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

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**vbFRONT.com**

## The Legal Headlines

Susan Culbertson,  
Controllers, Etc.

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# WELCOME to the FRONT

When we started this little "legal headlines affecting our region" project, we had quite a list. A lot of issues didn't make it in our FRONTcover story this time, including environmental considerations (versus eminent domain and property rights in the pipeline controversy, not to mention other environmentally-related projects in our region); product liability (always a popular topic); employment and labor issues (particularly popular if you're an affected employer or employee); copyright and intellectual property cases (which one do we address?); and perhaps the granddaddy of them all... healthcare (we quickly determined this topic too overwhelming to hit up in a concise way for this particular story).

The point is, what constitutes a legal matter that impacts YOU the most, may or may not be the top issues impacting our whole region. Nevertheless, our cover story is a fascinating one, and players from all sides are involved: businesses, individuals, and of course, our lawyers.

It's not Perry Mason, Saul Goodman, Ben Matlock, Atticus Finch, Ally McBeal, or even Lionel Hutz (bet most you have to look that last one up), but it's an interesting show we have here in Virginia's Blue Ridge. Come on in; court is in session.



**Tom Field**

“Be aware of personal  
space — Page 19

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“This is a problem affecting every segment of society — Page 9



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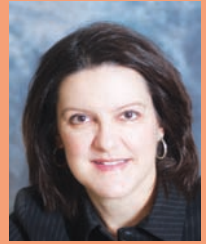
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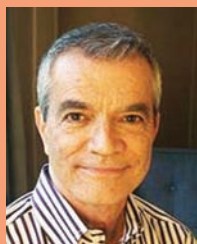
## Editorial Advisory Board

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



Nanette Levin



Theresa Passeretti



Michael Shelton

Biographies and contact information on each contributor are provided on Page 56.

## 2018 Members

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**Laura Bradford** Claire V (Retail)  
**Nicholas C. Conte** Carilion (Legal)  
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**John Garland** Garland Properties (Development)  
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**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.

“Many of the commercials we remember are aligned with music that sticks in your brain

— Page 40

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# Top Legal Headlines Impacting Our Region

## Southwest Virginia's headline news perspectives >

### Executive Summary:

*A lot of important legal issues affect our citizens and businesses in Virginia's Blue Ridge; but here are our picks for the top 8 making today's headlines.*

By Nanette Levin

National headlines engross, but how these stories play out in Roanoke, Blacksburg, Christiansburg, Lynchburg, Salem, Radford and Martinsville as well as the rural areas between and beyond show varying interpretations.

We've delved into "the rest of the story" with some surprising discoveries. Our neighborhoods and local people offer interesting perspectives on issues and answers that may seem clear but aren't always for the people who live here.

## Dealing with Drugs

Opiates are a huge problem in Southwest Virginia, with the six counties bordering Tennessee and Kentucky seeing a concentration of opioid claims well above any other area in the Commonwealth, according to the Virginia Hospital & Healthcare Association.

While the crisis is generally attributed to poor, rural areas, Roanoke County has the biggest problems in the wealthy areas. South county has the most reported overdoses, according to Chief of Police for Roanoke County, Howard B. Hall. "Most of our overdoses are people who are abusing illegal opiates," he explains. This includes heroin. "Fentanyl is a legally prescribed drug but it's also 100-200 more times potent than heroin – obviously, it (the potency) depends on who's making it," he says. "People who are addicted don't know what they're getting," he says. "You're buying from a drug dealer and the person that's getting it has no idea how potent the drug might be," Hall states.

Reported overdoses and deaths were up more than 100% from 2016 to 2017 in Roanoke County. Six people died out of 28 overdoses reported in 2016. In 2017, the numbers were 13 and 65, respectively. Over the two-year span, 51 of the 93 reported cases were white men. Police believe a majority of cases aren't reported.



"Where we really try to focus most of our effort is in trying to identify the people that are bringing the drugs into the community," Hall states. "Who's trafficking in Roanoke County? To me, if you're selling drugs you belong in jail. Not everybody agrees with that," he says.

"Thirty years ago, if you had a heroin overdose, it was probably an inner-city junkie," Hall explains. "That's not what we're seeing today. This is a problem affecting every segment of society - rich, poor, it doesn't matter," he says.

"When you have prescription medication, take it as directed and keep it secured," Hall advises. "Make sure they're not in a place where kids or people in your house can get to them. When you're done with the prescription and have extra, dispose of that," he recommends. The county offers quarterly drug take back days. The last one was held on April 28th.



**Abuse of prescription opiates is still a significant problem despite control measures placed in medical and pharmaceutical retail and distribution; however, communities and law enforcement battles against illegal drugs have escalated.**

## Panhandling Pandemic?

According to Robert Ledger, manager of economic development for Roanoke, "The City aspect was more of a safety issue with many panhandlers stepping into traffic and using the medians," he explains. In June of 2017, the City Council passed a resolution limiting median use for panhandling. This was due to related traffic fatalities.

In Southwest Virginia, most don't see it as a big issue for residents or visitors. Lisa Soltis, Economic Development Specialist says, "In the city downtown in general, we have our panhandlers and if you work down there you know



**There is disagreement in our region whether panhandling is a minor or serious problem; but communities are taking extra measures to address solicitation at high traffic intersections.**

most of them.” Ledger adds, “Certainly, we don’t want to interfere with anyone’s First Amendment rights.”

## Not My Land!

The Mountain Valley pipeline construction is now underway. Six Virginia counties are affected, including the entire width of Franklin County, about 8 miles in the southern Bent Mountain area of Roanoke County and 19.5 miles across the northern portion of Montgomery County.

“The law is what it is and it favors eminent domain,” says David Steidle of Steidle Law Firm.

Arrests have already been made along the pipeline route in Roanoke County. Chief Hall indicates the “pipeline company has prevailed” with a federal judge issuing an eminent domain order, so local law enforcement agencies must respond accordingly.

The plan is to do all areas of the project in simultaneous phases, starting with tree cutting, then stump pulls, digging the hole, adding pipe and finally cleanup which should include reseeding the areas disrupted to discourage erosion. The project is supposed to be done by the end of the summer, according to Hall.

**Except in direct path areas, pipeline opposition signs in the region have drastically reduced from a year ago where they appeared all over; this sign spotted at a residence in Roanoke’s greater Grandin / Wasena neighborhood.**



David Steidle of Steidle Law Firm



## Stealing from Within

Susan Culbertson of Controllers, Etc. says most embezzlement cases go unreported. "In a number of cases it happens to non-profits and they do not want their donor base to know that they have not handled the money in the way they had wished," she explains. "What does an embezzler look like – they look like your friends, they look like your family, trusted employees, because they often are," she states, noting that business owners are embarrassed to report for these reasons.

"It would be nice if there was a better reward for exposing these people, because then they wouldn't go to the next place down the street with a clean record and do the same thing again," Culbertson says.

Steidle notes that stealing \$200 is a larceny but you need to embezzle \$500 for such an offense. "We've had cases where employees are stealing from law firms; banks are obviously a victim of these. Just because someone's a bank teller doesn't mean they don't have a propensity toward thievery," he notes. "For the victim to recover that money is almost impossible because usually the person stealing doesn't have any money at all," he notes.

Culbertson recommends cross training, swapping employees out and limiting cash activity in a business. "I think the biggest help in deterring or at least minimizing the loss from embezzlement is to have an easy, confidential way for employees to tip off management." She recommends a tip box (not in the C Suite) or an 800 phone number. "I've found that the people in the lower positions all know what's going on, they just don't know who it's safe to tell," she says.

"In the south we tend to be slow to give trust but once we give it it's an all-access pass and it's never revised. Because of that we let our guard down and we don't use the same precautions that we usually do with someone who hasn't earned our trust," Culbertson says.

**Susan Culbertson of  
Controllers, Etc.**





Municipalities frequently deal with noise ordinances—from construction sites and even gun shots in rural areas to music concerts and blasting radios in urban and metropolitan areas; however, the Starlite vintage drive-in theatre in Christiansburg has been cited by neighbors as a nuisance, even though it has been playing movies since it opened in 1953.

## Shhhhhhh!

After wrestling over a noise ordinance policy since 2016, it's come to an April 24th Town Council vote in Christiansburg (after press date for Front). Starlite Drive-In, with 65 years of history, and Fatback Soul Shack are some of the businesses that are in the limelight. Part of the proposal includes offering \$750 permits to businesses that get louder than the ordinance allows, which, according to WDBJ is being proposed at 65 decibels. That's quieter than a vacuum cleaner.

Most other communities indicate noise isn't much of an issue. Steidle recalls "The funniest one (noise nuisance court case) I ever had is I defended a guy when his radio was too loud for the street fairs on Williamson Road." The judge asked how much he paid for the radio and fined him the \$350 purchase price.

## Regs Brew Confusion

Craft Breweries are still coming to this area even though Deschutes Brewery back-peddled on April 16th with an announcement they'd delay groundbreaking and may change the project scope. The company plans to proceed with an outright buy of the land to forego obligations for some of the incentives tied to benchmarks that were part of the initial deal.





**Compliance with Virginia ABC regulations is difficult, say area brewers at a recent panel conducted at Roanoke College on April 10; much of it due to inconsistencies.**

"We're a little behind the curve (in forming a brewery practice group)", says Clarke Worthy of Gentry Locke. "We started to see a need because it's an area of practice that combines a lot of different things into one group," he states. This includes business issues, ABC licensing, employment law, OSHA, ownership contracts and restaurant and manufacturing concerns in many cases. "They kind of cross a lot of practice areas," he notes.

"It's such a fantastic industry in that they are the proverbial 'a rising tide lifts all boats mentality' – they always want each other to succeed," he says. "This is something I haven't seen in my practice; people so interested in helping each other out and it makes it fun to deal with them," he says.

"You can't deny that there has been a proliferation of breweries," Clarke admits. "At some point, in my opinion, people will start experiencing competition where some day it's going to come down to: do you make an excellent product? That's no different than any other business," he explains.

Chris Kozlowski of Gentry Locke explains there are "Two levels of regulatory oversight on brew pubs – ABC (Virginia) and TCB (federal). What we've seen a lot of is people struggling to understand all they have to do." Clarke adds "It's a challenge for the people going into business to wade into regulatory areas that a lot of businesses don't face."

"One of the new laws that's coming out is these tasting rooms that are proliferating are going to have to start



**Clarke Worthy of  
Gentry Locke**



**Chris Kozlowski,  
Gentry Locke**

brewing 20% of the beer that they serve at that facility,” Clarke says. “That’s a new hurdle that will go into effect July 1st of this year,” he notes.

“What I see is, it has attracted younger folks to the downtown areas, especially Roanoke, where now we have these downtown apartments filled with young professionals because of the breweries and that development,” Kozlowski says.

Ober Brewing Co. just opened in Salem. Three Notch’d is coming to Roanoke soon. Bull & Bones offers an unusual combination of fine dining and large craft beer selection in Blacksburg and Rising Solo is using green energy to brew its beer there too. There’s a lot of activity and diversity in the alcoholic beverage front in Southwest Virginia.

## It’s All So Taxing

According to Jeremy Lassiter of Tax Resolution Accounting in Lynchburg, most filers will see lower taxes and less paperwork with the changes brought about by federal legislation that went into effect at the beginning of 2018. “Essentially, everyone married filing jointly are used to the standard deduction of \$12,700. That will no longer exist,” he says. “It’s going to be going up to \$24,000, which can benefit the middle class or what

**Businesses and individuals have noticed tax reductions from the 2018 Tax Cuts and Jobs Act, but understanding the applications and implications has been confusing due to its quick passage, say some analysts.**



you call blue-collar people," he states. "Most people that itemized in prior years probably won't have enough deductions that will be more than \$24,000, so that can be a relief on them as they don't have to keep track of those deductions anymore," he explains.

Lassiter says changes also include a flat 20% tax on businesses with personal income tax flow-through formations (S-Corps, Partnerships) instead of the prior personal income tax rates that had been applied. Old rates of 10-39.6% have changed to 12-37% with much higher earning thresholds with the new codes for lower tax brackets.

Lassiter advises people seek out a tax professional guidance in understanding the new laws as there's still a lot of confusion.



**Jeremy Lassiter of Tax Resolution Accounting**

Kozlowski of Gentry Locke states "The one thing that I would say is that the act was passed so quickly that we can expect in the next five years or so to have what are called technical corrections. What's happened is unlike the '86 tax reform that was hotly debated and worked on for years. This came out in September or October and was passed in December."

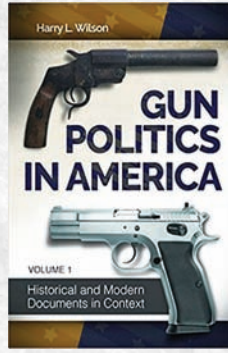
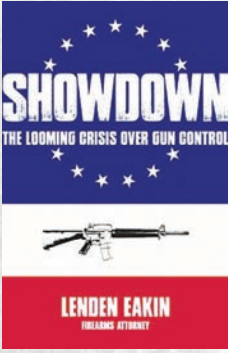
He notes that "sloppy drafting will need to be corrected," and cites unclear language and undefined use terms. This will be exacerbated by depleted IRS funding and staff. "There needs to be some tax reform, but my opinion was this wasn't the way to do it," Kozlowski says.

## Not So Ready, Aim, Fire

It seems everyone is weighing in on the gun debate. Citigroup recently became the first Wall Street bank to impose firearm sales mandates on its business retailers. Walmart, Kroger, L.L. Bean and others have also adopted more restrictive policies in the wake of the Parkland, Florida events. Fed Ex, Amazon and Apple continue their support of the NRA. Pundits are prolific with opposing convictions.

"There are a lot of people participating in it (the gun debate) who don't have the slightest clue about the technical details they're discussing," says Lenden Eakin,





Books on the subject of gun control written by local authors include attorney Lenden Eakin and college professor and research director Harry Wilson.

an attorney at Ferris & Eakin, a veteran and author of the book *Showdown: The Looming Crisis Over Gun Control*. He's also a firearms instructor and former gun dealer. "There's a whole lot of middle ground compromise on this subject but you don't really hear either side wanting to discuss compromise," he says.

For residents in Virginia, municipalities can't adopt their own rules. Virginia Code 15.2-915. *Control of Firearms, applicability to authorities and local government agencies* states:

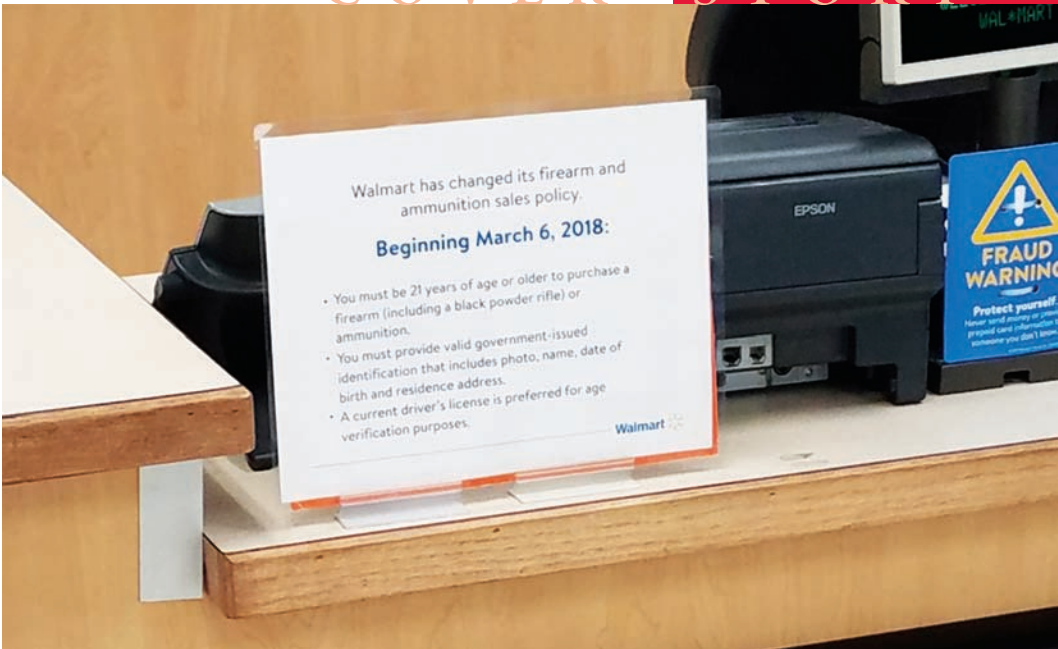
A. No locality shall adopt or enforce any ordinance, resolution or motion, as permitted by § 15.2-1425, and no agent of such locality shall take any administrative action, governing the purchase, possession, transfer, ownership, carrying, storage or transporting of firearms, ammunition, or components or combination thereof other than those expressly authorized by statute.

Lenden Eakin of  
Ferris & Eakin



"You can't enact your own assault weapons (policies); the city can't decide it's OK for civilian concealed carry in court rooms," Eakin explains. "No locality can change these laws," he says. "One thing that localities can do is prohibit loaded shot guns and rifles in public. That's 15.2-915.2," Eakin notes, adding that doesn't apply to pistols and concealed carry or prohibiting anyone from carrying unloaded rifles. "You would either have to have the State law amended or get some kind of waiver" to permit municipal decisions about guns, Eakin states.

"Local governments don't have much leeway at all," says David Harrison of The Harrison Firm. He is also a veteran and serves on the ABA standing



**Increasingly, retailers are updating or changing their gun sales policies, like this sign attests at a customer service station in a local Walmart that says customers must be 21 to buy guns or ammunition.**

committee on gun violence, but asserts any comments he makes are his own and not representing the ABA. “We tried two years ago, the City of Roanoke basically at my request, requested our legislative delegation to introduce a bill that would allow Roanoke to be included with 11 other jurisdictions named in the statute where a loaded semi-automatic weapon can’t be carried in public and that didn’t make it out of committee,” he says.

“We have a proliferation of arms... we have 25 times more gun violence than any other developed country,” explains Harrison. “We also have the majority of the weapons in the world,” he says. “The legislators are doing the bidding of the gun lobby and not the will of the people. That’s a big problem,” Harrison adds. “To carry a concealed permit in VA you can go online, answer a few questions and if you fail, you can take it again right away until you pass it,” he states.

“We’ve had maybe 300 mass shooters... and so we’re going to disarm 20 million people?” asks Eakin. “They don’t really appreciate the thought that the government is going to take away their firearm because of the wrong doing of bad people,” he states. Eakin asserts any real gun law change would require the repeal of the Second Amendment, which requires a 2/3rds majority vote in Congress and ratification from ¾ of the states.

“As a country the US needs to either reconfirm that it wants all citizens to have the right to be armed or do we want to repeal that right and limit firearms to certain people but not everybody,” Eakin says. In the meantime, he suggests middle ground ideas that are “results and practically oriented instead of emotionally oriented . . . instead of being completely dug in on one end or the other.”



**David Harrison of  
The Harrison Firm**



## Business Dress

By Kathy Surace

**Executive Summary:**  
*Fellows, got those collars figured out? Here's an overview.*

### Collar pointers >

Have you ever shopped for men's dress shirts, thinking it will be a simple errand, only to be confronted by confusing choices? One of which will most likely be, what kind of collar?

Menswear dress shirts have a turn down collar, which is attached to the shirt at the neckline and then turned down. Over decades designers have developed many different collar styles.

According to the website [realmenrealstyle.com](http://realmenrealstyle.com), the variety of collar styles includes: the classic, the standard, the tab, the eyelet, the spread, the semi-spread, the Italian spread, the British spread, the hidden button, the button down, the two-button collar band and the wing tip, and undoubtedly, there may be more.


However, we're going to focus on two - the spread, or cutaway, collar and the classic narrow, or pointed, collar. The rest are all variations on these two basic shapes.

The differences between collar shapes are subtle and choosing correctly is important because the collar frames and draws attention to your face. Choosing the right collar can be confusing unless you understand how the shapes can influence us visually.

Consider these points when shopping:

- In the classic narrow, pointed collar the space between the collar points is very small when it's turned down, leaving just a narrow triangular space for the tie. The narrow pointed collar will balance a wide or round face by drawing the attention vertically.
- In the spread, or cutaway collar, the tips of the collar cut away from the center leaving a wider space between the collar tips to frame the tie. If the face is narrow and long, a spread collar will balance it by drawing the eye from side to side.

It's important also, to consider how wide the collar is from where it is sewn into the neckline and the outer edge of the collar. A wider collar can make a long neck look shorter, whereas a narrow collar can help a short neck look longer. It's critical to get the proportions right. Try on samples. You'll know you've chosen correctly when you feel confident in your shirt, wearing it often.

Most people are not perfectly proportioned, so creating balance in your appearance is key. Whether you buy off the rack or prefer custom-made, make sure that each item of your clothing is in proportion to your body and you'll always look great. 

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



## Disability or handicap? >

I've often thought about writing a column on people with disabilities: how we react to them and treat them, and what is considered to be the correct term. We all probably know someone who has a physical, mental, sight or hearing disability. My cousin is wheelchair bound due to an accident, and I have a brilliant colleague who is blind. I have spoken at length to both, as well as others, while preparing this column.

What is the correct or appropriate terminology? Is it disability or handicap? Starting in the early 20th century, handicapped was the preferred term for physical and mental issues. The American with Disabilities Act was passed in 1990, and the word "handicapped" began to seem discourteous.

Many people feel awkward around those with disabilities because we are nervous about saying or doing the wrong thing. It's important to remember that, as in any population, people with handicaps are all different. Some prefer different labels, some get annoyed about labels, and some could simply not care less.

Disabled workers are being welcomed into the workplace in increasing numbers. A current television series *The Good Doctor* features a brilliant young surgeon who has autism. In the real world Microsoft actively seeks workers along the autism spectrum because "It's a talent pool that really hasn't been tapped," said Jenny Lay-Flurrie, the chief accessibility officer at the tech giant located outside of Seattle. Ms. Lay-Flurrie, who is profoundly deaf, added "People with disabilities are a strength and a force of nature in this company, myself included."

Some things to keep in mind:

- Be aware of personal space. If a person uses a wheelchair or walker, it is part of their personal space. Ask before you touch or move these aids.
- Ask before you help. Most persons with a disability will be very specific as to whether they do or do not want help. They will tell you what they want or need.
- Talk directly to the person instead of a caregiver or interpreter.
- If a person is in a wheelchair: ask if he or she would like you to sit rather than stand to talk.
- Please don't play with service dogs! These wonderful animals are highly trained to assist their owner with important tasks. Always ask permission before you approach a service dog. Don't be surprised if the owner says "no." My friend who is blind often says "Not now if you don't mind, my dog is working at the moment, and can't be disturbed."

In most cases, the operative word is "ask." 



## Etiquette & Protocol

By Kathleen Harvey  
Harshberger

**Executive Summary:**  
*Engagement and interaction between an individual with a disability and one who does not have that same challenge can require some considerations.*



**Researchers (left) Gunnar Brolinson, DO, VCOM's Vice Provost for Research and Team Physician for Virginia Tech (right) Mike Goforth, MS, ATC, Virginia Tech's Associate Athletics Director, Sports Medicine**





Dr. Brolinson taking a blood sample from a student to test for concussion.

## Was it a concussion? >

### Executive Summary:

*VCOM's development of a quick testing option for concussions is promising in diverse applications, including military and sports.*

**By Jennifer Poff Cooper**

When an alert, ambulatory patient comes into the emergency room (ER) with a head injury, the ER doctor's decision is, do we perform a computed tomography (CT) scan? Not only are CT scans expensive but they also give a high dose of radiation, so doctors want to use them sparingly. However, there has been no good way to determine whether to do the scan, with only

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**Dr. Brolinson placing a blood sample into equipment to prepare the sample for analysis.**

clinical exam and questionnaire available for evaluation. Until now.

The Virginia College of Osteopathic Medicine (VCOM) and Virginia Tech have created the first of its kind traumatic brain injury (TBI) diagnosis tool done with a blood test which can determine if TBI is an issue in as little as one hour after a collision. This Food and Drug Administration (FDA) approved test for concussions detects brain biomarkers, or small proteins released in case of injury.

Gunnar Brolinson, DO, VCOM's Vice Provost for Research and Team Physician for Virginia Tech, has been instrumental in this process. He said that the genesis of the project was driven scientifically as the brain was the only major organ without a blood test to detect problems. "We needed a better diagnostic tool for TBI," said Dr. Brolinson.

Initial concussion research began in 2003. Along with Dr. Brolinson, Stefan Duma, PhD, and now director of the Virginia Tech Institute for Critical Technology and Applied Science (ICTAS), was a key player in investigating injury biomechanics by starting the helmet lab. The research uses sensors to evaluate and rate helmets used in different sports. This team has received national recognition for their work.

Virginia Tech's Mike Goforth, Associate Athletics Director, Sports Medicine said his role was to sell the adapted helmets to the Tech administration, coaches, and players. This was no problem as football Head Coach Frank Beamer and his successor Justin Fuente have been "extra supportive" of the measure; it not only saves athletes but could help

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Researchers (left) Gunnar Brolinson, DO, and (right) Mike Goforth, MS, ATC, in Goforth's office reviewing data from the research study.

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save the game of football which has been plagued by criticism about TBIs. The research project has “raised awareness about head injuries and how we should aggressively diagnose and manage them,” said Goforth.

Then in 2014, Virginia Tech athletes participated in a pilot project testing the blood diagnostic tool. The three cohorts used were those who were concussed, non-concussed athlete controls (athletes not involved in contact sports but who worked out), and the non-control group who received impact but were not clinically diagnosed with concussion. The pilot project was submitted to Banyan Biomarkers, Inc., and led to the biomarker panel.

Next came a large Department of

Defense (DOD) funded trial carried out in about 15 emergency rooms around the country and world. Approximately 2,000 subjects were recruited over all sites as they presented to ERs with suspected TBIs. Dr. Broinson was the primary investigator at the local site, Carilion New River Valley Medical Center.

As a result of this study, which proved the diagnostic tool to reduce the need for CT scans by 34% in people presenting with TBIs, the FDA authorized for marketing the Banyan Brain Trauma Indicator. It announced approval in February 2018.

While the new tool can be used with any head trauma in the ER, the immediate application of the blood diagnostic tool

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Dr. Brolinson preparing to place the blood test sample into a specialized freezer to preserve the specimen before sending to the lab for analysis.








**Researchers (left) Gunnar Brolinson, DO, and (right) Mike Goforth, MS, ATC, shown here with helmet study sensors from their concussion research that resulted in first-ever safety ratings for headgear for every sport around the globe.**

is sports injuries. Now, a vial of blood must be drawn in the hospital for processing. Dr. Brolinson's hope is that, within 18-24 months, the test can become point-of-care, reduced to a finger stick administered on-site and processed using a hand-held or table-top unit in the locker room. Findings must always be interpreted under the guidance of a physician.

Another area of use is by the DOD, whose interest in the test is two-fold: testing for TBIs in both combat and training situations.

Dr. Brolinson is "really excited" about the blood test as before there were "so few tools in the toolbox to help with this diagnosis." He concluded, "This is the cutting edge of concussion research." 

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# Business Operations

By Mike Leigh

## Executive Summary:

*What is the opposite of an environment of fear? One that is secure—and here are some tips about that.*

## Drive out fear >

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 #8 – Drive Out Fear.**

Often in this column, I've discussed the importance of creating a culture based on open communications, information sharing, and process improvement, rather than one based on "holding people accountable" and blame. The latter creates fear, which according to Deming must be wiped out of your organization. He writes:

"A common denominator of fear in any form, anywhere, is loss from impaired performance and padded figures."

Consider these various forms of fear to which Deming refers that are still prevalent in organizations today:

- Fear to express ideas which are contrary to the boss
- Fear to ask questions without ridicule
- Fear to report bad news, mistakes, and defects
- Status reports and performance reviews given to leaders which are padded and skewed to the positive
- Resistance to knowledge (I once worked with an organization that was reluctant to improve the lighting in a work area because it would be easier to see defects. No kidding.)
- Taking actions to improve short-term results at the expense of long-term performance
- Fear motivation from leaders

Years ago, in my corporate career, I had a boss who did not like to hear opinions contrary to his own. Because of my tendency to state differing opinions when warranted, and even though my career was "fast-tracking" at the time, this leader criticized my performance to senior leaders. It took me three years and a move to a different business unit to recover my career. I almost left them for another company.

Do you want to improve employee engagement and retention? Do you value and want the opinions of all staff members? Do you REALLY respect all members of your team? Then you must drive out fear in all its various forms. Ask for differing opinions. Encourage the communication of bad news. Apologize to staff members when they make a mistake because there is a poor process. Eliminate the use of fear motivation from leaders.

The word "secure" comes from Latin which means "without fear." How secure do your employees feel?

Next month: *Point#9 – Break down barriers between departments.* 

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

## Just a little consideration >

Last we'd heard, our client was planning to move halfway across the country. So we weren't expecting her phone call.

"My moving company is saying that I owe them triple the original price they quoted me," she said. "They made me sign a contract that said so."

I asked her to send me the documents, and then we talked on the phone some more. It turned out that she had fallen victim to a scam common among shady moving companies.

"Here in Virginia, I signed a contract with the moving company for the original price," she said. "But when we got to the other side of the country, they said that the price had increased."

"Did they agree to do anything new in exchange for the higher price?" I said.

"No, they said that it was because of an increase in prices for diesel fuel, which was a lie," she said. "But that didn't really matter. They said that they wouldn't unload my stuff from the truck until I signed a new contract with a new price."

"And the new price was triple the original one," I said.

"Yes," she said. "But everything else about the new contract was the same as in the old contract."

"Did you pay them?" I said.

"I didn't have the additional cash at the time, and so they agreed that I could have a month to pay the new price," she said. "But I really need more time. Can you contact them and ask them to give me an extension?"

"That shouldn't be necessary," I said. "This new contract is unenforceable because of lack of consideration."



## Shark Patrol

By Keith Finch

**Executive Summary:**  
*Generally a contract is not legally binding unless it includes consideration, which means that under the contract, each party gives something up.*

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"Consideration? What do you mean?" she said.

"In some countries, if you sign a paper promising to do something, then it's always legally binding on you," I said. "But in America, generally a contract is not legally binding unless it includes consideration, which means that under the contract, each party gives something up."



In some countries, if you sign a paper promising to do something, then it's legally binding on you. But in America, generally a contract is not legally binding unless it includes consideration, which means that under the contract, each party gives something up.

"Gives up what?" she said.

"There has to be an exchange of things of value," I said. "So for example, if you and I sign a paper in which you promise to give me your car, then that would not be a binding agreement, since I'm not agreeing to give up anything in exchange for the car. It's just an unenforceable promise to make a gift. But if you promise to give me your car and I promise to pay you \$10,000 for it next month, then we have a binding agreement, since we have exchanged promises. When we each give a promise to the other, that provides consideration for the contract."

"So why isn't my new agreement with the moving company enforceable?" she said. "I signed it, and in the agreement the company promised to move my stuff across the country, while I promised to pay them money."



If you and I sign a paper in which you promise to give me your car, then that would not be a binding agreement, since I'm not agreeing to give up anything in exchange for the car. It's just an unenforceable promise to make a gift.

"It's not enforceable because in the old agreement, the moving company had already promised to move your stuff across the country," I said. "If a party to an agreement only promises to do things that it's already legally required to do, then those promises are meaningless and can't serve as consideration for the agreement. Here, the thing that the moving company promised to do for you under the new agreement was something that it already was obligated to do."

"And so the new promise can't be consideration?" she said.

"Correct, the new promise had no meaning, and so the moving company didn't give anything up by making the new promise," I said. "Because under the new contract the moving company didn't give anything up, the new contract is ineffective, and therefore the old contract is still in force. So you only have to pay the old price, not the new price."

"What about the fact that they practically forced me to sign the new contract?" she said.



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

"Yes, you also could argue that the new contract was invalid because you signed it under duress," I said. "However, proving duress would require a hearing at which you would have to testify about what they said to you right before you signed, and about whether that made you feel threatened, and so forth. But it's clear from the face of the new contract alone that it's invalid and does not replace the old contract."

In the end, I wrote a letter to the moving company explaining that their new contract was unenforceable and stating that our client refused to pay the higher price. Our client also had us file a complaint with the Federal Motor Carrier Safety Administration, which takes a very dim view of scams like this one.

It wasn't surprising that she never heard from the moving company again. 

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

**Note:** *facts have been changed to preserve confidentiality. Oh, and this isn't legal advice—you should consult a lawyer about ensuring that your contracts are supported by consideration and enforceable, about whether an amendment to a contract is valid, etc.*

“ ”

If a party to an agreement only promises to do things that it's already legally required to do, then those promises are meaningless and can't serve as consideration for the agreement.

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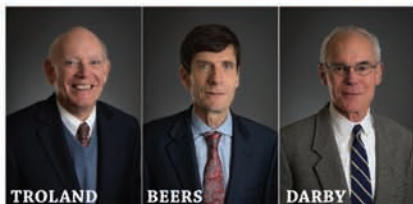


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Our 2018 Roanoke's Finest are counting on friends, family, colleagues, and the Roanoke community to help save and improve the lives of 30,000 children and adults. By participating as a Roanoke's Finest, these Honorees commit to raising a minimum of \$2,500 (towards a larger event goal of \$40,000) to help fund innovative research and new drug therapies to treat and ultimately cure, CF. Please support our 2018 Honorees and then join us as we celebrate and recognize these remarkable men and women at a culminating Brewers Ball event: A Celebration of Roanoke's Finest on Thursday, June 7, 2018, at Century Plaza in downtown Roanoke. You or your company can sponsor the event, make a 100% tax-deductible donation, purchase tickets to the Brewer's Ball, and more.

## SPECIAL FEATURE

The Brewer's Ball: A Celebration of Roanoke's Finest is a unique campaign and event that celebrates the finest in local craft beer, food, and people in the Roanoke area, while raising funds for the Cystic Fibrosis Foundation. Ten Finest Honorees, nominated for their exemplary leadership, active involvement in the community, and business excellence, will participate in an awareness and fundraising campaign for cystic fibrosis research and care.

At the culminating 2nd Annual Brewer's Ball event, Roanoke's Finest will be recognized for their fundraising achievements at Century Plaza on Thursday, June 7, 2018. Brewer's Ball guests will enjoy handcrafted beers from the best local brewers; food samplings from the hottest local restaurants; listen to live music; bid on live and silent auctions; and mix and mingle with the best and brightest in Roanoke. Join us as we celebrate Roanoke's Finest while toasting to a cure for CF!

# 10

## of Roanoke's Finest



**Stephen Anderson** / Pinnacle Financial Partners

Born and raised in Roanoke, where he attended Northside High School and Roanoke College, Stephen has been in banking for the past 10 years and is currently in Commercial Banking for Pinnacle Financial Partners. He lives in Botetourt County with his wife, Barbara and daughter, Ainsley. For the past 18 years, he has also been a high school basketball official. He enjoys traveling, fishing, and is an avid University of North Carolina fan.



**Doug P. Barber** / Gentry Locke Attorneys

Doug grew up outside Portland, Oregon, in the famous town of Boring! He came to the East Coast in 1988 to attend the Naval Academy and then served in the Navy until 2013. He attended George Mason University School of Law, then joined the Navy JAG Corps. Doug and his family moved to Roanoke in 2015, and he now specializes in personal injury, medical malpractice, and wrongful death cases at Gentry Locke.



CYSTIC FIBROSIS FOUNDATION

The Cystic Fibrosis Foundation's mission is to cure cystic fibrosis and to provide *all* people with the disease the opportunity to lead full, productive lives by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.





**Dylan Denslow** / Woods Rogers

A member of Woods Rogers law firm's IP and litigation practice groups, Dylan is active in the Roanoke community, serving on boards for St. Francis Service Dogs and Roanoke Chapter of the Federal Bar Association. He earned his B.S. from the University of Virginia, McIntire School of Commerce and J.D. *cum laude* from the University of Richmond School of Law, where he served on the editorial board for the *Journal of Law and Technology*.



**Kate Groff** / Jefferson College of Health Sciences

A mom, wife, and nurse practitioner, Kate relocated to Roanoke from Indianapolis, Indiana one year ago, ("I could not be happier here!") with her husband, Matt, and two young children. She received her degrees from Butler University and Duke University. Kate worked at Riley Hospital for Children, specializing in pediatrics, and cared for many patients with cystic fibrosis. She has served on the Indiana CFF Board and recently accepted a faculty position at JCHS.



**Claire Farr** / Valley Family Dentistry

Dr. Claire is a dentist in Roanoke, who grew up in Roanoke and attended Virginia Tech where she was also a member and captain of the D1 Swimming and Diving program. She graduated from Virginia Commonwealth University Dental School and completed Advanced Education in General Dentistry at UAB Hospital Dentistry in Birmingham, Alabama. She lives in Roanoke with her husband and goldendoodle.



**Matthew Hubbard** / HomeTown Bank

A lifelong resident of the greater Roanoke Valley, Matt lives in Roanoke with his wife and two young children. He is a current MBA student at William and Mary; a graduate of the Virginia Bankers School of Bank Management at the University of Virginia; and holds a B.B.A. in Economics from Radford University. He serves on boards for Grandin Theatre and Boy Scouts and is VP and Commercial Banking Officer for HomeTown Bank.

When the CF Foundation was established in 1955, most children with CF did not live past elementary school. Due in large part to the Foundation's aggressive investments in innovative research and comprehensive care, today, many people with CF are living into their 30s, 40s and beyond.



**Keith Lutinski** / United Healthcare

Keith is a Business Operations Specialist at UnitedHealthcare in Roanoke. He received the “Service Hero” award for being in the top 2% of the company. He volunteers at Christ Our Redeemer Church as sound technician and a “COR20’s Connect” group leader for people in their twenties. He coordinates a variety of events and activities such as hiking, dining out, and mini-golf to help members develop stronger relationships while growing in their faith.



**Matt Poe** / BB&T

Matt is a native of Decatur, Illinois, who now lives in Roanoke with his wife (a Roanoke native) and two boys. A “soccer dad” he has worked in retail banking for 20 years and is now a Market Leader for BB&T. A Swarthmore College graduate, his community involvement includes “Bank on Roanoke Valley” board member for United Way, BB&T Lighthouse project leader, program facilitator, financial wellness program, and multicultural branch team.



**Adam McDearmon** / Big Lick Brewing Co. Adam is the Taproom Manager at Big Lick Brewing Company in downtown Roanoke who enjoys running, hiking, shooting, and horseback riding. He developed a love affair for good craft beer and is a Cicerone Certified Beer Server. He has developed a passion for serving others, which is why it was a “no brainer” for him to jump on board with the Cystic Fibrosis Foundation to give “more tomorrows” for patients who have been diagnosed with CF.



**Will Vagts** / Bay Diesel & Generator Will has twelve years experience in electrical distribution and power equipment sales. He is a past president of Rotary Club of the Blue Ridge; membership chair of Associated General Contractors of Virginia; board member of Young Construction Leaders; alumnus of Leadership Roanoke Valley; member of The German Club of Roanoke Valley; and an Appalachian Trail Thru-Hiker, 2005.

Cystic fibrosis is a life-threatening genetic disease that affects about 30,000 children and adults in the United States and 70,000 people worldwide. A defective gene and its protein product cause the body to produce unusually thick, sticky mucus that clogs the lungs and leads to lung infections; and obstructs the pancreas and stops natural enzymes from helping the body break down and absorb food.

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## A Little Insight

By Bruce C. Bryan

### Executive Summary:

*Music sticks in your brain; your organization could capitalize on that.*

## The sound of business >

Unless you are one of a few devout underground music fans, the group *Portugal The Man* probably hadn't passed by your ears prior to 2017. Last year, they burst upon the scene with their hit song "Feel It Still" and this band from Alaska became a common name among millions in America.

For decades, successful marketers have been using music to drive their messaging. If you're my age (spoiler alert – I'm in my 50's), you remember Heinz Ketchup using "Anticipation" and Coca-Cola worked to "Teach the World to Sing" in their TV commercials.

Whether the music is original, re-purposed for a specific reason, or picked because an ad person likes it, the fact is many of the commercials we remember are aligned with music that sticks in your brain.


## Music2Be Noticed

With this particular iPad Pro campaign, Apple, a technology powerhouse pulling in billions of dollars every year, became a vessel for the worldwide fame of Portugal The Man (which is actually a whole band). The funny thing is, this band has been playing music together since the early 2000's. Hardly a new act, Portugal The Man had already made a name on the festival scene and was being recognized through their years together for their abilities.

They just didn't become a "household name" until June of last year when Apple used their song in a TV commercial.

I remember watching the iPad Pro commercial and thinking, man, that's a fun song. Shortly after, I began hearing it on obscure radio stations. It wasn't long before it was everywhere and being played repeatedly. It peaked at #4 on the Billboard Hot 100 songs at one point in 2017.

Imagine that – a catchy tune, combined with clever video and a creative concept, executed by an edgy company that makes really cool things. Sounds like a recipe for a winner. And it was for both Apple and Portugal The Man.

Your organization may not have the kind of pull to launch a band into fame. What it does have, though, is the ability to choose original or special music to drive your next big campaign. 

## Tightwad travel secrets >

My wife and I are frugal at heart. This means, over the years, we've found deals and tricks that have us vacationing at a fraction of the cost of what most expect to spend.


Last year, we honeymooned with our daughter in Gatlinburg while the Smokey Mountains were literally smoking. You'd be amazed at how much room and attraction rates get reduced when an area is battling wildfires.

Of course, when we decided on this destination, we didn't plan on the flames. We were glad we decided to stay the course, though, because our being there seemed to brighten the day of every merchant we encountered. It meant personalized attention and more fun for much less than we imaged.

Thinking different than the usual is what we find works best. Most go to amusement parks when it's warm. You can enjoy the rides a lot more without the lines and high-ticket prices during off-season.

Cruises offer deep discounted rates near departure date. Fly mid-week instead of the weekend and you can save a ton, particularly if you're OK with stopovers. Driving can save you more. Find free walking tours that teach local culture and history instead of boarding a bus for those stuffy, expensive sight-seeing cattle drives. Hotel rates drop significantly at times of less demand.

Whether it's enjoying holiday attractions off-season or finding a destination that's off the tourist beaten path, you can enjoy less traffic and have a more fun for a fraction of the cost with some creative planning.

Flying or driving smart, keeping it closer to home, finding diamonds in the rough and understanding where to find deep discounts can save you enough to afford a few extra vacations a year (or build a nice nest egg with a great financial planner). 

*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:**  
*A little creative thinking can save you a lot of money on vacations.*

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## On Tap from the Pub

By Tom Field

**Executive Summary:**  
*The fascinating and invaluable (arguably the most valuable) profession in the free world continues to evolve; or does it?*

## Sales. And the profession thereof. >

*Adam: I'm just looking... not really interested... but whataya got?*

*Eve: Got this apple, here.*

*Adam: Okay, I'll take it.*

Sales. It's the most important activity of any business. There is no business without it. So, why are we still trying to figure it out? You'd think the majority of businesses and various enterprises would be pretty masterful at this craft by now. But take a look at any business resource (online, bookstores, magazine racks, seminars, workshops, conferences), and you'll see plenty of "new" strategies and techniques, advice, and the latest "proven" systems.

You're not still talking about SPIN Selling and Guerilla Marketing and N.E.A.T. and Agile and The Challenger Sale and CustomerCentric Selling and the Sandler System, are you?

Come on, man! Get your head out of the sand! Today's savvy sales pro is all about leveraging algorithms and using that funnel, man!

The world has changed. And how we do sales must change as well, right? Well, first of all... hasn't the world always been changing? And it we're talking about technological advancements, wouldn't Adam still take that apple whether Eve handed it to him in person — or another naked women persuaded him via a referral link to a snazzy e-commerce website and delivered by drone?

I've had the pleasure of working with sales professionals in a vocational capacity for forty years. And in every capacity for, well, probably before my first birthday when I would be the reason for my momma being pitched on the advantages of disposable or cloth diapers. "Look at him," the product demonstrator might have said at the grocery store. "Do you really want him going around in scratchy old cloth, rubbing up against his chubby little legs? And forget laundering... just grab the next new, fresh and clean one."

"Sold!"

Like any other profession, some people are really good at what they do. One guy will aerate and mow your lawn with the sparkling green John Deere, carefully edging and trimming, then running the mower in the alternating directions to make those precise patterns in your yard and in the best interest of your grass, finishing up with a thorough disposal of your clippings and a carefully applied sprinkling of fertilizer,

# REVIEWS & OPINION

coupled with tactical sniper-like removal of the random evil weed that may have slipped in under his watchful eye. Another guy will push that smoking, dull-bladed old Save-a-Dollar LawnMaster back and forth about four times, leaving it stalled out by the crab grass when his beer ran out and the blasted thing wouldn't restart.

The guys and gals I have known that really rock their sales profession are like that first groundskeeper. They care about what they are doing. They care about the process. They care about the outcome. And they care about their prospects and customers. Successful sales pros do care about those selling systems listed above. The old methods and the new, sophisticated automated ones. And this is because they always desire to learn more, to improve, to reach their goal, to be their best.

Besides those characteristics (which have most to do with character and personal desire), I am quite skeptical about reports of tips and techniques that all successful sales people have in common. There are sales people who are at the top of their game—and they are as different as night and day from one another. And what's fascinating about this skill, is that an activity that works for one person may not work at all for another. As a customer, each of us knows all too well the things a sales person can say or do that will never work for us, personally. My favorite no-sell phrase is: "oh, you'll never find that [insert item] for that price." As if I just made up some random figure and have no idea what I'm doing.

Good sales people are the best psychologists. And not just because they understand how and why people think the way they do. It's because they listen. They listen and they catch every detail. Whether the deal closes or not, you enjoy your time with a true sales professional, because he or she is not there to manipulate, but to improve or make better your world if possible.

*Adam: Eve, I heard that apple is bad for you.*

*Eve: But I'm rather hungry, and it looks delicious.*

*Adam: This peach here is pretty sweet and fresh.*

*Eve: Okay, I'll take it.* 

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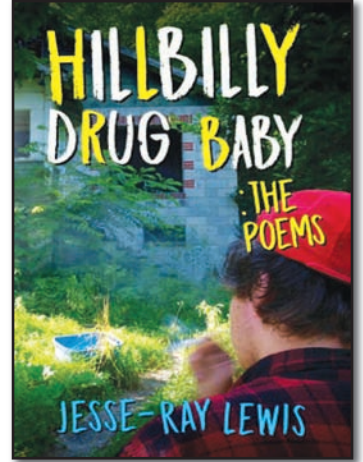
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## Books @ the FRONT >

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)



### *Brutal backstory*

*Hillbilly Drug Baby: The Poems* by Jesse-Ray Lewis (WriteLife Publishing; 2018) delves into the firsthand accounts of a boy haunted by the plagues of his past and what they mean for his future. Though the content and language of Lewis' poems are striking, he presents a brutal truth of what it is like to grow up in Appalachia amid drugs and violence. He writes, "In my early life my lullabies were lighters sparking and needles being pushed into veins." Lewis' story can be heart-wrenching as he bluntly describes realities he faced growing up, realities that no child should have to endure. Beyond the stories of his childhood, Lewis also paints a picture of what it is like grow up in and age out of foster care. While some might find Lewis' raw realities difficult to face, his is a story that is too often told in statistics but not often heard firsthand. The story that Lewis tells through his poetry also gives voice to the "opioid crisis" headlines and provides a much needed perspective on what it is like for the victims of this crisis, especially those born into it.

—Laura McCarter

### *Worth pouring over*

Impressive. Nancy Bauer's *Virginia Wine Country Travel Journal* is a must have read for anyone who enthusiastically appreciates and visits our vineyards and wineries in the state. The spiral-bound (therefore flat lying)

publication is the perfect companion when tasting and trying to remember all your favorite places.

Self-published and just released (2018), this 170-page booklet includes a comprehensive presentation of Virginia's wines and winemakers, descriptions on where to stay and what to do, details like dog, family, and adult-friendly venues, and handy information on what's happening in this growing industry.

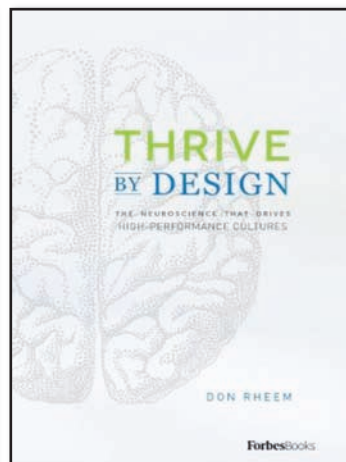
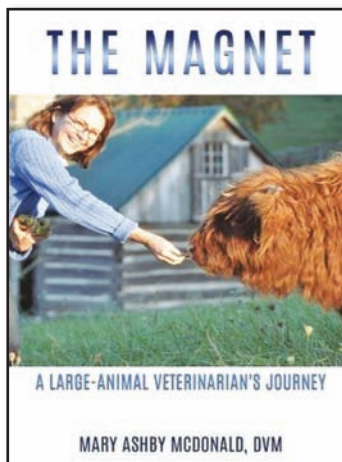
But perhaps best of all is the practical application of this book and how well-organized it is. You'll get maps and overviews of all the wineries, classified by region (which happens to match the ten our state's tourism department has designated), as well as "trackers" you can fill out and rate for your visits, along with your own tasting notes section. How many seasons would it take you to fill out the whole journal? Hard to say, but that's a challenge this book makes easy to accept.

—Tom Field

### *Cathartic journey*

*The Magnet* (Xulon; 2017) is about life, love, loss, heartache, and finding faith in God in the day-to-day life of a large-animal vet.

Mary Ashby McDonald had a rough childhood, went to Virginia Tech to be a veterinarian after she was married and had



kids, and discovered God loves her. You will laugh, cry, and sympathize with McDonald. She tells her story in a no-holds-barred kind of way. Her storytelling will draw you in; her words will keep you turning the pages. And at the end of the book, you'll find hope. McDonald's stories showcase her love for animals. From her childhood to her missions trips to her job as a veterinarian, animals have always been a big part of her life. The stories in this book show a life of hurt, joy, sadness, love, and hope.

My favorite parts of the book are where she talks of her missionary vet trips, the Magnet chapter, for which the book is titled, and the overall message of the book. As stated on the back cover, "McDonald points the reader to a 'Magnet' who collects the deadly remainders from our pasts, leading to the healing of our own hearts."

Mary McDonald lives in Catawba, Virginia, and *The Magnet* is her story of her journey from childhood sexual abuse to a life of hope, told through her humorous veterinary stories.

— Sally Shupe

## Neuroscientific management

What if your team looked forward to Mondays instead of Fridays? With *Thrive By Design* (ForbesBooks; 2017), CEO of E3 Solutions Don Rheem offers managers and senior leaders deep insights into what drives

employee performance from a brain-based perspective. With so many different personalities and work styles clashing, it's no surprise that conflicts arise and productivity suffers. But by understanding and analyzing the science of human behavior, you can release the full potential of your employees.

This book is for leaders who are tired of fighting against a disengaged culture; for HR professionals who spend more time reacting to workplace drama than fulfilling their mission and purpose in the organization; and for employees who have been crippled by toxic leaders and want to know there's a better way.

In 11 chapters, this book is for leaders who are tired of fighting against a disengaged culture; for HR professionals who spend more time reacting to workplace drama than fulfilling their mission and purpose in the organization; and for employees who have been crippled by toxic leaders and uninspired cultures and want to know there's a better way.

—Cathy Hayes

**The reviewers:** Laura McCarter is a graduate assistant for Outreach and International Affairs at Virginia Tech; Tom Field is a creative director and publishes FRONT; Sally Shupe lives in Newport, works at Virginia Tech, and is a freelance editor; Cathy Hayes is a print campaign manager in Wesley Chapel, FL.



## No melt, spinout >

**Aeroprobe Corporation** announced on April 12 that **MELD**, its proprietary manufacturing technology, is moving into a new phase of commercialization that includes the spinout of MELD Manufacturing Corporation. The company holds more than a dozen patents on non-melting processes that can be used for a wide range of materials, including metal powders and rods; and it can also be used with metal chips that would normally be discarded in other processes, making it a viable option for a green alternative.



## And the EMMY goes to >

The **Grandin Theatre Student Film Lab** won top honors from the National Academy of Television Arts and Sciences, National Capital Chesapeake Bay Chapter in the 2017 Capital Emmy High School Fiction categories for "When the Lights Go On Again" (Best Picture; long form fiction; Chloe Shelton team) and "Burden" (Best Picture; short form fiction; Phoebe Barker team).



# FRONT 'N ABOUT



Courtesy of Roanoke Fire & EMS

## Graduates celebrate >

Roanoke Valley Regional Fire & EMS Academy graduated 13 recruits on March 29th. They were hired with grant money from the Department of Homeland Security through a 2017 \$1 million cost-sharing grant designed to fund 11 positions over three years.

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## Runners on you mark >

The annual **Blue Ridge Marathon** was held on April 21 on a route between downtown Roanoke, Mill Mountain and the Blue Ridge Parkway on one of the best running weather days in the entire month of April.



# FRONT 'N ABOUT



## Wining around >

Blacksburg Partnership's tenth annual **Fork & Cork** wine festival was held April 21 in the Virginia Tech / Corporate Research Center, featuring over 20 regional wineries, food and wine pairings, cooking demonstrations, handmade artwork, and music to a large crowd.





Courtesy of Virginia Tech

## VT grad finishes 6th in world >

JP Cauldill, a 2000 Virginia Tech graduate, was the second U.S. male and the sixth runner overall to complete the World Marathon Challenge in February. This involved running seven marathons over seven consecutive days across seven continents. The 46 participants ran through Novo, Antarctica; Cape Town, Africa; Perth, Australia; Dubai, United Arab Emirates; Lisbon, Portugal; Cartagena, Colombia; and Miami, Florida.



Courtesy of Spot on Kirk



## Amazing acrobatics >

ZuZu African Acrobats performed during April as part of the **Spot on Kirk** African musician and performer focus this month in their year-long celebration of the diverse cultures representing the Roanoke community. This International Music Series, an initiative funded by The Richard & Caroline T. Gwathmey Memorial Trust. Performances were held at Virginia Heights Elementary and Hurt Park Elementary as well as a free public performance at the Market in downtown Roanoke on April 16th.

# FRONT 'N ABOUT

## Adding new wheels >

**MemberOne Federal Credit Union** recently partnered with **RIDE Solutions**, a local transportation agency, to expand its Roanoke bike share program.

The Member One station is located at the corner of Jefferson Street SE and Riverside Circle in Roanoke.



Courtesy of MemberOne FCU

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.

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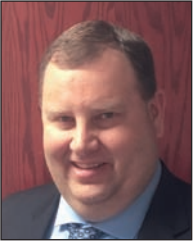
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# Career FRONT

## FINANCIAL FRONT



Sutton



King



Sackett

**Kevin S. Sutton** has been hired as compliance manager; **Lisa King** was promoted to universal banker; and **Peter Sackett** promoted to vice president and

chief credit officer at The Bank of Fincastle.

**William H. Hayter**, president and CEO of First Bank & Trust Company, received a Founders Day Service Citation by Emory & Henry College.

**Craig Parrent** has joined as Western Virginia commercial team leader and greater Roanoke market executive for Union Bank and Trust.

**Jonathan Richardson** has joined as financial advisor for commercial banking clients at Pinnacle Financial Partners in Roanoke.

## WELLNESS FRONT

**Michael Dame**, vice president of Marketing and Communications was recognized as a Top Hospital Marketer of the Year by Hospital Marketing National; **Michael Abbott** has joined as vice president of the Cardiovascular Institute; Tom Hill



Dame

has joined as vice president of Materials Management at Carilion Clinic.

## LEGAL FRONT



Austin

**Rudy Austin**, Gentry Locke retired partner, has been selected as the 2018 recipient of the Roanoke Bar Association (RBA) Frank W. "Bo" Rogers, Jr., Lifetime Achievement Award.

## DEVELOPMENT FRONT



Taylor

**Emily Taylor** has been named chief operating officer at CMG Leasing.

## EDUCATION FRONT

**Rick Hunt** was appointed research director and **David Townsend** academic director of The Apex Center for Entrepreneurs in the Pamplin College of Business at Virginia Tech.

**Dr. Dixie J. Tooke-Rawlins**, president and provost of The Edward Via College of Osteopathic Medicine in Blacksburg was selected for the 2018 Lifetime Achievement Award by The American



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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.



**Tooke**

College of Osteopathic Family Physicians at the ACOFS's 55th Annual Convention and Scientific Seminar.

and Alison LePera has joined as assistant professor for emergency medicine at The Edward Via College of Osteopathic Medicine.

HoneyTree Early Learning Centers.



**Chad Reed**

**Chad Reed** has been named vice president for finance and administration at Radford University.

clinical research collaboratives in Health Sciences and Technology at Virginia Tech.

**Robin Reed**, former weather reporter and current co-anchor at WDBJ 7 news, has joined as professor of practice in journalism, broadcast management at Virginia Tech's Department of Communication.



**Anderson**

**Dr. Peter T. Anderson** has been hired as vice president for instruction and student services at New River Community College.

**Dr. Ken Nicely** has been named acting superintendent of Roanoke County Public Schools.



**Hill**

**Lena Hill** has been named dean of the College at Washington and Lee University.

**Amanda Heasley** has joined as community outreach and events coordinator at



**Horn**

**Kimberly Horn** has been named associate vice president for

## TECH/INDUSTRY FRONT

**Jouko Lehapelto** has been hired as company advisor and Joseph Cansler has been hired as QA engineer at McAirlaid's Inc.

*Compiled by Nanette Levin and Tom Field*



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**Dan Dowdy** is the business development director for Valley Business FRONT and owner of The Proofing Prof proofreading services (www.proofingprof.com). His background includes service in the U.S. Air Force and an extensive career in education, including teaching college-level writing competency and business courses, and working for a Fortune 100 company. [ddowdy@vbFRONT.com]

**Tom Field** is a creative director, marketing executive and owner of Berryfield, Inc. in Salem, and owner of Valley Business FRONT

magazine. He has written and produced programs and materials for local and international organizations for more than 30 years. [tfield@berryfield.com]

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

Waking up with the peaceful sound of bird

chatter while watching the sun rise over the mountains is one of

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

**Theresa Passeretti**

is an account executive for Valley Business FRONT; a native of Roanoke, married and mother to two girls, she has an AAS degree in Environmental Studies and serves on the board of directors for Clean Valley Council. She enjoys the outdoors, has a passion for local business and superior customer service and is excited to see the positive growth and momentum in Virginia's Blue Ridge region. [tpasseretti@vbFRONT.com]

**Michael Shelton**

specializes in working with Roanoke and Lynchburg area residents age 55+ who want to

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

**Kathy Surace** is

FRONT Business Dress columnist, an image consultant and owner of Peacock Image in Roanoke. She was a fashion consultant for a major clothing chain for a number of years. [kssurace@aol.com]

**Nicholas Vaassen**


is a graphic designer with 16 years experience, specializing in publications. His design projects include FRONT, lifestyle, real estate, municipal, classified sales and cultural organization magazines in Roanoke and southwestern Virginia markets. [nvaassen@berryfield.com]

““

I've found that the people in the lower positions all know what's going on — Page 11




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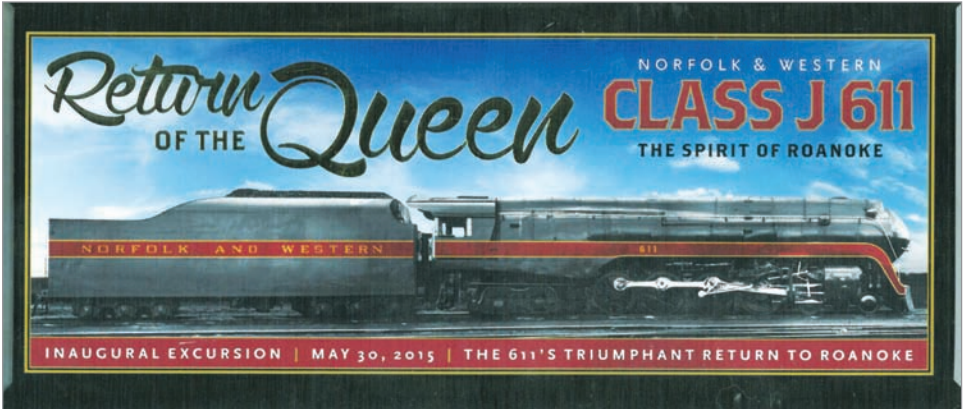

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## *Derailed?*

A new policy by **Amtrak** regarding special excursions could threaten the **Norfolk & Western Class J 611** steam engine trips for tourists and rail enthusiasts out of Roanoke; 611 stakeholders and supporters are seeking an exemption.

## *Working*

**Virginia Employment Commission** reported Virginia's unemployment rate at 3.5 percent in February, its lowest level in nearly a decade. The U.S. jobless rate for

February was 4.1 percent, unchanged from January. Virginia's employment rate hasn't been this low since April 2008.

## *In the cards*

**Northwest True Value** hardware stores now stock Hallmark cards; picking up the offering from recent Hallmark retail store closings.

## *Let it shine*

**Crenshaw Lighting** in Floyd County is expanding its manufacturing operation to hire an additional

56 employees within three years.

## *Sweet stop*

**Kelly Café** desserts, confections, gelato, and specialty bubble tea shop at the Shoppes at West Village in Roanoke County has opened a second shop in downtown Salem.

## *Giving*

**The Foundation for Roanoke Valley** announced \$740,004 was raised during its second annual Roanoke Valley Gives day. Almost 160 local nonprofits

participated on March 14, 2018. Roanoke Catholic School headed the leader board with \$109,601 raised and received a resulting \$10,000 grant.

## *Showtime*

**Virginia Tech Carilion School of Medicine** will host the 23rd annual meeting for the International Association of Medical Science Educators (IAMSE) on June 7-11, 2019. The event is expected to draw 500 educators to Roanoke. IAMSE is a nonprofit professional development society for health professions

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education. Richard Vari, senior dean for academic affairs at the VTC School of Medicine, is serving as president of the IAMSE in 2018 and 2019.

environmental/ environmental health at six and industrial/ manufacturing/ systems at seven.

## Bankers bank

## Techies triumph

**Virginia Tech's College of Engineering** placed among the top 30 in the nation in the U.S. News & World Report's graduate program rankings of colleges for 2019. Eleven of the college's departments are listed in the rankings, and three are among the top 10 in their fields including civil engineering at seven,

**Pinnacle Financial Partners** was recognized by Fortune as the 3rd on their 2018 list of the Best Workplaces in the Financial Services and Insurance industry.

## Belly up big time

**Big Lick Brewing Company** in downtown Roanoke made the list of 50 Fastest Growing

*Have an announcement about your business?*

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

Breweries by the Brewers Association.

## Rover's looking for you

The **Regional Center for Animal Care and Protection** reached its capacity for taking in large stray dogs, due in part from recent storms; the shelter is requesting owners of lost pets to

make contact as well as individuals interested in adopting, so that additional kennel space can be made available.

## Road trip or camping

**American Family RV**, a recreational vehicle and camper dealer and parts and service operator has opened

**First Fridays**  
ROANOKEVA  
**THE WORX**  
**MAY 4**

**First Fridays**  
ROANOKEVA  
**FUZZY LOGIC**  
**MAY 18**

**First Fridays**  
ROANOKEVA  
**SUPER HOLD**  
**JUNE 1**





FRONT Notes



Foster Falls Hotel

on East Main Street in Salem.

Checking in

Circle Design Studios has been contracted to provide interior design services for the historic Foster Falls Hotel

property at New River Trail State Park.

Refill

Metis Holdings announced the addition of the following tenants to the former 165,000-

square-foot Allstate building on Electric Road in Roanoke County: Lucas & Kite law firm, Vistar Children's Eye Care Center, Vistar Corporate Offices, Fit Studio, and an On-site café style restaurant.

May I take your bags?

Hotel Roanoke and The Regency Room at Hotel Roanoke have both earned an AAA Four Diamond Rating.

Is this seat taken?

Passenger traffic at Roanoke-Blacksburg Regional Airport saw an increase in traffic

and is up 5.8% from 2016. In February 2018, 42,655 passengers flew out of ROA. The airport serves over 600,000 passengers a year with 4 airlines; and non-stop service to hub cities of Atlanta, Charlotte, Chicago, LaGuardia, Philadelphia and Dulles.

Pitch perfect

Roanoke City Public Schools has been recognized for the sixth consecutive year as one of the "Best Communities for Music Education" by the National Association of Music Merchants (NAMM Foundation).

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*Movin' on and out*

**Lawrence Equipment**, a division of Lawrence Companies in Roanoke, opened its newest location in Lynchburg. The branch is located at 921 Sunburst Road, Evington.

*Channel hopping*

**WSLS 10** television and news station known for its long time iconic location adjacent to Roanoke City administration and main courthouse buildings

downtown is moving to the former Grainger distribution facility off 5th Street, NE.

*Medic!*

**Roanoke City** has announced a budget dedicated for a new emergency squad.

*Can I go to the mall, mom?*

**Children's Museum of Blacksburg** is moving from First & Main Shopping Center to

the New River Valley Mall later this year; expanding its space.

*Favored property*

"Opportunity Zones," a new economic development program has been announced by Virginia Gov. Ralph Northam under the 2017 Tax Cuts and Jobs Act that identifies areas qualified for private investments eligible for preferential tax treatment as an incentive for business locations. Sites in

Montgomery, Roanoke, Giles, and Franklin counties, as well as parts of Salem, Blacksburg, and downtown Roanoke are among the 212 zones.

*Eat your greens*

**The Salad Factory** healthy eating options restaurant has opened in downtown Roanoke.

*Compiled by Nanette Levin and 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).

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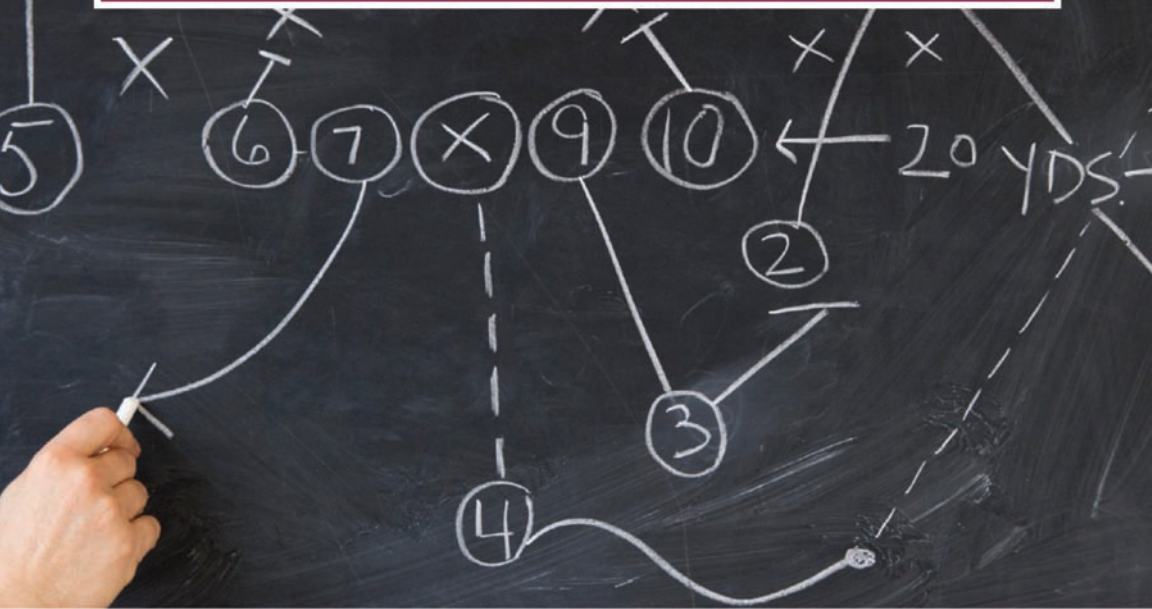


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