Ruffner Medal at Virginia Tech.

### CULTURE FRONT

**Pamela Irvine**, President and CEO of Feeding America Southwest Virginia was recently honored with the John van Hengel Fellowship award during Feeding

America national's annual conference.

### MUNICIPAL FRONTS

**Andria Haynes** has been named farmers market manager for the Town of Boones Mill.

**Sean Adkins** has joined as an economic development specialist with Department of Economic Development at the City of Roanoke.

**Blair Hoke** has been hired as economic development director for the City of Radford.

*Compiled by Tom Field*

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# FRONT Notes



Courtesy of Uncork-it

## OBMS site concept

### *Long-awaited re-development*

A newly-submitted "Midtown" proposal from developer Jeanne Stosser for the old Blacksburg Middle School site includes a corner plaza with a fountain, a central space for summer concerts or winter ice skating, and

a park; pending Town Council and Planning Commission review and approval. Details at [www.midtownblacksburg.com](http://www.midtownblacksburg.com)

### *Funding community*

**Community Housing Partners** in Christiansburg has received \$542,500

in flexible grants from the Neighborhood Reinvestment Corporation (NeighborWorks America) for supporting affordable housing and community development activities.

### *RBTC awards*

The **Roanoke-Blacksburg Technology**

**Council** presented the following awards at its annual TechNite held May 3 at The Inn at Virginia Tech: **Rick Weaver**, Montgomery County Public School System and **John Warf**, Burton Center for the Arts and Technology (STEM-H Educators); **Darrell Little**, Carilion Clinic (Go-To Geek);

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**Jeff Smith**, Voltage Leadership Consulting (Connector); **Securitec Screening Solutions** (Rising Star); **Steve Critchfield**, MOVA (Entrepreneur of the Year); Deb Kelly, VTC-RI (Innovator of the Year); **Kevin Bloomfield**, Bloomfield Partners (Leadership); **TORC Robotics** (Company of the Year); **Victor Iannello**, Radiant Physics (Ruby Award).

## Job support

Virginia Career Works of the Blue Ridge has opened the first **Virginia Career Works Center** in the Commonwealth of Virginia at 3601 Thirlane

Road NW; the workforce development system's mission is to prepare job seekers for in-demand occupations in the Roanoke Valley and Alleghany Highlands region.

## Reserve reservations

**SpringHill Suites by Marriott** has opened on Reserve Avenue in Roanoke.

## Gobblers sealed

**Virginia Tech's ROTC program** has provided more students (ten in 2018, out of 53 nationwide) selected for the U.S. Navy SEAL

## 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.

training than any other ROTC program in the country for the past two years, according to a university report.

## Winners run, runners win

The **2018 Foot Levelers Blue Ridge Marathon** on April 21 set a participation record with 2,755 registered

runners; 617 volunteers; and four new course records.

## Ramp-up-dot-2

**RAMP** regional accelerator has announced its second in-residence business acceleration cohort; the eight companies include: **Beam Diagnostics**

## Coming Events

**30<sup>th</sup> Season**  
**First Fridays**  
**Party with a PURPOSE**  
**ROANOKEVA**

**June 15**  
**The Kings**  
**July 20**  
**On The Border**  
**August 3**  
**UpTown**

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# FRONT Notes

(alcohol misuse app); **BrockWorks** (3D construction modeler); **Chorda Pharma** (Paloxin and pharmaceuticals); **Flewid Capital** (web-based financing); **healthScores** (patient satisfaction and care quality data); **Leon BioVentures** (bio-pesticide); **Outlit** (social networking); **Skyphos Technologies** (3D printed microfluidic chips).

## Clean diagnostics

**BWX Technologies** has developed a new radionuclide molybdenum (Mo-99) isotope for

medical procedures that it says will reduce nuclear waste, pending regulatory approval.

## Basket-in-one

**Mayflower Hills Disc Golf Course** has opened at Explore Park in Roanoke County.

## Big beer bike bash

"The Grand Fondo" is a new 30, 50, 80-mile bike race that will start and finish at Ballast Point: Virginia in Botetourt County on October 14. Collaborators include **Botetourt County**, **Botetourt Chamber of**

**Commerce, Bank of Botetourt/Virginia Mountain Mortgage, Ballast Point, Virginia's Blue Ridge, and Muddy Squirrel.**

## If the shoe fits

**DSW** (Designer Show Warehouse) has opened in Roanoke at Valley View Mall; the popular national retailer has over 500 stores in 44 states.

## Art and coffee

**Morning Brew Coffee** Company has opened in downtown Roanoke's Taubman Museum of Art; owned and operated

by Toya Jones of The Dojo Grill food truck.

## Engineering award

**Draper Aden Associates** engineering, surveying, environmental services firm of Blacksburg was named to the ENR 2018 Top 500 Design Firms List.

## Stereochemical control

**Virginia Tech** chemical engineering researchers are working on a biodegradable polyethylene material that could replace certain products like plastic bags and

# Epic Summer Saturdays!



June 16 - The Worx



July 7



Daleville  
town center

5-9pm  
\$5 Admission



disposable diapers and be able to degrade in a basic water solution.

*Look no further*

### **Book No Further**

book store in downtown Roanoke at 16 West Marketplace now offers audiobooks.

*Small gets bigger*

The Small Business Optimism Index sustained record-high levels increasing to 104.8 in April, driven by reports of improved profits, the highest in the NFIB Small Business Economic Trends

Survey's 45-year history.

*Holy shawerma*

**Bethlehem Restaurant & Grocery** has opened a second location in Roanoke's Grandin Village.

*Virginia drone leader*

Virginia has secured the bid for the Department of Transportation's UAS Integration Pilot Program through the state's Innovation and Entrepreneurship Investment Authority and the Center for Innovative Technology. The Virginia team will seek expedited

flight permissions from the Federal Aviation Administration to perform some of the most complex flight testing ever attempted in the U.S. and over the next three years and explore applications such as package delivery, emergency management, and infrastructure inspection.

*BV2020*

"Bedford Vision 2020" was announced as part of a study by The Atlantic Group of Companies as an initiative to expand high-speed internet under a proposed \$3.5

million investment for **Bedford County**, which the Board of Supervisors has approved to start.

*Fighting breast cancer*

### **The Cartledge**

**Charitable Foundation** (Grand Home Furnishings founders) has donated \$100,000 to the Virginia Tech Carilion Research Institute for advancements against breast cancer.

*Come together*

**Chas. Lunsford Sons & Associates** insurance agency and Trustpoint Insurance have merged.

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# FRONT Notes



Courtesy of Virginia Tech

## Vet school fights cancer

### *Dog gone cancer*

**Virginia-Maryland College of Veterinary Medicine** at Virginia Tech has launched a new clinical research study investigating focused ultrasound therapy in the treatment

of dogs diagnosed with solid tumors.

### *Hospital chart*

**LewisGale Hospital Pulaski** received the Healthgrade 2018 Patient Safety Award

(putting it in the top ten percent of all short-term acute care hospitals reporting patient safety data by the Agency for Healthcare Research and Quality) and it was recognized as a Five-Star Recipient

for Treatment of a Heart Attack.

### *Branching out*

Roanoke's **The Branch Group** construction company has acquired LA Lacy plumbing

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and HVAC company.

## Packin'em in summit

**Stik-Pak Solutions**, a packaging company in the food industry will be locating in Franklin County's new Summit View Business Park, investing \$14 million and expected to create 60 new jobs in six years.

## Summertime at Goodwill

**Goodwill Industries of the Valleys** is opening a Youth Center at the

Goodwill Jobs Campus on Melrose Avenue in Roanoke early this summer; the facility will house science camp, science club, Reality Check program, youth work program, and mentoring programs.

## Floyd un-throttled

**Floyd County** marked a technical milestone in early May with its launched ultra-high-speed "CitiZip Fiber" internet into outlying areas (primarily along 221 North and in the Town

of Floyd) with 1 Gbps connection in a Phase 1 construction by Citizens Telephone Cooperative

## Fresh on Franklin

**First Watch** breakfast and lunch restaurant has opened on Franklin Road in Roanoke.

## Rowe your boat to China

China-based MARKOR International Home Furnishings Co. has acquired **Rowe Furniture**, founded

in and manufacturing in Elliston.

## Steger in two directions

30-year old **Steger Creek Fine Gifts and Collectibles** is moving from its Starkey Road mall location to the restored historic train station at Jefferson Street and Williamson Road, downtown Roanoke; and the Taubman Art Museum gift shop.

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



## 2018 EVENT SEASON

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Here is what is coming up!

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The Romantics

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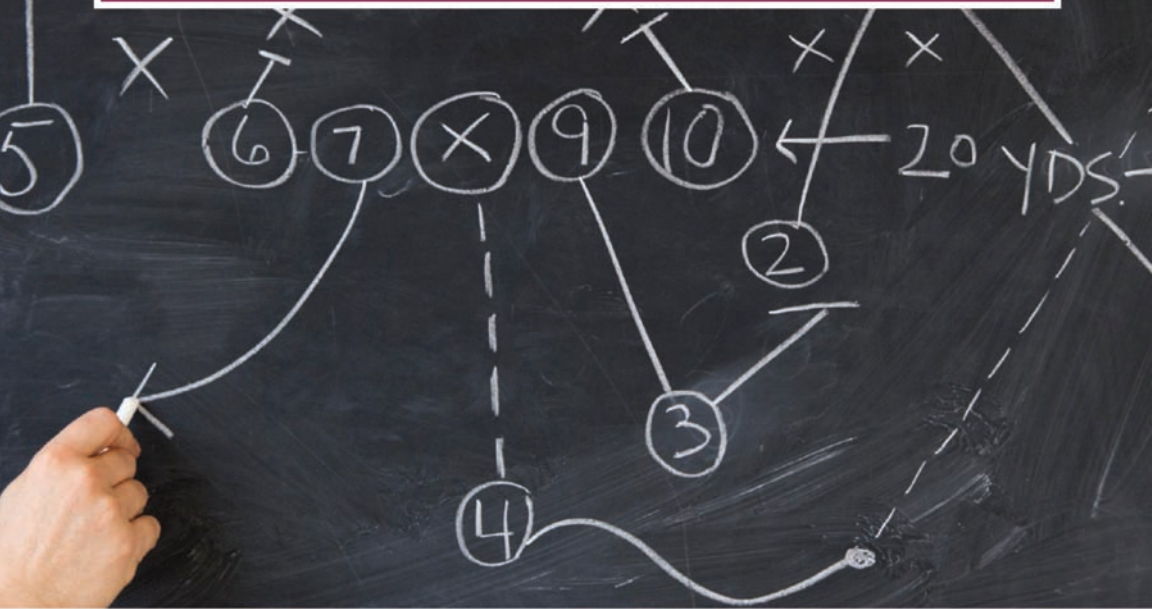
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