

BizNews



Record \$50 million gift to Virginia Tech results in naming of the Fralin Biomedical Research Institute in Roanoke



Heywood Fralin is chairman of Medical Facilities of America. He is a former member of the Virginia Tech Board of Visitors; a former rector of the board of visitors for his alma mater, the University of Virginia; and the current chair of the State Council of Higher Education for Virginia.

The Horace G. Fralin Charitable Trust and Heywood and Cynthia Fralin will donate a record \$50 million to Virginia Tech to support research at the newly renamed Fralin Biomedical Research Institute within the evolving Virginia Tech Carilion Academic Health Center in Roanoke.

The most generous donation in the 146-year-history of Virginia's research land-grant university will support recruiting and retaining world-leading biomedical researchers, and is twice as large as any other single gift to Virginia Tech.

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"The Fralin family's remarkable generosity highlights the growth and success of the VTC Health Sciences and Technology Campus, its important biomedical research, and extraordinary faculty," university President Tim Sands said. "This historic and inspiring gift to name the Fralin Biomedical Research Institute will broaden our research profile dramatically and elevate Roanoke's ability to compete and thrive in a knowledge-based economy. Private support such as this significantly advances our regional and global impact as we bring together research, medical education, and clinical care through the VTC Academic Health Center."

"I appreciate that Virginia Tech and the commonwealth have made such a major investment in the City of Roanoke and the region," said long-term Roanoke businessman and philanthropist Heywood Fralin, who is chairman of Medical Facilities of America and a powerful advocate for higher education and economic development. "I believe that it's the responsibility of everybody to give back to your community and to leave things better than you found them. I hope many others will come forward to support this emerging academic health center, because when it comes to Roanoke's future, there is no bigger story."

The record gift is in keeping with the Fralin family's legacy of making an impact on Virginia Tech and higher education. Heywood Fralin's older brother, the late Horace Fralin, and his wife, Ann, were the namesakes of Virginia Tech's Fralin Life Science Institute. Heywood Fralin is a former member of the Virginia Tech Board of Visitors; a former rector of the board of visitors for his alma mater, the University of Virginia; and the current chair of the State Council of Higher Education for Virginia.

"Heywood Fralin is a tireless champion of education as a means of empowering our state's citizens and communities," said Virginia Gov. Ralph Northam. "The Roanoke Valley and all of Virginia have benefitted from his advocacy and philanthropy, and with this gift, he will help solidify the region's leadership on cutting-edge biomedical research and innovation."

Nancy Howell Agee is president and CEO of Carilion Clinic, a leading health care organization headquartered in Roanoke.

"This significant gift to Virginia Tech will improve lives and set the Fralin Biomedical Research Institute at VTC on a trajectory for future success," Agee said. "Carilion Clinic is dedicated to improving the health and health care for our communities across the commonwealth. The expansion of Virginia Tech in Roanoke — and the commitment of the Fralin Biomedical Research Institute to tackle the big problems in health care and find solutions — will serve as a catalyst to fast-track discoveries that will ultimately benefit our citizens across the commonwealth and beyond."

Michael Friedlander is the executive director of the Fralin Biomedical Research Institute and vice president for health sciences and technology at Virginia Tech.

"We are adding a world-class building to our health science campus, but it takes even more than that to land high-quality research teams," Friedlander said. "We must work hard to retain the exceptional researchers that have been the backbone of the Fralin Biomedical Research Institute and work even harder to recruit additional leading researchers in the fiercely competitive areas that are the focus of our institute. The Fralin family's support opens up exciting new opportunities for us. Thanks to them, we can retain and recruit the very best researchers and provide the critical facilities and instrumentation to enable their transformative research programs."

Construction of a \$90 million, 139,000-gross-square-foot Biomedical Research Addition building at the the VTC Health Sciences and Technology Campus is underway, expected to finish in spring 2020. The Fralin Biomedical Research Institute and the VTC School of Medicine, which became Virginia Tech's newest college this past summer, are also located on the campus. The campus' economic impact in Virginia was \$214 million in 2017 and is projected to more than double, approaching half-a-billion dollars per year, by 2026.

Nearly 1,700 people worked at the Health Sciences and Technology Campus in fiscal 2017. The number is expected to rise by 85 percent, to nearly 3,150, by 2026, according to a study by the Weldon Cooper Center for Public Service's Center for Economic and Policy Studies.

Meanwhile, the campus's overall impact will be far greater. The campus is part of the broader Roanoke Innovation Corridor, where start-up companies and other enterprises are emerging as groundbreaking research is translated into real-world applications.

Roanoke Mayor Sherman Lea said his city is fortunate to have highly engaged partners like Heywood Fralin and Virginia Tech President Tim Sands.

"Like so many mid-size cities, we were transitioning from an industrial economy to the digital age," Lea said. "Today, Roanoke is considered one of the leading digital cities in the nation and has been for a number of years, to the point where it is a model for other cities trying to make that forward transition. The Fralin Biomedical Research Institute, the VTC School of Medicine, and Carilion Clinic are big reasons why. Carilion Clinic and Virginia Tech generate high-paying jobs and attract brilliant professionals and students from around the world to our city. The Fralin family gift to Virginia Tech will accelerate the growth in all of these positive trends."

Research in Roanoke ~ *continued from Page 2*

Fully realized, the VTC Academic Health Center will draw upon the expanding medical research enterprise at the Fralin Biomedical Research Institute, the innovative medical education at the VTC School of Medicine, the 21st-century health care delivery and clinical training at Carilion Clinic, and other related health and medical entities to transform the way health care is delivered through a commitment to continuous discovery. By combining the strengths of Virginia Tech and Carilion, the center will advance the quality of health, health care, health education, and significant research that drives economic prosperity to make an impact in the Roanoke community and the world.

“Congratulations to Virginia Tech, Carilion, and the Fralin family on this wonderful announcement,” said U.S. Sen. Tim Kaine (D-Va.). “The research institute has been transforming a city I love, the Star City of Roanoke, and the entire region. I was proud as governor to work with leaders in Roanoke, at Virginia Tech, and at Carilion to get the ball rolling on expanding Virginia Tech’s and Carilion’s presence in Roanoke, and to watch it develop over the years has been remarkable. This generous gift will do wonders for medical research and also the economic development of Roanoke and the New River Valley.”

Sands said the Fralin Biomedical Research Institute has an entrepreneurial culture that encourages researchers to take discoveries to market. That process is already underway with companies such as Acomhal and BEAM Diagnostics.

“Our expanding biomedical research portfolio prioritizes research that solves problems, improves lives and serves the public good,” Sands said. “Our researchers want to see their discoveries make a difference for people and are ready to work with industry and clinical partners to make it happen. They are already spinning off promising businesses in Roanoke, and thanks to the Fralin family, that’s going to increase.”

The record gift comes at time of dramatically increased support, overall, by donors to Virginia Tech, which is fueling major initiatives throughout the university. Virginia Tech has raised \$100 million or more in each of the past three fiscal years, including \$100.4 million in 2015-16, \$162.3 million in 2016-17, and \$153.6 million in 2017-18. The university’s fiscal years run from July 1 through June 30.

Heywood Fralin described his family’s transformational gift as a vote of confidence in Virginia Tech, the research institute that now bears his family’s name, and the bright future in store for Roanoke.

“I look forward to the many discoveries that will emerge as we grow and become a leading academic health center for biomedical research in the commonwealth,” Heywood Fralin said. “The City of Roanoke will evolve dramatically over the next 25 years. I am excited to be one of many catalysts in this transformation that will create a thriving economy in Southwest Virginia. We will need many more to make this new economy as great as it can be.”

— *Written by Albert Raboteau*

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Heywood Fralin speaks and encourages others to give during the December 6 event to announce a \$50 million gift made to Virginia Tech.

Spotlight on Business ~

South Roanoke Home Transformed into Interior Design Showcase

Emily Mangus Interiors opens boutique interior design studio in renovated residence.



Launched in early 2015, Emily Mangus Interiors, Inc. is a boutique interior design firm located in Roanoke, Virginia. Emily Mangus is the owner and an Allied Member of the American Society of Interior Designers. Most recently *Voted Best* for her work by *Virginia Living's* Best of Virginia as well as *The Roanoker Magazine*, Emily has settled into the Roanoke Region and is notorious for her unique design work.

In the spring of 2018, Emily and her husband Rob purchased and began transformation of a former home located at 2109 Crystal Spring Avenue in the South Roanoke neighborhood to what is now her new interior design studio. This unique studio office space boasts montages of Emily's versatile design style as you enter each room of the home's first floor. Her suite is stocked full of decorative items for sale from furniture to accessories along with everything needed to complete a carefully curated and designed home. Emily Mangus Interiors, Inc. is ready to assist anyone looking for new ideas or for an accent piece to complete their favorite spot.

By developing relationships with local contractors and craftsmen over the years, Emily has the ability to design an array of different projects. From small to large ventures, both locally and out of town – commercial or residential, her background and experience help guide your design preferences.

Emily has worked for a collective seven years for two well-known design firms in the Roanoke area before establishing her own firm in 2015. These years of hard work have led to feature stories about her style in several publications.

For Emily, work is not just a profession but also an all-encompassing lifestyle. Her extensive professional experience means that she understands how to measure, how to create a design plan from scratch, and how to research and execute all the tiny details that add up to big impact in a room. Emily is a versatile designer who adapts her vision to your personal style and tastes for total client satisfaction.

Emily's hours at the new location vary, so please contact her before you swing by for a visit. You may contact her by email at design@emilymangusinteriors.com or by telephone at 540.525.6634.





Visit Virginia's Blue Ridge Update



Roanoke City Market in spring bloom!

The world is hearing about Virginia's Blue Ridge! Visit Virginia's Blue Ridge has recorded over 300 travel articles at an estimated value of \$1.9 million in earned editorial for the region in 2018.

A new feature in West Virginia's Charleston Gazette-Mail explores the past, present and future of Virginia's Blue Ridge. The story, titled "Treat Yourself to Past, Present and Future in Roanoke" was written by Jeanne Mozier, who experienced the region during a press trip hosted by Visit Virginia's Blue Ridge. The article focuses on a range of experiences travelers can enjoy when they visit the destination, offering restaurant recommendations, suggestions on museums to visit, and ideas for outdoor recreation. Read the full article by clicking on the link which follows:

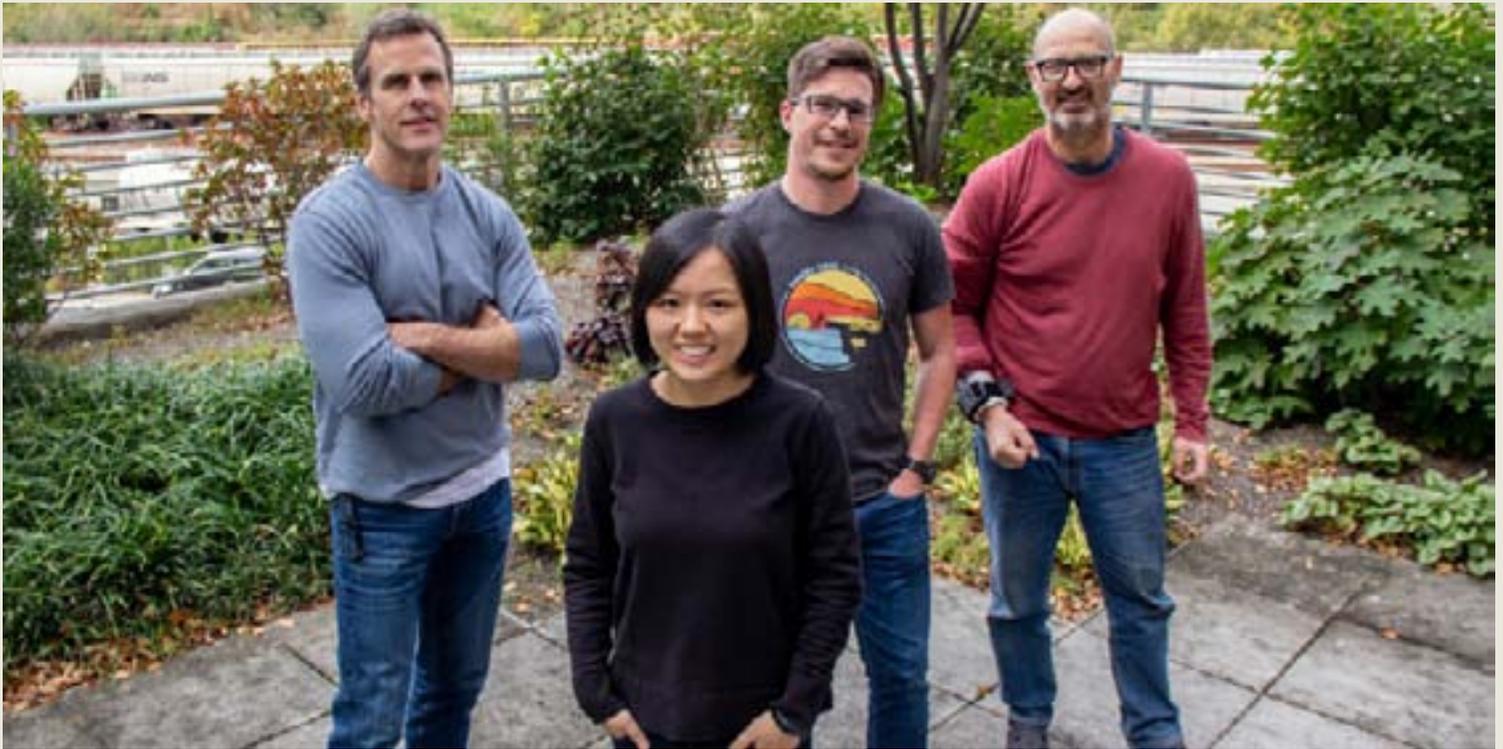
https://www.wvgazettemail.com/life/travel/treat-yourself-to-past-present-and-future-in-roanoke/article_e815dc02-0236-5a7c-83ec-c390241ea3e2.html

In other news from Visit Virginia's Blue Ridge, The Virginia Museum of History & Culture is selling its 2018 edition of the Official Virginia History Ornament and the Roanoke Star is incorporated into the design at the top of the ornament. To purchase this ornament and many other great items visit The Virginia Museum of History & Culture Museum Shop website at <https://www.shopvirginiahistory.org/2018Ornament>.



Research in Roanoke ~

VTC Fralin Biomedical Research Institute researchers find positive effects of early education intervention on social behavior persist for 4 decades



New research in Nature Communications, led by Read Montague (left) of the Fralin Biomedical Research Institute, suggests that participants who received educational interventions in early childhood show positive effects on social decision-making more than four decades later. Yi Luo (second from left), is the first author of the research study and a postdoctoral associate at the VTCRI. Sébastien Héту (third from left), is the co-first author who is now an assistant professor at the University of Montreal. Terry Lohrenz is a VTCRI research assistant professor and member of the Human Neuroimaging Laboratory and Computational Psychiatry Unit.

Adults who had received early life, intensive childhood educational intervention display high levels of fairness in social interactions more than 40 years later, even when being fair comes at a high personal cost, according to a new study by Fralin Biomedical Research Institute scientists.

In today's (11 a.m. Tuesday, Nov. 20) Nature Communications, researchers describe how they asked 78 participants from the Abecedarian Project, one of the longest running randomized controlled studies of the effects of early childhood education in low-income families, to participate in economic games measuring social norm enforcement and future planning during social decision-making. An additional 252 participants who did not receive any childhood intervention were recruited to serve as a control group.

The Abecedarian Project is a scientific study originally developed and led by Craig Ramey, formerly of the University of North Carolina at Chapel Hill and now a professor and distinguished research scholar at the Virginia Tech Carilion Research Institute and a professor in the Virginia Tech Department of Psychology in the College of Science. The Abecedarian researchers investigated whether an intensive early childhood educational intervention could produce significant benefits in language and learning in disadvantaged children.

The new research in Nature Communications, led by corresponding author Read Montague, who directs the VTCFBRI Human Neuroimaging Laboratory and the VTCRI Computational Psychiatry Unit, suggests that participants who received intensive educational interventions in early childhood show positive effects on social decision-making more than four decades later. The research involved Ramey and an international group of scientists.

Participants were invited to take part in an economic game to split \$20. One player decides how to split the money. The research participants could either accept the amount proposed, or reject it, in which case no one receives any money. Receiving unequal offers sets up a context in which they have to make trade-offs between self-interest and the enforcement of social norms of equality.

Research in Roanoke ~ continued from Page 6

Abecedarian players who received intensive, five-year educational intervention including cognitive and social stimulation when they were young children in the 1970s strongly rejected unequal division of money across players, even if it meant they would miss out on hefty financial gains themselves.

"When someone rejects an offer, they are sending a very strong signal to the other player about the decision regarding how the money should be divided," said Sébastien Héту, co-first author of the study, who was a postdoctoral associate in the Montague laboratory at VTCFBRI when the research was conducted and is now an assistant professor at the University of Montreal. "People who received educational training through the Abecedarian Project were inclined to accept generally equal offers, but would reject disadvantageous and advantageous offers, in effect punishing transgressions that they judged to be outside of the social norm of equality."

In addition, using computational modeling, the researchers discovered differences in social decision-making strategies. For example, participants who received educational interventions planned further into the future in another economic game.

"The participants who received early educational interventions were very sensitive to inequality, whether it was to their advantage or disadvantage. Our results also suggest that they placed more value in the long-term benefits of promoting social norms as opposed to short-term benefits from personal gains," said Yi Luo, first author of the research and a postdoctoral associate in the Montague lab. "Our research shows investment in the early childhood education, especially in the education of highly vulnerable children from low-income families, can produce long-term effects in decision-making even decades after the educational experience."

An international team collaborated to study the impact of early childhood interventions on social decision-making. In addition to serving as the Virginia Tech Carilion Vernon Mountcastle Research Professor at the VTCFBRI, a professor in the Department of Physics at the Virginia Tech College of Science, Montague is an honorary professor at University College London. Research team members Tobias Nolte and Peter Fonagy are with the Wellcome Trust Center for Neuroimaging at University College London. Co-author Peter Dayan, who was with the University College London when the work was done, was recently named director of the Max Planck Institute for Biological Cybernetics in Tuebingen, Germany. Andreas Hula is with the Austrian Institute of Technology.

In addition to Montague, Luo, Héту, and Ramey, VTCFBRI-related scientists who participated in the research include Terry Lohrenz, Sharon Landesman Ramey, Libbie Sonnier-Netto, who was a Virginia Tech graduate student in human development at the time of the study; Stephen LaConte, Jonathan Lisinski, and Elham Rahmani, a resident in psychiatry at the Virginia Tech Carilion School of Medicine and Carilion Clinic.

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VTCFBRI Maury Strass Distinguished Public Lecture Coming Soon!

The VTCFBRI Maury Strauss 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.

"The Virginia Tech Carilion Fralin Biomedical Research Institute is bringing some of the world's leading medical researchers and scientific thought leaders to Roanoke as part of our mission to engage the community in the excitement and promise of scientific research," says Michael Friedlander, Ph.D., executive director of the institute and host of the seminar series. "We're absolutely delighted to be able to share the insights of such highly sought after experts in such a range of fascinating topics. We're also very proud to introduce these speakers to the blossoming partnership that Virginia Tech and the Carilion Clinic have forged for bringing the future of medical science for better health to the Roanoke region, the Commonwealth, and the nation."



Gordana Vunjak-Novakovic, Ph.D..

Engineering Human Tissues for Medical Impact

Event will be held December 13, 2018, 5:30 p.m. at Virginia Tech Carilion Fralin Biomedical Research Institute

Gordana Vunjak-Novakovic, Ph.D.

Mikati Foundation Professor of Biomedical Engineering

Professor of Medical Sciences

Director, Laboratory for Stem Cells and Tissue Engineering

Scientific Director, Columbia University Stem Cell Core

Director, Stem Cell Imaging Core

Columbia University



Star Tank Summit Coming to CoLab!

We are very excited to share that the Inaugural Star Tank Summit will take place January 16th & 17th of 2019 at CoLab!

Star Tank has been an establishment in the area for quite a while. This Shark Tank style pitch event has been a boon to small businesses throughout the region. Few events in Roanoke get folks as excited and thinking about big ideas as Star Tank.

This past year our Regional Entrepreneurship Coalition was given the opportunity to take lead on this and accepted with open arms. The group of entrepreneurial support organizations had been meeting for a couple months and was looking for a way to work together more closely. The Shark Tank Summit opportunity was simply too exciting to pass up.

The goal from the beginning has been to ensure the pitch event continues and grows while providing more resources for community members and entrepreneurs not yet ready to pitch their initiative. We challenged ourselves to build an event to bring as much value as possible to small business owners and entrepreneurs.

Now, after months of conversations and planning, we are thrilled to publicize our efforts. Below is an overview of the event:

- January 16th -

A Conversation About Entrepreneurial Ecosystems

5 - 8 PM

Join us for a keynote message from Thomas Osha about the importance of entrepreneurial ecosystems. We will also have a panel to talk about our local ecosystem. This portion of the summit will also serve as a chance for folks to learn more about Valleys Innovation Council, one of the newest and most exciting organizations in the region.

- January 17th -

Star Tank Pitch Event

9 AM - 4 PM

Business owners will have a chance to pitch their ideas and companies to local investors. If you would like to pitch, please fill out the application which can be found by visiting roanokestartank.com.

Youth Star Tank

9 AM - Noon

10th - 12th graders from the area will compete in a problem-solving competition and hone their entrepreneurial skills.

A Conversation About Building a Business Locally

4:30 - 6 PM

There will be a keynote and multiple breakouts on how to best build and grow a business in the region.

Networking & Relationship-Building

6 PM - Closing Time

Meet other small business owners and entrepreneurs while enjoying some of our delicious local brews!

We are thrilled to be able to help facilitate this important conversation in Roanoke and will be releasing more information as it becomes available. Be sure to check out our website at <http://roanokestartank.com/> for registration links and more.

For more information, contact brad@colabroanoke.com by email, 540.524.2702 by telephone, or stop by the Roanoke CoLab at 1327 Grandin Road in the Grandin Village.



STAR
TANK



Roanoke Regional Airport Passenger Traffic Continues to Grow

October traffic was up 5.6% year over year at the Roanoke-Blacksburg Regional Airport as 2018 continues trend of strong traffic growth.



The Roanoke-Blacksburg Regional Airport continues to see 2018 traffic increase with October traffic up 5.6% on a year over year basis. October 2018 saw 64,439 passengers fly via ROA compared to 61,012 in October of 2017 an increase of 3,427 passengers.

Strong community support, an improved regional economy and airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016. Year to date 2018 traffic is up 6.9% versus 2017, which equates to 35,605 more passengers. At this pace, the airport is on track to have its busiest year since 2007.

"We are pleased to see this positive trend continue into the fall of 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 customers are using our existing air service and the carriers have taken note. We appreciate the support of our community choosing to fly ROA. Between our traffic growth and Small Community Air Service grant we are hopeful of obtaining additional air service".

The Commission continually works with the airlines to improve reliability, reduce airfare and upgrade equipment serving the region. This has played a significant role in the increase of passengers using the airport. The commission 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 630,000 passengers per year via 4 airlines (American Airlines, Delta Airlines, United Airlines, and Allegiant Air) with nonstop service to 6 hub cities (Atlanta, Charlotte, Chicago, New York LaGuardia, Philadelphia, and Washington Dulles) as well as weekly flights to Orlando Sanford International Airport and St. Pete-Clearwater International Airport. To learn more, please visit www.flyroa.com

AMTRAK LAUNCHES #AMTRAKTAKEMETHERE SOCIAL MEDIA RESIDENCY PROGRAM

Residents will ride Amtrak's signature long-distance trains and share their experience on social media; casting call now open

Amtrak has created #AmtrakTakeMeThere, a new social media residency program that showcases the diversity of Amtrak passengers and their unique train travel experiences. Instead of experiencing these stories on social media from the viewpoint of a professional travel blogger or influencer, Amtrak will highlight riders to tell their individual stories. Amtrak has launched an open casting call to find these unique riders, where users can share their stories and show how they use social media to engage their niche online community.

"Some of the best travel stories occur on our long-distance trains, and we are looking for travelers to share their real experiences," said Amtrak Chief Marketing Officer Tim Griffin. "Adding the social media component allows our audience to connect and relate to each other."

For its #AmtrakTakeMeThere social media program, Amtrak is looking for social media community leaders, whose creativity and energy allows them to connect with their followers on a deeper level. The judging panel will evaluate applications based on writing skills, photography and videography skills, social community engagement and online personality. Applications advancing from the initial evaluation period will be considered based on the degree to which the applicant would function as an effective representative of the Amtrak brand, as well as related creative considerations to be determined at the discretion of the Judging Panel.

Starting noon ET Saturday, Dec. 1, interested participants can fill out the short application on the #AmtrakTakeMeThere webpage, by sharing their contact and social media account information, and by answering questions about social media engagement and travel goals with Amtrak. The application will be available until midnight ET Thursday, Jan. 31. Winners are expected to be announced in early Spring 2019.

Applications will only be accepted online. There is a limit of one application per person, and applications must be submitted by a single individual; group applications will not be accepted. Must be a legal resident of the forty-eight (48) contiguous United States and the District of Columbia, and least 18 years old. Other terms and conditions apply. Learn more at Amtrak.com.

~Business Bits

Rethinking the Suggestion Box



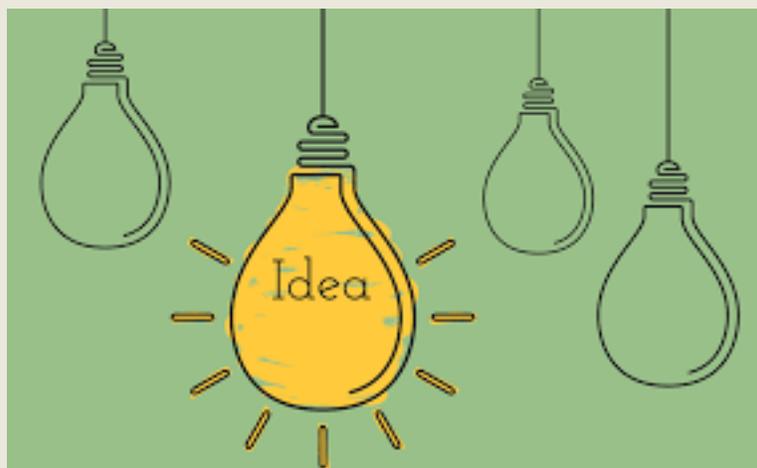
Employee suggestion boxes have been a staple in the workplace for years. Sure, you can place an idea in there, but who reads it? Who acts upon it? Who gets the credit for it? The desire to voice an opinion about the work being done ranks high on employee surveys regarding workplace satisfaction. Maybe it's time to consider reimagining the "suggestion box". Here are a couple, well, suggestions.

Idea Boards: Idea boards are a low tech, visual way to allow employees to asynchronously 'discuss' ideas. The employee first posts his or her idea and its cost to the idea board located in a prominent spot. If another employee likes the idea, they place a sticker on the idea paper. The goal is to gather 12 "likes". If the idea does not gather 12 "likes", it is placed in the parking lot section of the idea board indicating there is just not enough support behind the idea at this time. If 12 "likes" are posted, the employee can submit a one page proposal regarding the idea to the leadership team. If approved, the idea goes to the next space on the idea board called "ideas in motion". Once the idea is implemented, it rests at the final spot on the board called "it's happening". Features of this method are that it is low tech, simple, fast, transparent, and has historical information.

Virtual Suggestion Boxes: If anonymous feedback is solicited at your place of business in order for leadership to be aware of issues and be able to address them, a virtual suggestion box might be a wonderful solution. There are several free and fee-based version to explore such as Suggestion Ox (suggestionox.com), Free Suggestion Box (freesuggestionbox.com) and Vetter Box (getvetter.com). Just remember that someone needs to be in charge of sifting through suggestions, and employees won't receive a confirmation of their idea/suggestion. Leaders need to reference some of the suggestions or feedback submitted so employees understand that their ideas and concerns are being taken seriously.

While your idea of purchasing a 3D printer or having an Xbox party may not get implemented, you'll find that being able to share your thoughts in a meaningful way and knowing they are considered will go a long way toward employee satisfaction.

Business Bits is brought to you by Lesa Hanlin, Executive Director, Virginia Tech, Roanoke Regional Initiatives. For more information, call 540-767-6100 or email Lesa@vt.edu.



Shop Small AND Drive Small!

You've probably heard of the Shop Small campaign – a nationwide effort to spend more of our holiday gift-giving dollars at the small, local shops lining our main streets and filling our small towns and neighborhood centers. Shopping small means keeping more of our community's hard-earned money in our community, helping our local business owners and neighbors.

If you want to stretch the value of every dollar you spend, in addition to shopping small you can Drive Small: take advantage of transportation options that allow you to get where you need to go, but with a lot fewer miles on your own car.

By doing things like walking to the local shops, taking the bus to a lunch date, or carpooling to work with friends, you can cut your transportation expenses in half – meaning more money to support our local businesses.

The impact of driving small isn't just about saving money – it's keeping money here in the Roanoke Valley. Did you know that approximately 90% of what we spend on every gallon of gas leaves our local economy? According to the U.S. Energy Information Administration, here's how the cost of a gallon of gas breaks down:

- 20% taxes
- 19% distribution and marketing
- 15% refining
- 47% crude oil

Fully 81% of what you spend on a gallon of gas leaves not only the local economy, but Virginia in some way.

What's more, every dollar you spend here is more likely to stay here and get spent again and again – about half of every dollar spent at a local business is [reinvested locally](#).

What are some ways you can drive small to help support the valley's economy? Here are a few ideas:

- Join Zagster bikeshare to shop and attend events by bike.
- Carpool to work with your coworkers on Mondays, then use what you save to take everyone to lunch at a local restaurant.
- Buy a monthly bus pass for commuting and other trips. Take what you'll save to visit a local bookstore and buy some reading material for your rides.
- Walk or bike to your neighborhood grocery store.
- Bike with your family to a local show – saving money on gas and supporting live music.

For more information visit ridesolutions.org to explore your transportation options.



Featured BizLink

Valleys Innovation Council and Virginia Tech are studying high-growth companies' pathways to capital in the region.

**Click here to take the survey:
<https://tinyurl.com/CapEcoSurvey>**

TRAINING & EVENTS

Roanoke City Emergency Management Hosting Free Seminar to Help Businesses Be Prepared in Case of Emergency or Community Disaster

If you are a business owner, business manager, or know someone who is, Roanoke City Emergency Management is hosting a FREE seminar next Thursday, December 13th beginning at 8:30am at the Berglund Center to help all businesses - big or small - inside or outside of the home - to be prepared and continue operating during - and/or following - a community disaster or an emergency that directly impacts their business. As a business owner or manager, it is important that you have a plan in place should the unexpected happen!

This all day seminar will provide an opportunity for Roanoke area businesses and industry to better understand the tools that will allow their business to continue to operate during and following a disaster or emergency that impacts your business. The seminar will review the fundamentals of emergency planning and the role of business continuity in the community's resiliency. This seminar will include expert accounts of how disasters and emergencies have impacted businesses throughout the region, cover best practices for preparing your business for a wide array of potential emergencies, aid in developing response and evacuation plans for your business and tools that will allow you to conduct a business impact analysis.

Who Should Attend:

Any business large or small in the Roanoke Valley that would like to learn how to continue to meet their mission and serve their customer base even in the midst of an emergency or community disaster. Managers and Professionals interested in developing and maintaining their organization's safety, emergency plan or business continuity program.

The event is free but registration is required by clicking on the following link:

<https://www.eventbrite.com/e/emergency-preparedness-business-continuity-for-roanoke-valley-business-industry-tickets-52216354522>

For additional information, please contact Marci Stone, Roanoke Fire/EMS Battalion Chief for Emergency Management & Community Preparedness by calling 540-853-2426 or by email to marci.stone@roanokeva.gov.



TRAINING & EVENTS

OSHA COMPLIANCE TRAINING



YOU HAVE A RIGHT TO A SAFE AND HEALTHY WORKPLACE - IT'S THE LAW!

These courses are comprehensive safety trainings designed for anyone involved in construction and general industry. The programs provide complete information on OSHA compliance issues and cover hazard identification, avoidance, control and prevention. Stay on top of job safety and health, it's the law!



COURSES DESIGNED TO PROTECT WORKER HEALTH AND SAFETY IN ROANOKE!

WHERE:	Roanoke Higher Education Center
WHEN:	<p>August 6-9 • OSHA 3095 – Electrical Standards & NFPA 70E (\$795.00)</p> <p>Oct 22 – 25 • OSHA 511 – Occupational Safety and Health Standards for General Industry (\$795.00)</p> <p>Oct 29 – Nov 1 • OSHA 510 – Occupational Safety and Health Standards for the Construction Industry (\$795.00)</p> <p>November 5 – 8 • OSHA 500 – Trainer Course in Occupational Safety and Health Standards for the Construction Industry (\$795.00)</p> <p>November 13 – 16 • OSHA 501 – Trainer Course in Occupational Safety and Health Standards for General Industry (\$795.00)</p> <p>December 10 – 12 • OSHA 3115 – Fall Protection (\$745.00)</p> <p>December 13 • Fall Protection Train the Trainer (\$249.00)</p>
REGISTER:	Registration material can be found online at www.oshamidatlantic.org or call 1.800.875.4770 . For more information, contact Carla Jackson at 540.767.6010 or via email at carla.jackson@education.edu .



ROANOKE HIGHER EDUCATION CENTER
CALL 540.767.6010 OR EMAIL AT CARLA.JACKSON@EDUCATION.EDU

RHEC HOURS OF OPERATION:
 MONDAY – FRIDAY 7:00 AM – 10:30 PM
 SATURDAY 7:00 AM – 6:00 PM
 SUNDAY CLOSED

108 N. JEFFERSON STREET
 ROANOKE, VA 24016
WWW.EDUCATION.EDU
 540.767.6161

TRAINING & EVENTS

FACTS & SNACKS

@ the Virginia Tech Roanoke Center

The Virginia Tech Roanoke Center offers a short session on a current topic that is open to the public. Join us for a light afternoon snack and dynamic discussion.

12.13.2018 | 3-4 P.M.

PROJECT MANAGEMENT ESSENTIALS

VIRGINIA TECH ROANOKE CENTER
108 N. JEFFERSON ST., SUITE 710
ROANOKE, VA 24016

We have **all** taken responsibility for a project - whether it be in our career or at home.

Project Management Expert and Consultant **David Williamson** will be touching on some of the **fundamentals and essentials** designed to help you become a successful project manager.

Join us to learn how to become an indispensable team member, critical to planning, implementing, controlling and closing any type of project.

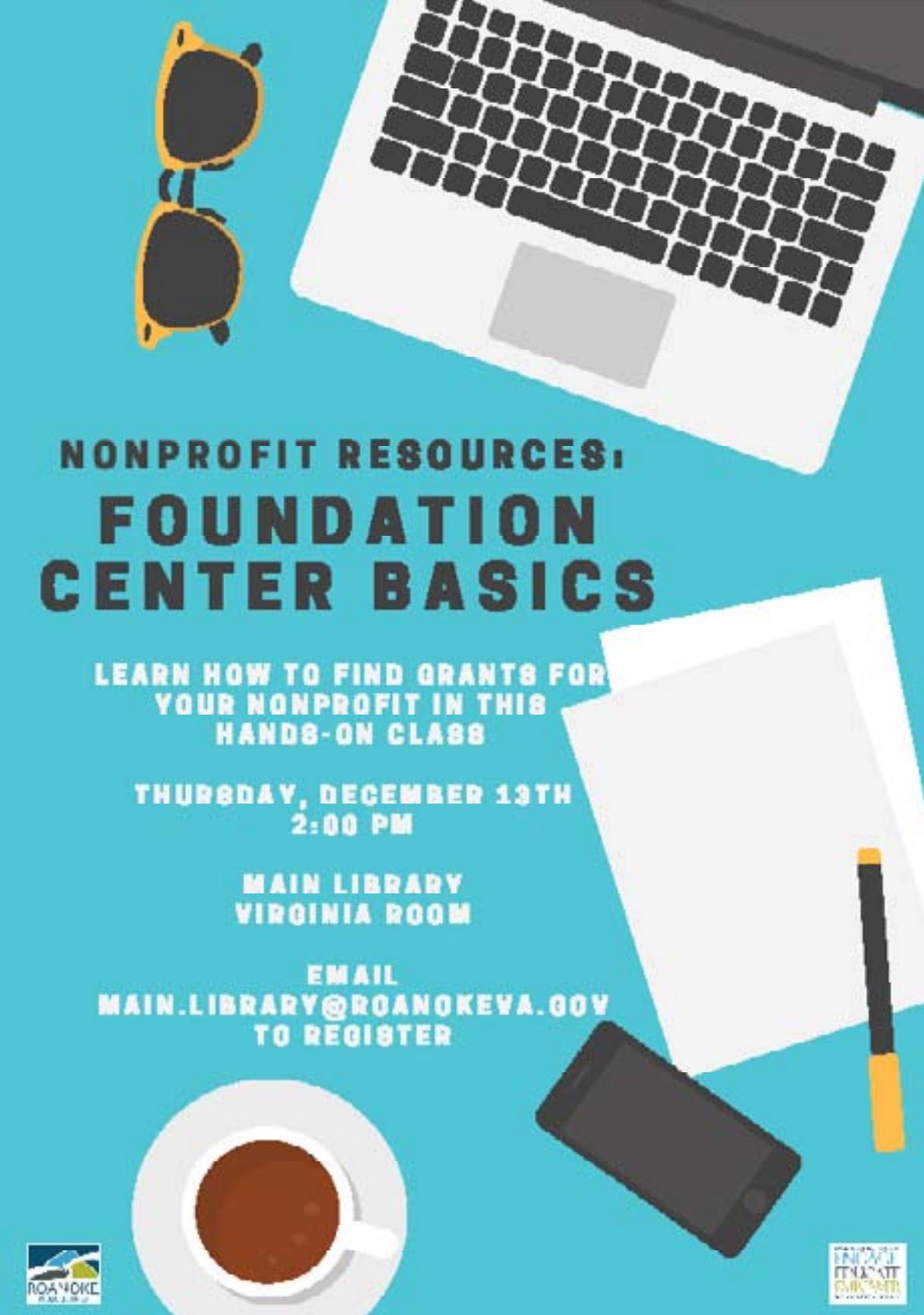
This event is at **NO COST**, but seating is **limited**. Email **Martha Franklin** at mpfrankl@vt.edu to reserve your spot by 12.10.2018. Free parking for the first 20 registrants!

Coming up:

Developing Communication Skills | Jan. 31, 3-4 p.m.

Improving our Relationship with Food & our Bodies | Feb. 6, 3-4 p.m.

TRAINING & EVENTS



NONPROFIT RESOURCES: FOUNDATION CENTER BASICS

LEARN HOW TO FIND GRANTS FOR
YOUR NONPROFIT IN THIS
HANDS-ON CLASS

THURSDAY, DECEMBER 13TH
2:00 PM

MAIN LIBRARY
VIRGINIA ROOM

EMAIL
MAIN.LIBRARY@ROANOKEVA.GOV
TO REGISTER

TRAINING & EVENTS

ENTREPRENEUR STORYTIME

JOIN US FOR OUR NEWEST SERIES,
WHERE LOCAL ENTREPRENEURS SHARE
THE STORIES OF HOW THEY
LAUNCHED THEIR SUCCESSFUL
SMALL BUSINESSES.

JANUARY'S STORY:
BARAKA KASONGO



THURSDAY,
JANUARY 3,
6 P.M.

RALEIGH •
COURT
LIBRARY



TRAINING & EVENTS

REGIONAL
STAR TANK
SUMMIT

JANUARY
16-17
2019
—

For more information, visit:
www.roanokestartank.com



STAR
TANK

SAVE THE DATE

TRAINING & EVENTS



SAVE THE DATE!!!

January 25, 2019

9 am - Noon

An Introduction to Exporting and International Trade!
A free 3-hour interactive session on the fundamentals you need to
know to help make your business successful!

South County Library
6303 Merriman Road

Details and registration information to follow in January edition of
this newsletter!

For more information, please call Lisa Soltis at 540.853.1694.

TRAINING & EVENTS

Virginia Tech Roanoke Center

OPIOID DATATHON

develop a **solution** with potential to **save lives**

February 22-23, 2019

at the
Virginia Tech Roanoke Center
108 N. Jefferson St., 7th floor
Roanoke, VA 24016

In **2017**, over **1,000** people died from opioid overdosing in Virginia.

A Virginia Department of Health report says opioid-related deaths in Roanoke **quadrupled** between 2016 and 2017.

The **2019 Virginia Tech Roanoke Center Opioid Datathon** is a competition organized in collaboration with the Urgent Love (www.urgentlove.org) Initiative of Southwest Virginia that will bring together bright, multi-discipline teams. Teams will analyze data sets and turn them into useful information that will support local initiatives and policies in allocating optimal resources to the region's opioid addiction epidemic.

Data stewards from health and other relevant agencies across the region will provide non-sensitive, de-identified data to this challenge for the teams to explore and use. Public and open data sets will also be used.

Visit www.vtrc.vt.edu/datathon for information and registration.



For questions, contact
Dave Conners, Regional Outreach Program Manager
dconners@vt.edu | (540) 767-6145

Thank you to our community partners and sponsors



TRAINING & EVENTS



implementing **LEAN** the lean conference

Feb. 26-28, 2019

at The Hotel Roanoke
& Conference Center

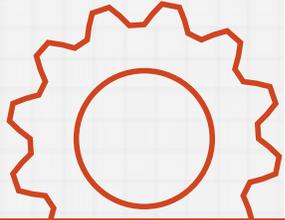
Implementing Lean is an annual cross industry conference hosted by the Virginia Tech Roanoke Center. Speakers share knowledge about implementing lean principles, changing culture, tackling leadership challenges and implementing continuous improvement projects.

Join us to learn more about best practices in lean while you enjoy high-energy networking and continued learning about building a culture of process improvement.

Contact: Dave Conners
Regional Outreach Manager
Virginia Tech Roanoke Center
(540) 767-6145 or dconners@vt.edu



Virginia Tech is an equal opportunity/affirmative action institution.



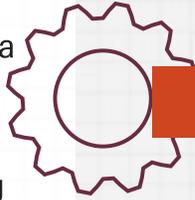
NEW this year!

Pre-Conference:

Volvo Plant Tour

The New River Valley Volvo Plant in Dublin, VA, is the largest Volvo truck manufacturing facility in the world.

You'll experience the Lean culture in action that allows nearly 3000 employees to seamlessly produce all of the Volvo trucks in North America.



Schedule

The conference will be held at The Hotel Roanoke & Conference Center, situated in downtown Roanoke in the heart of Virginia's Blue Ridge Mountains.

Each day of the conference (Feb. 27-28) will include food, exhibitors, multiple speakers, breakout sessions and opportunities to network.

Registration

Register online at:
www.cpe.vt.edu/ilean



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

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Department of
Economic
Development
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Please "like" us
today!



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>

