

BizNews



Starr Hill Pilot Brewery & Side Stage Coming to Star City

Starr Hill Brewery is excited to announce the opening of its Pilot Brewery & Side Stage location in Roanoke, Virginia. Starr Hill's first satellite taproom, scheduled to open Fall 2017, will serve as a venue to showcase new beers and new music, with innovative brewers and local artists creating side by side in the Star City of the South.

Starr Hill Pilot Brewery & Side Stage will house a custom 5-barrel brewing system, the company's first for producing small batches since moving from its original brewpub location in 2005. The pilot system will provide Starr Hill with increased flexibility for brewing upwards of 50 limited release batches of ales, lagers and wild beers each year, led by Brewmaster Robbie O'Cain.

"With flagship brands taking precedence at our production facility in Crozet, this pilot system presents us with the opportunity to really show off our brewing talents and new ideas to fans in Roanoke and beyond," says O'Cain. "Both facilities supporting each other allows us to create a variety of unique styles with virtually infinite access to the best hops and malts in the industry."

The Side Stage portion of the taproom will feature live performances several nights a week from up-and-coming artists in the rich tradition of local music from Southwest Virginia. Starr Hill will host a quarterly showcase concert at the brewery to celebrate the best in new music paired with new beer releases. Additional programming and events will be cultivated through partnerships with local artisans, record shops, music venues, and a variety of food trucks from the area.

"Starr Hill's identity, from the Charlottesville Music Hall to pouring beer at the first FloydFest, is deeply rooted in live music," says Jack Goodall, Marketing Manager for Starr Hill Brewery. "Roanoke is going to be a great fit for Starr Hill with our shared history and culture of experiencing music and life outdoors in the beautiful Blue Ridge."

IN THIS ISSUE

- 1/STARR HILL COMES TO ROANOKE
- 2/STARR HILL, FEATURED BIZLINK
- 3/SPOTLIGHT ON BUSINESS
- 4-5/RESEARCH IN ROANOKE
- 6/VWCC 2017 DISTINGUISHED ALUMNI AWARDS
- 7/RESTORATION HOUSING RIBBON CUTTING
- 8/RIDE SOLUTIONS BIKESHARE COMING SOON
- 9/VBR'S PROMOTING TOURISM, COLAB NEWS
- 10-12/TRAINING & EVENTS
- 13-14/DEVELOPMENT OPPORTUNITIES

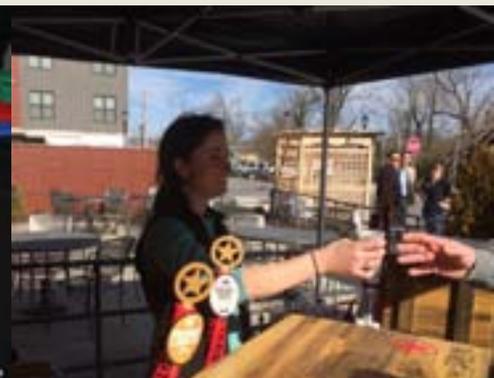
Starr Hill Pilot Brewery & Side Stage Coming to Star City - continued from Page One

The Starr Hill Pilot Brewery & Side Stage will be housed within a historic building on 6 Old Whitmore Avenue in the redeveloped industrial neighborhood of The Bridges, part of Downtown Roanoke's Riverside District. In the shadow of Mill Mountain and the Roanoke Star, train tracks of the Norfolk Southern Railway neighboring the new location echo the setting at Starr Hill's main production facility, just north on the Blue Ridge Parkway in Crozet. Nearby attractions include the Roanoke River Greenway, a kayak/canoe launch site, and Dr. Pepper Park outdoor event venue.

"Starr Hill Pilot Brewery & Side Stage completes our vision of a versatile mix of amenities on the Jefferson side of The Bridges," says Aaron Ewert, Project Manager at The Bridges. "Not only are they the largest independent craft brewery in Virginia, Starr Hill is also one of the best breweries on the East Coast with 22 medals from major beer competitions. Their music hall origin and love for the outdoors make Starr Hill the perfect compliment to Dr. Pepper Park and the newly created Innovation District."

Information about hiring positions and official opening dates will be posted at a later date on www.StarrHill.com. Follow updates on social media via Starr Hill's Roanoke accounts: Facebook.com/StarrHillRoanoke, Twitter: @SH_Roanoke and Instagram: @StarrHillRoanoke.

Born in a Charlottesville music hall in 1999, Starr Hill is an independent, regional craft brewery founded out of a passion for great beer and live music. Among the most award-winning craft breweries on the East Coast, Starr Hill has won 22 Great American Beer Festival, World Beer Cup and Great British Beer Festival medals. Starr Hill beer is distributed throughout the Mid-Atlantic and Southeastern regions.



Featured BizLink

Virginia's eProcurement Portal...with \$58 Billion in Purchases Visible to General Public, eVA is a great way to grow your business!
<https://eva.virginia.gov/>

eVA is Virginia's online, electronic procurement system. This web-based vendor registration and purchasing system allows state agencies, colleges, universities and many local governments to use eVA to conduct all purchasing and sourcing activities for goods and services.

Sourcing functionality supports sealed, unsealed, and reverse auction procurements and includes public posting, vendor invitations via email and efax, accepting electronic bids/quotes and proposals, and placing orders/contracts electronically (email, efax, cXML, EDI). Purchasing functionality includes on-line requisitioning, contract, non-contract and punchout catalog shopping, dynamic approval workflow, electronic order delivery to the vendor and on-line receiving. The system also includes full electronic integration (real time and batch) to multiple ERP/Financial systems.

eVA delivers...

Efficiency: \$6.5 - 7 Billion in Orders per FY

Opportunity: 16,000+ Solicitations per FY

Savings: \$30+ million per FY

Transparency: 90%+ of state spend

To learn more, visit <https://eva.virginia.gov/>.

Spotlight on Business ~

Red Rooster Coffee Brings New Endeavor to Wasena Neighborhood



Philip Hatter, Manager (left) of the new Red Rooster Tasting Room in Wasena educates guests on their chosen coffee.

A new coffee experience is now available in Roanoke.

Red Rooster Coffee Roaster from Floyd, has opened a brand new Tasting Room and Lab at 1116A Main Street in the Wasena neighborhood. In the Tasting Room, you will be able to sit and try a selection of Red Rooster's Single Origin coffees, some of which are award winners. You'll learn all about how the coffee was processed, roasted, and brewed. There is also a retail space where you can purchase bags of the coffee in addition to a variety of coffee brewing devices and accessories.

The main focus of this new space, however, is coffee education. Red Rooster offers two-hour coffee classes to the public on a variety of topics from coffee history, to tasting, to brewing at home. There is even a space to train baristas from their Partner cafes throughout the region.

Established in 2010 in downtown Floyd, VA (pop 432), Red Rooster was created with the simple notion of roasting excellent coffee for the owner's existing coffee house, The BlackWater Loft. Co-owners (and husband and wife) Haden Polseno-Hensley and Rose McCutchan soon found that their passion for carefully sourced and meticulously roasted specialty coffee was shared by customers around the region. Within two years the Red Rooster hired Head Roaster Tony Greatorex and saw the customer base stretch northward to Washington DC, Baltimore, and NYC. Today, Red Rooster is one of the country's premier specialty coffee roasting companies, offering a multitude of exceptional Single Origins, Organic and Fair Trade blends, Direct Trade coffees, transparently traded coffees, and select microlots from around the world.

The Tasting Room is open on Wednesdays from 1 - 5 pm and Thursday - Saturday from 10 am - 6 pm. Learn more about Red Rooster Coffee Roasters by visiting their website: redroostercoffee.com or visit the Tasting Room on Instagram @ [redroostertastingroom](https://www.instagram.com/redroostertastingroom).

Research in Roanoke ~

National Heart, Lung, and Blood Institute awards \$2.1 million to VTCRI scientist



Steven Poelzing, an associate professor at Virginia Tech Carilion Research Institute, will lead a research team to investigate how the microscopic spaces surrounding heart cells may play a role in sudden cardiac death.

Steven Poelzing, an associate professor at the Virginia Tech Carilion Research Institute, has received a \$2.1 million grant from the National Heart, Lung, and Blood Institute of the National Institutes of Health for research to combat the nation's No. 1 killer — heart disease.

The award is for \$533,000 per year for Poelzing's research program.

Sudden cardiac death in patients with heart failure is a major concern in the United States, Poelzing said. He will lead a research team to investigate how the microscopic spaces surrounding heart cells affect connections called gap junctions, which allow electrical impulses and small molecules to pass between cells.

The research team hypothesizes the size and nature of the space between cells can determine the risk of sudden cardiac death and, if it can be modulated, it could be a therapeutic target to protect the health of heart patients.

"This work is producing entirely new insights and providing the basis for new therapeutic platforms for the treatment of ischemic heart disease and the prevention of abnormal electrical rhythms in the heart, including those that can lead to sudden cardiac death," said Michael J. Friedlander, executive director of the Virginia Tech Carilion Research Institute who also serves as the vice president for health sciences and technology at Virginia Tech.

Research in Roanoke ~ *Continued from Page 4*

More than 450,000 cases of sudden cardiac death occur in the U.S. each year, and about 80 percent of them stem from abnormal electrical heart rhythms.

The mechanisms that disrupt these vital electrical communications are unknown, although properties of gap junctions including their locations between neighboring heart muscle cells known as cardiomyocytes are critical for maintaining normal patterns of electrical signaling in the heart.

“The work is part of a larger program at the Virginia Tech Carilion Research Institute that is becoming recognized as among the world’s go-to places for fundamental, translational and applied research on the nature of electrical coupling between cardiomyocytes, and how this process is disrupted in heart disease,” Friedlander said.

Poelzing’s co-investigators on the new grant are Rob Gourdie, a professor and director of the research institute’s Center for Heart and Regenerative Medicine Research; Rafael Davalos, the L. Preston Wade Professor of biomedical engineering and mechanics in the College of Engineering; and James Smyth, an assistant professor at the institute.

Along with John Chappell, also an assistant professor at the Virginia Tech Carilion Research Institute, Friedlander said the group is doing paradigm-shifting work on ischemic heart disease and the coronary- and cerebro-vasculature.

“Their individual projects and the resultant synergies of technology and conceptual approaches that emerge in an interdisciplinary institute environment such as that provided by the VTCRI, have substantial momentum in addressing heart disease, the leading cause of death in the world and the United States,” Friedlander said.

“Cardiovascular science at the Virginia Tech Carilion Research Institute is on a great trajectory,” Friedlander said. “Coupled with the strengths and clinical innovations in cardiology and cardiothoracic surgery at Carilion Clinic, the strengths in cardiovascular research across Virginia Tech including in the Virginia-Maryland College of Veterinary Medicine, the College of Science and the College of Engineering, we are becoming well-positioned to be a national destination for cardiovascular science.”

In addition, Friedlander said cardiac science will be a focus of the Virginia Tech Carilion Health Sciences and Technology Campus in the Roanoke Innovation Corridor.

Poelzing’s new \$2.1 million award represents the third active major grant to the Virginia Tech Carilion Research Institute from the National Heart Lung and Blood Institute.

The cardiac group also has active awards from major private foundations in the heart research arena including the American Heart Association and the Heart Rhythm Society.

“Cardiovascular science is an area of growing ties between Virginia Tech and industry,” Friedlander said. “VTCRI graduate students and postdoctoral associates working in cardiovascular research served as our first interns at the major pharmaceutical company, MedImmune this past summer, and we are working to enhance our that relationship to provide opportunities for other VT trainees.” Friedlander said the group has submitted multiple intellectual property filings and was issued five provisional patents issued in the past year.

In addition to being an associate professor at the Virginia Tech Carilion Research Institute, Poelzing is an associate professor with the Virginia Tech-Wake Forest University School of Biomedical Engineering and Sciences, an associate professor of internal medicine at the Virginia Tech Carilion School of Medicine, and the co-director of Virginia Tech’s Translational Biology, Medicine, and Health Program.

VIRGINIA WESTERN

WE'LL TAKE YOU  THERE

Virginia Western 2017 Distinguished Alumni Award Call for Nominations Honoring extraordinary distinction and community service

The Virginia Western Educational Foundation and the Virginia Western Alumni Association are calling for nominations for the 2017 Distinguished Alumni Award. The annual recipient or recipients will receive the award at a special Scholarship Awards Ceremony on March 22, and a plaque will be placed on the Virginia Western Distinguished Alumni Wall outside Whitman Theater.

For many, the road to lifetime achievement started at Virginia Western Community College. The Virginia Western Alumni Association established the Distinguished Alumni Award in 2006 to recognize those alumni who have achieved outstanding success and made a lasting impact on their community. The prestigious award is intended to showcase the diversity of Virginia Western graduates and their range of influence on our region.

The 2016 Distinguished Alumni honorees were
Michael Crawley, Chief of Police for the City of Salem, and Dr. Mary B. Loritsch, Ed.D, R.T. (R).

Prior honorees:

- 2015 – Deborah A. Yancey '97 and '98
- 2014 - Chief Craig S. Harris '00 & J. David Wine '73
- 2013 - Cheryl Cunningham '86
- 2012 - Anne Hogan '76
- 2011 - Carolyn Webster '81
- 2010 - Russell H. Ellis '80
- 2009 - Shirl D. Lamanca '75 and Dennis R. Cronk '72
- 2008 - Donna L. Mitchell '81
- 2007 - Dr. Kent A. Murphy and Charlotte C. Tyson '84
- 2006 - John B. Williamson III '75

Anne Hogan ('76), serves as chairwoman of the Alumni Association. The Association fosters a mutually beneficial relationship and interaction between the College, its alumni, and the community; connecting with the college community to recognize and foster the diverse talents and successes of Virginia Western graduates.

Distinguished Alumni Eligibility requirements:

To be eligible for nomination, the candidate must:

- Be a graduate of or have completed a minimum of two semesters at Virginia Western Community College.
- Have attained extraordinary distinction and success in his or her profession or life.
- Be a person of such integrity and stature that the College will take pride in his or her recognition.
- Have attained regional, statewide or national prominence and significant involvement in civic, cultural or charitable affairs.

How to nominate:

Anyone may nominate a Virginia Western Community College alumna/us or former student for this award by completing a nomination form. This form can be submitted online or downloaded from the College's website at virginiawestern.edu/alumni. Two letters of reference are also required.

Deadline: Nominations must be received by February 27, 2017.

For more information, contact Amanda Mansfield, Donor Relations Coordinator, Virginia Western Community College Educational Foundation, at amansfield@virginiawestern.edu or (540) 857-6962.

The Virginia Western Community College Educational Foundation is an independent nonprofit dedicated to enhancing awareness of the college and securing private and public funds. Its efforts support the Community College Access Program, student scholarships, faculty development and capital projects at Virginia Western. With nearly 13,000 students on the college's main campus in Southwest Roanoke City, to 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 virginiawestern.edu.

RESTORATION HOUSING HOLDS ITS FIRST RIBBON CUTTING FOR HISTORIC REHABILITATION PROJECT IN WEST END



A ribbon-cutting ceremony for the opening of Restoration Housing's first rehabilitation project in the West End of Roanoke was held on Monday, January 30 followed by a tour of the historic interior of the home. The structure which was once a vacant and blighted 96-year-old house has been through a large-scale rehabilitation over the past year.

Restoration Housing, a local nonprofit affordable housing developer, used historic tax credits to fund the renovation overhaul to create two large apartments with high-end finishes and an appreciation for the home's original history. Having been vacant for almost ten years, the structure was last used as a 5-unit flophouse. When Restoration Housing purchased the house in 2014, the floors were almost entirely missing, the walls were stripped down to the studs, windows were boarded up, and the porch was being supported by leaning 2x4's.

Executive Director Isabel Thornton said "It might have seemed like a crazy idea, but it was actually an ideal tax credit project. It needed a great deal of effort but it still had good bones and a solid foundation to work with."

Thornton hired Chad Brown of Square 1, a Roanoke-based contractor, for his experience with historic buildings and high-end carpentry skills. Brown restored all of the historic features that were still in tact, such as moldings, railings, and windows. Where the features were not longer extant, he matched the new components to the old in a seamless way. The house now proudly displays a fully restored front porch, hardwood flooring, solid hardwood doors, historically accurate trim and molding, and fully updated building systems and appliances.

Restoration Housing's mission is two-fold – to reduce blight and vacancy in distressed neighborhoods and to provide quality rental housing that does not subsequently price people out of their newly revitalized house. Roanoke City 2015 data has shown that investment in blighted properties such as this can dramatically reduce crime rates, calls for property maintenance, and calls for vandalism. In addition, rehabs in the West End, such as this one, have led to an increase in surrounding property values by \$53,000 on average.

Thornton hopes her organization's "work will speak for itself" to help reduce the stigma of rental housing. The organization has invested over \$230,000 into this house and they believe it will undeniably add to the neighbor's property values as well as benefit the overall aesthetic value of Old Southwest and the West End.

Restoration Housing continues to explore and survey other older neighborhoods throughout Roanoke with a focus on streets featuring walkability, architectural character, affordability, and a strong sense of place. 530 Day Avenue is one of two properties that Restoration Housing has purchased in the West End.

To learn more about Restoration Housing, visit the website at www.restorationhousing.org or call 540-797-0819.



530 Day Ave. - BEFORE



530 Day Ave. - AFTER

Bikeshare Coming to the Roanoke Valley

Bikesharing has become a popular transportation option in communities across the country – and now it is making its way to the Roanoke Valley.

If you're not familiar with bikesharing, here is how it works: a series of stations are set up across the community with several bicycles at each station. Through a membership system, people can check out a bicycle from one station and ride it to another station. Generally, short, one-way trips like this are free as part of a standard membership, but riders can always choose to keep the bicycle longer for an additional, incremental fee.

Other rental structures may be provided for short-term rentals for visitors, or longer trip rentals for folks who may want to spend the day touring the community by bike.

Bikesharing serves as a complementary transportation option to driving and transit by making it easy for people to take short trips by bike without having to own one. And, they are confident knowing the bike they are riding is well-maintained and comfortable. This initiative can be particularly useful in urban centers where downtown residents may check out the bikes for short shopping or social trips across town.

RIDE Solutions, the region's commuter options program, is working to bring bikesharing to the Roanoke Valley this spring. The program is expected to start with stations in and around downtown Roanoke, connecting the valley's urban center to its nearby neighborhoods, greenways, and commercial centers.

By bringing bikeshare to Roanoke, RIDE Solutions hopes to enable more bicycle transportation in the valley to reduce congestion, improve road safety, improve air quality, and provide access to healthy activity, all while promoting Roanoke's brand as a great place to be outdoors and supporting its overall economic development efforts.

But there is more work to be done. First, RIDE Solutions is asking residents to complete a short survey that will help make sure that the bikeshare program will be structured to help the most people. The survey can be found here:

<https://goo.gl/46wceV>

Second, bikeshare won't work without the support of local businesses through sponsorship. The benefits of bike-share sponsorship include discounted memberships for employees and customers, recognition on bikes and stations, and more. But the biggest benefit is being a part of making this great amenity a reality for our citizens and visitors. Businesses interested in sponsorship can contact the RIDE Solutions Director, Jeremy Holmes, at jholmes@rvarc.org or 1-866-424-3334.



RIDE Solutions is proud to be able to bring this amazing opportunity to the Roanoke Valley. With bikeshare, it will be even easier to access everything that makes this place, Roanoke, one of the best places in America to live, work, and play.

Ride Solutions is a Transportation Demand Management (TDM) Agency – a program dedicated to expanding the efficiency and life of the roadway network and reducing the environmental impacts. By helping to promote and connect individuals and business partners to transportation options TDM agencies (RIDE Solutions) help to reduce traffic on local roads and improve air quality by reducing the effects of vehicle emissions. Fewer cars on the road during the busy rush hours of the day can also mean safer roads. Through incentive programs, education, and encouragement, RIDE Solutions connects people to transportation options.



PROMOTING TOURISM HAS MANY BENEFITS

Visit Virginia's Blue Ridge (formerly the Roanoke Valley Convention & Visitors Bureau) focuses on promoting the region by building brand awareness and showcasing stories/experiences, images and videos through content marketing. Four videos have been produced highlighting the beauty of the Blue Ridge Mountains, Outdoor Recreation, Family Fun and Arts & Culture plus Entertainment in Virginia's Blue Ridge. The goal is to entice potential visitors to the region's official destination website www.visitvbr.com ultimately driving increased economic impact. These videos can be viewed at the following link: <https://www.visitroanokeva.com/region/videos/>

Destination promotion can drive broader economic development by:

- Raising a destination's profile
- Increasing tourism and kicking off a virtuous cycle of economic development
- Generating local tax revenue
- Enabling public investment to improve the quality of life for residents, businesses and visitors

To learn more, visit www.visitvbr.com or contact Catherine Fox, Vice President of Public Affairs & Development by email at cfox@visitvbr.com or by telephone at 540-342-6025, Ext. 114.



CoLab Welcomes New Director

The CoLab, Roanoke's coworking space and innovation hub, announced to its members last month that, starting February 1st, a new director will be joining the leadership team. Brad Stephens is the co-founder of Noke Codes, the founder of Big Lick SOUP, played an essential role on the (X)po'16 planning committee and is a committed champion of the Roanoke region, placemaking and community development.

The CoLab will continue to serve the community of entrepreneurs, small businesses, nonprofits and community developers while also creating new programming and partnerships under Stephens' leadership. Stephens will work closely with Ariel Lev, CoLab's current director, to ensure a seamless transition for all members and community stakeholders.

"It is such an honor to have the opportunity to continue the great work that Ariel and Fe have done to make the CoLab such a vibrant part of the fabric of Roanoke. I am excited to be able to play my part in growing this venture and figuring out how it can be an even bigger asset to this community I love," said Stephens.

Lev states that although this transition may seem sudden, the decision to restructure the business model and hire Brad was a long and incredibly intentional one that is the best step forward for the CoLab.

"Business management and community development are both projects that require an awareness of the big picture, and what I've learned is that the CoLab needs a fresh perspective to continue the work of integrating the business with the community, and vice versa. Brad is a close friend and colleague and I know that his commitment to this work reaches far beyond his 'job.' It is truly his passion and I am thrilled to watch him continue the work we've started in his own way," said Lev.



Brad Stephens

Brad is available to discuss this transition and any upcoming changes at brad@colabroanoke.com.

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

Tuesday, February 7, 2017

10 a.m. - 12 p.m. and 1 - 3 p.m.

WEBINAR - VIRGINIA ENTERPRISE ZONE HOW-TO-QUALIFY WEBINAR GRANT YEAR 2016 JOB CREATION GRANTS AND REAL PROPERTY INVESTMENT GRANTS

The Virginia Department of Housing and Community Development (DHCD) will host How-to-Qualify Webinars providing detailed instructions on qualifying for the Job Creation Grant (JCG) and the Real Property Investment Grant (RPIG) as well as the associated Agreed-Upon-Procedures for CPA Attestations. The webinars are free and open to the public. Links to access the webinars will be sent out 24 hours in advance.

The application instruction manuals for the Job Creation and the Real Property Investment Grants are available on the DHCD website and on the EZ Application Submission System website. To register, visit:

<https://dmz1.dhcd.virginia.gov/dhcdevents/registration.aspx?EID=220>

If you have questions regarding registration or the Enterprise Zone program, contact Jordan Snelling at ezone@dhcd.virginia.gov or (804) 371-7121.

Tuesday, February 14, 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, February 28, 2017

8:30 - 10:30 a.m.

FACEBOOK ADVANCED

In this Facebook Advanced workshop, the tools and options Facebook power users work with to receive the biggest ROI will be discussed. There will be brief discussion of personal Facebook tools, and the majority of the time will be spent discussing business page best practices, strategies using your Insights tab, and also the use of Power Editor for digital advertising campaigns. The class is 2.0 hours long so these topics will only be briefly covered. Upon completing the class, attendees will have the opportunity to schedule a free one-on-one appointments with our professional business counselors in the SBDC office. Please make payment by credit card at the end of registration, by sending in a check prior to class, or by stopping at our office 210 S. Jefferson Street and paying by check. Credit card payments cannot be accepted over the phone and refunds are not given; however, if you miss class, you can attend another class. For questions please call Christina Garnett at 983-0717 ext 108.

Speaker: Christina Garnett

Location: Roanoke Regional Small Business Development Center - www.RoanokeSmallBusiness.org, Chamber of Commerce Building, 210 S. Jefferson Street, Roanoke

Fee: \$ 20.00

TRAINING & EVENTS

LEAN ACADEMY

The **Lean Academy**, hosted by Virginia Tech, is designed to support the needs of all participants in government, from front-line workers, through supervisors and managers, up to and including senior leaders. Employees at all levels have important roles to play in lean transformation and new capabilities and behaviors must be cultivated at each level. Special features include networking opportunities with government leaders from all over the U.S., simulations that relate to workplace conditions, and experienced practitioners who will facilitate the classes.

Lean Academy courses include:

- Executive Overview : Lean Transformation
- Introduction to Lean Thinking
- Lean Practitioner
- Lean Supervisor

Executive Overview : Lean Transformation

This course is designed for managers and senior executives who will serve as lean leaders and function as the developer of coaches, the designer of systems that develop people, and the leaders of organizational transformation. Course content will focus on how to plan and design a strategy of implementation and the messaging needed to communicate a clear vision and direction. Participants will discover ways to organize cross functional teams that put lean improvements into practice.

March 30 & 31, 2017

March 30 9:00 - 4:00 pm

March 31 8:30 - 1:00 pm

Tuition: \$499/ person or
\$459 for companies sending 3 or more

Location:

The Hotel Roanoke and Conference Center

110 Shenandoah Avenue
Roanoke, Virginia 24016



For more information:

Erin Burcham
Erinb1@vt.edu or 540-767-6100

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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program highlighting
economic activity and
programs within the
City of Roanoke.
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website at
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most recent show:
<http://bit.ly/2kclFoi>

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DID YOU KNOW?

The City of Roanoke
Department of
Economic
Development
is on Facebook!
Please "like" us
today!



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.