



## JEFFERSON COLLEGE OF HEALTH SCIENCES INTENDS TO MERGE WITH RADFORD UNIVERSITY

Officials from Carilion Clinic, Jefferson College of Health Sciences and Radford University announced Thursday they intend to merge Jefferson College into the Radford University family of colleges and departments.

“Radford University and Jefferson College have a robust history of collaboration, and these two great institutions are now working toward an even stronger partnership,” said Dr. Brian O. Hemphill, president of Radford University. “This endeavor benefits the students, faculty, staff, alumni, supporters and communities of both institutions, along with the Commonwealth of Virginia and the entire region.”

“Both schools are approaching this potential merger from positions of institutional excellence and financial strength. We’re combining forces to create something even bigger and better for the entire Commonwealth,” said Dr. Nathaniel L. Bishop, president of Jefferson College. “We believe that together, we can enhance the quality of health care education and research better than we could individually.”

Carilion Clinic currently owns and operates Jefferson College.

The merger planning process is expected to take 18 to 24 months. Radford University, Jefferson College and Carilion Clinic officials will work closely during this time to develop processes and procedures to facilitate the integration.

“As we work carefully during the next several months to determine the best structure, we will be diligent in our efforts to keep stakeholders informed about the process,” Hemphill said.

Radford University officials intend to welcome Jefferson College primarily into its Waldron College of Health and Human Services.

“Jefferson College already enjoys a wonderful relationship with Radford University,” said Bishop. “This next step makes sense for both institutions, and serves to enhance Radford University’s reputation as a premier educational destination for those seeking careers in nursing, health care and health sciences.”

Jefferson College brings 35 years of history as an accredited institution and has grown from 200 to about 1,150 students in that time. Jefferson College is one of the top producers of nursing and allied health professionals in the region and is in the top 10 in the Commonwealth of Virginia.

Radford University, Jefferson College and Carilion Clinic boast a long list of collaborative endeavors.

- When the Roanoke Memorial Hospital School of Nursing closed in 1988, a partnership was developed to transition the program to Radford University. The partnership increased the size of Radford University’s nursing program and allowed students to receive half of their training at Roanoke Memorial. Today, many Radford University students continue their clinical education at the hospital.
- Carilion Clinic has provided student health services to Radford University since 1999.

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## JEFFERSON COLLEGE OF HEALTH SCIENCES INTENDS TO MERGE WITH RADFORD UNIVERSITY ~ *CONTINUED FROM PAGE ONE*

- Carilion Clinic employs hundreds of Radford University graduates, including more than 350 Radford University nursing graduates on its staff – 40 of whom were hired in 2016 alone.
- Radford University, Jefferson College and the Virginia Tech Carilion School of Medicine collaborated in 2015 to establish the Virginia Intercollegiate Anatomy Lab, housed at Jefferson College.
- Radford University's Doctor of Physical Therapy program was integrated with Jefferson College's Roanoke campus in 2011, and it has promoted interaction between program participants and major health care providers in the region.
- More than 500 Radford University students participated in job shadowing, clinical rotations or internships with Carilion Clinic from 2016 to 2017.
- Carilion Clinic provides event coverage, athletic training and sports clinics to Radford University Athletics.
- Carilion Clinic's active patient treatment areas provide Radford University students invaluable access to real-world clinical experiences.

"Carilion Clinic is proud to have nurtured Jefferson's growth, as it established a reputation for developing ethical, knowledgeable, competent and caring health care professionals," said Nancy Howell Agee, president and CEO of Carilion Clinic. "Joining the Radford University family is a wonderful opportunity for Jefferson College. And now is the right time as the vision for a health sciences and technology campus in Roanoke comes to life. Partnerships among leading academic institutions strengthen our region as a destination for health education and research, and ultimately drive economic development."

Students from both Radford University and Jefferson College will have access to enhanced educational opportunities, including clinical rotations and internships, and Radford University will continue to partner with Carilion Clinic to utilize its facilities and research capabilities. The potential merger will create the second largest nursing program in Virginia.

"The potential merger will allow the health and human services programs from both institutions to have access to ongoing research and enable collaboration in ways not previously available," Hemphill said. "Our faculty and staff members on both campuses can integrate and better collaborate for the benefit of our students."

"We are confident this partnership will help better prepare our students by providing access to the latest research and top-notch clinical experiences," said Hemphill. "We believe this will encourage potential students to seek health care careers and stay in the Commonwealth to work. There's no doubt this will provide increased access to health care education."

Radford University is a comprehensive public university of more than 9,400 students that has received national recognition for many of its undergraduate and graduate academic programs, as well as its sustainability initiatives. Radford University serves the Commonwealth of Virginia and the nation through a wide range of academic, cultural, human service and research programs.

Jefferson College of Health Sciences is a professional health sciences college, offering 25 degree options on the graduate, bachelor and associate levels, as well as certificate and professional and continuing education programs. Jefferson enrolls about 1,150 students on the undergraduate and graduate levels annually and employs about 70 full-time faculty members.

Carilion Clinic is a tax-exempt health care organization headquartered in Roanoke, Va. Through a comprehensive network of hospitals, primary and specialty physician practices and other complementary services, Carilion works to provide quality care close to home for nearly one million Virginians. With an enduring commitment to the health of our region, Carilion also seeks to advance care through medical education and research, help communities stay healthy and inspire the region to grow stronger.

## Virginia Western's New STEM Facility Taking Shape

*The \$30-million-plus project will create modern learning environment to train region's workforce.*



Despite the snow that blanketed the region recently, construction of Virginia Western Community College's new STEM (Science, Technology, Engineering and Mathematics) Facility is progressing at a rapid pace. In the past two weeks, steel beams were installed, giving passersby an idea of the size of what will become the largest building on Virginia Western's campus.

The STEM Facility will be over 72,000-square feet and feature engineering fabrication, mechatronics, computer, organic chemistry and biotechnology labs along with new classrooms to promote collaborative and interactive STEM learning. The \$30-million plus project is slated to be completed by Spring Semester 2019.

"Now more than ever, the Roanoke Region is poised for economic growth in STEM and healthcare-related industries," President Robert H. Sandel said at a July 2017 groundbreaking ceremony. "This modern learning environment will give our students the technological tools and hands-on training to become leaders in the workforce and drive continued growth."

Virginia Western is serving the needs of the local economy by growing and developing STEM programs in partnership with businesses that need a highly trained workforce. Companies coming into the region such as Ballast Point Brewery, Deschutes Brewery and Italian auto parts manufacturer Eldor Corporation are seeking graduates who possess the certified skills and problem-solving ability to make their processes efficient.

"We are listening to industry needs and tailoring our programs so we can best serve businesses and our students, who are seeking strong careers in the region," said Amy White, Dean of STEM. "The creation of this cutting-edge STEM Facility coincides perfectly with the local growth in these high-demand jobs."

To find out more about Virginia Western's STEM programs, visit [www.virginiawestern.edu/academics](http://www.virginiawestern.edu/academics) or call (855) 874-6690.

## 2017 Marked the 8th Consecutive Year of RECORD Growth for



A report released this week indicated Virginia's Blue Ridge experienced a RECORD 3.8% increase in hotel room revenue during calendar year 2017 according to STR, Inc.

The total revenue was \$105,218,901 or an increase of \$3,824,223 over 2016. These hotels sold a RECORD 1,226,221 rooms, an increase of 34,232 rooms sold or a 2.9% increase over 2016. "The travel and tourism industry plays a key role in economic development and growth in the region, providing a positive brand image positions Virginia's Blue Ridge for continued growth," stated Landon Howard, President of Visit Virginia's Blue Ridge.

## Visit Virginia's Blue Ridge Launches a New Regional Initiative to Capture More Sports Tourism

Capitalizing on the regional success as a well-established sports destination, Visit Virginia's Blue Ridge (Visit VBR) officials officially announced the formation of VBR Sports in a press conference on Wednesday, January 31, 2018. "We are upping our game," touted Landon Howard, President of Visit VBR. "Developing a stronger, regional sports identity under the direction of a VBR Sports Council along with a Director of Sports Development will allow our five localities to attract far more diverse sporting events (such as tennis, wrestling, archery, ice hockey and disc golf just to name a few) and grow the region's travel and tourism industry," added Howard.

VBR Sports will focus on presenting the entire region as a desirable place to host a multitude of new sporting events to provide for a superior athlete and fan experience, "Working together with local sports organizers to host various competitive sports will generate a stronger economic impact and put VBR Sports on the map on a much broader scale," explained Bree Nidds, Director of Sports Development for Visit VBR.

For additional details, visit the website at [www.VBRsports.com](http://www.VBRsports.com).





ROANOKE REGIONAL  
PARTNERSHIP

## Roanoke Regional Partnership Turning Attention to Talent Attraction



In November 2017, the Roanoke Regional Partnership brought on Erin Burcham as the full-time director of talent solutions to increase the region's talent pool. Just as we helped develop outdoor assets into an economic sector and a new community narrative, we are turning our attention to leveraging our talent assets into fuel for growth.

The Roanoke region and its businesses are in a competition for that talent. Overall regional employment is at an all-time high and initiatives such as the Roanoke Innovation Corridor make the need even more acute. Add natural demographic shifts (there are almost 40,000 people in the Roanoke region workforce over 55) and it gets harder to keep up. Businesses know they have to compete not just with other companies but with other parts of the country to attract and retain the best employees.

This region is rich in other assets and perhaps the example of how the outdoors is paying off is the launching point for recognizing and developing them all. Take higher education for example. The 100,000 + students at 25 colleges and universities within a 60-mile radius of Roanoke are a huge asset that can be leveraged for further economic success. To be sure, every school has long demonstrated economic impact through salaries, expenditures, and in other ways. But consider the economic impact that their most important asset – the students – can have on our region.

The Partnership is convening higher education, regional businesses, and highly skilled job seekers. It is part of a three-pronged strategy: create a pipeline for regional college graduates to feed into local business, attract top talent from around the country to strengthen the workforce, and retain talented high potential workers in the region.

## The Roanoke Regional Partnership Turning Attention to Talent Attraction ~ *continued from Page 5*

We know that the educated 20-somethings who are driving out of the region on graduation day are the region's best and still least tapped asset. Retaining college students will be our first priority to turn our higher education assets into a pipeline for economic growth.

To make an impact, we need your help! Show your children, friends, and national colleagues that today's Roanoke isn't exactly the same place they once knew. There is a regional presence of amazing restaurants, beer, music, culture, outdoor adventure, museums, festivals, and more. All at a cost of living 13 percent below the national average. Did you know Roanoke is also the most economically diverse metro area in Virginia (Moody's)? With careers waiting to be started at lots of growing companies. Visit our website [Roanoke.org](http://Roanoke.org) and join our Get2KnowNoke Facebook group to engage and participate in building our talent capacity.

### Featured BizLink

#### RVBA Announces New Regional Broadband Telecommunications Services Study *Business Owner Input Needed*

[bit.ly/RVBA2018](http://bit.ly/RVBA2018)

The Roanoke Valley Broadband Authority (RVBA) seeks input from business owners located in Roanoke County, Roanoke City, and the City of Salem on the current state of their local internet and data transport support services and utilization needs. The RVBA seeks to understand what business service categories are being appropriately addressed by available products and vendors as well as what challenges remain.

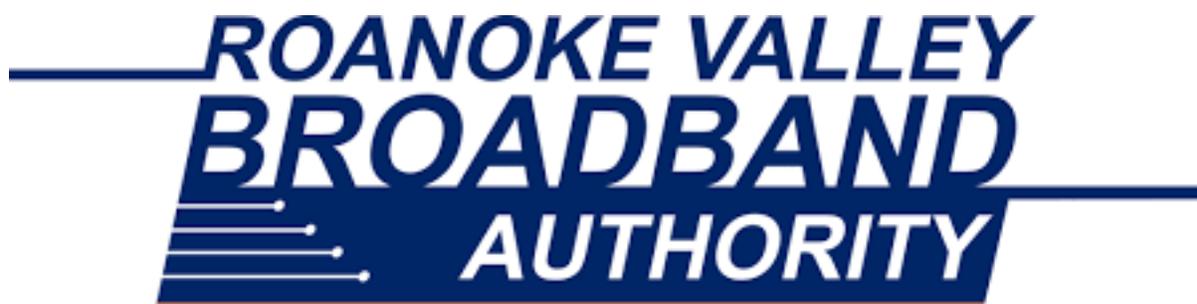
The RVBA Telecommunications needs assessment survey is available now at: [bit.ly/RVBA2018](http://bit.ly/RVBA2018)

All surveys must be completed by February 16, 2018. Results will be analyzed by a third-party vendor, and findings will be made public later this spring.

"Just under two years ago, we launched the RVBA's internet and data transport network based in large part on the input, requests, and heavy involvement of the local business community. As we grow, we want to ensure our projects and priorities continue to be informed by the same folks," Frank Smith, President and CEO of the Roanoke Valley Broadband Authority said. "This is an opportunity for business leaders to tell us which telecommunications needs are, and are not, being met so that we can continue to work to ensure the Roanoke Valley has the telecommunications resources necessary to thrive."

The RVBA's new 80-mile, 100% fiber, open-access network serves businesses, government and education customers all across the Roanoke Valley. The RVBA provides high-speed, high-capacity, open access fiber optic telecommunication services including internet, data-transport, and dark fiber solutions. With the recent extension into Roanoke County, the RVBA network now runs along a variety of high traffic regional corridors and past more than 650 local commercial properties.

Service estimates can be requested from interested business, education, and government entities by contacting the Roanoke Valley Broadband Authority at [sales@highspeedroanoke.net](mailto:sales@highspeedroanoke.net).



## Research in Roanoke ~

### Scientists find heightened attention to surprise in veterans with PTSD



*People with PTSD have an increased learning response to surprising events compared to people without PTSD, according to a new study led by Pearl Chiu, an associate professor at the Virginia Tech Carilion Research Institute. (Credit: Davide Bonazzi).*

Fireworks on nights other than the fourth of July or New Year's Eve might be nothing more than inconsiderate neighbors, but for veterans with Post Traumatic Stress Disorder (PTSD), the shock of noise and light may trigger a deeply learned expectation of danger.

Scientists at the Virginia Tech Carilion Research Institute (VTCRI) have found that people with PTSD have an increased learning response to surprising events. While most everyone reacts to surprise, people with PTSD tend to pay even more attention to the unexpected.

The study was published this week in *eLife*, an open-access journal published by the Howard Hughes Medical Institute, the Max Planck Society, and the Wellcome Trust.

"Disproportionate reactions to unexpected stimuli in the environment are a core symptom of PTSD," said Pearl Chiu, an associate professor at the VTCRI and the lead author on the study. "These results point to a specific disruption in learning that helps to explain why these reactions occur."

Chiu and her team used functional MRI to scan the brains of 74 veterans, all of whom had experienced trauma while serving at least one combat tour in Afghanistan or Iraq. Some of the study participants were diagnosed with PTSD, while others were not. In the functional MRI, participants played a gambling game, in which they learned to associate certain choices with monetary gains or losses.

"Computer science and mathematics have given us new tools to understand how the brain learns. We used these tools to study whether and how learning might play a role in PTSD," said Chiu, who is also an associate professor of psychology in Virginia Tech's College of Science. "These results suggest that people with PTSD don't necessarily have a disrupted response to unexpected outcomes, rather they pay more attention to these surprises," Chiu said.

The researchers found that people with PTSD had significantly more activity in the parts of their brains associated with how much attention they paid to surprising events when the learning task threw an unexpected curve ball their way.

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## Research in Roanoke ~ *continued from Page 7*

### Scientists find heightened attention to surprise in veterans with PTSD

“Fireworks unexpectedly going off after a person has exchanged fire in the field can trigger an over-estimation of danger,” said Brooks King-Casas, an associate professor at the VTCRI who co-lead the study. “Particularly for individuals with PTSD, unexpected surprising events—noise or otherwise—could be a matter of life or death. The study shows that while everyone is affected by unexpected events, in PTSD extra attention is given to these surprises.”

King-Casas is also an associate professor of psychology in Virginia Tech’s College of Science and an associate professor in the Virginia Tech-Wake Forest School of Biomedical Engineering and Sciences.

Earlier studies have connected greater attention to perceived threats and unexpected events in PTSD, but the mechanistic underpinning of this hypersensitivity to unexpected outcomes have been unclear until now.

“The work by Brown and colleagues is an important step forward to be able to differentiate the brain and behavioral processes that are affected as a consequence of post-traumatic stress,” said Martin Paulus, a medical doctor and the scientific director and president of the Laureate Institute for Brain Research in Tulsa, Oklahoma. He was not involved in this study. “The finding that individuals with PTSD have difficulty appropriately allocating attention to their environment when it changes has clear implications for the development of novel behavioral interventions.”

Vanessa Brown, first author on the paper and a graduate student in the department of psychology in Virginia Tech’s College of Science, said that both the behavioral and neural findings show that people with PTSD pay more attention to surprise while learning.

“This disrupted learning increases with more severe PTSD,” said Brown, who is conducting her dissertation research in Chiu’s laboratory at the VTCRI. “Now that we understand how attention to surprise plays a role in PTSD, we may be able to refine our assessment tools or develop new interventions that target specific learning disruptions in people with PTSD or other psychiatric disorders.”

Other contributors to this study include Lusha Zhu, a postdoctoral researcher at VTCRI; John M. Wang, a graduate student in the department of psychology in Virginia Tech’s College of Science who studies in Chiu’s laboratory at the VTCRI; and Christopher Frueh, a clinical psychologist and professor of psychology at the University Hawaii at Hilo, with an appointment in the Menninger Department of Psychiatry and Behavioral Sciences at Baylor College of Medicine.

This work was supported by the National Institutes of Health, the Department of Veteran Affairs, and the VTCRI.



*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:

**When:** February 8 , 2018, 5:30 p.m.

**Who:** Griffin P. Rodgers, M.D., M.A.C.P.  
Director, National Institute of Diabetes and Digestive and Kidney Diseases, National Institutes of Health;  
Chief, Molecular and Clinical Hematology Branch/NIDDKD  
Chief, Molecular Hematology Section, Molecular and Clinical Hematology Branch/NIDDKD

**Where:** Virginia Tech Carilion Research Institute  
2 Riverside Circle, Roanoke, VA 24016

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.



Griffin P. Rodgers, M.D., M.A.C.P.

## Spotlight on Business ~



SKANSKA

### Skanska builds research facility in Virginia, USA, for \$68 Million

In a press release dated January 12, 2018, Skanska announced they have signed a contract with Carilion Clinic, a collaboration between Carilion Clinic and Virginia Tech, to build a research facility in Roanoke, Virginia, USA. The contract is worth \$68 million, which will be included in its US order bookings for the fourth quarter 2017.

Skanska will build a four-story research laboratory of approximately 139,000 square feet. The building will complete the Virginia Tech Carilion Biomedical Research addition on the Virginia Tech Carilion Health Sciences and Technology Campus.

Construction began in December 2017 and is expected to be completed in January 2020.

Skanska is one of the leading development and construction companies in USA, specialized in building construction, civil infrastructure and developing commercial properties in select U.S. markets. Skanska also offers services in public-private partnerships. Skanska USA had sales of approximately \$7.5 billion in 2016 and had about 9,300 employees in its operations.



*A rendering of the new facility in Roanoke to expand biomedical research and provide enhanced experiential learning opportunities to students at all levels.*

*Known as the Virginia Tech Carilion Biomedical Research Expansion, the 139,000-gross-square-foot building will rise on the Virginia Tech Carilion Health Sciences and Technology Campus at Jefferson Street and Reserve Avenue. The building will be physically connected by an elevated walkway to the Virginia Tech Carilion School of Medicine and Research Institute, which opened seven years ago.*

*The new building is an expansion on the success of the Virginia Tech Carilion Research Institute and will provide additional state-of-the-art research laboratories organized around interactive research themes and infused with experiential learning environments.*



## 2017 Passenger Traffic Continued to Grow at ROA in December

*December traffic was up 2.8% year over year at the Roanoke-Blacksburg Regional Airport.*



December saw the Roanoke-Blacksburg Regional Airport post a 2.8% increase in passengers on a year over year basis. Year to date traffic at the airport has increased 1.3% compared to 2016. For the full year of 2017 616,365 passengers flew via ROA compared to 608,288 in 2016 and 598,606 in 2015. 2017 was the busiest year at ROA since 2013 when 619,284 passengers flew ROA.

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. December 2017 saw 2.8% growth over December 2016.

“We are pleased to see this positive trend continue through the entirety of 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. 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 Names New Chief Safety Officer

*Experienced safety leader to implement safety management system*

Amtrak has named Ken Hylander Executive Vice President and Chief Safety Officer. Hylander most recently served as Chairman of the Flight Safety Foundation and previously served as the Chief Safety Officer at Delta Air Lines. He will report directly to President and CEO Richard Anderson and be responsible for implementing a proven Safety Management System (SMS) at Amtrak.

“We are improving safety at Amtrak. Keeping our customers and employees safe is our most important responsibility and a high quality Safety Management System is a requirement for Amtrak,” said Anderson. “Ken is a recognized leader in the implementation and operation of SMS, and his experience will be instrumental in helping build our safety culture.”

SMS is a proactive risk management system which builds on predictive safety management methods. SMS has been a cornerstone of improving safety in many industries, including aviation, health care and energy. Recently, the NTSB recommended that Amtrak implement a SMS Program. Amtrak endorses this NTSB recommendation.

Hylander has more than three decades of experience in the aviation industry. He retired as a senior vice president from Delta Air Lines in 2014, where he successfully oversaw the SMS implementation at Delta and managed the occupational, operating safety, security, quality and environmental compliance programs.

He currently serves on the Board of Governors of the Flight Safety Foundation and is an independent member of the Board of Directors of Monroe Energy in Trainer, Pennsylvania, an oil refinery subsidiary of Delta Air Lines.





## Bikeshare by RIDE Solutions Expands This March

It may not be the best weather for cycling, but that doesn't mean the valley's bikeshare program has gone into hibernation. The successful Bikeshare by RIDE Solutions program will be adding three new stations and 15 new bicycles into the network this spring, with a target date of March 15<sup>th</sup> to have new stations up and running.

This follows the program's most recent expansion in October 2017, adding stations in Roanoke's Crystal Spring Village, the Virginia-Tech Carilion School of Medicine and Research Institute's Riverside campus, Soaring Ridge Crafter Brewers, and Roanoke's Fallon Park. The expansion added 15 bicycles into the system.

The March 2018 expansion is the result of new sponsorships by Freedom First Credit Union and MemberOne Federal Credit Union. While final locations for the stations are still being determined, RIDE Solutions expects to establish stations at the Goodwill of the Valley's campus on Melrose Avenue along the Lick Run Greenway in northwest Roanoke, and an additional station serving the Roanoke River Greenway near Garden City.

When the network was launched in May 2017, RIDE Solutions hoped to double the system size from 10 stations to 20 in its first year. With the March expansion, this will grow Bikeshare by RIDE Solutions to 16 stations. To date, the system has delivered over 5,000 trips to its nearly 2,000 members, including some hardy souls who have continued to ride all winter long.

Following the March expansion, RIDE Solutions hopes to focus on bringing stations to communities outside the City of Roanoke, with partnerships in Vinton, Salem, and Roanoke County bringing additional stations in June 2018.

### How it Works

Getting started with Bikeshare by RIDE Solutions is easy. Simply download the Zagster app to your smartphone, or sign up online by visiting [zagster.com/ridesolutions](http://zagster.com/ridesolutions). Riders can select an hourly plan for rentals at \$3 an hour, or an annual membership for \$40 in which the first hour of every trip you take is free.

You can lock and unlock the bikes at any Zagster station using your smartphone or via SMS messaging by following the instructions on the station sign. You can unlock a bike in seconds and be on your way!

Visit [zagster.com/ridesolutions](http://zagster.com/ridesolutions) to see a map of all our current locations and to register. Also, for instructional videos on how to use the Zagster system and its many features, visit our website at [ridesolutions.org/bikeshare](http://ridesolutions.org/bikeshare).

Visit [ridesolutions.org](http://ridesolutions.org) or call 1-866-424-3334 to get started.





## Support Systems Matter for Business Success

We were honored to play host to the 2nd Mayor's Business Summit recently at the CoLab. It was a great event showcasing the strong and growing business community in Roanoke. Over the course of the summit, it was interesting to see how the need for support seemed to keep coming up over and over again. All the speakers seemed to touch on this one way or another.

This, of course, looks different for different people and businesses. But, it is clear that having support can be one of the biggest determinants of success or failure in any undertaking. While many look to their friends and family for this support, this support may not always be enough. A more comprehensive support system, as discussed in the summit, can be the key to success.

There are many components of such a system. Mentorship is perhaps chief among these components. Whether a formal or informal relationship, the help of a mentor can be vital at any stage of a company's development. Having someone else to be a sounding board and ask the right questions, can be significantly important.

In addition to having a mentor, there are three other support people most entrepreneurs and small business owners find to be necessary. Without a good banker, accountant and lawyer, you are likely to flounder. These folks can keep you out of all kinds of trouble and are often the foundation of a strong undertaking.

While the people mentioned above all have very specific roles, it is as important to surround yourself with people you trust to challenge you, even if they don't have a specific role. Everyone has bad ideas. Sometimes we need people to let us know when we are chasing one of those bad ideas. Whether that person is a friend, a mentor or a partner, without someone to call us out, we are liable go down many wrong paths.

Having a healthy support system has many benefits. Some of these are very tangible, such as the potential for more clients and an easier passage through tax time. However, other benefits remain intangible, but are no less important. Being able to lean on others is likely to result in better physical and emotional health and improved decision-making.



Taking this a step further, if you can extend this support system to your client base, you are even more likely to be successful. Having brand ambassadors among your customers has been proven to be one of the best ways to grow your company. This is especially true as we see what works for marketing is changing daily in the digital world. Having a supportive customer base that trusts you and will help spread the word is invaluable to your business.

Nowadays, there are more places than ever to help with building your support network. For a long time, local governments and informal networks were amongst the only ways to find support. Now, many organizations, such as the Small Business Development Center, the Roanoke-Blacksburg Technology Council and Virginia Western Community College strive to provide more structured assistance. At the CoLab, we can help you find all kinds of support and connect you with a number of other resources.

It has never been easier to find help for your business, but you have to reach out. Too many folks think they have no need for help, but this arrogance can lead to so many problems. Asking for help is a sign of wisdom, not weakness. Build your network and lean on this network when appropriate and you will be much more likely to find success!

*Mayor Lea's 2018 Business Summit held January 9, 2018 at CoLab focused on the GIG Economy.*

## TRAINING & EVENTS

### Virginia Western to provide Leadership Bootcamps in downtown Roanoke

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

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

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

WHAT: Leadership Bootcamp

WHEN: 9 a.m.-5 p.m. on the first Friday of each month

WHERE: RAMP business accelerator, Gill Memorial Building, 709 S. Jefferson St., Roanoke, VA

COST: \$285 + \$99 in materials/books fees for assessments; class size limited to 20 students; registration required by the first of each month

SIGN UP: <http://www.viriniawestern.edu/ramp/index.php>

CONTACT: Samantha Steidle, Innovation Officer, at 540-857-6738 or [ssteidle@viriniawestern.edu](mailto:ssteidle@viriniawestern.edu).

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

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

**VIRGINIA WESTERN**  
Celebrating 50 Years

**RAMP**  
THE ROANOKE-BLACKSBURG ACCELERATOR

## TRAINING & EVENTS

### **Marketing in 2018**

Tuesday - 5:00 to 7:00 PM ~ February 6, 2018

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

This course describes the fundamentals of the most important aspect of any small business: marketing. At the end of this course, you will be able to create a marketing plan for your small business that encompasses a creative plan, a positioning plan, and a media marketing calendar--the essentials of any good marketing strategy. Topics covered by this course include: What is marketing? Creating personas, website best practices, social media marketing, and tools for automation and ROI reporting.

Pre-Registration is required at <https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370052>

Fee: \$ 20.00

Payment should be made by credit card at the end of registration, you can pay by cash (exact change)

Speaker: Christina Garnett

Phone: (540) 983-0717 x 223

Email: [sbdc@roanokechamber.org](mailto:sbdc@roanokechamber.org)

### **Business Smart Start 2018**

Tuesday 4:00 to 7:00 PM ~ February 13, 2018

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

Are you considering starting a new business? Not sure what you need to do and what steps to take? Then Start Your Business Smart!

Business Smart Start 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.

Pre-Registration is required at <https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370042>

Fee: \$ 20.00

Please make payment by credit card at the end of registration, sending in a check prior to class, or stopping by our office and paying by check. Credit card payments cannot be accepted over the phone. We do not give refunds; however, if you miss class, you can attend another class.

Speaker: Tom Tanner

Phone: (540) 983-0717 x 103

Email: [sbdc@roanokechamber.org](mailto:sbdc@roanokechamber.org)

### **Selling to the City**

Tuesday - 10:00 AM to 12:00 PM ~ February 20, 2018

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

Are you looking for new avenues to grow your business? In this workshop, you will learn how you can provide your services and products to city departments. Buyers will be present to answer your questions and discuss best practices for marketing to government agencies.

This class is completely FREE to the public.

Fee: No Cost

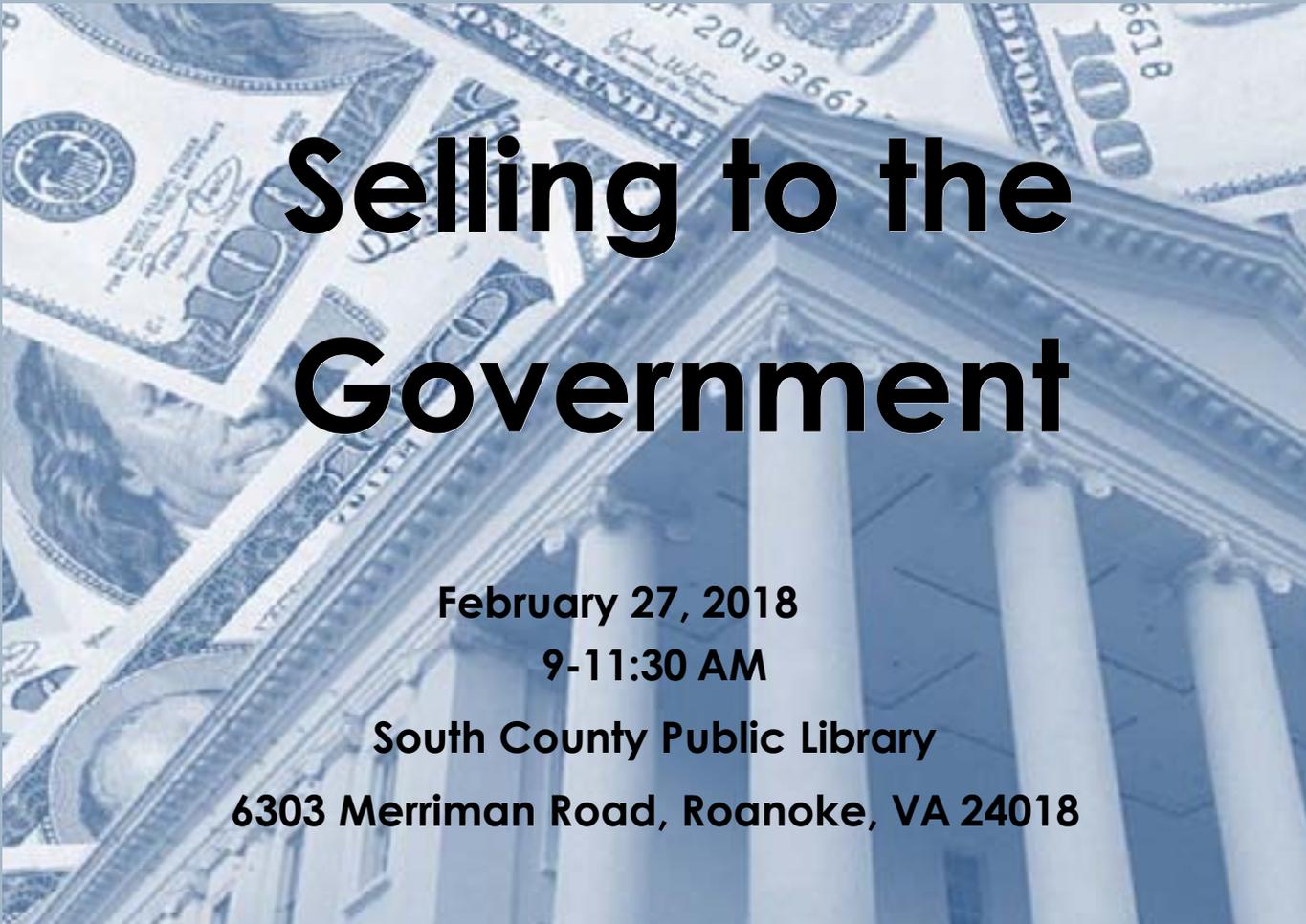
Pre-Registration is required at <https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370053>

Speaker: Simone Knowles, VCO | Purchasing Manager for the City of Roanoke

Phone: (540) 983-0717 x 223

Email: [sbdc@roanokechamber.org](mailto:sbdc@roanokechamber.org)

## TRAINING & EVENTS



# Selling to the Government

February 27, 2018

9-11:30 AM

South County Public Library

6303 Merriman Road, Roanoke, VA 24018

### Are you looking for new sales growth markets?

If so, this FREE workshop is for you! Discover the opportunities and steps to connecting to Virginia's \$8 billion state government market and the larger federal market. Learn how to run reports to identify agency targets, spend history, and how to get registered with the state and federal government and steps towards SWAM certification.

Advanced Registration Required at <https://www.sbsd.virginia.gov/events/selling-to-the-government-roanoke-virginia/> or call 540-772-2069 or 540-853-1694.



## TRAINING & EVENTS



### Virginia Western Community College

Welcomes author **Diane Mulcahy**, nationally recognized expert on the Gig Economy and the nation's changing workforce, in a free presentation.

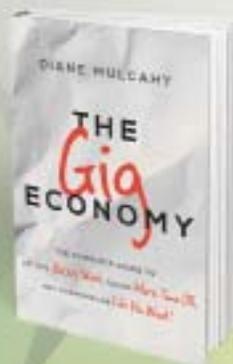
MONDAY, MARCH 5<sup>TH</sup>

6 PM - 7:15 PM › PRESENTATION AND Q&A  
7:15 PM - 8 PM › BOOK SIGNING



**WHITMAN THEATER**  
AT VIRGINIA WESTERN COMMUNITY COLLEGE

**TO RSVP, VISIT**  
[WWW.VIRGINIAWESTERN.EDU/STARTUP](http://WWW.VIRGINIAWESTERN.EDU/STARTUP)



Diane Mulcahy

Author of **"The Gig Economy: The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want."** Five years ago, she created and commenced teaching an MBA class on the gig economy at Babson College, where she is an adjunct lecturer. The class has been recognized by Forbes as one of the Top 10 Most Innovative Business School Classes in the U.S.

## TRAINING & EVENTS

### Entrepreneurial Mindset: Gig Economy Course



**Begins › March 13 (for 8 consecutive Tuesday nights)  
5:30 PM to 7:30 PM**

This course will enable you to "bootstrap" your way into a successful business rather than undertaking significant financial risk. You'll learn to identify problems, find solutions and make customer connections. It's ideal for anyone seeking to:

- › Transition from employee to independent worker
- › Explore entrepreneurship as a pre-retirement transition
- › Earn extra money while maintaining your current job
- › Transition from unemployed to self-employed
- › Use your skills, talents and interests to discover your entrepreneurial path

**Cost** \$300.00 per student

but thanks to assistance from a Virginia Building Entrepreneurial Economies grant, your final cost could only be \$25.00

**Ready to apply?** Deadline: February 20, 2018

**For more info** [viriniawestern.edu/startup](http://viriniawestern.edu/startup)



## TRAINING & EVENTS



# Entrepreneur Express Seminar

**MARCH 20 -- 9 AM - 12 PM**

**South County Public Library  
6303 Merriman Road  
Roanoke, VA 24018**

Accessing resources is crucial for a small business to start and grow. But in these challenging economic times finding financing, new customers/markets and accessing help within state and federal government can be difficult. This workshop is geared towards connecting small business owners as well as those who are thinking about becoming entrepreneurs, with programs and resources to help move their plans forward.



**Advanced registration required at:  
<http://www.vastartup.org/blog/events/roanoke-regional-entrepreneur-express-workshop>**

IF YOU HAVE QUESTION OR REQUIRE ADDITIONAL INFORMATION, CONTACT LISA SOLTIS AT THE CITY OF ROANOKE ECONOMIC DEVELOPMENT AT 540-853-1694 OR JESSICA FINTEL WITH ROANOKE COUNTY ECONOMIC DEVELOPMENT AT 540-772-2185.

## TRAINING & EVENTS



GET TRAINED. GET CERTIFIED.  
**GET TO WORK.**



**Virginia Western Community College's Workforce Programs**  
provide skills and credentials in a format to meet your career pathway!

Register now: <https://virginiawestern.augusoft.net/>

**WE HAVE FUNDING ASSISTANCE  
QUESTIONS? Call us at 540-857-6076**

### BUSINESS COURSES

- Project Management Professional (PMP) Exam Prep
- SHRM Exam Prep
- Teacher – Career Switcher Program

### ENTREPRENEURSHIP

- Entrepreneurial Mindset: Gig Economy Edition
- Fab Lab at VWCC – Introductory classes in CAD, Laser Cutting and 3-D Printing

### HEALTHCARE

- Clinical Medical Assistant
- Medical Administrative Assistant (CMAA)
- Medical Billing Specialist
- Pharmacy Technician

### MANUFACTURING

- Basic Manufacturing Skills (stand alone or part of Industrial Maintenance Technician Program)
- Machining – Milling and Turning and coming soon: Machining Fundamentals
- Industrial Maintenance Technician Program – Basic Manufacturing Skills, Manufacturing Maintenance and two Welding classes, FCAW and GMAW
- Welding – FCAW and GMAW

### PROFESSIONAL DEVELOPMENT

- Basic Contractor's Licensing
- Dental X-Ray

### TRANSPORTATION

- Commercial Driver's License (CDL-A)
- Motorcycle 3 wheel experienced rider
- Motorcycle Experienced Rider

VIRGINIA WESTERN  
WORKFORCE SOLUTIONS  
YOUR KEY TO SUCCESS

# Restaurant Week March 5 - 11



Williamson Road Area  
Business Association

**Celebrate Williamson Road's Diverse Cuisine!**

Visit [wraba.org](http://wraba.org) for participating restaurants



## 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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Department of  
Economic  
Development  
is on Facebook!  
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>



## 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.

## Renovation/Reuse Opportunity Former Fishburn Park Caretaker's Home Proposal Deadline: March 30, 2018 at 4:00 p.m.



An approximate 0.75 acre portion of property including a former caretaker's cottage is available for renovation and reuse opportunities. The property, located at 2424 Brambleton Ave., S.W. (Tax Map Number 1470301), is adjacent to the entrance of Fishburn Park along the Murray Run Greenway which extends from Grandin Road to Colonial Avenue. A portion of the cottage was built in the late 1820's and the City of Roanoke has owned the property since 1925.

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

### How to Propose:

Proposals for the property must contain the following elements and be accompanied by the required Surplus Property Sale Proposal and Signature Form available on the Department of Economic Development website at "Available Properties" and listed as "Former Fishburn Park Caretaker's Home."

- Business Plan outlining the intended use of the property and proposed financing of its renovation/reuse. The plan must include the location and size of any proposed buildings and a renovation timeline for the existing cottage from the initial due diligence period to the completion of the project
- Renovation/Reuse plan outlining proposed physical improvements to the cottage and proposed actions to retain/restore character defining architectural features of the cottage
- Description of the qualifications and experience of the proposer and developer
- Other proposed conditions and/or contingencies associated with the project

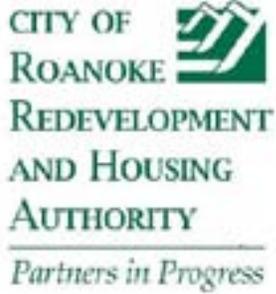
The proposer will be contacted after sufficient time for staff review.

Please submit your written proposal to:

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

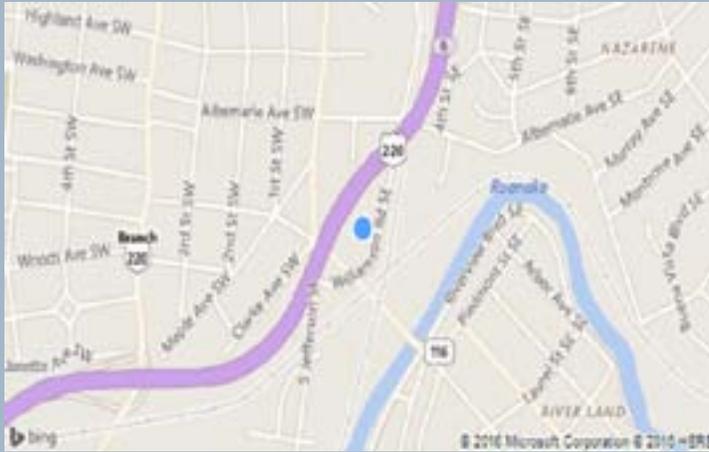
Or by email to: [econdevl@roanokeva.gov](mailto:econdevl@roanokeva.gov)

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.

