

# BizNews



## Passenger Traffic Continues to Grow at ROA *November traffic was up 12.1% year over year at the Roanoke-Blacksburg Regional Airport as 2018 continues the trend of strong traffic growth.*

The Roanoke-Blacksburg Regional Airport continues to see 2018 traffic increase with November traffic up 12.1% on a year over year basis. November 2018 saw 60,708 passengers fly via ROA compared to 54,143 in November of 2017 an increase of 6,565 passengers.

Strong community support, an improved regional economy and airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016. Year to date 2018 traffic is up 7.4% versus 2017, which equates to 42,170 more passengers. At this pace, the airport is on track to have its busiest year since 2007.

“We are pleased to see this positive trend continue into the fall of 2018, especially given our strong traffic numbers in 2016 and 2017,” stated Timothy T. Bradshaw, A.A.E., executive director of the Roanoke Regional Airport Commission. “Passenger demand is a critical factor when speaking with airlines regarding improving and increasing air service to our region. Our customers are using our existing air service and the carriers have taken note. We appreciate the support of our community choosing to fly ROA. Between our traffic growth and Small Community Air Service grant we are hopeful of obtaining additional air service”.

The Commission continually works with the airlines to improve reliability, reduce airfare and upgrade equipment serving the region. This has played a significant role in the increase of passengers using the airport. The commission sincerely thanks our customers for choosing to fly ROA.

The Roanoke-Blacksburg Regional Airport is the primary airport for Virginia’s Blue Ridge and the New River Valley. ROA serves over 616,000 passengers per year via 4 airlines (American Airlines, Delta Airlines, United Airlines, and Allegiant Air) with nonstop service to 6 hub cities (Atlanta, Charlotte, Chicago, New York LaGuardia, Philadelphia, and Washington Dulles) as well as weekly flights to Orlando Sanford International Airport and St. Pete-Clearwater International Airport.

To learn more about the Roanoke-Blacksburg Regional Airport, please visit [www.flyroa.com](http://www.flyroa.com).



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## Maury Strauss Distinguished Public Lectures Gear Up at The Fralin Biomedical Research Institute

*Make your 2019 plans to attend these lectures by nationally renowned experts!*

The Fralin Biomedical Research Institute Maury Strauss Distinguished Public Lecture Series brings nationally renowned experts to Roanoke. The free public lectures are open to members of the general public as well as to Virginia Tech and Carilion faculty, students, and staff.

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

Maury Strauss, a Roanoke businessman and a longtime community benefactor, has made a \$1 million gift to the Virginia Tech Carilion Research Institute to support the VTCRI’s Distinguished Public Lecture series — the institute’s hallmark outreach event.



Maury Strauss

### ***Upcoming lectures free to the public include the following:***

*Socioeconomic Status and Brain Development: From Science to Policy*

Event will be held January 24, 2019, 5:30 p.m. at

Fralin Biomedical Research Institute

Martha J. Farah, Ph.D.

Walter H. Annenberg Professor in Natural Sciences

Professor of Psychology

Director of the Center for Neuroscience & Society

University of Pennsylvania



Martha J. Farah, Ph.D.



Eric Ravussin, Ph.D.

*Effects of Caloric Restriction on Aging and Longevity*

Event will be held January 31, 2019, 5:30 p.m. at

Fralin Biomedical Research Institute

Eric Ravussin, Ph.D.

Boyd Professor

Associate Executive Director for Clinical Sciences

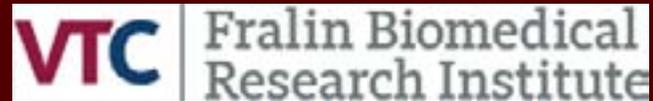
Douglas L. Gordon Chair in Diabetes and Metabolism

Director of the Nutrition Obesity Research Center

Pennington Biomedical Research Center

Louisiana State University

## Research in Roanoke ~ continued from Page 2



Tentative title: *The Age of Sustainable Development*

Event will be held February 21, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

Jeffrey D. Sachs, Ph.D.

Director of The Earth Institute

Quetelet Professor of Sustainable Development

Professor of Health Policy and Management

Columbia University

Special Advisor to the United Nations Secretary-General on the Millennium Development Goals

Director of the UN Sustainable Development Solutions Network



Jeffrey D. Sachs, Ph.D.



*Molecular Studies in Renal Cell Carcinoma*

Event will be held February 28, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

W. Kimryn Rathmell, M.D., Ph.D.

Cornelius A. Craig Professor, Department of Medicine and Biochemistry

Director, Division of Hematology and Oncology, Vanderbilt-Ingram Cancer Center

Vanderbilt University Medical Center

W. Kimryn Rathmell, M.D., Ph.D.

*Strengthening the Disaster Resilience of Academic Research Communities*

Event will be held March 28, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

Georges C. Benjamin, M.D.

Executive Director

American Public Health Association



Georges C. Benjamin, M.D.



*The Age of Living Machines: How the Convergence of Biology and Engineering Will Build the Next Technology Revolution*

Event will be held April 18, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

Susan Hockfield, Ph.D.

President Emerita

Professor of Neuroscience

Massachusetts Institute of Technology

Susan Hockfield, Ph.D.

*Understanding, treating, and preventing addiction: what would animals do?*

Event will be held April 25, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

Marilyn Carroll, Ph.D.

Professor of Psychiatry

University of Minnesota



Marilyn Carroll, Ph.D.



*Tentative Title: Revitalizing Translational Psychiatry*

Event will be held May 23, 2019, 5:30 p.m. at Fralin Biomedical Research Institute

Steven E. Hyman, M.D.

Director of the Stanley Center for Psychiatry Research

Broad Institute of MIT and Harvard University

Distinguished Service Professor of Stem Cell and Regenerative Biology

Harvard University

Steven E. Hyman, M.D.



## Myths about the Roanoke-Blacksburg Regional Airport

Sasquatch, vampires, unicorns; they all share one common trait. They're all fantasy. And yet, myths have developed over centuries to explain their fictitious existence.

Unlike the fantastical tales that explain these well-known fantasies, myths about the Roanoke-Blacksburg Regional Airport will never achieve Dracula status. But in the valley that we call home, they have been passed from person to person with enough passion to blur the line between make-believe and reality.

And we're here to set the record straight.

1. -The airport determines fares and destinations.

Myth! Airlines, and airlines alone, set fares and flight schedules. Commission staff are in constant communication with airlines advocating for additional services, new destinations, and lower fares, but in the end the airline makes the decision.

2. -The airport refuses to invest the money required to attract new low fare airlines.

Myth! Because the airport receives federal funds for airport projects such as runway and taxiway improvements, the Commission is prohibited from giving money to airlines in return for service.

3. -Airlines cancel flights at ROA because the planes are not full.

Myth! Flights at ROA travel to and from a hub airport. Planes will make the trip regardless of how many seats are filled to transport the aircraft and crew to their next destination.

4. -ROA flights are expensive because the airport charges airlines too much.

Myth! Airlines alone determine what to charge for their services. As a commission, we are not supported by city or county tax revenue. Our fees are kept as low as possible to cover our expenses and are in line with similar airports in the region.

5. -If Roanoke and Lynchburg would have joined forces and built a regional airport in Bedford, we would have better air service.

Myth! Air service is driven by demand and demand is a function of population density. In the Roanoke/Bedford/Lynchburg region the combined population is still less than half of Greensboro, NC, the next largest airport in the region. Showing carriers there is demand for their product is the best way to increase air service.

6. -The runways are too short for large planes to land here.

Myth! While it's true that you won't see an Airbus 380 double-decker landing at ROA any time soon, residents have witnessed Air Force One, a Boeing 747, performing touch-and-goes from time to time. Each airline has its own unique fleet of aircraft and routes. Airlines examine demand and choose the appropriately sized plane for the market. Large aircraft currently serving our region include the MD80, A300, A320, and 757.

7. -Roanoke City controls the airport commission and is funded by tax dollars.

Myth! The five-member commission is appointed by the City and County however, the Roanoke Regional Airport Commission is an independent governing body and has been since 1987. The Commission receives no funding from the City or County and must generate its own operating revenue.

8. -ROA missed the opportunity to become a major hub.

Myth! Decades ago, Piedmont had considered making ROA its hub, but true to form of any major airline, its decision to locate in Charlotte instead was purely a business decision based on the size of the market.

9. -Airport employees fly for free, so why would they care how much a flight costs.

Myth! Only airline employees are eligible to receive free flights. Similar to the owner of a mall, the Commission rents space to airlines and other tenants, such as restaurants and the gift shop. Mall employees do not receive free clothing from Hot Topic. And Roanoke Regional Airport Commission employees do not receive free flights.

10. -Kissing in front of the airport is strictly prohibited and vigorously enforced.

Myth! Okay. This one is a shameless plug for our Kiss & Fly zone. You got us.

To learn more about the Roanoke-Blacksburg Regional Airport, please visit [www.flyroa.com](http://www.flyroa.com).



## Siemens Mobility awarded \$850 million contract for 75 new Tier 4 locomotives and associated services

With demand for Amtrak service at record levels, Amtrak will acquire new mainline passenger diesel locomotives from Siemens Mobility to replace its aging National Network locomotive fleet. These initial 75 locomotives will be used principally for Amtrak's Long Distance train service, with options to purchase more, for use on some State Supported routes and for future growth.

"These new locomotives will offer increased reliability, more hauling power, improved safety features and lower emissions," said Amtrak President & CEO Richard Anderson.

"Siemens Mobility is honored and grateful to Amtrak for this opportunity to assist Amtrak in their mission to provide safe, world-class, environmentally conscious technology for their long-distance services," said Michael Cahill, president of Siemens Mobility's North America rolling stock business.

The new locomotives will offer the latest safety systems including Crash Energy Management and Positive Train Control. Capable of speeds up to 125 MPH, the locomotives will have 4,400 horsepower capable 16-cylinder Cummins QSK95 diesel engines with modern control systems and Alternating Current (AC) propulsion. The diesel engine will come equipped with the latest Tier 4 emissions technology, reducing nitrogen oxide by over 89 percent and particulate matter by 95 percent, and provide an average of 10 percent savings in diesel fuel consumption.

Delivery of the new locomotives will begin in summer 2021, with passenger service beginning in fall 2021. They will power trains used on the Auto Train, California Zephyr, Capitol Limited, Cardinal, City of New Orleans, Coast Starlight, Crescent, Empire Builder, Lake Shore Limited, Palmetto, Silver Meteor, Silver Star, Southwest Chief, Sunset Limited and Texas Eagle. All locomotives are expected to be in service by 2024. Maintenance activities across the network will be supported by a supplemental multiyear Technical Support Spares Supply Agreement (TSSSA).

Amtrak is paying for the new locomotives through available funds and will comply with Buy American provisions. They will be built at Siemens Mobility's rail manufacturing plant in Sacramento, California, a facility which uses solar power and employs more than 1,300 people.

Siemens Mobility has established a robust and diverse base of U.S. suppliers across the country to support the production of its current Charger diesel locomotives, including Cummins, which manufactures its engines in its Seymour, Indiana, facility.

Siemens Mobility's Charger locomotives are currently operating in several state-supported Amtrak routes in California, Illinois, Wisconsin, Missouri, Michigan, and Washington.

The new locomotives will primarily replace the aging Amtrak P40 and P42 locomotives, some of which have been in service for more than 25 years.

The new locomotives are part of Amtrak's long-term planned series of improvements for fleet, infrastructure and stations. Other modern equipment includes new Acela trainsets arriving in 2021 and ongoing improvements continue at New York Penn Station and new construction at Moynihan Train Hall, in addition to expanded development of the major stations at Chicago, Washington, D.C., Baltimore and Philadelphia.

To learn more about Amtrak, visit <https://www.amtrak.com>.



## Spotlight on Business ~

### Hailey Putting a New Spin on an Old Concept *Roanoke Boutique Hotel designed with outdoor enthusiasts in mind*

Bed & Breakfast lodging is much older than America itself. In Ancient Europe, travellers simply happened upon a residence along their way and paid a few pence to stay the night. Inns are believed to be as old as the Roman roads, which began to cut into the European landscape 2,000 years ago. As soon as people began to travel, they needed a place to eat and sleep along their journey. Inns provided communal space for the fellowship of strangers, usually a large kitchen, food and comfortable bedding.

For literary buffs, arguably, the most celebrated inn is London's The Tabard, made infamous by Chaucer's Canterbury Tales. The stopover for a diverse travelling crowd of both ruffians and Christian pilgrims, just its surviving foundation still draws tourists, anxious to see where 14th century weary adventurers would break bread and weave their yarns of epic quests.

In Roanoke's Old Southwest neighborhood, several inns pay homage to travelers of old by replicating the European style of lodging that many find more comforting and welcoming than modern hotel chains. As much as corporate hotel businesses try to mimic the communal lodging style of the ancient inn, none can truly live up to the real deal, with its welcoming innkeeper, communal familial table, and residential setting.



*Roanoke Boutique Hotel located at 539 Day Avenue in the Old Southwest neighborhood.*

Long-time Roanoke resident Diane Hailey recently opened Roanoke Boutique Hotel on Old Southwest's Day Avenue, to help usher in a new generation of travellers to the bed and breakfast scene. "For a long time, bed & breakfasts have been stuck in the Victorian Era, and I tried to create an atmosphere that harkened back further to ancient times, while welcoming the young and young at heart," explains Hailey. The small B&B has two king guest suites and can host small day events as well.

To architecturally reach the vibe she wanted, she purchased one of the downtown neighborhood's only structural brick houses. The most striking architectural element in her Italianate-style home is the vast square footage of brick she uncovered from beneath 125 years of "horse hair plaster." Due to an almost overwhelming amount of exposed brick, visitors are pleasantly surprised by the rustic Old World atmosphere. "It feels like a Continental bistro in my kitchen and that's the design and feeling I wanted," she says. "It kinda feels like you've walked into a bar on Bourbon Street, with a modern twist," she explains.

Her travellers don't ride horses into town, but many are likely to bring along their mountain bikes. "I'm open and welcoming to all travellers, but I designed my house to suit the outdoor enthusiasts out there who want to bring their bikes and gear along," she explains. Outdoor travellers aren't always welcome to bring mountain bikes and dirty bags into hotel rooms, but Hailey allows outdoor gear of all types. "There's really no way to fully enjoy Roanoke's outdoor scene without getting dirty and sweaty, and not every innkeeper is amenable to allowing the mess into their space. I created a bike wash and cedar-lined outdoor shower to help alleviate the dirt people pick up when they're out there having a good time," Hailey explains.



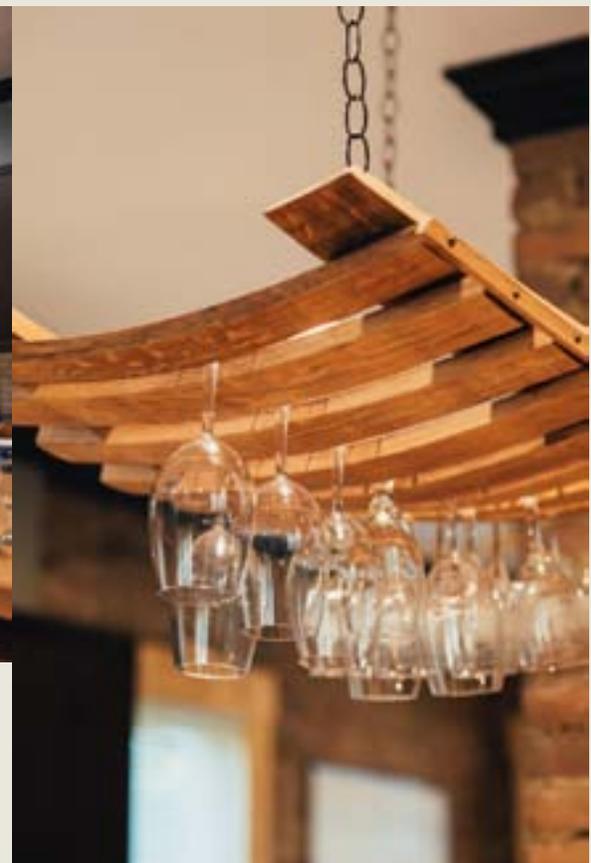
*continued on Page 7*

## Spotlight on Business ~ ~ continued from Page 6

Design features she incorporated early on in the design of the house help her as an innkeeper for outdoorsy athletes. “Probably the best decisions I made were the on-demand water heater and 17-foot kitchen island,” she says. Hardwood and ceramic tile flooring and a minimalist decorating theme didn’t hurt either. “I can keep the house clean and fresh without doing a lot of dusting and fussing over antiques,” she explains. The home is rustic enough to feel like home for trail-weary guests, but modern enough to have all the comforts of a luxury home.

Hailey knows a lot about being trail-weary. She is both an avid hiker and a USFS Class B-certified Sawyer as an Appalachian Trail maintainer. “I help maintain a 6-mile section with two other Roanokers, Bruce Agnew and Mark Farrell. Between the three of us, our stretch of trail on Sinking Creek Mountain in Craig County stays clean and passable for hikers,” she explains. Area trail fans might also remember an epic hike she tackled in 2016, when she and a friend decided to hike the entire Triple Crown (Dragon’s Tooth, McAfee Knob, Tinker Cliffs) in one day - a roughly 30-mile journey. The quest was chronicled in The Roanoke Times and was one of that year’s most popular Photo Galleries. [https://www.roanoke.com/photo/a-strenuous-summer-solstice-hike/collection\\_47769f4c-81ac-5a56-b645-f627ea43997b.html](https://www.roanoke.com/photo/a-strenuous-summer-solstice-hike/collection_47769f4c-81ac-5a56-b645-f627ea43997b.html)

“One of my favorite parts of owning a Roanoke bed and breakfast is helping people find our outdoor amenities and trails,” she says. “When guests are leaving and say ‘We’ll be back to hike those other trails you told us about’ that’s the ultimate compliment for me,” she says. “I know I’ve done my part to show our City’s guests the southern hospitality that will bring them back.” Several Roanoke companies are taking advantage of her mid-week corporate rate to attract talent and make their visitors feel at home. “During the week, I have more business travellers who stay with me, and I help them plan trips back to Roanoke with their families. My mid-week business travellers end up being my weekend guests, as well,” she explains.





## Virginia's Blue Ridge Sports (VBR Sports) Overtime



VBR Sports, a division of Visit Virginia's Blue Ridge, launched January 2018 as a regional initiative to capture more sports tourism. The regional soccer club in Virginia's Blue Ridge adopted the VBR brand as VBR Star, formerly Roanoke Star. The club operates out of the region's newest facility, Countryside Sportsplex. A Mountain Bike Challenge took place at Carvins Cove in November as one of our newest events.

The following are notable sporting events in the City of Roanoke next quarter, with two of the events being new to Roanoke -

### January 18-19: Rock Tumble & Roll Roanoke Cheer Showcase (Berglund Center) NEW

Join us for our Season Allstar Cheerleading opener Rock Tumble & Roll Roanoke at the Berglund Center. Teams from all over the Southeast will battle to see who will take home the Grand Champion Title and the one of a kind Electric Guitar...See you on the floor

### January 19-20: Countryside Futsal Cup (Countryside Sportsplex)

VBR Star Soccer Club invites you to participate in the Countryside Futsal Cup located in the beautiful Blue Ridge mountains of Southwest Virginia!

The Countryside Futsal Cup will be a qualifier for the Virginia State Futsal Championship!

The Virginia State Futsal Championship is the only pathway to Regional and National Championship!

All games will be held in the Roanoke Valley and hosted at our NEW sportsplex!

\*\*For local attractions go to VisitRoanokeVA

Sanctioned by Virginia Youth Soccer Association (VYSA)

All teams must be registered affiliates with Virginia Futsal or other state futsal player passes (along with permission to travel). These will need to be presented at team check-in.



*Countryside Sportsplex*

### March 8-9: The 2019 NCAA® DIII Wrestling Championships (Berglund Center) NEW

Hosted by Ferrum College and will take place inside The Berglund Center March 8-9.

The mission of Virginia's Blue Ridge Sports is to enhance the quality of life and economy of Virginia's Blue Ridge by being the leader in promoting and hosting youth, amateur, collegiate and professional sporting events.

We are fortunate to live in a region that shares passion and community pride from volunteers, participants, and fans. Virginia's Blue Ridge is the perfect place to host your next sporting event.

## Featured BizLink Opportunity Zones

Opportunity Zones are a community development program established by the United States Congress as a part of the Tax Cuts and Jobs Act of 2017. Designed to encourage long-term private investments in low-income communities, the program provides a federal tax incentive for taxpayers who reinvest unrealized capital gains into "Opportunity Funds," which are specialized vehicles dedicated to investing in low-income areas called "Opportunity Zones."

Designated zones are to be comprised of low-income community census tracts and designated by governors in every state. Approximately 24% (212 out of 901) of eligible tracts within the Commonwealth of Virginia received this designation in April 2018. The final designated Opportunity Zones also reflect proportionality at the GO Virginia region, Economic Development Organization sub-region and at the locality levels.

The rules associated with qualification of Opportunity Investment Funds and Qualified Opportunity Investments will be written at the federal level and are expected to be formalized later this calendar year. More information will become available in the coming months at Treasury.gov and IRS.gov. To learn more, visit:

<http://bizroanoke.com/Start,-Locate,-Expand/Incentive-Programs/Opportunity-Zones.aspx>

## ~Business Bits

# Creating a Personal Brand



This month, we'll take the focus away from company and place it on ourselves. What is a personal brand? Do you need one? Do you already have one? Well, you DO have a personal brand, whether you know it or not! Your goal should be to make it intentional and consistent.

There are five areas in your personal brand. When you are sending the same message in all five areas, you are being consistent. When you are sending the same message in all five areas that you meant to send, you are being intentional.

Let's look at the five areas of personal brand.

### Area 1: Environment

Your environment consists of the areas around you over which you have some control, such as your home, car, and office. Is your home welcoming, messy, organized, sparse, cluttered? Is your car sporty, reliable, neat, have a lot of stickers, colorful? Is your office full of plants, clean, messy, photos of friends/family? Typically, these areas all have the same "vibe" and others pick up on that vibe. Yes, we all have our busy and messy times, but if you are in a normal period, how would you describe your environment and are you consistent across environments?

### Area 2: Electronic

What is your personal email? Think [Lesa.Hanlin@microsoft.com](mailto:Lesa.Hanlin@microsoft.com) vs. [ready4sun@hotmail.com](mailto:ready4sun@hotmail.com). What does your headshot look like? Is it professional or casual? What first reaction does it give and is that your intention? People will google you. Google yourself! What are your social media settings?

### Area 3: Auditory

Sometimes this area of personal branding is overlooked. Be aware of the tone of voice you are using by default. You may speak passionately, quietly, angrily, hastily, or loud. Do you fill your speech with sarcasm or over use words such as like, um, you know, right, or whatever?

### Area 4: Print

While this area is often underutilized, be sure business cards, stationery and the like are also speaking to the brand you wish to create.

### Area 5: Physical

Overall are you neat, clean, ironed? Do you make an effort to look professional every day? How do you go to the grocery store? Yes! After hours are part of your brand too!

Personal branding is an active process. It's the message, intentional or unintentional, that you are sending to the world. For your career and personal success, pay attention to the five branding areas, make adjustments to be more intentional, and create a consistent, powerful personal brand for yourself. You'll be glad you devoted the time!

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



## TRAINING & EVENTS

REGIONAL  
STAR TANK  
SUMMIT

JANUARY  
16-17  
2019

For more information, visit:  
[www.roanokestartank.com](http://www.roanokestartank.com)



STAR  
TANK

# SAVE THE DATE

## TRAINING & EVENTS



### Global Risk Mitigation & Financing

*January 25, 2019*

*9 am - Noon*

*A free 3-hour interactive session on protecting your organization's balance sheet, employees, and reputation during expansion*

As organizations enter into new markets, global risk mitigation sometimes ignored. This session will focus on how firms can protect themselves through procedures and employee training while understanding the product and other liability laws in foreign markets, and using risk transfer tools like insurance to protect the organization's bottom line.

Items to be discussed include:

- *Liability laws and how they differ between markets*
- *How to ensure the safety and health of traveling staff and/or overseas employees*
- *Ways to avoid uncovered insurance claims and/or taxes related to insurance claims payments*
  - *Resources available to your business from VEDP*

South County Library  
6303 Merriman Road

To register, visit <https://www.eventbrite.com/o/vedp-international-trade-in-collaboration-with-city-of-roanoke-amp-roanoke-county-economic-development-offices-18394838790>

For questions, call Lisa Soltis at 540.853.1694.

## STEM-H Career Summit & Employment Fair

### Virginia Western Community College

#### WHEN

Friday, January 25, 2019

#### WHAT

STEM-H Summit  
For High School &  
Undecided VWCC Students:  
10:00 a.m. – 12:30 p.m.

Employment Fair for  
VWCC Students & Alumni:  
12:30 – 2:30 p.m.

#### WHERE

Virginia Western  
Fralin Center  
Health Professions Building,  
Room HP208/210 and the  
VWCC Gymnasium

#### REGISTRATION INFO

Cost: \$35

#### CONTACT

**Terry Drumheller**

**School of STEM**

540-857-6366

[ttdrumheller@virginiawestern.edu](mailto:ttdrumheller@virginiawestern.edu)

#### Visit us online at

[http://www.virginiawestern.edu/  
academics/stem/techsummit.php](http://www.virginiawestern.edu/academics/stem/techsummit.php)

Engineering  
Mechatronics  
Electrical  
Mechanical  
Energy Mgmt  
Architectural/Civic  
CAD  
Industrial Maintenance  
Transportation



Information Technology  
Network & Security  
Database/Programming  
Web Design/  
Programming  
HVAC  
Welding  
Automotive Analysis  
Cyber Security



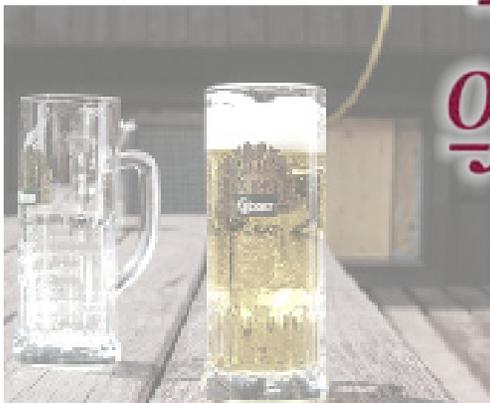
Horticulture  
Water & Wastewater  
Culinary  
Exercise Science  
Wellness  
Mathematics  
Accounting  
Science  
Environmental



Nursing-RN, LPN, CNA  
Radiography  
Phlebotomy  
Veterinary  
Dental Hygiene  
Surgical Tech  
Radiation Oncology  
Pharmacy Technician

### Benefits to Employers

- Contribute to building a quality Skilled Workforce Pipeline
- Access Qualified Candidates with in-demand skills
- Maximize recruiting for immediate and future needs
- Screen candidates and collect resumes for applicant pools
- Engage with diverse students and graduates
- Increase company visibility on campus
- Continental breakfast, lunch, and wireless access during the event
- On-site set-up assistance



## Business of Brewing

JAN. 28-FEB. 1, 2019  
Roanoke, Virginia



Like us on Facebook!  
[facebook.com/buildabrewery](https://facebook.com/buildabrewery)



Business of Brewing is a 5-day workshop designed for brewers, entrepreneurs and connoisseurs who wish to understand the logistics of opening a craft brewery.

**“THIS PROGRAM SHOULD BE YOUR FIRST INVESTMENT IN BECOMING A COMMERCIAL BREWER.”**  
-2018 Course Participant

**GET TO BUSINESS**  
Learn more and register online at  
[www.cpe.vt.edu/beer](http://www.cpe.vt.edu/beer)



OUTREACH & INTERNATIONAL AFFAIRS:  
VIRGINIA TECH.

CENTER FOR ORGANIZATIONAL AND  
TECHNOLOGICAL ADVANCEMENT

## FACTS & SNACKS

@ the Virginia Tech Roanoke Center

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

01.31.2019 | 3-4 P.M.

### Powerful Tools from the Arts: Developing Communication Skills

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

If you think of effective communication in terms of putting a final polish on your presentation slides, you're missing most of what makes real communication and connection possible.

At Virginia Tech's Center for Communicating Science, we use tools and practices from the theatre arts to help people discover and develop their abilities to listen, focus, attend to their audiences, use awareness of body language and find the essence of what they need to communicate. Come play with us!

This event is at NO COST, but seating is limited. Email Martha Franklin at [mpfrankl@vt.edu](mailto:mpfrankl@vt.edu) to reserve your spot by 01.28.2019. Free parking for the first 20 registrants!

#### Coming up:

Improving our Relationship with Food & our Bodies | Feb. 14, 3-4 p.m.

Fifth Annual Gauntlet Business Program & Competition Coming in February  
*Entrepreneurs invited to participate!*

## CALLING ALL ENTREPRENEURS

IT'S TIME TO GET IN GEAR!



# THE GAUNTLET

*Virginia's Largest Business Program & Competition*

The Advancement Foundation invites all entrepreneurs wanting to start or expand their business in Roanoke City, Roanoke County, Botetourt County, Salem, and the Alleghany Highlands to register for the 5th Annual Gauntlet Business Program & Competition starting February 5, 2019! If you want to learn about starting a business and entrepreneurship, or if you have an existing business and would like to expand, consider joining The Gauntlet Business Program by visiting [www.TheAdvancementFoundation.org](http://www.TheAdvancementFoundation.org) to complete the easy online registration.

This year the Gauntlet Program introduces the new Two-Track Business Program for Main Street and High Growth businesses. Classes will include business training, mentorship, research assistance, marketing, customer retention, and scaling strategies. Anyone can participate in the Gauntlet classes, any age and skill level, and then at the end of the program you will have the option to compete to win over \$200,000 cash and prizes for your business! Classes will be held once a week for 10 weeks, every Tuesday starting February 5, 2019, \$45 a month, from 6:00 pm - 7:30 pm, class location is your choice at either the Vinton War Memorial, The Humble Hive in NW Roanoke City, or Dabney S. Lancaster Community College in Clifton Forge. Please contact [Kathleen@TheAdvancementFoundation.org](mailto:Kathleen@TheAdvancementFoundation.org) for more information. Gear Up for the 5th Annual Gauntlet!

The Advancement Foundation creates opportunities for dynamic community development by facilitating opportunities that empower citizens. TAF initiates, develops, and coordinates strategic action across all sectors of the community (nonprofits, business, government, and civic) in order to engage all citizens in transformative outcomes.

A key goal is to create cluster-focused business incubators that align strategically with economic development plans. Cluster-focused incubators help to create critical mass of interconnected businesses, thereby helping local clusters thrive. ICIC Studies demonstrate these clusters grow three times faster. TAF's clusters provide budding entrepreneurs and emerging firms with mentoring and access to extensive networks and resources!

## TRAINING & EVENTS

Virginia Tech Roanoke Center

# OPIOID DATATHON

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

**February 22-23, 2019**

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

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

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

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

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

Visit [www.vtrc.vt.edu/datathon](http://www.vtrc.vt.edu/datathon) for information and registration.



For questions, contact  
Dave Conners, Regional Outreach Program Manager  
[dconnersvt.edu](mailto:dconnersvt.edu) | (540) 767-6145

### Thank you to our community partners and sponsors



## TRAINING & EVENTS



# implementing **LEAN** the lean conference

**Feb. 26-28, 2019**

at The Hotel Roanoke  
& Conference Center

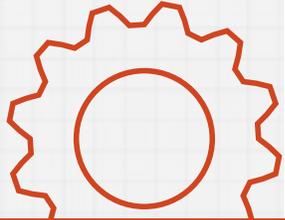
Implementing Lean is an annual cross industry conference hosted by the Virginia Tech Roanoke Center. Speakers share knowledge about implementing lean principles, changing culture, tackling leadership challenges and implementing continuous improvement projects.

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

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



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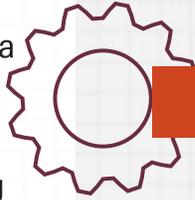
### NEW this year!

#### Pre-Conference:

Volvo Plant Tour

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

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



### Schedule

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

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

### Registration

Register online at:  
[www.cpe.vt.edu/ilean](http://www.cpe.vt.edu/ilean)



## Commercial Property for Sale \$299,000



Approximately 1.09 acres located on Blue Hills Drive are available for sale and commercial development. The parcel (Lot 6) is located at the entrance to The Roanoke Centre for Industry and Technology (RCIT), just off of Orange Avenue (north side of Route 460). The Roanoke City Tax Parcels #7160118, #7160119 and #7160120 are zoned Commercial-General (conditional), are level and suitable for office or commercial use. Public utilities are available and the listing agent can provide information regarding the Blue Hills Concept Plan.

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

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

For more information, contact:  
Thomas S. Turner Property Listings  
Senior Associate Broker  
Hall Associates, Inc.  
112 Kirk Avenue, S.W.  
Roanoke, VA 24011  
(540) 857-5858 or [tsturner@rev.net](mailto:tsturner@rev.net)

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## Check it Out! City Owned Available Property

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

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

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