



Valley Business
FRONT

THE SMALL BUSINESS & ENTREPRENEUR
CHAMPION IN VIRGINIA'S BLUE RIDGE
FREE • ISSUE 97 • OCTOBER 2016

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A Successful Composition

David Stewart Wiley,
Roanoke Symphony Orchestra



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WELCOME to the FRONT

Attending a performance by the Roanoke Symphony Orchestra is a delightful experience on many levels. For one thing, where else can you go where there is a great room full of people, a stage full of people, an environment completely filled with energy, and you can be so thoroughly satisfied—with your eyes closed? Not that I'm suggesting there is nothing to see. You can open your eyes, too. But above all else, RSO is where you open your ears and your heart, while letting down your gates of bramble-filled stresses and daily toils to release—and absorb—the very sound of life. Its story. With notes that conjoin and notes that seep out of crevices both upward and downward. Pulling. Prodding. Sometimes just enveloping.

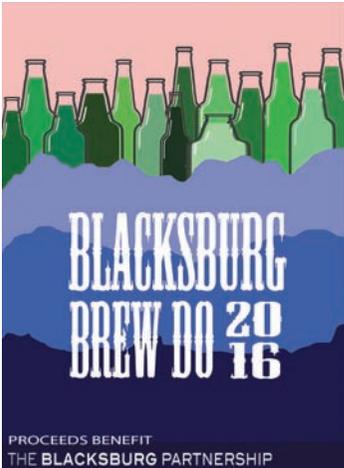
And yet all of this grand cultural absorption, the removal from the ordinary, the transcendence to a higher plane even as we sit in our same world—is still produced with a bedrock of infrastructure. There's still a foundation below and framework around it all. There's still an environment, with players and performers, builders and designers, workers behind the scenes and up onstage or down in a pit. Managers and secretaries. Patrons and sponsors. A director.

Our town's orchestra is very much a business—even if some of us don't care for or think of that designation. David Stewart Wiley is our Culture FRONT profile this month; and his inclusion in our business journal is naturally orchestrated. There's no question he and his contribution belong in FRONT whether your eyes are opened or closed.



Tom Field

“”
Words are power — Page 13



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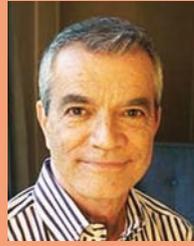
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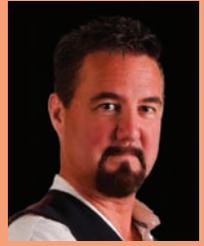
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OCTOBER



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Tom Field



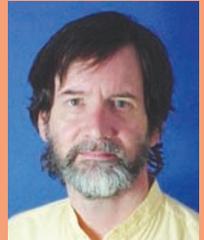
Laura Lemon



Ariel Lev



Nicholas Vaassen



Randolph Walker

Editorial Advisory Board

Valley Business FRONT has organized an Editorial Advisory Board in order to help direct coverage. FRONT selected a group of 14 diverse business professionals, who will serve as a sounding board throughout the 18 month rotational term that will turn over every year and a half.

This board has been given the task of helping FRONT understand the issues and develop coverage. "Members essentially have a red telephone at their hand," says publisher Tom Field. "They can inform us best on what is important, what is new, what impacts the greater community. Of course, our red phone reaches right back to them as well, for assignments and insight on our coverage. Although the members are encouraged to keep FRONT updated on their own industries and the key players, they aren't limited to their area of specialty, as all commercial enterprises ultimately collaborate to impact our quality of life here in this part of Virginia." An additional contribution by the Editorial Advisory Board involves direct input on the various FRONTLists we present throughout the year.

CONTRIBUTORS



Keith Finch



Kathleen Harshberger



Mike Leigh



Christine Liana



Dan Smith



Kathy Surace



Alison Weaver

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

2016 Members

Nancy Agee Carilion (Wellness)
Laura Bradford Claire V (Retail)
Nicholas C. Conte Carilion (Legal)
Warner Dalhouse Retired (Seniors)
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.

“If you have the right stock, they come

— Page 25

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David Stewart Wiley

RSO Director

Knows the Score

David Stewart Wiley hadn't even turned 30 when he became music director and composer of Roanoke Symphony Orchestra, dazzling fans with his youthful energy and can-do attitude.

Twenty years later, he is still a whirlwind of boundless enthusiasm; a Peter Pan who has elevated the symphony's reputation and spread its music across the nation's airwaves and theater screens.

At age 10, Wiley won a competition for young composers in Boston. The prize was being able to perform his concerto with an entire orchestra. As he sat on the stage, listening to his work come to life, "This electricity went through my body and the hair stood up on the back of my neck. I thought, 'This is what I must do.' Now, 40 years later, I still feel that way."

Wiley's musical endeavors began with the piano. "Some of my earliest memories are of sitting on my mother's lap, playing the piano," he says.

Born in Princeton, N.J., Wiley grew up in the Boston suburb of Lincoln. His dad was the Registrar at MIT and his mother was a teacher of special-needs students.

"It was a great childhood. We built go-carts and rode them in the woods behind my house. We played outside; we went to baseball games. I'm a huge Red Sox fan."

Music remained a central part of his life, and he earned undergraduate degrees concurrently in Piano Performance from New England Conservatory of Music and in Religion from Tufts University through a five-year, double-degree program.

Asked about the degree in Religion, Wiley explains, "Religion afforded me an opportunity to explore my own faith, as well as learn about world religion, philosophy and culture. In a sense, music is my ministry."



Still feeling it >

Executive Summary:

The director of the Roanoke Symphony Orchestra celebrates his 20th year; and the score has been exemplary.

By Alison Weaver

Acclaimed >

David Wiley has gained acclaim both locally and nationally during his 20 years with Roanoke Symphony Orchestra. Some of his awards include:

- Roanoke Citizen of the Year
- Roanoke NAACP Citizen of the Year in the arts category
- Perry F. Kendig Prize for service to the arts
- Distinguished Music Educator award from Yale University
- Conducting Fellowship at Tanglewood Music Center in Boston
- Aspen Conducting Prize at the Aspen Music Festival



Wiley left Massachusetts to get a master's and doctorate at Indiana University, where he met his future spouse, Leah Marer. Leah, a solo soprano, shares her husband's gift for music, and not surprisingly, their children have inherited that same talent.

"My son is 13 and plays the cello. My daughter, 11, plays the violin. They're both members of the Roanoke Youth Symphony," he says. "Although they perform with me publicly, Leah and I try to give them their privacy otherwise."

During Wiley's 20-year tenure, the symphony has dramatically increased its number of performances annually and performs in a variety of venues in an effort to reach as many people as possible.

"Twenty years ago, we basically just had one series of maybe half a dozen concerts in a year," he says. "Now we reach tens of thousands of people every year. We reach probably 14,000 through our education programs alone. The Holiday Pops concert in Salem draws 3,300 people from as far away as Charlotte and Washington, D.C."

A recent free concert in Elmwood Park featured music from "Lord of the Rings," classics from cartoons, a military tribute and disco, in addition to more traditional symphonic pieces. Dozens of passersby, headed in the direction of the Deschutes Street Pub event, stopped in their tracks and took seats in the amphitheater to listen. "That's precisely why we're here in Elmwood Park," Wiley said backstage after the performance. "We want to bring music to everyone and challenge their idea of what symphony music is."

RSO's Pop Series has brought in artists such as Bruce Hornsby, Vince Gill and Boz Scaggs. "We were one of the first to do a symphonic rock concert," Wiley says. "The guest artists actually seek us out now. They hear about the Roanoke Valley and the amazing things that are happening here."

Over the past few years, RSO has recorded CDs that are getting good airplay around the country; Wiley wrote the musical score that RSO performed for the movie, "Lake Effects"; and the symphony extended its reach in Blacksburg through performances at the Moss Arts Center.

"We're a \$1.7-million business. We hire local musicians and we help drive the local economy by attracting visitors, helping attract new businesses, and through city admission taxes," Wiley says. "We're moving forward, not backward."

Roanoke, Wiley says, "has been a great place to raise our family. I remain as happy and as grateful as the day I arrived." 



Hear and Now - RSO Season Calendar (October 2016 - May 2017)

Masterworks

Opening Night Masterworks
Beethoven Symphony No. 5
and Tales of Hemingway
Saturday, October 15, 2016 / 7:30pm
Berglund Performing Arts Theatre

Destination

Amadeus
A Little Late Night Music
Friday, October 28, 2016 / 8:30pm
The Patrick Henry Ballroom

Masterworks

Sinfonia Italiana
Saturday, November 12, 2016 / 7:30pm
Sunday, November 13, 2016 / 3:00pm
Shaftman Performance Hall Jefferson Center

Pops

Holiday Pops!
Friday, December 2, 2016 / 7:30pm
Salem Civic Center

Extra

Hallelujah Handel's Messiah
Tuesday, December 13, 2016 / 7:30pm
Shaftman Performance Hall Jefferson Center

Masterworks

Tchaikovsky's Romantic Serenade
Saturday, February 11, 2017 / 7:30pm
Sunday, February 12, 2017 / 3:00pm
Shaftman Performance Hall Jefferson Center

Masterworks

Symphonic Travelogue
Saturday, March 11, 2017 / 7:30pm
Berglund Performing Arts Theatre

Pops

Classical Mystery Tour
The Music of the Beatles
Friday, April 7, 2017 / 7:30pm
Salem Civic Center

Masterworks

Beethoven's Ode To Joy
Saturday, April 22, 2017 / 7:30pm
Berglund Performance Theatre

Destination

Impressionist Garden
Music, Color & Light
Monday, May 1, 2017 / 7:30pm
Taubman Museum of Art

Pops

My Fair Broadway!
Friday, May 12, 2017 / 7:30pm
Salem Civic Center

Tickets:

rso.com
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Stand up, sit up straight >

Regardless of our age, experience or education, our personal appearance affects how we are perceived in the workplace. If I had to identify one simple thing to improve a client's image I would begin with posture. Having good posture is key to projecting self-confidence, energy and competence as a worker.

Think about it. If a person has slumped shoulders and a droopy stomach, they look tired – even if they are young and new to the job. Workers nearing retirement with a droopy posture look older. Sitting at a computer daily wreaks havoc with our back and neck muscles, causing pain and weakness. We forget to re-train those muscles to hold us upright after sitting at a desk all day and then relaxing on the couch nightly.

On the other hand, if you see an older person who is in shape and fit, with great upright posture, they look younger than their actual age. A plus-size younger person with strong posture will look and feel more energetic.

It's easy to suddenly find yourself out of shape and looking exhausted, but it doesn't have to happen. Keeping muscles strong and flexible will help you look and feel younger and healthier. Take control and tone those muscles back into shape, because they are the basis for your image.

An exercise program targeting all the muscle groups is essential to prevent injury to weakened muscles. Pilates is one example of exercise for strengthening, toning, and stretching all the muscles. Pilates is adaptable to each person's needs, whether they need gentle strengthening to repair an injury, stretching to increase flexibility or toning to reshape their body. A personal trainer can guide you to the type of exercise suited to your personal needs.

A side benefit of strengthening your muscles is that you'll reduce stress and you'll likely lose weight, since stronger muscles burn more calories. In addition, you'll increase your energy, flexibility, balance, and endurance. You'll feel proud of your appearance.

It's undeniable that our workplace clothing is an important part of our professional image. A well-planned wardrobe can help you gain the attention of clients and seal a deal. However, even the priciest clothing can't hide poor posture and fitness. For our wardrobe to have the best effect, we must maintain our fitness level, and the first building block is our posture. 

Comments or questions? Email Kathy@peacockimage.com

Business Dress

By Kathy Surace

Executive Summary:
Good posture projects a strong image; and it's more important than your wardrobe.

The power of words >

Have you ever considered that the words we use when speaking to family, friends and coworkers can have long lasting positive or negative effects? Why is it that, for most of us, negative words from a boss or a colleague can affect us so much that months of praise are diminished or even forgotten?

According to Judith E. Glaser, Chair of The Creating WE Institute, and Richard D. Glaser, PhD in Biochemistry and founding member of the Institute, "Chemistry plays a big role in this phenomenon [forgetting the history of praise after experiencing one negative exchange]. When we face criticism, rejection or fear, when we feel marginalized or minimized, our bodies produce higher levels of cortisol, a hormone that shuts down the thinking center of our brains and activates conflict aversion and protection behaviors."

Mohammed Qahtani, Toastmasters 2015 World Champion of Public Speaking, said "A simple choice of word can make the difference between someone accepting or denying your message. You can have a very beautiful thing to say, but say it in the wrong words and it's gone. Words have power. Words are power."

We are bombarded with the concept of political correctness which, according to one definition, is "the idea that people should be careful to not use language... that could offend a particular group of people." Well, enough about that!

As we text or tweet, we are limited to the number of words we can use. According to Dr. Frank Luntz, in his New York Times best seller *Words that Work: It's Not What You Say, it's What People Hear*, the brevity of these communications "have a tendency to make inhibitions go away... resulting in misunderstandings, hurt feelings."

In addition to our words, tone is important – how we say it is just as important as the words we use. A simple "thank you" can be insulting if said in an ugly or sarcastic tone.

Just as with some rules of etiquette, primary meanings of words change over time. Let's consider just two. The word "intercourse" was commonly considered "communication or dealings between individuals or groups" as in "everyday social intercourse." The word "gay" was commonly thought of as "lighthearted and carefree" as in, "We were merry and gay at the picnic." Both definitions are still correct, but most of us would shy away from using those meanings in everyday conversation.

So, are we choosing the right words and giving enough thought to what we send out? The words we use, whether oral or written, have tremendous power. They can build up or shatter relationships, both personally and professionally. Something to ponder in these antagonistic times, don't you think? 



Etiquette & Protocol

By Kathleen Harvey Harshberger

Executive Summary:
Watch what you say and how you say it; the words you use, matter.

“

The protection of Carvins Cove has been named as a factor in the recent announcements of Deschutes and Ballast Point breweries to move to the Roanoke region



20 years of saving land >

Executive Summary:

Since 1996, the Blue Ridge Land Conservancy has leveraged land trusts and private property agreements to protect the natural amenities of the greater Roanoke Region.

By Laura Lemon

When you picture Southwest Virginia, what do you see?

Perhaps the mountains, with miles and miles of hikes along the Appalachian Trail. Or maybe the rivers, that offer tubing and kayaking activities on the weekends. Or the farms that provide fresh eggs and vegetables to the local Farmer's Market. Perhaps you conjure up a memory of biking Carvins Cove or hiking up to the Star at Mill Mountain.

It was 1996 when 21 local citizens came together to establish a land trust to protect



the natural amenities of the greater Roanoke region. Land trusts are non-profit organizations that protect land across the country with private, permanent, legal conservation agreements. Today, 1,700 land trusts in the US protect millions of acres of farm and ranchland, rare and endangered habitat, recreational areas and other special places from development.

The first five years saw the conservancy educating land owners on land conservation agreements, sustainable land practices,

and the benefits of legally protecting their land in perpetuity.

"The land trust's first office was in a tiny room in a Crystal Spring office building just big enough to turn around in," says founding board member Rupert Cutler.

The BRLC signed its first conservation agreement in 1998 in Franklin County, protecting 180 acres of farmland and watershed along Gills Creek near Hardy.

Today, the BRLC protects 17,000 acres



Courtesy of Blue Ridge Land Conservancy

Botetourt County fourth graders participate in a recent Bay Day outing hosted by the Blue Ridge Land Conservancy.

of land and more than 39 miles of rivers and streams in its Southwest Virginia service area, which includes seven counties in the greater Roanoke region.

According to founding board member Lucy Ellett, who today serves on the conservancy's advisory council, the turning point for the conservancy came when it added Carvins Cove to its list of protected properties.

"The Carvins Cove conservation agreement probably made more individuals aware of the organization and its mission than any other local project," says Ellett. "Most citizens had assumed that the Cove and its surrounding woodland was well-protected from development, but it was pointed out that without additional protection, some future governmental group could make decisions that could do damage to the water source for most of the Roanoke Valley. At that point the Roanoke City Council and other interested citizens took the needed action to allow the conservation agreement on the 11,500 acres around Carvins Cove, in partnership with the Virginia Outdoors Foundation."

The protection of Carvins Cove has been

named as a factor in the recent announcements of Deschutes and Ballast Point breweries to move to the Roanoke region, citing the ample clean water.

Growing much like the land it protects, the BRLC expanded out its initial office in Crystal Spring and now works out of downtown Roanoke on the corner of Elm Avenue SW and First Street SW with executive director David Perry, project manager Meagan Cupka, office manager Deborah Ullmer, and outdoor educator Erica Reed.

And while land conservation remains the focus, the organization has also turned to the education of people in greater Southwest Virginia, not just landowners, recognizing that the future of healthy, sustainable actions and a respect for land must come from the entire population.

Therefore, BRLC established "Green Thumbs Garden Clubs" at Grandin Court Elementary, Highland Park Elementary and Westside Elementary School in Roanoke. The clubs teach young children to be aware of the food they eat and the land on which it grows. In addition, the conservancy holds



annual river and bay day programs in cooperation with five local school systems, now in their fifth year. Fourth graders in Botetourt, Floyd and Roanoke counties and the cities of Roanoke and Salem learn about water quality and their impact on watersheds. The conservancy has also started an Outdoor Adventure Series, in its second year, which brings the public out on conserved lands for hikes and fun, educational family activities.

"Land conservation is forever," says Perry. "If the land conservancy is going to be around forever to fulfill the promises we've made to local landowners to protect

their land from development, we have to matter to the community. And that's why we've really focused on engaging the public and children. More people than ever know what we do and value the impact we're making."

"The conservancy has made a great contribution to the ecological, social, and economic well-being of our local communities," says Ellett, looking back on the BRLC's accomplishments on its 20th anniversary. "When the conservancy was founded, I expected it to be successful, but I didn't envision the many different areas that it would touch." 



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Young Professionals

By Ariel Lev

Executive Summary:

There are at least two good reasons to consider live-streaming content for your business, even if one of them is a temporary advantage.

Live streaming: it's not a phase >

Smartphones have shifted the way we communicate. They have expanded the options for sharing messages — through text, video, voice and image. In the past year, applications that allow live-streaming have become more and more convenient and effective at communicating messages.

In previous columns I've espoused the benefits of understanding and engaging with technology to reach more specific, tuned-in audiences. Live streaming through mobile apps is absolutely part of this conversation and falls in the category of "Don't Sleep On It!" In my opinion, its effectiveness is due to two things: algorithms and intrigue.

Algorithms affect each social media channel differently and cause marketers all over the world varying degrees of headache. Have you noticed that your posts get more views consistently on Wednesdays, then one week it totally changes? It's not just you. Facebook, Twitter and other business-integrated platforms change their algorithms consistently.

One way to combat this endless shifting of the news feeds on which we stand is to engage with the "latest, greatest" option offered by that channel. Lately, this has been the capacity to live-stream through the mobile apps. It's no secret that Facebook will favor videos published "live" on one's feed over videos that promote a link to a site outside Facebook. Therefore, your Facebook Live video will rise naturally to the top because Facebook is trying to promote this new feature.

This is a temporary situation. Eventually, the new will overtake the old, and there will be something else you need to factor into your posts. This brings me to the second factor of live-stream effectiveness: intrigue. For decades, the phrase, "we're live!" has introduced breaking news stories as they break. We are trained, as media consumers, to tune in to whatever is live, because it's a window into another person's reality. There's a heightened sense of possibility — anything could happen.

In summary, if you are resistant to the new features that are promoted by your businesses' social media feeds, there's a chance you are doing more harm than good by not simply trying them out. Dig in and ask questions, and you're sure to find answers. In fact, try it out live! You'll be surprised how many answers you get back. 

Leadership engagement >

Increasing employee engagement is all the rage these days. Ever since a 2013 study by Gallup that revealed only 30% of the workforce is “actively engaged”, organizations have been working to change their culture to improve engagement (see my FRONT article in July, 2015 issue on how to do this.) But what about leadership engagement? How involved is your leadership team in developing your future leaders?

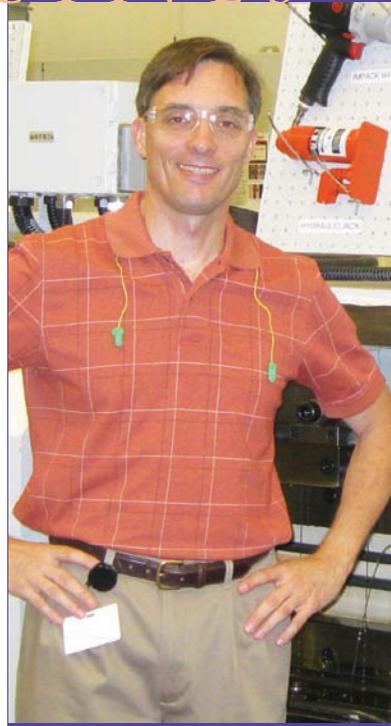
The “silver tsunami” is upon us. During a recent training course, I asked each of the 20 managers in the room how long they had been with the company. The shortest was 25 years! Uh-oh! As baby boomer leaders leave the workforce, the void must be filled with new talent.

Companies with engaged leaders are proactively involved with developing their future leaders. In these organizations, coaching and mentoring are regarded as important and imperative. Unfortunately, most companies are not putting a high priority on these activities.

Consider the following statements to help you determine if your leadership team is engaged. Taken from a leadership diagnostic survey by The Bridgespan Group, the more of these statements that are true, the more engaged your leaders are.

- The CEO is actively engaged in building a strong pipeline of future leaders.
- Current leaders are actively engaged in building a strong pipeline of future leaders.
- Current leaders are equipped to develop future leaders.
- Current leaders are held accountable for building a strong pipeline of future leaders.
- Current leaders are recognized for their efforts to develop future leaders.
- Organizational culture supports and values leadership development.
- Sufficient resources (e.g., funding, time) are invested in leadership development.

Fortunately, young leaders today want that development. Studies have shown that the Millennial generation is eager for coaching and mentoring. By putting a high priority on leadership engagement, not only will your organization be ready for the years ahead, but your development efforts will also improve job satisfaction, retention, and the performance of your young talent. Leaders...engage! 



Business Operations

By Mike Leigh

Executive Summary:
Leadership development—particularly the actions your company takes to keep the pipeline filled—is critical to sustainable success.



Jean Hopstetter

Growth without drama >

Executive Summary:

There's no secret to success in banking, says Jean Hopstetter—it's just finding the right employees and providing the services that members want.

By Randolph Walker

"I don't think banking is rocket science," says Jean Hopstetter, executive vice president at Member One Federal Credit Union. "There's nothing sexy about banking. Providing good products and services at competitive rates, being relevant to our members, that's what we try to do. When you can do that you'll be successful."

Hopstetter is quick to disclaim sole responsibility, but since she came on board in 2008, the credit union has more than doubled its assets, from \$335 million to almost \$800 million. "We've grown members from sixty-some odd thousand, and we're just about to celebrate our

hundred-thousandth member joining the organization. How we've done that is by finding great people in the valley. We stake our claim and our differentiation on service."

Hopstetter has been serving customers since she started as a teller at MacDill Air Force Base Federal Credit Union (now called Grow Financial) in Tampa. There were over 10,000 credit unions in the country then; today, there are five to six thousand due to consolidations caused by regulatory pressures. Hopstetter moved up to branch manager, then VP of consumer lending. Her final position was senior vice president overseeing retail operations and consumer lending.

At Grow Financial, she worked closely with Frank Carter, senior vice president. "We found that we had a really good way of working together," Hopstetter says. "We felt like we were a good team. He was offered the position here at Member One as the CEO and called me shortly after and offered me the opportunity to come here."

At Member One, which began life as a credit union for railroad employees, Hopstetter supervises human resources, IT, lending and branches. Her office on an

EXECUTIVE PROFILE

upper floor of Member One's headquarters, off Kimball Avenue, has a spectacular view encompassing Mill Mountain and the Taubman Museum of Art, where she serves on the board.

Amid her job responsibilities, she finds time to volunteer with organizations like the Children's Miracle Network, and to be a wife to her husband, Josh, a stay-at-home dad, and a mother to their daughter and son. They like to attend football games at Cave Spring Middle School, where their daughter is a cheerleader.

"I can say for Member One, [I] work for an organization that really puts work-life balance first and foremost," she says. "You can be a supermom and still have an executive level position in the organization. And I can say, because I do have a network of female executives across the industry,

In Brief >

Name: Jean Hopstetter

Age: 41

Title: Executive VP, Member One

Background: Military brat; undergraduate degree and MBA from Saint Leo University in Florida; started as a teller at a credit union in Florida and advanced through the ranks; came to Member One in 2008.

Family: Husband, Josh; two kids

Personal mission: "To do good to the community, to my family"

across the country, that's something that's realized in credit unions. It's been a privilege to be in an industry that recognizes the value that women bring to the table." 

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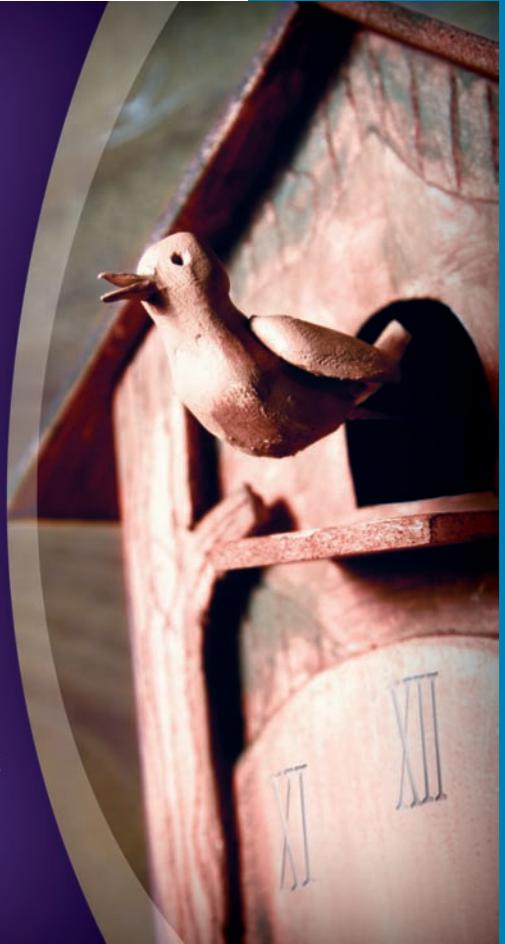
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all photos: Dan Smith

Lauren Ricci in her “showroom” with some of her expensive, elegant designs.

The Right Stuff >

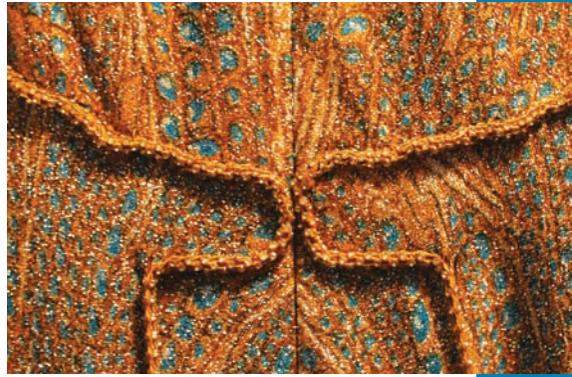
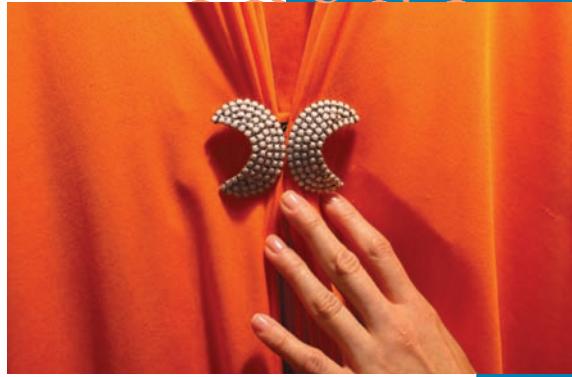
Executive Summary:

Lauren Ricci scours the attics, estate sales, antique shops and thrift stores of the region, looking for antique clothing for that specific (expensive) taste.

By Dan Smith

There are a number of reasons to buy used clothing, price being but one. Even that element is a minor consideration when Lauren Ricci is doing the selling. Right now, for example, she can sell you an orange 1970s silk jersey caftan with jewel clasp, designed by Roy Halston and custom made, for \$1,250.

Lauren owns and operates Bride of the Fox “fine vintage lingerie and women’s



(top) 1970s silk jersey caftan with jewel clasp. Designer: Halston, custom made. Price \$1,250; (middle) 1970s silk and gold lame gown with rhinestone encrusted belt. Designer: Adele Simpson. Price \$600; (bottom) 1970s silk chiffon and sequined gown. Designer: Halston, custom made. Price \$1,100.

wear” from a 100-year-old rental home and office in Old Southwest Roanoke. The large four-square serves not only as her office and apartment, but also as her warehouse, shipping department and business office. As a sideline, she manages the multi-family beside hers.

Lauren has been buying low and selling high for “about 15 years, but it wasn’t until April, 2015, that I finally went full time and opened

an online shop.” The business, she learned, is “about having the right pieces being seen by the right person. I’m meticulous in my aesthetics of what I sell, along with 15-plus years of accumulated knowledge about fashion history.”

The fusion of history and art—the basis for *Bride of the Fox*—came easily to the 42-year-old, willowy, six-footer. After finishing high school in Roanoke, she



Stacked boxes of goodies in storage



Bridal gowns from days gone by

majoring in art and history at William & Mary.

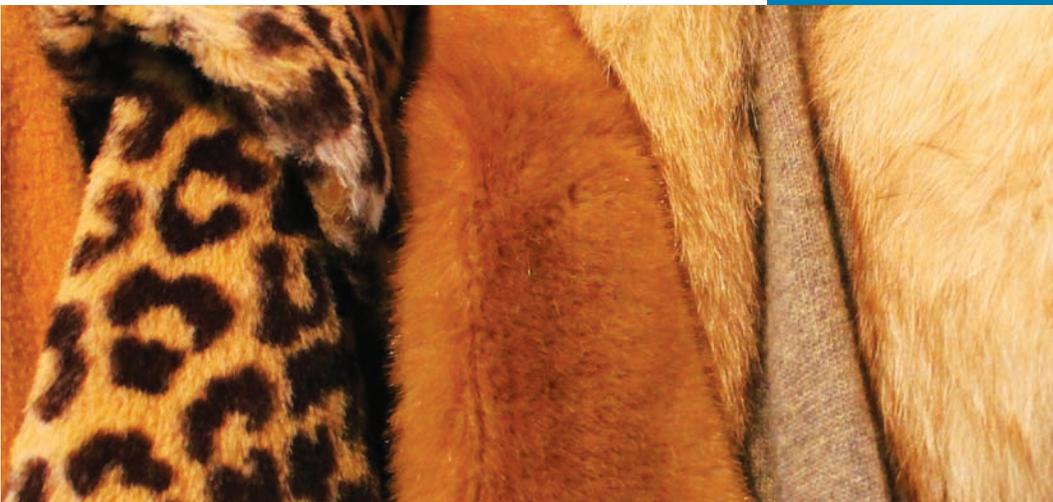
Her family had moved to the Star City when she was a child in 1983. Her father worked at General Electric as an engineer and this was his last transfer in a career that included several. She was born in Texas, the daughter and granddaughter of people who enthusiastically haunted antique shops and flea markets.

These days she makes the rounds of the estate sales, flea markets ("more for furniture"), eBay and only occasionally antique shops ("they're too expensive"). She drives up and down the I-81 corridor on buying trips and looks for clothing from the 1920-1930 era on the high end and 1930-1980 for the often less expensive, more fun collectibles. "Condition," she says,

"is extremely important. Second is historic significance, if it isn't extremely wearable. The designer, of course, is important."

Almost none of what she sells is sold in Roanoke, she says. A third is sold overseas, all of it online from her website, www.etsy.com/shop/brideofthefox. "I've sold to Givenchy in Paris, the Royal Opera in London, the costume department of 'Masters of Sex' [TV show], and many more, including the most recent Warner Brothers pilot TV show set in 1975 Beverly Hills." Opera companies and museums are interested in her collections. "They find me," she says, "because I have the right stuff. If you have the right stock, they come."

Her William & Mary education was just the beginning of constant learning about her



A collection of furs from various eras



industry. "I educated myself beginning in 1999, about the time eBay started," she says. "I'm asking questions constantly."

In 2014, she bought a coat by designer Charles James on eBay for \$160 and paid \$20 to have it cleaned. She learned the coat was similar to one at the Metropolitan Museum of Fine Art ("a red version of it") that was valued at \$8,000. She did not have the connections yet to make the sale at that amount, but she managed quite an impressive profit, in any case. She was hooked.

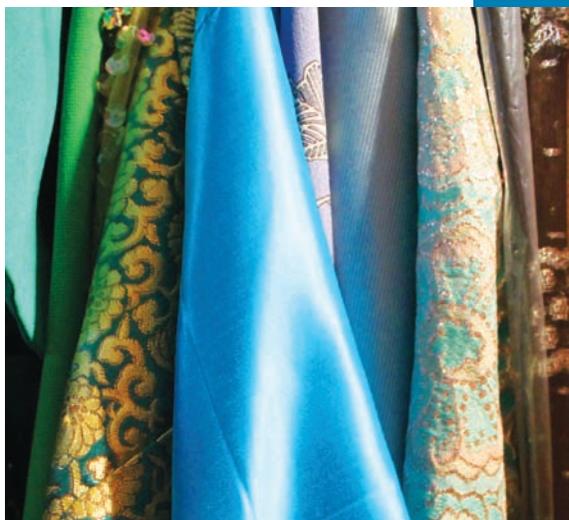
Vintage dealers come—most often—in three types, Lauren says: "cute," meaning clothes

of \$100 or less; mid-range; and extremely high end, which is where she wants to land eventually.

"The most expensive single item I've sold was \$1,850," she says. "It was a two piece set identical to one worn by Ava Gabor on Green Acres. The set had never been worn and had the original price tags on it."

"I'm picky," she says. "Condition is so important. I started buying in 2000 and had a steep learning curve the first three years. I learned you pay a little more for the visual pop."

There are three characteristics necessary



(top) Late 1930s silk velvet coat with gold embroidery and gold sequins. Designer: I Magnin & Co. Importers. Price \$550; (bottom) A display of fashion color.

to be successful in her business, she insists: "Nerves of steel, grit and you must think really intelligently."

She has had to learn to be a "selfpreneur," her word for owner/operator/sole employee. "You have to have a lot of self-discipline" to accomplish that, she says. "It takes a certain personality. If you're going to an estate sale, you wake up at the crack of dawn in order to be the first one there. I have to forego vacation time, money, give up a lot of normal comforts. It can be lucrative, but not with bricks and mortar. Fifteen years ago, I would have had [to have a physical shop], but the cost of bricks and mortar is prohibitive now." Still, she sees a time coming soon when

she will need help, "maybe part-time."

Her father, who prepares taxes in retirement, taught her the basics of book-keeping and "I am meticulous as a record-keeper." Lauren has used Internet tutorials and spread sheet programs, as well. She has "an infinite source of energy," which she uses both for business and for being physically active (hiking, kayaking, etc., with friends).

Her personal taste in clothing—elegant, hard to fit because of her height—is often filled by trips to thrift shops—partly because of price, partly because of the lure of recycling quality clothing, and partly the thrill of the search. Which seems to always be present. 



Point of privilege >

The professor called to set up a meeting. She wanted to discuss her rights in a new invention she was working on. In particular, she wanted us to help figure out whether the invention belonged to her, or to the university she was working for.

"Can we come by your office tomorrow at 9 a.m.?" she asked.

"Sure, that time is fine," I said, "but what do you mean when you say that 'we' will come by?"

"One of my graduate assistants has been helping me with this work," she said. "I want to keep her involved at every stage of the process."

"Well, keeping people involved certainly is a good policy," I said, "but if you bring her to our meeting, then it could destroy our attorney-client privilege."

"OK, I've heard of that before," she said, "but what does it mean, exactly?"

"Suppose for a moment that you and the University got into a fight over this invention," I said. "In a lawsuit, the University would have the power to subpoena any documents related to the invention, and to force people to testify about the invention."

"Even my private notes?" she said.

"Yes, even private documents, so long as they're related to the invention," I said. "They'd be able to see your e-mails, your text messages, the calendar entries on your phone, everything. And they could force people to testify about conversations they've had with you, or about things they've done with you."

"Is this new? It sounds like something out of Orwell," she said.

"No, it's been pretty standard for about eighty years," I said. "Anyway, there's one big exception to this power: no one can force you to disclose communications between you and your attorney. This is the attorney-client privilege."

"So our meeting tomorrow will be secret?" she said.

"Yes," I said, "but only if we don't disclose it to anyone. And if you bring anyone 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 eventually there was a lawsuit, the University would be able to subpoena all of us and force us to testify about the meeting."

"But she is necessary to the meeting," she said. "She's been helping with the work for months!"

Shark Patrol

By Keith Finch

Executive Summary:

In a lawsuit, you can be forced to hand over your private e-mails, text messages and documents, and to testify about any conversation you've had—except that communications with your attorneys are protected; but only if you haven't done anything that destroys that protection.

PERSPECTIVES

"She's not necessary in order for you to obtain legal advice," 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."

"So she can never be a part of our conversations?" she asked.

"Oh, we can bring her in soon," I said. "A little while ago, you said that you wanted us to create a corporation for you, and for the corporation to own the invention. Well, after we create the corporation, we can start representing the corporation instead of you personally. Then we can make both you and your graduate assistant employees or officers of the corporation. Then anything we say to you or to her—in other words, anything we say to the corporation—will be privileged."

"Still, she's going to be upset about this, I know," she said. "Could you put all of this into an e-mail message that I can show her?"

"That's something else I wanted to talk with you about,"



In a lawsuit, the other side can subpoena your e-mails, your text messages, the calendar entries on your phone, everything. And they can force people to testify about conversations they've had with you, or about things they've done with you.

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I said. "I see here on our intake form that you've given us your '.edu' e-mail address with the University. Do you have any other e-mail address?"

"No, I've been using that one for years," she said.

"Well, it would be great if you could create a new one," I said. "Since the University owns this internet domain and e-mail account, no messages that we exchange through the account will be privileged. And since the messages would all be on the University's servers, they could read them at any time."

"Would they really do that?" she said. "Is it legal for them to do that?"

"They do it all the time," I said. "In fact, if you use University e-mail for your personal work, then that can give the University another reason to argue that your personal work is actually University work. I've seen them make that argument."

In the end, the professor created a new Gmail address to use for all of her personal business, and we formed a company for the professor which allowed her to bring her graduate assistant into the loop without destroying the attorney-client privilege. And best of all, there wasn't any lawsuit with the University over the ownership of the invention. Or at least, not yet. 🏠

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, protecting an invention, forming a corporation, etc.*

“”

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

“”

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Bedford Brewery

Life, Liberty, and the Pursuit of Industry >

Executive Summary:

A forward-thinking community in the heart of the Blue Ridge Mountains is home to a diverse mix of technology, industry, manufacturing, and agriculture.

By Christine Liana

Long ago and not so far away, there was a village named Liberty in the Blue Ridge Mountains. A fire devastated this county seat in the late 1880's, but its determined citizens rebuilt their community. Liberty saw economic prosperity with agriculture, manufacturing, improved rail service, and its own electric utility. At the turn of the century, it attracted students with the opening of several college preparatory schools.

Times have changed, the economy has changed, and Liberty's name may have



Christine Liana

changed, but its resourceful heritage is seen in today's contemporary business environment. Welcome to the Town of Bedford, home to modern manufacturing, nuclear energy research, agriculture, and tourism.

Down-to-Earth and High-Tech

With over 1,400 farms, Bedford County is a great location for agri-business. Over \$500,000 in locally-grown produce is sold

annually from the Bedford and Forest Farmers Markets. In 2007, Bedford County's Agricultural Economic Development Advisory Board formed to develop a plan sustaining and enhancing the rural economy, and supporting local farms, dairies, and other agri-industries. The next time you buy produce in the Bedford area, look for the Bedford Grown brand.

Back in 1881, Bedford was the fifth largest tobacco manufacturing center in Virginia. Given its agricultural roots, you may not



Brigitte Lockett

Bedford Courthouse

expect to find a high-tech scientific facility in the heart of the Blue Ridge Mountains. But tobacco plays an important role in its existence.

In 1998, America's four largest tobacco companies signed a Master Settlement Agreement, settling state suits to recover

billions of dollars from treating smoking-related illnesses. A portion of the settlement resulted in the Virginia Tobacco Indemnification and Community Revitalization Commission, which helped to fund the Center for Advanced Engineering & Research (CAER), a science and engineering research and development hub.

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CAER's programs include thermal hydraulics, nuclear energy, cybersecurity, and wireless communications. According to Executive Director Bob Bailey, "Research and development is based on the premises that economic growth follows knowledge creation, and that's essentially what R&D is: new knowledge which leads to economic growth."

Funded through private and public money, CAER partners with the Lynchburg Regional Business Alliance, industries, universities, and others for attracting, developing, and retaining students in the fields of engineering and science.

The Region 2000 Partnership and its Future Focus Foundation collaborate on a science, technology, engineering, and math (STEM) education network from elementary school up. At CAER, a Region 2000 initiative, students get a real-life look at career

options with CAER's STEM outreach program through field trips to the labs, work on research projects, and summer internships. This in turn benefits local industries through a "grow your own workforce" approach.

Economic Outlook

As the nation digs out from the recession, what's on the local horizon? According to Bedford County Economic Development Director Traci Blido, Bedford is seeing more advanced manufacturing and niche industries with higher paying jobs than in the past. "Blue Ridge Optics announced an expansion in Bedford this year. They plan to add more than a dozen new jobs and invest more than \$1 million in the next three years. Valley Processing Virginia located to Bedford several years after acquiring the former Rubatex facility



Traci Blido



Bedford Main Street

and are bringing production lines back into operation to meet the growing industry demand." Blido noted that "companies are focused on lean manufacturing, cutting any form of waste (reducing costs), being environmentally conscious, etc."

Environmental protection is important, and Bedford County offers incentives for qualifying "green" businesses. "In Bedford County, there's the Royal Oak Composting facility, the largest solid waste composting operation in Virginia, capable of handling over 500 tons a day of clean, non-toxic, biodegradable materials. Georgia-Pacific continues to expand its commitment to

sustainable forestry and other practices, including recycling," says Blido.

Off the Beaten Path

Railroad and interstate highway access make Bedford an ideal location for business. But when you need to get away from it all, you don't have to go far. With proximity to Jefferson's Poplar Forest, Smith Mountain Lake, the Blue Ridge Parkway, and the Peaks of Otter, the great outdoors provides a welcome respite. Two popular trails are creating a buzz (figuratively speaking) ... the Wine Trail with six wineries, vineyard tours,



Traci Blido

Valley Processing

and picnic areas; and the Artisan Trail, showcasing the talents of woodworkers, blacksmiths, quilters, and more. Bedford's cultural scene is complemented by the Community Orchestra, Bower Center for the Arts, Little Town Players theatre, and the Sedalia Center, home to fairs and festivals.

The Best of Both Worlds

A charming Virginia Main Street community awaits you in Bedford's Historic District, taking you back to an era before big-box stores and fast-food chains rampantly dominated American life. Since 1985, hundreds of buildings were rehabilitated with private and public funds invested in downtown. With emphasis on town redevelopment, a historic building is being converted into a brewery and restaurant

thanks to an Industrial Revitalization Fund grant.

Strolling through the Historic District you'll discover shops; cafes; art galleries; Centertown Plaza, a venue for community events; and Liberty Station, a restaurant in the renovated passenger train station from which the Bedford Boys departed to serve in World War II. Community spirit is celebrated with year-round events in this All-American town of 6,000 people (77,724 county-wide).

It's a contrast to high-tech industry and manufacturing. And it's in Bedford that you have the best of both worlds. The past and the future don't have to be sacrificed at the expense of the other; they can successfully co-exist to provide a thriving community for businesses, residents, and visitors. I think the townspeople of Liberty would be proud. 



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On Tap from the Pub

By Tom Field

Executive Summary:
Virginia Tech's Save Our Towns summit attracted people who care about our small localities; along with a variety of perspectives on how to rebuild.

The companies' town >

The company town.

Remember that? Particularly with regard to the coal industry, Southwest Virginia had its share of towns that were built by an industry to such an extent that they were in fact, called Coal Towns, Camp Towns, or more precisely, the Company Town. And even Roanoke, the entire western half of the state's biggest city, was known as the Railroad Town. Company owned. And more often than not for the smaller towns, company operated.

That model is surely outdated. Right?

We all know that. The idea was reiterated and driven in as certain as a spike underneath John Henry's hammer at the Save Our Towns Summit in mid-September at the Inn at Virginia Tech. The second annual affair was directed by Susan Short and Andrea Brunais and the gang at VT's unit of Outreach and International Affairs. Attended by mayors, town managers, economic development folks and a slew of other stakeholders, including non-profits, state and municipal agencies and community-oriented folk from every corner, from engineering to the arts to environmental advocates.

Host mayor Ron Rordam from Blacksburg was thankful his town was smart enough to focus on "quality of life" amenities twenty years ago, even more than the development of industrial parks; because the payoff served to attract businesses anyway.

Historian Allan Comp who worked in Appalachian Coal Country championed "the rebels who haven't given up" to help rebuild suffering towns, and advised everyone to "think small" so that you could actually accomplish results. Coincidentally, Jim Brooks from the National League of Cities showed examples of nine localities where small measures were put into place to make a big difference (including attractive municipal parking signs, walkways, and those miniature book-borrowing library boxes). And then there was Margaret Stout. The professor from West Virginia University recommended the program be renamed to "Reinventing" instead of "Saving" Our Towns, and then spoke of the great failure and demise of The Company Town. Who could argue that the day of the Company Town is long gone? It has been clearly demonstrated to be a model we can no longer sustain.

But wait.

If the Company Town model is bad, what is good? Well, heck, there were a lot of good ideas shared at the SOT Summit. After all, the conference was attended by people who care. (There were a lot of old guard, town policy-type members; which was made clear by the smiling-but-reserved-golf-clap crowd at the lunch accompanied by an incredibly surprising music and video performance from Princeton, West Virginia's RiffRaff Arts Collective and Lori McKinney. More young people, next time!) Understandably, a lot of the suggestions, recommendations, solutions, and ideas involved policies and planning from the

Letters

Tail wagging

I can't thank you enough for placing my business in your magazine. I have found that starting this type business that many have never even heard of has some challenges. Articles like yours are helpful bridging that gap.

Michael Sinnott
Dogscapes
Roanoke

School days

I have enjoyed Valley Business FRONT over the years; especially the covers. I look forward to them with each issue! Regarding your On Tap from the Pub column entitled "Forward to School," I would encourage you to check in with Dr. John Busher, Botetourt County Superintendent of Schools. I had the opportunity to hear him speak in August on some new initiatives that fit right in with your column. As a parent of three children in Botetourt County schools, I am very excited with his ideas on Practical Learning.

Julia Clark
Botetourt

Send letters to news@vbFRONT.com or any FRONT contact of your choosing (page 6). Submissions may be edited. You can see, read, print any current or back issue online at www.vbFRONT.com

governing sectors of towns—towns struggling, or towns just seeking an injection of progress. Administration needs to embrace new ideas, we were told. Civic leaders need to reaffirm community involvement. Boards need to address the infrastructure. Big energy pipelines are not the answer, cable companies are not the answer, and in one startling example from a neighboring state, the city council had the foresight to “buy itself” as 50 acres of downtown properties were purchased for redevelopment. That’s exactly the kind of bold move it takes for our towns to rebuild and become thriving once again, we were told.

The great ideas at SOT were noteworthy, indeed. I learned a lot. And I am excited to learn more and watch the passionate actions of individuals from all of these localities. There was only one other presentation that needed to be included in the lineup: the contribution of private enterprise.

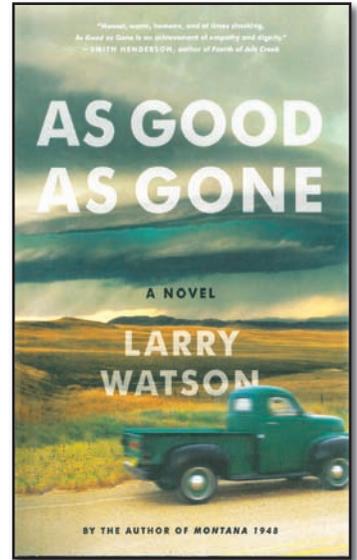
In every example I witnessed that had a successful result, there was a BUSINESS behind it all. A business didn’t just contribute to a walkway. Business built it. The improved arts and culture scene,

as heartwarming as they are with their dedicated volunteers—were supported by business. Even the most extreme example, the one where the city bought its own downtown... guess who’s going to rebuild, restore, and reinvent it all and ultimately lease or buy the property and fill it? Private developers. That’s business, folks. There was not a single example of a successfully “saved or reinvented” town without a tie-in from business. If such an example could have been made—say a case where taxes were “necessarily” raised so the citizens could be better served—I get the feeling some people forget that extra money comes from the income provided by... business.

Trying to keep a Company Town is probably bad policy. Diversification is usually a smart strategy. But let’s not forget the value of commerce. If reliance on one company or industry is high risk, that doesn’t mean companies and industries are second-tier contributors. The Companies’ Town is a model all citizens can support, even if they’re at crossroads where their special little spot in the world needs reinvention or salvation. They can support it—because they’re already working for it. 

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



Engaged

As Good As Gone (Algonquin; 2016) by Larry Watson is the story of a disengaged father who comes back into the life of his son's family for a brief spell of reengagement. That simple synopsis mirrors the plainspoken narrative from this novel set in Montana, 1963. Nothing fancy here, but a storyline that reads super quick. This one has the "older Clint Eastwood" character type written all over it. You have your non-sentimental but protective old weathered tough guy, who everybody can't help but want to watch from afar, yet he's never captivating enough to earn your trust from his lifetime of intentional absence.

Themes of family and relationship and solitude and small town life are woven through the story, but mostly in subtle fashion, as your engagement is primarily directed at following the scrappy old misfit.

—Tom Field

Figuring it out

Incriminating Evidence (Love Inspired Suspense; 2016) by Rachel Dylan tells the story of Jessica Hughes, who is set to prosecute a major crime boss, until her star witness turns up dead. Zach

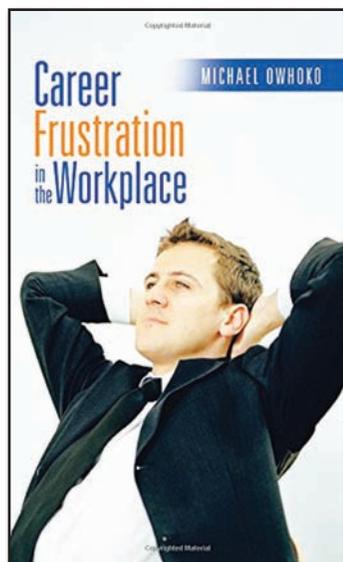
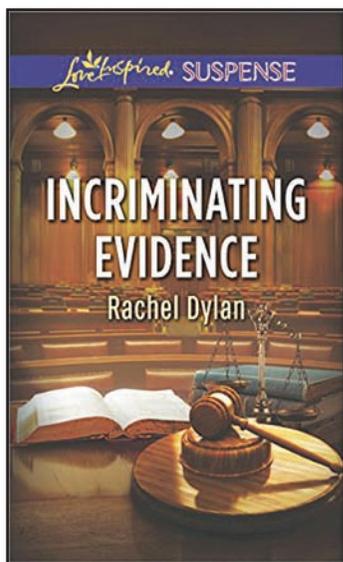
Taylor is the FBI agent tasked with keeping her safe. But as the stakes get higher and Jessica's life is in danger as they move from one safe house to another, can God keep them safe from their rookie mistakes and the one out to keep Jessica silent?

Incriminating Evidence is filled with suspense and romance as the reader compiles the clues and tries to figure out who is behind what is going on. The twists and turns will keep you guessing. It was encouraging to see how Jessica and Zach's past played a part in their future and in their walk with God.

—Sally Shupe

Missing in action

The Last One (Ballentine; 2016) by Alexandra Olivia needs the accompanying video. Or an editor. One or the other. The story, an interesting enough tale of 12 reality television show contestants who find themselves in a real pursuit for survival, is one that requires significant structure in order to keep its reader. What I experienced, is a scenario where it appears our story teller (sometimes a narrator, sometimes a first person character) is "watching" her show unfold before her mind's eye, but the transmission of it all is lost in translation.



It's as if our guide has the tv script in hand and is so familiar with her plot and cast, she forgets the rest of us is unfamiliar.

There are random interchanges between referring to our characters by their given names versus their stage characters (like Cheerleader Boy, Engineer, Waitress, Banker, Tracker, and the like). The narration would easily work if one were watching along with the "actual" series on television; and there are actions that are described with compelling and empathetic language. But oh, what a chore. Where oh where was the editor on this novel? I fear he was the first contestant to be booted from the show.

—Tom Field

Confronting frustration

You receive a job that you have been wanting for a while. Now, after a few months on the job, you begin to realize that things are not as you would have hoped. Office politics start to take a toll on your workflow and ultimately, you notice how managers deploy their positions to their advantage despite corporate objectives. How do you handle this frustration? Where does this stem?

As someone who has had many personal

accounts in similar positions in his career, Michael Owoko decided to share those years of unpleasant experiences into a guidebook, *Career Frustration in the Workplace* (iUniverse; 2016). Throughout the book, employees will begin to make sense of the situations they find themselves in and also, businesses will understand how they can improve their environment. Owoko points out that many managers allow personal interests to override organizational objectives that can lead to selfish motives. All of these developments have negative impacts on the employees and the organization.

Readers will learn how to prove their worth to co-workers, confront bad behavior in a professional way, and follow through on organizational mission statements and objectives. Whether you're a new professional or a veteran, Owoko's words will leave an impact on your career.

—Katie Wenclewicz

(The reviewers: Tom Field is an entrepreneur, creative director, and publisher of FRONT; Sally Shupe lives in Newport, works at Virginia Tech, and is a freelance editor; Katie Wenclewicz is a publicist with Bohlsen Group in Indianapolis, IN.)



Courtesy of CCC

Refugee teens @ VTC-SOM >

Commonwealth Catholic Charities (CCC) and Virginia Tech Carilion School of Medicine conducted a tour in August for seven local refugee high school students originally from the Congo, Iraq, and Syria who have an interest in medical careers.

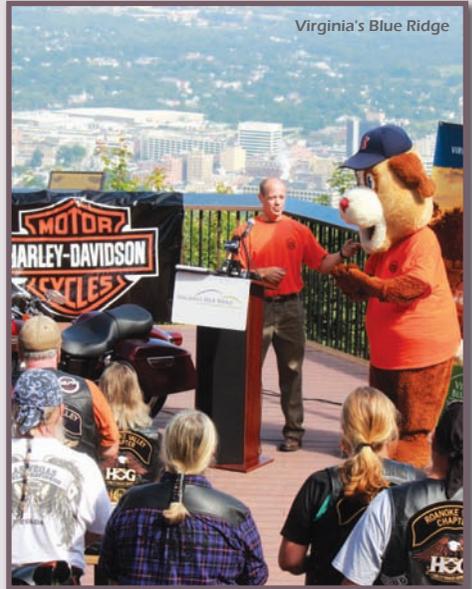


Courtesy of NRVRC

River big clean up >

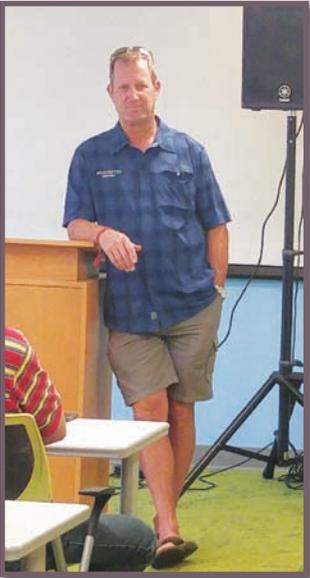
New River Valley Regional Commission, along with 450 volunteers remove an estimated two tons of garbage and tires in the 2016 "ReNew the New" New River Clean-Up event on Aug. 27; Paul Moody of New Rivers Edge Outfitters (left) and others dig out a tire.

FRONT 'N ABOUT



Hog heaven >

Virginia's Blue Ridge hosted an announcement at the star on Mill Mountain the morning of Aug. 25, where the *Merging Mountains H.O.G. Rally* (a Harley-Davidson motorcycle group) will take place in Roanoke on June 7–10, 2017; an economic impact projected at \$4 million.



Street level >

Deschutes Street Pub – Roanoke was held downtown on Aug. 27 to record number crowds all day long (22,000 reported; raising more than \$80,000 for local non profits); an event where the Oregon-based brewery introduced itself and was welcomed by Roanoke in public fashion on the announcement of building its East Coast operations here in Botetourt County. Deschutes founder Gary Fish said the five year development was a "deliberate" process, involving two years of design, two years of finishing a site where "the building itself is considered equipment because it is so integrated." Another executive at the press conference said the Roanoke region selection decision was a unanimous one, the first such major decision he recalled with 100% mutual agreement.



Courtesy of FRV

Play it again, Sam >

Good Samaritan Hospice received a grant of \$12,200 awarded by **Foundation for Roanoke Valley** for a "Music & Memory" program; Sue Ranson, Good Samaritan Hospice President; Sandy Albright, Director of Social Work; Michelle Eberly, FRV Program Officer; and Mary Renwick, Director of Development hold a representative check for the certified therapeutic service.



Y-M-C-A >

The official announcement of the new **YMCA Botetourt** installation to be built at Daleville Town Center was made on Sept. 7 as stakeholders took the amphitheater stage; presenters didn't sing the Y-M-C-A song, but Mark Johnson of YMCA Roanoke Valley certainly celebrated the over halfway funding already secured for the 43,000-square-foot fitness and recreation center, including a \$2.5 million pledge from the Waldron Charitable Foundation towards the \$10 million complex.



Olde fair, new stuff >

Olde Salem Days street fair, orchestrated by the Rotary Club of Salem held its annual tradition on Sept. 10, with over 400 exhibitors, crafters, food court, live music and car show. Celebrity guests included Nancy Stafford (Matlock television show) and Morgan Brittany (Dallas television show).



Sporty views, inside and out >

Cregger Center at Roanoke College opened its doors for its first official-use gathering at a soft opening for Friday on the Quad on Sept. 2; the \$35 million, 155,000-square-foot athletic facility includes a 200-meter indoor track and 2,500-seat arena for basketball and volleyball. Most unique about the new complex is its design and configuration for views overlooking the campus outside, and games and events inside.



Beaming tribute >

Salem's 9/11 memorial was held on Sept 11 at the fire and police stations, which was particularly poignant as this year marked the 15th anniversary of the attack and the large steel mounted beams (at right) were taken from the World Trade Center destruction.



Swinging along >

United Way of Montgomery, Radford & Floyd held its Day of Caring 2016 volunteer event, assisting multiple area nonprofits, including Radford-Fairlawn Daily Bread, Montgomery County Emergency Assistance, and Valley Interfaith Child Care Center (pictured).



Come work with us >

2016 CareerFest job fair by The Roanoke Times was held Sept. 13 at Salem Civic; featuring about three dozen employers, including Carilion Clinic's booth staffed by HR personnel Teresa Carr, Amy Widener, and Hayley Field.



Site selected >

Western Virginia Regional Industrial Facility Authority announced on Sept. 19 its land acquisition of 106 acres along Interstate 81, Exit 143 (Wood Haven Road) in Roanoke County to be used for economic development and future business location. County supervisor Martha Hooker remarked on the site's "unparalleled visibility" as it's at the principle interchange to Roanoke off of the interstate. All presenters at the press conference cited the regional cooperation the deal required, including Roanoke City mayor Sherman Lea, Roanoke Regional Partnership director Beth Doughty, Roanoke County chairman Jason Peters, Martha Hooker, and Salem council member Jane Johnson.



Hellenic affair >

Holy Trinity Greek Orthodox Church's annual **Roanoke Greek Festival** was held off Williamson Road Sept. 16–18, featuring iconic art tour, performances, cuisine, and shopping (Agora Marketplace, above) in traditional Greek culture.

CONTRIBUTORS

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

Tom Field is a creative director, marketing executive and owner of Berryfield, Inc. in Salem, and owner of Valley Business FRONT magazine. He has written and produced programs and materials for local and international organizations for more than 30 years. [tfield@berryfield.com]

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Kathleen Harvey Harshberger is a graduate of Radford University and the

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

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

Laura Lemon is a Roanoke native and Washington & Lee graduate who is an editorial intern for The Chronicle of the Horse in Middleburg, VA.

Ariel Lev is the director of Grandin CoLab. She has a B.S. in communications and broadcasting from Appalachian State University, a M.A. in communications, culture

and technology from Georgetown University, lives in Roanoke with her husband, and enjoys her work with CityWorks (X)po and other business development activities. [akleath@gmail.com]

Christine Liana is a business writer and licensed insurance agent. Her 27-year career includes banking, insurance, law and local government, in which she's worked with a diverse management and client base. Christine earned a Certificate in Management from Darden Graduate School of Business, University of Virginia. [businesstalk@protonmail.com]

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fashion consultant for a major clothing chain for a number of years. [kssurance@aol.com]

Nicholas Vaassen is a graphic designer with 13 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]

Randolph Walker is a journalism graduate of the University of North Carolina, has been a daily newspaper reporter in Roanoke and an advertising copywriter for the Edmonds Packett Group. He is now a freelance writer as well as a performing musician and guitar teacher. [rwalker25@cox.net]

Alison Weaver is a freelance writer based in Roanoke. She contributed to and was a staff writer at the Blue Ridge Business Journal throughout the 1990s before working as a copy editor at The Roanoke Times for 8 years. [alison.weaver03@gmail.com]



The next time you buy produce in the Bedford area, look for the Bedford Grown brand

— Page 35

FRONT



Daleville shining >

2016 Sidewinders Summer Concert Series at Daleville Town Center in Botetourt featured South Carolina country band Outshyne on Sept. 17.

FRONT



No average dining music >

RiffRaff Arts Collective from Princeton, WV performs for the lunch presentation at the Save Our Towns Summit on Sept. 15 at the Inn at Virginia Tech; Lori McKinney spoke on the merits of community collaboration and downtown revitalization as the band played on.

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

Career FRONT

FINANCIAL FRONT



Asbury

John Asbury has been selected as CEO of Union Bankshares Corp. and Union Bank & Trust.

Litz Van Dyke has joined as executive vice president at Carter Bank & Trust.



Cosby

president and chief operating officer of CCB Bankshares.

Adam Johnston has joined as mortgage loan officer at Freedom First.

WELLNESS FRONT

Brittany Madonna has joined as marketing and communications director at YMCA of Roanoke Valley.

TECH/INDUSTRY FRONT

Leigh Ann Schultz has been elected to the board of directors of Shenandoah Telecommunications Co.

Nathaniel Varano has been promoted to chief operations officer at Aeroprobe Corp.

DEVELOPMENT FRONT

Kristen Cosby and **Faye Crute** have joined as mortgage loan officers in the Roanoke market of HomeTrust Bank.

Steve Elkins has been named president and CEO of DuPont Community Credit Union.

Christy Quesenberg has been named executive vice



Price

Chrissy Price has joined as assistant portfolio manager of commercial property services at Roanoke office of Cushman & Wakefield / Thalhimer.

Hunter Hatch has joined as project engineer at Parker Design Group.

Heather Hancock has joined as office manager and **Leah Hedrick, Lynn Childers, Charlotte McDonald, and Shelby Freeman** have joined as real estate agents at Coldwell Banker Townside Realtors.

Patricia Boone of Miller, Long & Associates, has earned the MAI designation award by the Appraisal Institute.

RETAIL/SERVICE FRONT

Chrystall Ayers of FASTSIGNS of Roanoke received the Bronze Sales Award at the 2016 national FASTSIGNS Sales Summit in Arlington Texas.

EDUCATION FRONT



Becker

William Becker has been appointed associate professor of management at Virginia Tech;



Pitt

Mark Pitt has been named chair of Department of Physics at Virginia Tech.



Canaday

Gregory Canaday has been named associate director of facilities operations / director of housekeeping at Virginia Tech.

Greta Harris, L. Chris Petersen, and Jeff Veatch have been appointed new members of the Virginia Tech Board of Visitors.



Yorke

Lesley Yorke has been named senior advisor for strategic initiatives for University Relations at Virginia Tech.

Bradley Paye has been appointed

Have a career announcement?

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



Paye

assistant professor in the Department of Finance, Insurance, and Business Law at Virginia Tech.

Beth Osborne has been named director of operational effectiveness for Apex Systems Center at Virginia Tech.

Kecia Williams Smith has been appointed



Smith

assistant professor in the Department of Accounting and Information Systems at Virginia Tech.

Steven Culver has

been named associate provost for institutional effectiveness at Virginia Tech.

Scott Tate has been promoted to associate director of Virginia Tech's Office of Economic Development.

CULTURE FRONT

Daniel "Bud" Oakey

has been selected as executive director with Advantus Strategies for management services for the Virginia Aviation Business Association.

Ginger Poole of Mill Mountain Theatre won the Individual Artist award for the 2016 Perry F. Kendig Arts and Culture Awards.

Compiled by Tom Field



The Project Management Candy Jar

“How To Sweeten Your PM Skills”

The Project Management Institute of Southwest Virginia

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John Stenbeck, Agile

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Project Wing food packaged delivery test flight.

More meat

T&E Meats in Harrisonburg is expanding its facility; a projected \$600,000 investment for the process meat manufacturer.

Drone delivered dinner

Virginia Tech Mid-Atlantic Aviation Partnership and Project Wing, a component of X

(formerly Google[x]), are collaborating to test and conduct research flights by unmanned aerial vehicles to deliver food packages.

VTC-SOM college

Virginia Tech and **Carilion Clinic** announced the full integration of VTC-School of Medicine into the ninth college at

Virginia Tech; the process to be completed in two years, including its accreditation by regulatory organizations.

Coaching coaches

Virginia Tech has opened a **leadership coaching institute** for healthcare and life sciences industries under its Continuing and Professional Education

program that will begin in November at Hotel Roanoke.

Antitrust media rule

The pending merger of **Nexstar Broadcasting Group** and **Media General** has been approved by a Justice Department ruling on Sept. 2 based on the companies selling seven

Read the FRONT online

vbFRONT.com

Also get more stories and pictures on **Facebook: vbFRONT**

stations, including **WSLS** in Roanoke; the deal still requires approval by the Federal Communications Commission.

Mixed use beside Radford U

Price Williams Realty / East Radford Development Corp. has been granted its special use permit to build a multi-story building with commercial tenants and residential apartments, replacing the Cooks Clean Center / Formals on Main Street in Radford.

Measuring up

Meridium, Roanoke-based petroleum industrial operational software company, has been acquired by GE Digital;

the move follows a previous investment by GE Measurement and Control division in 2014; the total deal valued at \$495 million.

When Henry met Mary

Interactive Design and Development (IDD) has been acquired by **Automation Creations Inc;** both software developments firms in Blacksburg are now located at the Virginia Tech Corporate Research Center, led by known regional technology leaders Henry Bass and Mary Miller.

Spot on

Botetourt Technical Education Center has earned national

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.

accreditation by the American Welding Society; one of only 18 high schools in the nation to have that distinction.

Sandwiched at Tech

McAlister's Deli has opened in Blacksburg at Prices Fork Road in the University Crossroads development.

Reimagining 419

Roanoke County has deployed a 419 Town

Center Planning Study for the busy Route 419 commercial corridor; an approximate \$6 million project, utilizing national consultant Stantec Urban Places Group.

Closing school bell

ITT Technical Institute in Salem has closed, affecting approximately 250 students; the shutdown is part of ITT Educational Services for profit technical career schools announcement that the chain (about



Meridium's Bonz Hart at new HQ construction in 2010



VT engineering senior Shayan Malik describes Hyperloop.

35,000 students and 137 campuses) is closing, citing U.S. Education Department blocking federal loans and grants to the organization.

Totally tubular

Hyperloop, a high-speed passenger-carrying pod shot through a vacuum tube (that can exceed 700 mph) transportation system is being installed as a test track at **Virginia Tech** at the Plantation Road research facility.

Let's keep shopping

Tanglewood Mall in Roanoke County has been purchased by developers Blackwater Resources

of Birmingham, AL and Lubert Adler of Philadelphia, PA; plans include adding new retailers to the current mix.

Star City biking

In its effort to continue and build on a designation as a Bicycle Friendly Community, **Roanoke City** is applying to the League of American Bicyclists and invites the public to provide input at www.surveymonkey.com/r/RoanokeBFC.

Kickstart in advance

The upcoming new soccer complex by **Roanoke Star Soccer**

Club has secured a seven-year corporate sponsorship from **Advance Auto Parts**.

Ad flyers

Roanoke-Blacksburg Regional Airport has contracted Clear Channel Airports for providing video wall and large fabric banner advertising at the terminal.

Cluck, cluck

Rent The Chicken, a national franchise providing chicken and coop rentals for raising eggs at home, has opened a location in Franklin County, serving the Roanoke Region.

Whale of a splash

Pacific Life insurance company has hired about 80 of its projected 120 new positions by the end of the year at the downtown Lynchburg office.

Hub dining around VT

Spotluck dining app has been deployed in Blacksburg with ten participating local restaurants, to join the companies college campus hub model.

Tooling southside

KYOCERA SGS Precision Tools is opening a tech hub facility at the Danville-Pittsylvania Regional Industrial Facility

Authority's Cyber Park in Danville; projecting \$9.5 million investment with 35 new jobs.

Bigger brewing

Big Lick Brewing in downtown Roanoke is moving in the next year from its current small spot to a much larger operation only two blocks away at the old Habitat for Humanity building and beside the new Lofts at West Station apartment

complex on Salem Ave.

Number one, twice

Virginia Tech was ranked number one by 2017 Princeton Review for Best Quality of Life and Their Students Love These Colleges lists.

Closer to pouring

Ballast Point Brewing and Spirits has completed its purchase of the

259,000-square-foot building at Greenfield industrial park in Botetourt County formerly owned by Lawrence Transportation Systems; operations could begin in 2019.

Illuminating business advice

Roanoke-based **Voltage Leadership Consulting** is running its radio show on business leadership on the VoiceAmerica Talk Radio network;

the program features accomplished executives and authors in its lineup.

Legally binding

Woods Rogers and Edmunds & Williams law firms have merged to expand services in the greater Lynchburg market; operating by the combined name in Lynchburg.

Compiled by Tom Field

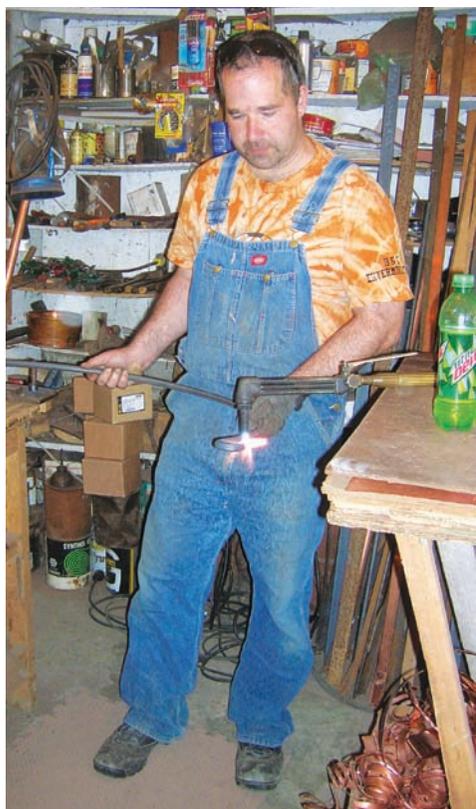
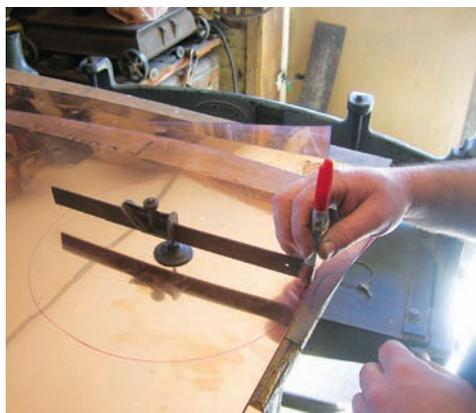
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 Read extended versions of items listed above, plus photos and many more current listings each day on the moreFRONT blog, also available by link at vbFRONT.com.



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all photos: Jeanne Chitty

All into copper >

Executive Summary:

A coppersmith's workshop has a sanctuary-like feel to it, without the silence.

By Tom Field

Porter and Faye Caldwell and their crew make copper kettles, buckets, pans, trays, and yes, even stills from their workshop in the woods about seven miles out of the town of Fincastle in Botetourt County. You can smell the copper. You can certainly hear it—being tapped and hammered, cut and coiled, welded and engraved, shaped and polished. And you see it everywhere, in flashes of

pinkish metallic reflections all over tabletops, walls, shelves and storage cabinets.

Caldwell Mountain Copper [www.caldwellmtncopper.com] is all about the handcrafted art of coppersmithing, each product fashioned by an individual artisan. Most of the products are designed from adaptations printed in books from the Colonial period up through the early 20th century.

The workshops in an old barn and basement create a homey work place, where each craftsman and craftswoman is at one with his or her space.

You have a lot of options in selecting items made by Caldwell Mountain Copper, whether for décor, functional use, or both. As we step into fall, the kettles for apple butter are extremely popular. 



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“”
Even the priciest clothing can't
hide poor posture and fitness — Page 12

“”
Music is my ministry — Page 9

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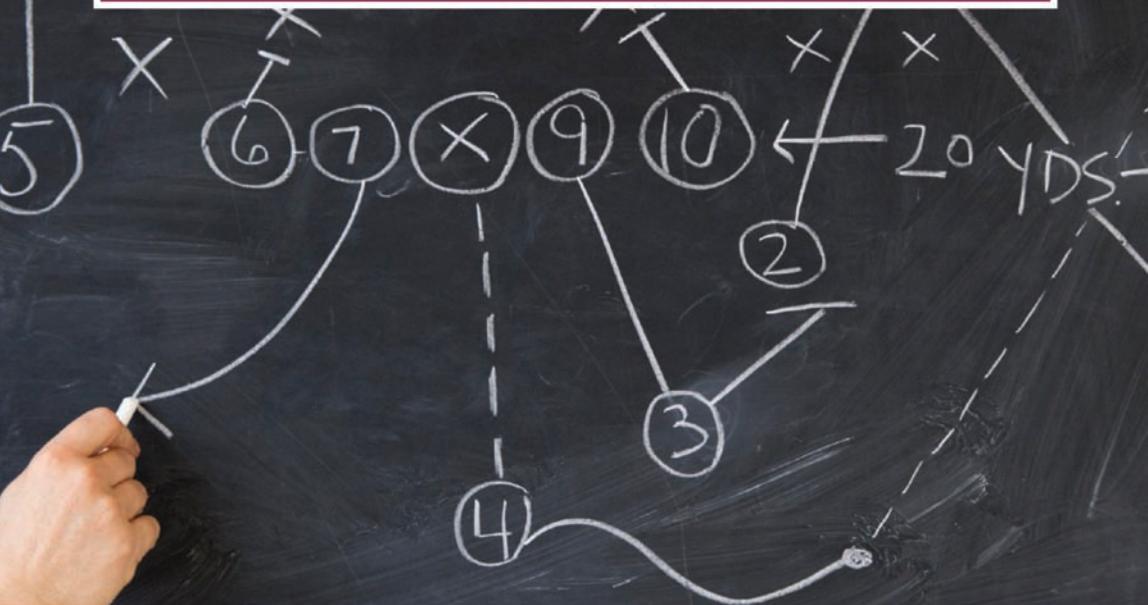
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