

BizNews

apr 2017



Pictured (left to right) Roanoke City Mayor Sherman Lea, VIP Sportsbar and Bistro owners, Khalid Jones and Kay Phelps, and John Garland, Member, Roanoke City Council.

VIP Sportsbar and Bistro Expands to Downtown Roanoke

Award-winning wings and great music bring a nice mix to the corner of Jefferson Street and Church Avenue.

The Grand Opening & Ribbon-Cutting for Roanoke's newest eating and entertainment establishment was held on Wednesday, March 22 at 402-406 South Jefferson Street in Roanoke. Roanoke City Mayor Sherman Lea and Councilman John Garland were on hand to celebrate the opening where Mayor Lea presented a Roanoke Star to owners Kay Phelps and Khalid Jones.

Established in 2015 in Atlanta, Georgia, VIP Sportsbar and Bistro's goal is to bring the upscale sports bar experience to downtown Roanoke. The team at VIP consistently strives to create exceptional meals and drinks, as was evidenced at the grand opening, and deliver services to surely satisfy the customer. The restaurant is known for their award-winning chicken wings. Business hours vary Thursday – Sunday; however, a Soulful Sunday Brunch is offered featuring jazz and tunes from the seventies. Additionally, VIP Sportsbar and Bistro features 10 televisions with dozens of sports channels to choose from including: National Football League (NFL), National Basketball Association (NBA), Major League Baseball (MLB), and Ultimate Fighting Championship (UFC).

Stop by for a visit and enjoy breakfast, lunch, dinner or late evening snacks. To learn more about VIP Sportsbar and Bistro, their hours and offerings, check out their website at <http://www.vipsportsbarandbistro.com>. Visit them on Facebook for events and updates.

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Which Wich Opens First Store in Roanoke

Build your own sandwich concept brings tasty combinations and fun, happy atmosphere!



Roanoker's celebrated on Monday, March 13th at the opening of Which Wich?, a new sub shop to Roanoke. Located at *The 23rd Street Shoppes at Towers* (1028 23rd Street, SW), customers customize their sandwiches by checking off ingredients on a sandwich bag.

Which Wich? was launched in 2003 by founder, Jeff Sinelli. The concept was a huge hit from the moment it opened its doors, thanks to its superior sandwiches and customer service, and unique ordering system. Because of the overwhelming demand for franchises, Sinelli began selling franchise rights to Which Wich? in 2005. Since then, the franchise has grown to over 450 locations in 39 states and 11 countries, and has received industry accolades and local recognition in nearly every market it serves.

The Roanoke store of Which Wich? is the first in southwestern Virginia and the franchise is owned by Tejas and Nisha Patel. The Patels are excited to be in this market and are passionate about the great food and very high level of customer service offered at their first location of Which Wich?.

Corporate offices for Which Wich? are located in Dallas, Texas and there are currently twelve locations in Virginia. To learn more, visit www.whichwich.com.



Pictured (left to right) Joyce Waugh, President & CEO, Roanoke Regional Chamber, family members, Nisha Patel and Tejas Patel with their children (cutting ribbon), Which Wich? team members and Roanoke City Councilman John Garland.

Brandon Oaks Life Plan Community Celebrates Grand Opening of Pine Ridge Senior living luxury condos sold out to new residents before completion of project.



Pictured (left to right) Carter Hanna, Dir. of Sales & Marketing, Brandon Oaks, Sam Lionberger, III, CEO, Lionberger Construction, Joyce Waugh, President & CEO, Roanoke Regional Chamber, Charles L. Downs, Jr., Chairman of the Board, Virginia Lutheran Homes, Inc., Bishop James Mauney, Virginia Synod, Evangelical Lutheran Church in America, Heather Neff, President & CEO, Virginia Lutheran Homes, Inc., John Garland, Member, Roanoke City Council, Tye Campbell, CEO, SFCS, Joe Hoff, Executive Director, Brandon Oaks.

Construction of Pine Ridge, consisting of 12 luxury condominiums on the campus of Brandon Oaks Life Plan Community is complete and a ribbon cutting ceremony and grand opening celebration took place on Thursday, March 23, 2017.

Pine Ridge is sold out, which is a testament to how popular this type of accommodation is in the senior living industry. “We are very excited to open this building, completely full, and welcome 22 new residents to the Brandon Oaks family,” states Brandon Oaks’ Director of Sales and Marketing, Carter Hanna. Hanna adds, “we have residents moving from all over Virginia, including Roanoke, Botetourt and Smith Mountain Lake, as well as Mississippi and New Zealand.”

Brandon Oaks has seen tremendous growth in recent years: the construction of Pine Crest in 2010, the opening of the state-of-the-art rehabilitation expansion at the Brandon Oaks Nursing and Rehabilitation Center in 2014, the opening of Brandon Oaks at Home offering home healthcare and home care to the greater Roanoke community, and now Pine Ridge in 2017. Brandon Oaks Executive Director, Joe Hoff commented, “As a well respected provider of senior living and healthcare, it is our duty to provide the best quality living accommodations for our current and future residents”. Hoff added, “Our continued growth is proof of our commitment to hospitality and innovation in senior living”.

Brandon Oaks is a non-profit Life Plan community, operating under the sponsorship of Virginia Lutheran Homes. Brandon Oaks offers residents independent living, assisted living, nursing care and therapy.

DECIPHERED Roanoke Brings Escape Rooms to Downtown

If you and five of your friends had an hour to solve a series of puzzles to escape a locked room, how do you think you'd fare? Deciphered Roanoke, the city's premier escape room, wants to help you find the answer to that question.

Since their creation in 2007, escape rooms have grown exponentially in popularity worldwide. In 2015, there were over 15,000 escape rooms across the country, and the hobby has been featured on popular shows such as The Big Bang Theory, Brooklyn Nine Nine, and the new MacGyver series. Now, Deciphered Roanoke is bringing the experience to the heart of the Star City.

"When we realized that Roanoke didn't have an escape room, we knew we had to start one," said CEO and of Deciphered Roanoke, Brandon Ford.

Teams will have one hour to complete a series of objectives that fit within the narrative of the room and escape before the timer runs out. For example, in Deciphered's first room "A Few Morsels", players find themselves in a post-apocalyptic world scavenging for supplies when they stumble upon an empty cabin. Upon further inspection, they discover that the cabin is filled with food, water, and medicine. Within the hour, players must unlock all of the necessary supplies and get out before whoever resides there returns.

What makes Deciphered Roanoke unique is that all of their rooms are designed in-house by their full-time creative director, Luke Croft. A long time fan of logic puzzles, Luke draws inspiration from video games, true crime podcasts, and history to craft rooms tightly centered around the room's theme. "The escape room's ability to allow people to live out an alternate reality, whether as a deep-space explorer, an adventure-starved archaeologist, or anything else we can dream up, is really what makes them special," says Luke.

The rooms offer more than just entertainment value. While participants are guaranteed to have fun during their experience at Deciphered, teams can also learn valuable lessons about leadership styles, teamwork, and communication, giving the room appeal for hobbyist as well as corporate organizations.

"My former employer, PwC, and other corporations have used escape rooms for management connectivity," said President of Deciphered Roanoke, Ben Shaw. "We are excited about bringing that opportunity to the Roanoke business community."

Their 1,700 square foot building located in downtown Roanoke now features two rooms, but the team hopes to expand to four rooms by this summer. You can learn more about Deciphered Roanoke and book an escape room on their website by visiting www.decipheredroanoke.com.



The recent ribbon-cutting included (fm l to r) parents Mark & Liz Shaw, Deciphered Roanoke Creative Director, Luke Croft, Councilman Ray Ferris, Deciphered Roanoke founders Brandon Ford and Ben Shaw, and parents Kim and John Ford.

Research in Roanoke ~

Researchers discover how breast cancer mutation in BRCA1 causes protein to self-destruct



Scientific contributors include William Dearnaley, Ph.D., Brian Gilmore, Yanping Liang, Deborah Kelly, Ph.D., Cameron Varano, and Nick Alden. The researchers use liquid nitrogen to preserve breast cancer proteins for high-resolution imaging.

Of the more than 3 million people with breast cancer in the United States, about 10 percent carry an inherited mutation in their BRCA1 gene. In health, the gene is responsible for suppressing tumors. In disease, the gene goes terribly awry.

Scientists at the Virginia Tech Carilion Research Institute found that breast cancer cells can trigger the self-destruction of the tumor-suppressing BRCA1 proteins. They published their results today in *Scientific Reports*, a Nature journal.

“There are different ways in which DNA damage can be repaired. The breast cancer susceptibility protein, BRCA1, has an interesting mechanism as a tumor suppressor,” said Deborah Kelly, an assistant professor at the Virginia Tech Carilion Research Institute and senior author on the paper. “Unfortunately, where there are mutations in BRCA1, there’s a significant decrease in its ability to repair DNA and cells are more likely to become cancerous.”

Scientists knew the mutations promoted cancer, but they didn’t know exactly how BRCA1 physically changed, or how those changes prevented the protein from participating in DNA repair.

Kelly and her team focused on a highly prevalent BRCA1 mutation to begin to understand not only the structural changes, but also the functional fallout. Using molecular imaging and biochemical tools, the researchers examined human cancer cells and found that mutated BRCA1 proteins were destroyed under stressful, oxidative cellular conditions. The proteins were unable to properly repair damaged DNA.

Research in Roanoke ~ *Continued from Page 5*

“The system we use mimics the chain of events resulting from the inappropriate breakdown of estrogen, which produces molecules known as reactive oxygen species that can modify DNA and proteins, contributing to cancer,” Kelly said.

Healthy cells can manage the damage caused by reactive oxygen species, also called free radicals, with repair proteins. Kelly and her team saw that typical BRCA1 proteins remained relatively stable, but mutated BRCA1 proteins significantly reduced in number.

Cells tag the mutated BRCA1 protein for destruction with a molecule called ubiquitin, according to Kelly. The cells then destroy the ubiquitin-tagged BRCA1 proteins, leading to a decrease in their ability to repair DNA lesions.

Kelly and her team are not the first to identify ubiquitination, but they are the first to recognize that the process increases in response to the BRCA1 mutation. They suspect that the BRCA1 mutation causes a small misfolding that allows even more ubiquitin to attach to the protein.

“Some ubiquitin modifications actually enhance the function of proteins, but, in this case, it acts as a target for degradation,” said Kelly, who is also an assistant professor of biological sciences at Virginia Tech’s College of Science. “Compared with non-mutated BRCA1 proteins, the ubiquitination process heightens the destruction of mutated BRCA1 proteins. The levels are lowered to a point where its power to assist in genomic maintenance is compromised.”

The process of ubiquitination is already a target for a potential therapeutic treatment, according to Kelly. It’s theoretically possible for enzymes to block or remove the ubiquitin, allowing cells to potentially enhance or restore BRCA1’s function as a tumor suppressor.

“We demonstrated that protein levels, genetic mutations, and the chemical changes in proteins after they are made, known as post-translational modifications – particularly ubiquitination – can affect BRCA1’s functional state in breast cancer cells,” Kelly said. “Based on the results of this work, the next logical step is to test mechanistic-based therapies, such as enzymes that remove ubiquitin to restore the physical properties of the mutated BRCA1.”

Current experiments in the Kelly Lab involve determining the 3D structures of healthy and mutated BRCA1 using high resolution cryo-electron microscopy. This information may help scientists more fully understand the extent to which some individuals with BRCA1 mutations are more disposed to cancer than others, based on physical changes to the BRCA1 protein structure.

Brian Gilmore and Yanping Liang, both research associates in Kelly’s laboratory, are co-first authors on this paper.

Carly Winton, a graduate research assistant who has since graduated with a master’s degree from Virginia Tech’s Department of Biomedical Engineering and Mechanics; Vasiliea Karageorge, an undergraduate research assistant at Roanoke College; Kaya Patel, a research associate who now attends Tulane University School of Medicine; Cameron Varano, a third-year doctoral student in Virginia Tech’s Translational Biology, Medicine, and Health graduate program; and William Dearnaley, a postdoctoral associate in Kelly’s laboratory, contributed to the study. Zhi Sheng, an assistant professor at the Virginia Tech Carilion Research Institute, advised on the cancer biology work and aided with the microscopy imaging.

The research was supported by the Virginia Tech Carilion Research Institute, the Commonwealth Health Research Board, the Concern Foundation, the National Cancer Institute of the National Institutes of Health, and the UVA-VTC Neuroscience Seed Fund Award.

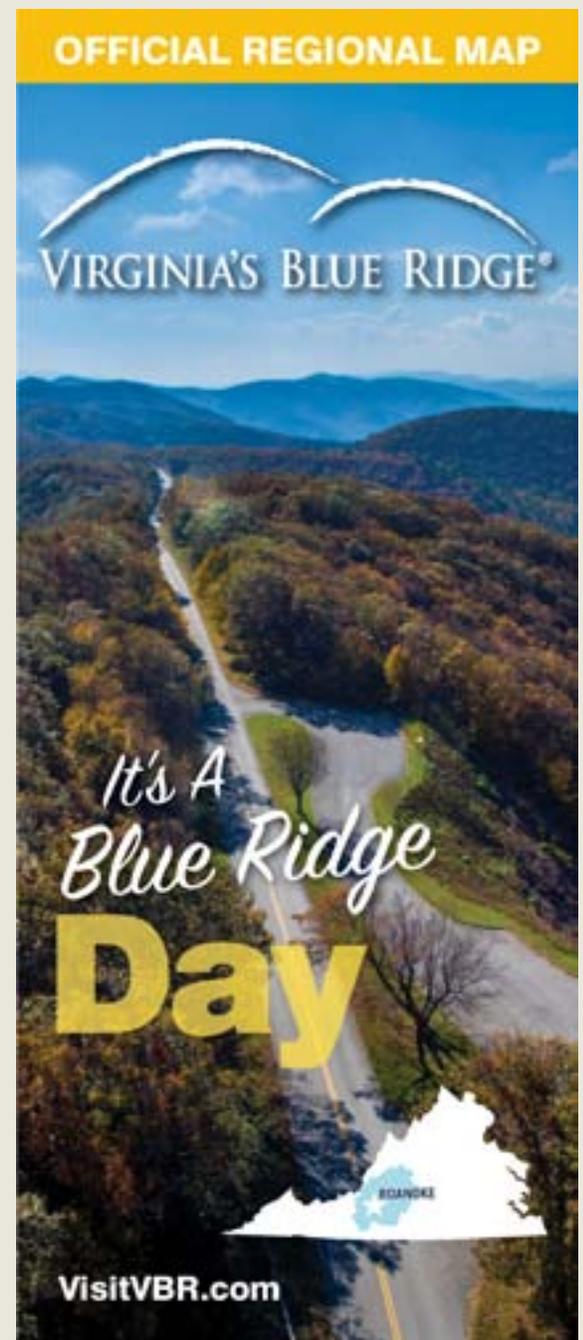


VIRGINIA'S BLUE RIDGE VISITOR'S GUIDE AND MAP NOW AVAILABLE!

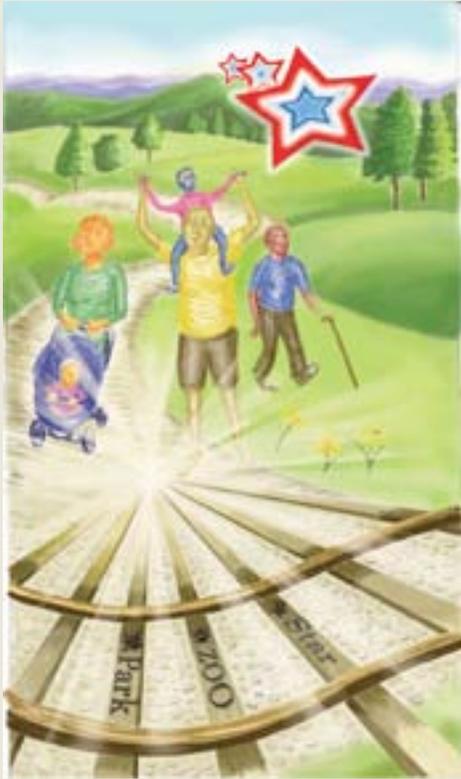
If you haven't picked up the latest VBR Visitor's Guide and Map, you may want to do so to start planning your warm weather excursions around the region.

This 64 page magazine format guide represents Virginia's Blue Ridge and is complete with information on attractions, accommodations, shopping, outdoor recreation, events, maps and more.

Copies are available at the Visitor's Center in Downtown Roanoke (within the O. Winston Link Museum) or online at <https://www.visitroanokeva.com/plan/visitors-guide/>.



MURAL TO ADORN COLUMNS UNDER INTERSTATE 581



The Roanoke Arts Commission and the City of Roanoke recently announced the installation and dedication of the Gateway Mural, located at the intersection of Tazewell Avenue under the Interstate 581 Bridge. Mayor Sherman Lea spoke at the dedication, which was followed by a ribbon cutting ceremony.

The project, part of the city-wide public art initiative, began with the neighborhood groups asking for art in this location. A national call to artists yielded finalists experienced in the field of public art. A panel of neighborhood leaders, arts professionals, and Arts Commission members selected Brenda Mauney Council, an internationally renowned artist to carry out the project. Based in North Carolina with a studio in Atlanta, Council's works include the largest contemporary mural dome in the southeast at the North Carolina Research Campus in Kannapolis, N.C. Her career spans 40 years with works for the Smithsonian Air & Space Museum, The Geller Foundation, The Advertising Club of New York, and philanthropist Sidney Kimmel, who claims, "she thinks and creates on a scale rarely seen in the art world."

As part of the project, Council visited the Southeast and Belmont neighborhoods of Roanoke to engage the community in "Paint Nights," where local residents under the instruction of the artist placed their own brushstrokes on the mural.

Each panel measures 58" x 15' and features native wildflowers, historical landmarks, mountains and cultural and recreational assets of the region. The mural encompasses 2,500 square feet of painted surface. A total of 18 columns on the north and south sides of Tazewell Avenue are covered with 36 separate mural panels are adhered like wallpaper. The installation took place from March 22 to March 30.

According to Susan Jennings, Arts and Culture Coordinator for the City of Roanoke, "Brenda's experience and her plans to engage the community made her a perfect fit for this project. The Arts Commission was pleased to work with the Belmont Neighborhood Association and the Southeast Action Forum to bring this project to fruition."

For more information contact Susan Jennings at 540-853-5652 or susan.jennings@roanokeva.gov. For more information on the artist visit www.council.net

Featured BizLink

Downtown Roanoke Inc. Offers Beautification Grant
www.downtownroanoke.org

Do you need to spruce up your storefront in time for spring? Check out the new Downtown Roanoke Beautification Grant that Downtown Roanoke Inc. is offering. Please contact Dani Poe dani@downtownroanoke.org or at 540-342-2028 ext. 12 with any additional questions.



Accept the Ride Smart Challenge

Each year, RIDE Solutions challenges area commuters to take miles off our region's roads by exploring their commute options. And each year, commuters throughout the Roanoke Valley and beyond find creative ways of avoiding tens of thousands of miles worth of trips.

If you have not yet participated, either as an individual or an organization, now is your chance to help make the Roanoke Valley a cleaner, safer, and more prosperous place to live – just by picking one day during the month to leave your car behind and use alternative transportation.

To participate, visit www.ridesolutions.org/challenge to log into your existing account or to create a new one.

How Does the Pledge Work?

You can participate in the Ride Smart Challenge in two ways:

- 1) Simply take our online pledge to try biking, walking, using public transportation, or telecommuting for at least one trip during the month of May. Taking the pledge illustrates your commitment to exploring your transportation options – and makes you eligible for weekly prize drawings and other rewards!
- 2) Throughout May, log any trip you take at ridesolutions.org. You can log commute trips, social trips, trips to the grocery store, dining, even business meetings. Log as an individual or part of a team. Logged trips earn you extra entries into weekly contests and count towards your Ride Smart Team total for other great prizes.

Why Take the Challenge?

Using alternative transportation can have a positive impact on almost every aspect of our community. For example:

- 1) Saving you money: carpooling, taking the bus, and cycling all cut your commute costs in half or more – that means more money in your pocket!
- 2) Keep dollars local: 90% of what you spend on a gallon of gas leaves the local economy, so saving money by driving less means more of the money you keep will be spent right here in the Roanoke Valley, supporting local businesses.
- 3) Keep it clean: driving less reduces vehicle emissions, which helps keep our valley's air clean and our skies blue. May is the traditional start of the summer ozone pollution season, so getting out of your car from time to time helps reduce the chances of smog on summer's really hot days.
- 4) Keep fit: using alternative transportation is a good way to fit exercise into your daily routine, whether it's a five-mile bike ride to work, or a one-block walk to the bus stop.

Visit www.ridesolutions.org for more information on the challenge and for tons of resources to help you explore your options, from Google Transit to safe bike route requests and free carpool matches.



**RIDE SMART
CHALLENGE**



Win prizes by accepting the challenge to bike, walk, carpool, or take transit this May. Form teams and compete to log the most clean miles.

Commuting. Shopping. Dining. Every mile counts.

Register at www.ridesolutions.org/ridesmart



Positioning Roanoke for Success With Remote Workers

The train is coming to Roanoke! It has been exciting to see construction get underway for the new passenger rail terminal downtown. On some level, the fact passenger rail is coming back to a city with such a heritage with rail is great in and of itself. But, rail also has potentially significant benefits for our community's economy.

We live in an increasingly interconnected world. As part of this, there has been a surge in the number of remote workers. This can be attributed to the increase in both freelancers, or members of the gig economy, and the number of companies that let their employees work remotely. These combine to mean that more and more jobs are not connected to any particular place.

Rather, employees are enabled to work from wherever they would like to live. This obviously has significant ramifications for the future economy and modern communities. Everyone is trying to figure out what all this means and there are strong feelings on both sides of the conversation.

However, at this point, the trend appears to only be growing. Communities across the country are having to confront what this means for them. Roanoke is no different.

This is where the train comes in. As always, we are seeking to create jobs through bringing companies to the area and fostering entrepreneurship. Now, we are also trying to attract these remote workers. The train means that remote workers can now more easily commute back and forth to the DC area. This combined with the low cost of living and natural amenities, are making Roanoke increasingly attractive to people that can work anywhere.

There are several other important components of an attractive community for remote workers. The Roanoke Regional Partnership and Roanoke Outside have done wonders in promoting, developing and exposing the natural resources we have. Meanwhile, the CoLab has created a place for people that can work anywhere to be part of a "coworking" community and build a network. Further, the area's real estate developers and restaurateurs are crafting apartments and restaurants appealing to young people coming from DC and beyond.

The tendency is to assume the main benefits from these workers are the tax revenue and spending power they bring. However, they bring so much more. Many of these remote workers bring other jobs with them. It has been common to see someone move to the area and then arrange to have a local coworker or two hired. Now, we have a team of local employees. Alternatively, many of these freelancers and remote workers become the entrepreneurs that fuel long-term growth. The road from freelancer to entrepreneur is well traveled.

So, there is much reason for excitement with the arrival of passenger rail. It means Roanokers will more easily be able to go enjoy the amenities of DC. But it is also likely to mean having more Roanokers to contribute to continue our economic growth and more diversity and vibrancy in our job market.

For more information on coworking or remote working in Roanoke, you can reach the CoLab at info@colabroanoke.com.



TRAINING & EVENTS

Virginia Western to provide Leadership Bootcamps in downtown Roanoke

Monthly workshop to impart essential soft skills to advance in manufacturing, IT, healthcare industries

Virginia Western Community College will offer a comprehensive one-day Leadership Bootcamp monthly beginning in April at the RAMP business accelerator in downtown Roanoke. The eight-hour workshop will be held on the first Friday of each month, except for July, and will help individuals build important leadership skills such as team work, communication and soft skills, time management, emotional intelligence, the ability to build trust and generational divides.

“Business leaders around the Roanoke Region have indicated they want more opportunities for future leaders to build these type of skills, and this workshop will deliver,” said Milan Hayward, Vice President of Workforce Solutions at Virginia Western. “In our new classroom in the RAMP facility, individuals will gain essential soft skills they need to advance in an existing business or grow their own businesses as entrepreneurs.”

- WHAT: Leadership Bootcamp
- WHEN: 9 a.m.-5 p.m. on the first Friday of each month, except July, beginning on April 1, 2017.
- WHERE: RAMP business accelerator, Gill Memorial Building, 709 S. Jefferson St., Roanoke, VA
- COST: \$285 + \$99 in materials/books fees for assessments; class size limited to 20 students; registration required by the first of each month
- SIGN UP: <http://www.viriniawestern.edu/ramp/index.php>
- CONTACT: Samantha Steidle, Innovation Officer, at 540-857-6076 or ssteidle@viriniawestern.edu.

As part of the workshop, participants will complete a team work cycle assessment to better understand the four phases and eight roles of a project cycle they prefer to work within. They will also complete a DISC assessment to discover and understand their behavioral style and how to become more effective in communicating and working with others.

With more than 12,000 students on the college’s main campus in Southwest Roanoke City, to our satellite locations at the Greenfield Education & Training Center in Daleville and the Franklin Center in Rocky Mount, Virginia Western Community College is committed to providing affordable, accessible, and quality educational opportunities and workforce training to meet individual, community, and global needs. To learn more, visit www.viriniawestern.edu.



TRAINING & EVENTS

VT KnowledgeWorks

April 12 2017



VIRGINIA TECH STUDENTS: DEVELOP YOUR ENTREPRENEURIAL IDEAS, ENHANCE YOUR UNDERSTANDING OF A SUCCESSFUL BUSINESS VENTURE, AND SHOWCASE YOUR CREATIVITY AT THE...

GLOBAL ENTREPRENEURSHIP CHALLENGE SEMIFINALS

Students compete to earn **\$15,000** in scholarships and eligibility for the VT KnowledgeWorks 2017 Global Student Entrepreneurship Challenge finals next August, where student teams from around the world compete for the **\$25,000** grand prize. All participants must be full-time students at Virginia Tech, and the average age of the team must be less than 28.

To enter, submit a 1-page summary of your business concept by February 10 at www.vtknowledgeworks.com. A panel of faculty and local entrepreneurial business leaders choose semifinalists to then submit a 3-5 page business concept document by March 3.

Finalists are chosen by a panel of local entrepreneurial business leaders and investors. VT KnowledgeWorks assists the finalists in the preparation of their presentations. Finalists present their business concepts at the Global Entrepreneurship Challenge Semifinals on April 12.

INNOVATION

Virginia Tech Students win up to \$40,000!

TRAINING & EVENTS

IPAD CREATIVE WORKSHOP

Register at:
www.vastartup.org

No fee event!



APRIL 25, 2017
9 - 11 AM

VINTON LIBRARY
300 S. POLLARD ST.
VINTON, VA 24179

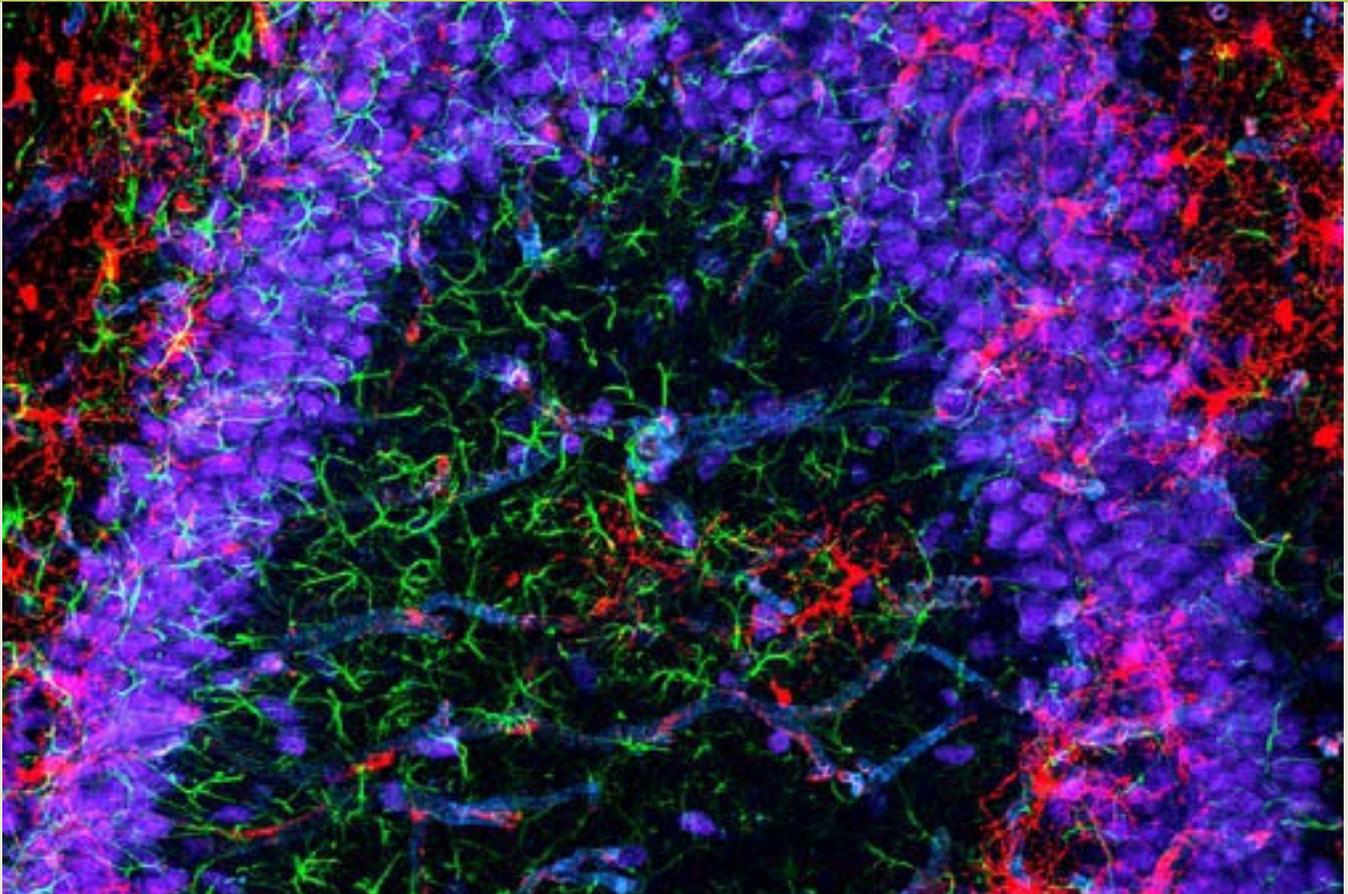
DO YOU WANT TO DO MORE WITH YOUR IPAD?

At this one of a kind workshop, discover how to create professional presentations, develop videos and marketing materials that get results. Learn about apps to make it easier.

CONTACT LISA SOLTIS, CITY OF ROANOKE ECONOMIC DEVELOPMENT AT 540-853-1694 OR JESSICA FINTEL, ROANOKE COUNTY ECONOMIC DEVELOPMENT AT 540-772-2185.

TRAINING & EVENTS

Research in the Abstract: Visual Art Inspired by Scientific Research



The Virginia Tech Carilion School of Medicine is proud to announce Research in the Abstract, strategically designed to bring together creative thinkers from the fields of science and art to produce artistic works that will introduce viewers to the innovative research being undertaken by scientists, faculty, and students.

Selected regional artists will be paired with a researcher to learn about their projects and to use the information as inspiration to create original artwork using the artist's chosen medium and style. Art will be displayed alongside a short artist's statement describing the collaborative project and the research project summary.

The exhibit will be at the Virginia Tech Carilion School of Medicine from April 7 to July 31, 2017. An opening reception, free to the public, will be held April 27 from 5:30 - 7:30 pm at the 2 Riverside Circle location in Roanoke.



TRAINING & EVENTS

Tuesday, April 11, 2017

4 - 7 p.m.

BUSINESS BASICS 2017

Are you considering starting a new business? Not sure what you need to do and what steps to take? Then this is the class for you! Business Basics is an introduction to owning your own business. Topics covered include deciding on a legal entity structure, basic accounting and tax issues, steps you need to take for permits and licensing, steps to writing a business plan and basics of marketing and market research. We cover the nine steps to market research to determine if your business idea makes sense. Class is for individuals in business, or those thinking of starting a business, even if it might be years in the future. The class is 3.0 hours long so these topics will only be briefly covered. Upon completing the class you will have the opportunity to schedule a one-on-one appointment with one of the professional business counselors in our office. We do not charge anything for our one-on-one sessions. For questions or more details, please call Tom Tanner at 983-0717 ext 103.

Speaker: Tom Tanner

Location: Roanoke Regional Small Business Development Center, Chamber of Commerce Building, 210 S. Jefferson St., Roanoke, VA

Fee: \$ 20.00

Tuesday, April 18, 2017

4 - 7 p.m.

MARKETING BASICS

This course describes the fundamentals of the most important aspect of any small business: marketing. At the end of this course, you will be able to create a marketing plan for your small business that encompasses a creative plan, a positioning plan, and a media marketing calendar--the essentials of any good marketing strategy. Topics covered by this course include: What is marketing? Creating personas, website best practices, social media marketing, and tools for automation and ROI reporting. Pre-Registration is required. For questions please call Tom Tanner at 983-0717 ext 223. Cash payment can be made in person, or paid the day of the event.

Speaker: Christina Garnett

Location: Roanoke Regional Small Business Development Center, Chamber of Commerce Building, 210 S. Jefferson St., Roanoke, VA

Fee: \$ 20.00

Tuesday, May 9, 2017

8:30 a.m. - 1:30 p.m.

2017 SPRING CAREER AND LIFESTYLE FAIR

The City of Roanoke, County of Roanoke and City of Salem Offices of Economic Development, in collaboration with sponsors Arevo Group, Freedom First Credit Union, Roanoke Valley SHRM and WDBJ7 are pleased to announce the 2017 Spring Career & Lifestyle Fair to be held on Tuesday, May 9, 2017. The event will take place at the Berglund Center Special Events Hall located at 710 Williamson Road. For questions, contact Lisa Soltis@lisa.soltis@roanokeva.gov.

Location: Berglund Center Special Events Hall

Fee: Vendor space free for City of Roanoke, County of Roanoke and City of Salem businesses.

DEADLINE FOR REGISTRATION IS APRIL 15, 2017.

TRAINING & EVENTS

2017 Spring Career & Lifestyle Fair



Tuesday, May 9, 2017
8:30 am to 1:30 pm

Berglund Special Events Center | 710 Williamson Rd., Roanoke
Admission: Free

Who should attend: recent college graduates, job seekers, those interested in local lifestyle opportunities and individuals seeking job opportunities.

Why you should attend: Over 50 organizations will be represented offering opportunities for individuals who live, work and play in the Roanoke region.

Admission: Free for attendees and exhibitors who are a City of Roanoke, County of Roanoke or City of Salem business. Space is limited, so register as soon possible. For more information on becoming an exhibitor, visit www.bizroanoke.com/careerfair or contact Lisa Soltis at 540-853-1694 or by email at lisa.soltis@roanokeva.gov.

Sponsored by: Economic Development Offices of the City of Roanoke, County of Roanoke, City of Salem and these sponsors:



Check it Out! City Owned Available Property

The City of Roanoke has a variety of properties, from existing buildings to buildable sites, that are presently available for acquisition. The purchase of City property must be approved by Council; this requires potential buyers to submit a proposal for the property. For more information on available properties and the proposal process, please visit the links below:

<http://www.bizroanoke.com/Start,-Locate,-Expand/Sites-and-Buildings/Available-Sites.aspx>

<http://www.bizroanoke.com/Start,-Locate,-Expand/Sites-and-Buildings/Available-Buildings.aspx>

Commercial Property for Sale
\$299,000



Approximately 1.09 acres located on Blue Hills Drive are available for sale and commercial development. The parcel (Lot 6) is located at the entrance to The Roanoke Centre for Industry and Technology (RCIT), just off of Orange Avenue (north side of Route 460). This Roanoke City Tax Parcel #7160119 is zoned Commercial-General (conditional), is level and suitable for office or commercial use. Public utilities are available and the listing agent can provide information regarding the Blue Hills Concept Plan.

RCIT is one of Western Virginia's premiere industrial parks with approximately 2,500 employees. The 440-acre park was initially developed by the City of Roanoke in 1980, and was expanded in 1992. RCIT is adjacent to US Route 460 and offers quick access to Interstate 581 (approximately 3.4 miles), Interstate 81 (approximately 6.9 miles), less than 4 miles to the Norfolk Southern Bulk Transfer Terminal, and 8 miles to Roanoke-Blacksburg Regional Airport.

RCIT will be home to the new Deschutes Brewery, and currently houses Advance Auto Parts Distribution Center, AT&T, Creative Kids School, Eaton, Elizabeth Arden, FedEx Ground, Heritage Point/Roanoke Natural Foods Co-op, InfoSeal, Orvis, SEMCO, Virginia Utility Protective Services/VA811, and Wholesome Harvest Baking.

For more information, contact:
Thomas S. Turner Property Listings
Senior Associate Broker
Hall Associates, Inc.
112 Kirk Avenue, S.W.
Roanoke, VA 24011

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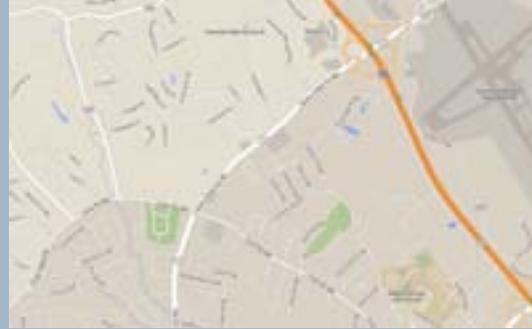
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Economic
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Development Opportunity Property for Sale Located at 2903 Peters Creek Road, NW \$1,695,000



The City of Roanoke (owner) is accepting proposals for the purchase of three adjoining parcels located at 2903 Peters Creek Road, NW; Tax Map Numbers 6410104, 6410105 and 6410106. The combined acreage is approximately 11.8 acres, a portion of which is zoned Commercial Large Site (conditional) and the remaining portion is zoned Commercial General.

Conveniently located just minutes from Interstates I-581/220, and I-81, the site offers bi-directional access to Peters Creek Road, NW. Current traffic count is approximately 18,000 vehicles per day.

For complete property details please follow the link to the City of Roanoke's GIS system and use the Search/Query function by entering the following parcel ID Tax Numbers: 6410104, 6410105 and 6410106.

GIS link: <http://gisre.roanokeva.gov/>

How to Propose:

Proposals for the property must contain the following elements and be accompanied by the required signature form available on the Economic Development website under Available Properties, Peters Creek Road.

Proposals for the property must contain the following elements:

- Identification of the property and any adjacent property involved in your development
- Concept plan of the intended development including use, location and size of any buildings, number of units and a timeline for the completion of the project
- Description of the qualifications and experience of the proposer/developer
- Business Plan and Financial Plan for the project
- Offer amount for the property

Proposals will be reviewed and evaluated for compatibility to the City of Roanoke's Comprehensive Plan and Neighborhood Plan. The proposer will be contacted after sufficient time for staff review.

Please submit your written proposal to:
Rob Ledger, Manager, Department of Economic Development
117 Church Avenue, SW Roanoke, VA 24011

Or submit by email to: econdevl@roanokeva.gov

For more information please contact the Department of Economic Development at 540-853-2715.