

## Lightwell Lofts Open in Downtown Roanoke



*(From left to right) Jenna Alam, Economic Development Authority member Braxton Naff, Roanoke City Councilman John Garland, Lightwell Lofts developer and owner, Husain Alam and Diya Reddy take part in recent ribbon-cutting.*

Lightwell Lofts located at 105 Campbell Avenue celebrated an exciting opening with a ribbon-cutting on Friday, March 30. The newly renovated modern contemporary interior apartments feature south facing windows on Campbell Ave, stellar north facing views, granite counter tops, custom cabinets, stainless appliances, hardwood floors, and washer/dryer units available in each apartment. The apartment development has options of 1 or 2 bedrooms available from \$850 and up per month. A twelve month lease is required plus 1 month rent as a deposit. Extra storage space is available for rent at \$50/month. These beautiful luxury apartments are completely finished and available for rent!

For more information about Lightwell Lofts, visit this website to learn more:  
[www. https://www.downtownroanoke.org/view/lightwell-loft](https://www.downtownroanoke.org/view/lightwell-loft).

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## Spotlight on Business ~

### Press Press Merch

*Homegrown company making a mark on businesses all over the US*

Roanoke's own, PRESS PRESS MERCH was started in the Botetourt home of owner, Greg Szechenyi in 2001 before settling at 128 Albemarle Avenue just 6 years ago.. With 10 full-time employees, the company specializes in screenprinted and embroidered goods. "We're based in lovely, Roanoke, VA, but work nationwide" states the company's stellar website. Great publicity for our Roanoke!

PRESS PRESS MERCH offers high-quality apparel and vinyl printing, embroidery, and a number of other products and services to help promote brands. The company works with many bands, artists, brewers, coffee makers as well as many other companies across the nation.

Services offered by Press Press Merch include:

- APPAREL FINISHING
- EMBROIDERY
- STICKERS
- DISCHARGE
- WATER-BASED PRINTING
- PLASTISOL
- DESIGN
- SCREENPRINTING
- ALL OVER PRINTING
- LARGE FORMAT
- RHINESTONES
- SPOT PROCESS
- FOIL PRINTING
- POSTER PRINTING
- AND MORE!



What are customers saying about PRESS PRESS MERCH?

What a great company to work with?! I live in NoVA and found Press Press through Social Media. I was looking for some custom apparel for a trip my husband and I were taking with some neighbors and also just a fun gift for the neighbors who were so helpful through my cancer diagnosis and treatment last year. All that to say, it was a pretty special project to me and I wanted it to be "just right." Well, it was so much more than "just right." Nathan was my contact and he was so helpful and communicative. My order process was a bit different because it was over Christmas and New Year, but I never once felt left out of the loop or forgotten. Expectations were set and met by PPM. That. Is. HUGE! The hats I ordered came out AMAZING and we all loved them. Pictures to follow once everyone gets theirs. Thank you so much Press Press Merch. Thank you Nathan for your professionalism, helpfulness, and for great communication/customer service. I will recommend you highly AND certainly look forward to when I get to do business with you again.

I've very much enjoyed working with Press Press Merch recently on a large (500+) piece shirt order. The quality of the garments and screen printing exceeded my expectations and the price was very competitive.

Greg and his team stepped up to the plate in the 11th hour when another vendor failed to deliver and knocked out a large order on an impossible tight time line! You simply won't find a better team in the valley!

We use Press Press Merch every time for all of our company branded events. Great service, great pricing, and quality that far exceeds expectations. I can't say enough good things about how awesome they are. Thank you!!!

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To learn more about Press Press Merch, visit [www.presspressmerch.com](http://www.presspressmerch.com) or call (540) 206-3495.

## 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 haven't participated before, 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](http://www.ridesolutions.org/challenge) to log in to your existing account or 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](http://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 changes 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](http://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.





## Roanoke Makes TOP 25 Destination List on Expedia!



Roanoke in Virginia's Blue Ridge has earned a top spot on another popular travel website of best places to visit! The most recent recognition is part of a survey conducted by Expedia, an online travel booking website, which asked 1,000 respondents to list their favorite small and medium towns to visit in the United States. The results were released in an article on the Expedia viewfinder travel blog titled "Americans pick their favorite destinations." Our vibrant city in the heart of the Blue Ridge Mountains is No. 11 on the list. The author points out unique experiences in Virginia's Blue Ridge like wine tasting at Valhalla Vineyards, mead tasting at The Hive, and a visit to the iconic Roanoke Star on Mill Mountain.

The following is an excerpt from the section featuring Roanoke:

"When you close your eyes and imagine a rustic getaway tucked into the Blue Ridge Mountains, Roanoke is the kind of destination you may picture. Surrounded by the hazy blue rolling mountains on the horizon, the Virginia city is steeped in history, natural attractions, and allure galore."

Other well-known travel destinations like Lake Tahoe, CA, Aspen, CO, Chattanooga, TN, and Key West, FL were listed as well.

## Virginia's Blue Ridge Receives \$50,000 Grant to Market the Region

Visit Virginia's Blue Ridge (VBR) was awarded a \$50,000 grant from the Virginia Tourism Corporation to implement a new comprehensive Rails, Trails and Ales marketing campaign. The campaign is designed to direct the region's niche marketing efforts to build on the brand as a metro-mountain destination. The proposed campaign will enhance efforts to attract visitors to experience the region's extensive collection of world-class trails for outdoor recreation and growing variety of craft breweries. Visit VBR public relations initiatives will complement these programs and target the markets in Amtrak's Northeast Regional route. "Tourism is proven to be an instant revenue generator," said Landon Howard, President of Visit Virginia's Blue Ridge. He also stated, "Funds from this grant will leverage our ability to reach more visitors and provide more impressions resulting in a greater economic impact on Virginia's Blue Ridge region."

## Featured BizLink The Virginia Workforce Connection [www.vaworkconnect.com](http://www.vaworkconnect.com)



Virginia Workforce Connection is your gateway to employment and labor market information in Virginia!

The site is a powerful online job seeker/workforce services system, accessed as a web site on the Internet or an Intranet at a OneStop Center. It was specifically designed for job seekers, students, case managers, employers, training providers, workforce professionals, and others seeking benefits and services. The system provides fast access to a complete set of employment tools in one web site. Surveys have proven that users find it convenient and very useful.

While navigating your way through the online services, the system is designed to be comfortable for everyone, even the person who has little computer experience or uses a screen reader.

Features to help job seekers and students within the system include:

- Use a professional format to create and send résumés and cover letters to employers
- Assess your job skills, set goals, and research training providers
- Review available jobs and apply online
- Set up a Virtual Recruiter® search agent to automatically review job postings and notify you of jobs that match your skills
- Track your job search efforts and résumés sent in a personal profile folder online
- Learn about services and benefits for which you may be eligible
- Determine a budget and plan for training
- Research regional labor market information, such as salaries
- Use the email/message center to contact employers and your case manager

Employer users will find the following features helpful:

- Define skills and post job orders to find potential candidates
- Research labor market information on salaries and economic data
- Set up a Virtual Recruiter® search agent to automatically find candidates within the system that match the job skills of the job order
- Communicate with job seekers, case managers, training providers, and others within the system email and message center.

In summary, the user-friendly system will assist you with your job search and workforce service needs. Visit this featured Biz Link

## Registered Apprenticeship Consultant Opening Available in Roanoke

The Department of Labor and Industry's Roanoke Office is seeking a highly motivated and skilled professional to work as a full-time Registered Apprenticeship Consultant. The position assists in promoting the Registered Apprenticeship Program, conducting all aspects of the registration process while providing technical assistance to both employers and apprentices.

Visit <https://virginiajobs.peopleadmin.com/postings/105487> to learn more.

## Research in Roanoke ~

### VTCRI scientist awarded \$2 million National Cancer Institute grant to study breast cancer



*Deb Kelly, Ph.D.*

*Photo: David Hungate*

The National Cancer Institute of the National Institutes of Health has awarded Deborah Kelly, an associate professor at the Virginia Tech Carilion Research Institute, \$2 million to study the mutated form of the breast cancer susceptibility protein (BRCA1) that is implicated in hereditary breast cancer.

This is Kelly's second five-year grant from the National Cancer Institute; the first was awarded in 2015. With both grants, she's working to understand the molecular mechanisms underlying triple-negative breast cancer. This hard-to-treat cancer is often caused by mutations in the BRCA1 protein.

"BRCA1 normally acts as a tumor suppressor by coordinating DNA repair," Kelly said. "With certain mutations, though, BRCA1 loses the ability to repair DNA with high fidelity. These events lead to genomic instability and provide a tipping point towards cancer induction."

According to the Triple Negative Breast Cancer Foundation, this type of cancer can be particularly aggressive and is more likely to recur after treatment than other types of breast cancer.

Kelly uses cryo-electron microscopy to image the structure of BRCA1 proteins under near-native conditions. Kelly and her team found that the BRCA1 protein forms a C shape, with molecular complexes on either open end. In health, the protein is relatively smooth from end to end. The mutation that can lead to triple-negative breast cancer manifests as a deformation on the curve of the protein. Kelly and her team found that a chemical treatment removed the deformation, but they're still working to understand if the restored protein can operate normally in cells.

"With the support of the first grant, we became the first team to visualize the structure of the BRCA1 protein — in health and in cancer," said Kelly, who is also an associate professor of biology in Virginia Tech's College of Science. "We then determined a structural difference in a 'hotspot' region of the mutated protein. Its constitution was very different from the healthy protein. Importantly, we were able to rescue the structure of the mutated protein so that it appeared healthy."

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## Research in Roanoke ~ *continued from Page 6*

To remove the deformation in the mutated BRCA1 proteins, Kelly and her team treated it with enzymes known as deubiquitinases. These enzymes effectively fixed the deformation in the hotspot area of BRCA1 and left the protein looking healthy again.

“The question that remained was whether the hotspot removal actually restored the function of the mutated protein,” Kelly said. “Our preliminary results are pointing to yes, and this grant will allow us to continue investigating this scenario as a potential therapeutic treatment.”

“The awarding of this second National Cancer Institute multi-million dollar R01 research grant from NIH to Dr. Kelly is indicative of the high esteem in which the breast cancer research community holds her and her work,” said Michael Friedlander, executive director of the VTCRI and Virginia Tech’s vice president for health sciences and technology. “Dr. Kelly is writing a whole new chapter in the science of cancer therapeutics, particularly for breast cancer by taking a structural oncology approach to repair defective protein function. We are very fortunate to have such a visionary innovator as Dr. Kelly at the VTCRI, leading the way to new horizons in health.”

Elizabeth Ali, an assistant professor of cancer biology at the Wake Forest School of Medicine, will contribute to this project as well. Other collaborators include Virginia Tech Carilion Research Institute scientists Zhi Sheng, an assistant professor, Rob Gourdie, a professor and director of the VTCRI Center for Heart and Regeneration Medicine; and Mark Yeager, the Andrew P. Somlyo Distinguished Professor of Molecular Physiology and Biological Physics and director of the High-Resolution Cryo-EM Imaging Facility at the University of Virginia School of Medicine.

*Written by Ashley WengersHerron*

## VTCRI Distinguished Public Lectures

The VTCRI Distinguished Public Lecture Series brings nationally renowned experts to Roanoke. The free public lectures are open to members of the general public as well as to Virginia Tech and Carilion faculty, students, and staff. The lectures are co-sponsored by Virginia Tech’s Translational Biology, Medicine, and Health Graduate Program. Information on the next lecture follows:

### ***The Scarcity Context and Mindset: Behavioral and Policy Implications***

When: May 17, 2018, 5:30 p.m.

Who: Eldar Shafir, Ph.D.

Where: Virginia Tech Carilion Research Institute  
2 Riverside Circle, Roanoke, VA



Eldar Shafir, Ph.D.

Eldar Shafir is the Class of 1987 Professor of Behavioral Science and Public Policy, the Inaugural Director of Princeton’s Kahneman-Treisman Center for Behavioral Science and Public Policy, and co-founder and scientific director at ideas42, a social science R&D lab. He studies decision-making, cognitive science, and behavioral economics. His recent research has focused on decision-making in contexts of poverty and on the application of behavioral research to policy. He is Past President of the Society for Judgment and Decision Making, Senior Fellow of the Canadian Institute for Advanced Research, and member of the World Economic Forum’s Global Council on the Future of Behavioural Sciences. He was a member of President Barack Obama’s Advisory Council on Financial Capability. He has received several awards, most recently a Guggenheim Fellowship, and the William James Book Award. He was named one of Foreign Policy Magazine’s 100 Leading Global Thinkers of 2013, and elected fellow of the American Academy of Arts and Sciences. He edited a book called “The Behavioral Foundations of Public Policy,” (2012), and co-authored, with economist Sendhil Mullainathan, “Scarcity: Why Having Too Little Means So Much,” (2013). He received his B.A. from Brown University and his Ph.D. from the Massachusetts Institute of Technology. For more information, visit <https://psych.princeton.edu/person/eldar-shafir>.

This is a free event. The host is Michael J. Friedlander, Ph.D.

A 5 p.m. reception will be held prior to this lecture which is open to the public. For more information, please call 540-526-2002.



## Passenger Traffic Continues to Grow at ROA in February

*February traffic was up 1.9% year over year at the Roanoke-Blacksburg Regional Airport as 2018 continues trend of traffic growth.*

The Roanoke-Blacksburg Regional Airport continues to see 2018 traffic increase with February traffic up 1.9% on a year over year basis. Compared to February 2016 passenger traffic is up 5.8%. February 2018 saw 42,655 passengers fly via ROA compared to 41,860 in February of 2017 an increase of 795 passengers.

Strong community support, additional capacity, and improved airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016. February 2018 saw 1.9% passenger growth over February 2017.

“We are pleased to see this positive trend continue into 2018, especially given our strong traffic numbers in 2016 and 2017,” stated Timothy T. Bradshaw, A.A.E., executive director of the Roanoke Regional Airport Commission. “Passenger demand is a critical factor when speaking with airlines regarding improving and increasing air service to our region. Our carriers have added capacity at ROA and our customers have utilized it. We appreciate the support of our community choosing to fly ROA.”

The Commission continually works with the airlines to improve reliability, reduce air fare and upgrade equipment serving the region. This has played a significant role in the increase of passengers using the airport. In addition, the commission has invested resources to promote the services available at ROA and sincerely thanks our customers for choosing to fly ROA.

The Roanoke-Blacksburg Regional Airport is the primary airport for Virginia’s Blue Ridge and the New River Valley. ROA serves over 600,000 passengers per year via 4 airlines (American Airlines, Delta Airlines, United Airlines, and Allegiant Air) with nonstop service to 6 (Atlanta, Charlotte, Chicago, New York LaGuardia, Philadelphia, and Washington Dulles) hub cities as well as weekly flights to Orlando Sanford International Airport and St. Pete-Clearwater International Airport.

To learn more, please visit [www.flyroa.com](http://www.flyroa.com).

## Amtrak Publishes FY2016-FY2017 Sustainability Report

Amtrak recently released its FY2016-FY2017 Sustainability Report, a comprehensive update on the company’s financial, social and environmental sustainability performance. The report highlights Amtrak’s progress, including modernizing the customer experience, reducing fuel and energy use, growing revenue through increased ridership, and improving safety and security.

“Our stakeholders are counting on us to be good stewards of the environment while also creating economic and social value for our communities,” said Richard Anderson, Amtrak President and CEO. “We also understand that keeping our customers and employees safe is integral to sustainability.”

Information and data reflect performance in fiscal years 2016 (FY2016) and 2017 (FY2017), which ran from Oct. 1, 2015, through Sept. 30, 2017. Some highlights from the report include:

- Amtrak customers offset their train travel carbon emissions equal to 7.8 million train miles & 1,400 metric tons of carbon dioxide
- Customers brought more than 99,000 bikes and more than 45,000 pets along with them since those programs launched in 2015
- Eighty-one percent of customers reported being highly satisfied with their Amtrak experience
- Exceeded diesel fuel conservation goal by more than 2.4 million gallons
- Saved an estimated 3 billion kwh of energy, through the use latest generation ACS-64 locomotives recently introduced to the Amtrak fleet
- Decreased Employee Lost Time Injuries by 9 percent over FY16 performance
- Reduced highway crossing incidents by 10 percent over FY16 figures, through Amtrak’s partnership with Operation Lifesaver
- Hired U.S. veterans to fill more than 20 percent of all open positions
- Allocated 11.6 percent of annual spend with diverse suppliers
- Delivered more than 2,800 cases of drinking water to Flint, Michigan, to help local residents in the midst of their water crisis

Amtrak’s FY2016-FY2017 Sustainability Report was produced in accordance with the Global Reporting Initiative (GRI) G4 guidelines. GRI is the recognized international standard for sustainability reporting and is used by other transportation and rail entities.

Learn more about Amtrak’s approach to sustainability and progress on key initiatives in the FY2016-FY2017 Sustainability Report. For more information about Amtrak’s approach to sustainability, please visit the website at [www.amtrak.com](http://www.amtrak.com).



## Embracing Today's Young People To Ensure A Better Future



*Roanoke City ROTEC students.*

I recently had the honor of judging "The Pitch" event at Roanoke College. The business pitches being judged were the culmination of months worth of work from students at the college. It was a great day and each business idea showed tremendous potential and creativity. In the end, I was left with a great sense of hopefulness for the future.

We hear a lot of things about young people these days. Most of the time, what we hear is less than flattering. Young people are considered lazy and entitled. We are told they don't value anything and have no self-control. They are looked down on or even shown contempt. Our future is in their hands, but we seem to dismiss them out of hand.

There is no doubt there are young people who fit the mold we have constructed for them. After all, our media loves to tell us those stories and our confirmation bias loves to hear them. But if we would bother to look a little closer, we would see there are many reasons for optimism. Every generation has its lazy and incompetent individuals. And every generation also has its exceptional individuals. Today's young people are no different.

Locally, we can see great examples of this in a number of places. The Roanoke Technical Education Center "ROTEC" and The Burton Center for

Arts & Technology house some of the best technical education programs in the country. A visit to these campuses shows there is no shortage of talented individuals in our local high schools. These are some of the hardest working young people I have had the pleasure of meeting and they demonstrate a real eagerness to learn.

Meanwhile, Virginia Western's entrepreneurship programs continue to help some of our region's young people turn their dreams into realities. We can also see significant amounts of entrepreneurial thinking coming from Virginia Tech, Hollins University and Roanoke College. It is amazing to see what happens when today's young people are given the freedom to dream big. When the right opportunity comes along, the creativity and drive these young people have demonstrated are quite extraordinary.

Given that today's young people represent our future, we should feel pretty good. However, they are still developing their worldviews and we need to be supporting them whenever possible. We are clearly doing some of this already. However, we can always do more.

Most importantly, we have to imbue today's young people with a sense of possibility. Shutting down the dreams of young people and belittling them is the first step to ensuring that they do not think big. How can we expect them to solve our big problems when we don't encourage them to think big? There is no doubt they will not always be right. But, how often are we right when we first think through a problem?

It is also clear at this point that the stereotypically driven entrepreneur is almost always going to find a way to chase their dream. We still need to support them and help foster their worthwhile ideas. We also need to support the non-traditional entrepreneurs. How do we encourage those young people who don't fit the mold to dream big? How do we incentivize and challenge young people in a way to help them find their own vision and purpose?

If we can support and encourage our young people today, it will pay dividends down the road. Societally, we face big problems and need new minds to deal with these problems. Locally, we are always in need of talented and driven individuals to move our community forward. Even if our young people move away, supporting them now makes it more likely they will come back and invest their time and energy in our future.

In the end, we must all ask what we can do. At the CoLab, our answer is to offer a free 6-month membership to any area high school and college students who are starting a business. We want to be cheerleaders for today's young people and this is our small token of support.

If you would like more information on this program or any other CoLab program, please contact Brad Stephens at 540-524-2702 or [brad@colabroanoke.com](mailto:brad@colabroanoke.com).

## Artists Chosen for Inlet Art Project

The City of Roanoke's Stormwater Division and the Roanoke Arts Commission have chosen five artists to enhance six stormdrains as part of an environmental education program. The project seeks to transform six stormdrains around the city into works of art while also sending the message that whatever goes into the stormdrains ends up directly in our creeks, streams, and the Roanoke River.

The Request for Proposals stated: "As the saying goes, a picture is worth a thousand words. Imagine what artists could communicate about improving Roanoke's water quality. Creating Inlet Art will not only draw attention to storm drains "hidden" within the City sidewalks, but will also raise awareness about stormwater pollution. Few people realize that litter, trash, and other pollution sources like sediment, bacteria, oils, and yard waste left on City streets wash untreated into the nearest creek, stream, or the Roanoke River. Raising awareness through visual expression has been successfully implemented in other communities and the City believes it will be an effective next step in preventing stormwater pollution from entering Roanoke's waterways."

The following artist's proposals were selected from the 26 submissions.

- Catawba artist Ned Savage will place his art on two inlets at Grandin Road and Crystal Spring Avenue. Ned works for LEAP for Local Food and is on the Salem Arts Commission.
- Brian Counihan's artwork will enhance an inlet near West End Park. Brian is a Roanoke artist and teacher at Community High School.
- Gerry Hubert, a Roanoke artist known for his colorful renditions of Lady Gaga, will paint the inlet in front of the Main Library.
- Tyla Maiden, an art education major at Radford University, will transform the inlet in front of the post office on Church Avenue.
- Seven-year-old Aleks Bratic and his mother, Kim, collaborated on designing "Squidding Me," which Kim will paint on a location near the Williamson Road Library.

Artists will be supplied with all materials and receive a \$400 honorarium for their work from the Stormwater Division. The goal is to have all the inlet art works completed by Earth Day, Sunday, April 22.

For further information contact Susan Jennings, Arts and Culture Coordinator at 540-853-5652 or [susan.jennings@roanokeva.gov](mailto:susan.jennings@roanokeva.gov). or Dwayne D'Ardenne at [dwayne.d'ardenne@roanokeva.gov](mailto:dwayne.d'ardenne@roanokeva.gov) or 540-853-5900.



## TRAINING & EVENTS

### Navigating the Workforce System

Looking to offset the cost of onboarding new employees?

Want to access funding to train your existing workers?

Interested in free recruitment and screening tools?



Virginia Career Works – Blue Ridge is here.

Learn how to maximize your recruitment and have a qualified workforce that meets your current and future job demand.

April 19, 2018  
8:30 AM – 9:30 AM

South County Public Library  
6303 Merriman Road  
Roanoke, VA 24018

This workshop will cover:

- Funding opportunities for existing worker training
- Free recruitment and job posting services
- Regional labor market information availability
- Job fair and career expo organization services
- Connecting with the future workforce

Register here:

<http://workforceworkshop.eventbrite.com>

Sponsored by:



For more information contact:

Jessica Fintel  
Roanoke County Economic Development  
(540) 772-2185

Lisa Soltis  
City of Roanoke Economic Development  
(540) 853-1694

## TRAINING & EVENTS

### Scholarships available for Entrepreneur Mindset & Gig Economy course at RAMP *Second session of 12-week program begins in June*

Virginia Western Community College has announced a second session of their gig-economy course designed to help students get an inside perspective on the future of work.

“Entrepreneurial Mindset: Gig Economy Edition” will start on June 12 at the RAMP business accelerator, 709 S. Jefferson St., in downtown Roanoke. During the 12-week, 16-hour career-credit program, students will gain perspective into the uncertain but potentially rewarding world of short-term jobs, contract work and freelance assignments.

Students will learn how to bootstrap their way into a successful business rather than taking financial risk. They will learn to identify problems, find solutions and build customer relationships through an iterative experimental process.

The course, taught by Virginia Western RAMP Instructor Sheri Winesett, is ideal for anyone who wants to transition from being an employee to being an independent worker, explore entrepreneurship as a pre-retirement transition, earn extra money while maintaining a current job, transition from unemployed to self-employed, and use their skills, talents and interests to discover their entrepreneurial path.

“Entrepreneurial Mindset: Gig Economy Edition” will run from 5:30 to 7:30 p.m. for eight consecutive nights starting June 12. One-on-one mentoring by appointment is included for the four weeks following the course. Instruction will include in-class discussion and online learning.

A grant from the state’s Building Entrepreneurial Economies initiative helps the final cost of this course be only \$25 to students. Scholarship applications are now being accepted at: [www.viriniawestern.edu/startup](http://www.viriniawestern.edu/startup). The deadline to apply is May 31.

Virginia Western joins the Roanoke-Blacksburg Technology Council and the City of Roanoke as one of the three founding members of the RAMP business accelerator. The College offers nationally recognized programs on entrepreneurship in the building’s second-floor classroom. For more information, contact RAMP Innovation Officer Samantha Steidle at [ssteidle@viriniawestern.edu](mailto:ssteidle@viriniawestern.edu).

## Virginia Western Kids College Registration now open for summer!

*More than 20 summer camp programs focused on STEM and the arts.*

Registration for the Virginia Western Community College Summer Kids College programs is open. A wide array of classes are available for students in rising grades 3rd through 10th and are held on the campus of Virginia Western.

Virginia Western’s Kids College programs offer summer classes in the areas of STEM (Science, Technology, Engineering, and Math) as well as the arts. Classes will have a project-based learning approach.

Popular returning classes are related to robotics, coding, game design and minecraft. Virginia Western instructors will teach several new classes including culinary, singing and stage techniques, astronomy, horticulture, and art & disease. The popular Black Rocket program offers new classes including Code Adventures, Roblox, and App IO. Younger students can enjoy fun and educational classes with Scienstational in Creative Engineering and participate in exciting Science Projects.

Summer courses are weeklong and run from 9 a.m. – Noon and from 1 p.m. – 4 p.m. Different camps are available each week starting June 18 and running through July 27.

Register early to guarantee your spot by visiting <https://viriniawestern.augusoft.net/>. Contact Cassandra Dove at 540-857-6811 or [cdove@viriniawestern.edu](mailto:cdove@viriniawestern.edu).

With nearly 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 quality educational opportunities that empower students for success and strengthen communities. Visit [www.viriniawestern.edu](http://www.viriniawestern.edu) to learn more.

## TRAINING & EVENTS

# 2018 Spring Career & Lifestyle Fair

**Tuesday, May 1**  
**9:00 am to 1:30 pm**

Berglund Special Events Center | 710 Williamson Road, Roanoke  
Admission: FREE

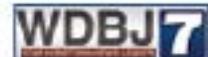
**Who should attend:** Recent college graduates, job seekers, those interested in local lifestyle opportunities and individuals seeking job opportunities.

**Why you should attend:** Over 75 organizations will be represented offering opportunities for individuals who live, work and play in the Roanoke region.

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



**Sponsored by:** Economic Development Offices of the the cities of Roanoke and Salem and counlies of Roanoke and Botetourt, and these sponsors:



## 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  
(540) 857-5858 or [tsturner@rev.net](mailto:tsturner@rev.net)

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## Check it Out! City Owned Available Property

The City of Roanoke has a variety of properties, from existing buildings to buildable sites 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>



## 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

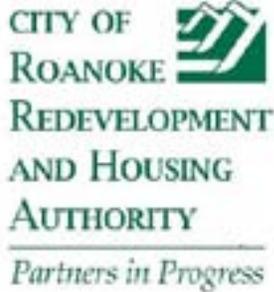
Proposals will be reviewed and evaluated for compatibility to the City of Roanoke's Comprehensive Plan and Neighborhood Plan. The proposer will be contacted after sufficient time for staff review.

Please submit your written proposal to:

Rob Ledger, Manager, Department of Economic Development  
117 Church Avenue, SW Roanoke, VA 24011

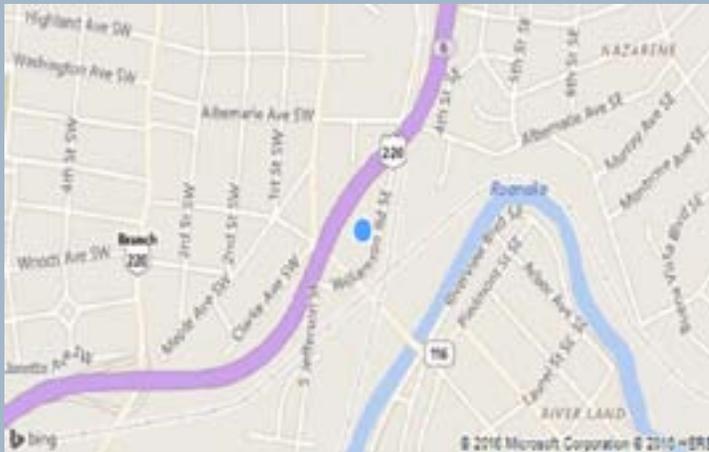
Or submit by email to: [econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov)

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



## Development Opportunity 1255 Williamson Road, SE

Proposal Deadline: Submit to the RRHA by  
Tuesday, May 1, 2018 at 5 p.m.



The Roanoke Redevelopment and Housing Authority (RRHA, owner) is accepting proposals for the purchase of 1255 Williamson Road, SE (Tax Number 4030212). The total acreage of the property is approximately 3.8 acres and the property is currently zoned Downtown (D) (conditional). Based on an appraisal obtained by the RRHA in 2017, offers for purchase below \$1,200,000 will not be considered.

Conveniently located within walking distance of the City Market District, The Bridges Complex, Jefferson College of Health Sciences and the Virginia Tech Carilion School of Medicine and Research Institute, the property is highly visible from and easily accessible to I-581/Route 220 and City's expanding greenway network.

Proposals will be reviewed and evaluated by the owner for compatibility with the City of Roanoke's Comprehensive Plan and South Jefferson Redevelopment Plan. The proposer will be contacted after sufficient time for staff review.

For complete proposal submission requirements including the contact information for the Roanoke Redevelopment and Housing Authority, please visit the City of Roanoke Economic Development Department website at [www.BizRoanoke.com](http://www.BizRoanoke.com) and browse the Available Property listings.

Deadline for Proposals to be submitted to the RRHA is 5:00 p.m., Tuesday, May 1, 2018.

