

BizNews

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The new Designer Shoe Warehouse "DSW" located at 1920 Valley View Blvd in Roanoke.

Roanokers get ready!

The long awaited Designer Shoe Warehouse "DWS" has opened in Roanoke and is filled with a large assortment of brand name and designer shoes and accessories all arranged for a convenient, self-service experience. For women, there are sneakers, athletic shoes, boots, and pumps. For men, oxfords, boots, sneakers, and athletic shoes are available in many brands and styles. And, there is a great assortment for kids, to include sneakers, dress shoes, and boots. At DSW, you'll find many of your favorite brands - Toms, Keds, Franco Sarto, Kate Spade and more.

The new DSW at 1920 Valley View Blvd carries an impressive assortment of men's, women's and kid's accessories like bags, hats, scarves, jewelry, socks, and more.

DSW's associates are really friendly and always ready to assist with finding more styles, sizes, and colors. Customers are also encouraged to join the DSW Rewards Program to earn certificates, birthday surprises, early shopping access and more.

DSW Inc. is a leading branded shoes and accessories retailer and a welcomed addition to the Roanoke retail mix. As of April 3, 2018, DSW operated 515 stores in 44 states and operates an e-commerce site, <http://www.dsw.com>, and a mobile website, <http://m.dsw.com>. DSW also supplies footwear to 290 leased locations in the United States.

To learn more and to view DSW's full assortment digitally, visit dsw.com.

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Spotlight on Business ~ The Ever Collection The Sunglass Brand for Everyone

The Ever Collection opened its doors in January of this year at Valley View Mall in Roanoke. With a team of 4 full-time and 1 part-time employee, Ever specializes in durable and stylish fashion-forward selections. "We are the sunglass brand for everyone," is their mantra.

If you visit the kiosk, there is a good chance you will meet Co-Founder and Lead Designer of Ever, Khristian Michael. He is the man behind the brand. A New York native, Khristian relocated to Virginia to attend Virginia Commonwealth University where he graduated with a degree from the School of Business.

He has over a decade of experience designing luxury sunglasses for companies like Forever K. Michael, NYS Collection Jersey Shore, and Shaquille O'Neal's Dunkman Eyewear. With a background in merchandising and licensing, he was able to help forge vendor partnerships for sunglasses in places like Dubai and London. Yet after working with several high-end brands, Khristian realized his customers needed a quality product accessible to them.

The son of a retired US Air Force veteran, Khristian has had the opportunity to engage people from all walks of life. This inspired his journey to develop the Ever Collection. He wanted to create a line to be worn by anyone – which has since become the Ever Collection's vision. So, Khristian and his team rolled up their sleeves and went to work. "Our team has spent months researching and designing frames that are both trending and practical, says Khristian. First, we contacted manufacturers here and abroad to establish the right synergy of style and quality for our products, then we began creating drafts of what we wanted to see in our stores."

The Ever Collection products vary in size, style, and color. The company integrates modern designs with the latest technology in the industry to create products which are scratch and dent resistant, repel oil and dirt and provide a great contrast to the sun. Glare impairs depth perception, distorts your view and colors, and can cause temporary blindness. Dark tinted glasses block more light than regular sunglasses but may not eliminate a harsh glare like polarized lenses. This technology is reflected in the Ever Collection's revo-coated and polarized line.

Although Khristian Michael is the company visionary, he refuses to take full credit for the launch of the company. "The strength of my company is the Ever Collection team. I work with very talented people," remarks Khristian.

Dominique Hamilton is also a co-founder of Ever Collection and is the designer and web developer who has worked with Khristian on projects for the last ten years. Today, Dominique helps Khristian manage day-to-day decision-making and leads operation strategy. He is young but has helped many entrepreneurs establish successful companies. His keen eye for detail is what makes the partnership between he and Khristian a dynamic one.

There is also Certified Apple Professional technician Keon Winston who manages the photography for the Ever Collection Brand. Keon has worked with Khristian for over a decade and like Dominique, brings the technical expertise needed to navigate the company network.

Branding and communications professional, Chaya Braxton is the Marketing and Communications lead for the company. She manages content and helps to make decisions about messaging and reach for the Ever Collection products.

"The Ever Collection team is really a family, declares Khristian. When it was time to set up the Valley View kiosk, members of the team flew into Roanoke to help and almost everyone used a hammer that day." Khristian's Dad helped to build the location in Valley View Mall, while his mom served as the project manager for the day. "There are always challenges to starting a company, but working with people who have a shared vision and vested interest makes the difference says Khristian. Since arriving in Roanoke, the Ever Collection team has made key connections that have contributed to a good start."

Roanoke has been an awesome surprise for the Ever Collection. It's really vibrant. A lot of their customers are adventurous, which seems to be a part of the fabric according to Khristian Michael. "It's a great place to do business," says Khristian who recently relocated to the Roanoke area from Richmond in February and is looking forward to what the next few years in the New River Valley Area will bring for the business.

For more information regarding the Ever Collection, visit: www.theevercollection.com.

BikeShare by RIDE Solutions Expands Beyond City Borders

Since its launch in May of 2017, the BikeShare by RIDE Solutions program has continued to expand throughout the city, creating a network of 15 stations connecting downtown Roanoke to nearby neighborhoods, activity, and commercial centers. This April, the network expanded beyond the city borders into nearby Vinton.

The new station is located at the Vinton Farmer's Market. RIDE Solutions Director Jeremy Holmes said he hopes the new station serves as an important connection between two of the valley's urban cores. At only 2.2 miles away, downtown Vinton and downtown Roanoke are an easily bikable distance apart, and the addition of the Vinton Farmer's Market Station creates easy access to destinations for those living in and around each of the vital urban cores.

Vinton Mayor Bradley Grose stated "it adds to the cool factor" of Vinton and hopes it will draw people in that may not have visited his community prior to this Bikeshare expansion.



Like most other stations in the network, the Vinton Farmer's Market station was made possible through sponsorships by local partner businesses. Sponsors benefits include branding on the bicycles and station, priority in determining a station's location, brand recognition within the Zagster app, member benefits for sponsors employees and customers, and more.

Businesses interested in becoming a BikeShare by RIDE Solutions sponsor to help grow this valuable community benefit should contact Jeremy Holmes, Director of RIDE Solutions, at 540-342-9393.

For more information on the BikeShare program and future expansion plans, visit: www.ridesolutions.org/bikeshare.





Visit Virginia's Blue Ridge Claims 8th Consecutive Year of Record Tourism Growth in 2017

Investments from the Cities of Roanoke and Salem and the Counties of Botetourt, Roanoke and Franklin as well as support from over 1,400 private industry partners, generated record impacts for tourism in 2017 for Virginia's Blue Ridge. Virginia's Blue Ridge (VBR) annual visitor spending is over \$813 million and employs nearly 8,000 full-time jobs. Visit VBR experienced record sales in hosting meetings and sporting events. Social media followers and website traffic to www.VisitVBR.com reached record views. Click [here](#) to view the *2017 Progress Report!*



Taubman Museum of Art Features New Coffee Shop *Morning Brew Coffee Company offers a great menu and great coffee!*



Morning Brew Coffee Company Ribbon-Cutting and Grand Opening was held at The Taubman Museum of Art on May 3. Pictured from (l) to (r) are Board Member Meg Carter, Councilman Bill Bestpitch, Owner Toya Jones, Museum Director Cindy Petersen and Board Member Jackie Archer.

Established in 2017, Morning Brew Coffee Company is an independent and locally owned coffee shop. The current owner of The Dojo Grill food truck and Roanoke native, Toya Jones has admitted that she comes up with some of her best ideas while sitting at coffee shops. As someone who has a deep love for coffee culture, she felt it was a great opportunity for her company, Vivid LLC, to establish Morning Brew Coffee Company. When the opportunity presented itself, relocating the business into The Taubman Museum of Art only seemed natural.

Morning Brew Coffee Company is dedicated to providing the Roanoke Valley and visitors with locally roasted craft coffee and espresso beverages, fresh fruit smoothies, delicious light fare food options and more. It will also soon offer a variety of local and domestic wine and beer options to enjoy inside of the café surrounded by beautiful natural lighting or outdoors on the spacious patio.

Toya, her fine staff and superb fare are conveniently located in the heart of downtown Roanoke occupying the café space at The Taubman Museum of Art located at 110 Salem Avenue. For one year, they have been serving their delicious coffee, tea & food offerings in their Roanoke County location and are now very excited to be partnering with The Taubman Museum of Art to join downtown Roanoke. What better way to enjoy art, than with a fresh cup of locally roasted coffee?

Morning Brew Coffee Company offers a chance to relax and refuel before and after your visit to the museum. The friendly staff is committed to providing excellent customer service to make you feel at home and to quickly become one of your favorite local spots to grab coffee and lunch.

Whether you are visiting the beautiful Star City or are a local, we encourage you to pull up a chair and stay a while. With a dedicated entrance from the outdoor patio, locals and visitors will be able to enjoy this new addition to the downtown Roanoke restaurant mix outside of museum hours. Hours are Sunday through Saturday from 7am until 5pm, with extended hours for special events. Courtesy Wi-Fi is also available.

You can stay up to date and communicate with Morning Brew Coffee Company via Facebook and Instagram. The new coffee shop also offers a variety of catering options from coffee and pastry service to heavy hors d'oeuvres menus!

Contact them at morningbrewcoffeecompany@yahoo.com for more information.

Research in Roanoke ~

VTCRI researchers join forces to improve life for children with genetic disorder



Photo: David Hungate

Stephanie DeLuca (center), director of the VTCRI Neuromotor Research Clinic, and therapist Dory Wallace (right) work with toddler Audrey Alves in this 2017 file photo.

Audrey Alves had just turned 2 when she first visited the Virginia Tech Carilion Research Institute Neuromotor Research Clinic a year ago. Unlike most toddlers her age, she struggled to sit, crawl, and communicate.

Audrey has a medical condition known as microcephaly, which causes her head, brain, and body to be smaller compared with other children. Genetic testing traced her problems to a flaw in a gene called CASK.

But after three weeks of intensive therapy at the Virginia Tech Carilion Research Institute Neuromotor Research Clinic, Audrey played with toys, was gleeful at the sound of Elmo's voice, and was intent on getting her hands on "magic beads"—which she asked for with her newfound baby sign language abilities.

Now, Audrey's accomplishments and those of two additional girls who received intensive therapy at the VTCRI Neuromotor Research Clinic based on innovative pediatric neurorehabilitation research at the VTCRI have been documented in a report published in BMC Research Notes.

An analysis led by Stephanie C. DeLuca and Konark Mukherjee, assistant professors at the Virginia Tech Carilion Research Institute, showed the three girls advanced an average of 24 developmental months during their therapeutic interventions.

Audrey was the youngest of the children and made the most gains.

Research in Roanoke ~ *continued from Page 6*

“Intensive therapy produces improvements in skills and abilities in children that sometimes takes years to obtain in a more traditional setting,” said DeLuca, the director of the VTCRI Neuromotor Research Clinic. “Gaining years of development in such a brief time might greatly alter each child’s long-term developmental trajectory.”

DeLuca, a developmental psychologist devoted to advancing adult and pediatric neurorehabilitation techniques, works closely with Mukherjee, who studies the fundamental biological mechanisms of neurodevelopment and who also leads one of the only research teams in the world devoted to understanding the CASK gene’s role in neurological disorders. Both also hold research faculty appointments in Virginia Tech’s College of Science.

Together, their bench-to-bedside work may help scientifically validate intensive therapy techniques and, in turn, influence the way therapy is delivered to help more people.

Mukherjee studies mice that have the same CASK genetic mutation that affects the children with microcephaly. By testing how mice respond to therapy, the researchers can better understand effects of the intervention on neural activity and communications between nerve cells in the brain.

“One would rarely find two scientists as diverse in expertise as Dr. Mukherjee and Dr. DeLuca in such collaborative partnerships in medical centers with traditional organizational structures,” said Michael J. Friedlander, the executive director of the Virginia Tech Carilion Research Institute and Virginia Tech’s vice president for health sciences and technology. “We are fortunate to have researchers of their caliber with the openness to explore possibilities beyond the boundaries of their own areas of expertise and take bold steps to bring leading edge science to the improvement of human health at the research institute.”

In the intensive therapy as described in BMC Research Notes, children each received four hours of attention during weekdays for 10 treatment days total. Normally, the same therapy would be delivered in hour-long sessions over 40 days.

DeLuca, who has extensively used the accelerated form of therapy to help children born with cerebral palsy, said she expected families facing the developmental challenges caused by a flaw in the CASK gene to have similar success.

Prior to arriving at the VTCRI Neuromotor Research Clinic, Audrey received an hour of therapy five days a week. Each day, the therapy was focused on a different task, such as speech, movement, and eating. Even this daily, hour-long therapy paled in comparison to the accelerated therapy, according to Audrey’s mother, Rachel Alves, of Sacramento, California.

“We’ve heard so many ‘may nevers,’” Alves said. “She may never walk, she may never talk. I was just thrilled to see her communicating and playing with toys.”

Therapist Dory Wallace of the VTCRI Neuromotor Research Clinic spent four hours per session with Audrey, helping her sit, crawl, grasp toys, and eat from a fork. She also helped her learn to use “signs” to communicate with her hands.

“You see growth within four weeks because kids literally change,” Wallace said. “They become new little people because they have so many more abilities, and it lights up their personalities and increases their confidence. And you see that impact the parent’s lives.”

Mary Rebekah Trucks, a senior occupational therapist at the VTCRI Neuromotor Research Clinic, also contributed to the design and implementation of the treatment protocol and the authorship of the article in BMC Research Notes.

The team approach allows Mukherjee to apply strategies such as DeLuca’s intensive therapy techniques on mice, monitor their neural changes, and pass information back to DeLuca about methods that seem to be most effective.

Since CASK was discovered, it has been found in all animals and people, Mukherjee said. But health problems caused by the CASK mutation have been mysterious. Likewise, the brain mechanisms underlying the improvements that the children experienced are unknown.

Animal studies indicate intensive training may stimulate generation of new brain cells and facilitate strengthened communication between existing nerve cells, Mukherjee said. The researchers believe it is possible intensive neurorehabilitation in children with microcephaly may trigger the growth of new brain cells — a process called neurogenesis — and strengthen neuronal communications — a process called synaptic plasticity.

DeLuca believes early, intensive intervention will make a difference for families facing the challenges of microcephaly, and it will also be more cost-effective for families and society in the long-term. Finding a therapy for microcephaly has become more urgent with the emergence of the Zika virus, which can infect expectant mothers and affect developing fetuses.

“I want to take what we learn from each child and put it out there in a way that has a chance of helping every child that needs it,” DeLuca said.

Written by Ashley WengersHerron



Passenger Traffic Continues to Grow at ROA

March traffic was up 2.4% year over year at the Roanoke-Blacksburg Regional Airport as 2018 continues trend of traffic growth.

The Roanoke-Blacksburg Regional Airport continues to see 2018 traffic increase with March traffic up 2.4% on a year over year basis. Compared to March 2016 passenger traffic is up over 7.0%. March 2018 saw 52,095 passengers fly via ROA compared to 50,855 in March of 2017 an increase of 1,240 passengers.

Strong community support, additional capacity, and improved airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016. March 2018 saw 2.4% passenger growth over March 2017. Year to date 2018 traffic is up 3.7% versus 2017. At this pace the airport is on track to have its busiest year since 2011.

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

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

The Roanoke-Blacksburg Regional Airport is the primary airport for Virginia’s Blue Ridge and the New River Valley. ROA serves over 610,000 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.

Roanoke Regional Airport Commission Continues Art in the Airport Program



Artist Joli Ayn Wood

The Roanoke Regional Airport Commission is pleased to announce the fourth installment of the Art in the Airport program. The program features local artists and provides them exposure to the over 1,000,000 annual visitors to the airport. This quarter local artist Joli Ayn Wood is featured.

Born in Roanoke, Virginia, Joli has been painting and creating since 2003, both in the studio and on location “en plein air”. She is inspired by the mountain vistas and rural landscapes of Southwestern Virginia, the rugged coastlines of New England, as well as the striking Desert Southwest. When she is not creating or teaching art, Joli seeks to champion fellow artists with deep involvement in local art non-profit organizations, creating opportunities for artists to exhibit and sell their work. Joli resides with her husband and two cats in the small mountain town of Floyd, Virginia.

“This art initiative is a great way to feature the exceptional talents of our local artists. These works allow the airport to partner with the community and expose the many visitors to the airport and region the talents of our artists,” said Timothy T. Bradshaw, A.A.E., executive director of the Roanoke Regional Airport Commission.

Each quarter, the Roanoke Regional Airport Commission will feature art from the 19 counties the airport serves. Joli Ayn’s works are on display on the second floor of the terminal building. The art is available for purchase directly through the artist; however, the paintings must remain in place until July 16, 2018.

~Business Bits

The Replacements

From resignations to retirements, our organizations must be deliberate about succession planning. Change happens fast. The first decade out of college, Generation X changed jobs an average of two times during their career. Millennials change jobs an average of four times, and today's graduates don't stop there, they even change industries. What can we do to create an organization to withstand employee change and remain strong?

The first step is to identify talent within the organization. A study done by Workplace Trends indicated that ninety-one percent of millennials aspire to be leaders, but sixty-six percent of millennials expect to leave their employer by the year 2020. How do you manage this delicate balance between ambition and impatience?

The key is to take a step back and look at the levels within your company. Gone are the days when top talent works hard and waits for an opportunity to advance in the same company. Forward thinking companies are creating intermediate steps within their organization to provide faster promotion opportunities. Think "assistant" or "junior" roles for instance. A title change and a small pay increase can help you retain your best and brightest.

Another way to retain top talent is to replace the annual review with monthly or quarterly reviews. The younger workers need feedback more often. This will also help support your efforts to identify talent as you will have more frequent conversations with employees. It is well worth the extra time.

Also ask yourself if you are investing enough in leadership development for your employees. You would not be surprised to know that companies with professional development budgets outperform companies without them. Programming such as "Emerging Leaders," "Buddy to Boss" and similar are crucial to developing a common vision and supporting employee growth. It's not enough to identify high potentials. By identifying competency gaps and providing training either internally or externally, leadership skills are developed and honed. Larger companies can even provide some tuition assistance for more formal degree programs, which is a great retention tool.

By taking a pipeline approach and making efforts to grow and retain your employees, you strengthen your company. You get bonus points if you integrate succession planning practices into your performance management process! If you had an unexpected retirement or resignation of a key position, how would you cope? Think through and implement these suggestions and you'll be much better prepared.



Business Bits is brought to you by Lesa Hanlin (Lesah@vt.edu), Virginia Tech, Executive Director, Roanoke Regional Initiatives (540-767-6100).

Featured BizLink

Jobs at Virginia Tech
www.jobs.vt.edu

Are you curious what it would be like to work at Virginia Tech?
Check out this Featured BizLink to learn more!

Workforce offer customers a better way to travel

Amtrak received recognition for workplace excellence by earning a spot on Forbes magazine's *America's Best Employers 2018* list. About 20,000 Amtrak employees ensure customers travel in comfort and reach their destinations safely and reliably.

America's Railroad® is on the list for the fourth year in a row and is among 500 employers across 25 industries. Listed under the transportation & logistics category, Amtrak was chosen based on the magazine's independent survey of 30,000 people who work for large firms or institutions who rated their willingness to recommend their own companies on a scale of 0 to 10.

America's Best Employers' recognition highlights how Amtrak employees provide customers a hassle-free experience on trains with wide seats, outlets and plenty of room to move around. Amtrak invites customers to bring a bicycle and a small pet along for the ride.

"We want working at Amtrak to be a fulfilling experience where employees find a safe workplace, a diverse workforce, challenging and rewarding opportunities, enjoy respect among colleagues, competitive pay and benefits and a performance-oriented culture," Amtrak President and CEO Richard Anderson said.

A wide range of rewards support the professional and personal lives of employees. Amtrak recently introduced a New Parental Leave Income Replacement Policy, which eligible new parents can receive up to 12 weeks of income. This benefit extends to birth and adoptive parents and same-sex partners. Vacation and holiday time off, 401 K and retirement plans and education assistance are among the many available benefits.

Employees enable the railroad to be a vital part of the national transportation network of more than 300 trains each day and reaches more than 500 destinations in 46 states, the District of Columbia and three Canadian provinces.

Amtrak offers a more comfortable and convenient travel experience with free Wi-Fi on most trains, plenty of leg room and no middle seat. With our state and commuter partners, we move people, the economy and the nation forward, carrying more than 30 million Amtrak customers for each of the past seven years. Amtrak operates more than 300 trains daily, connecting more than 500 destinations in 46 states, the District of Columbia and three Canadian Provinces, and reaches 400 additional destinations via connecting bus routes. Learn more at Amtrak.com.



Sean Adkins joins City of Roanoke Economic Development Department



Sean Adkins, MPA

Sean Adkins, MPA has joined the City of Roanoke's Department of Economic Development as an Economic Development Specialist.

Sean's background consists of economic, financial, and grants development within the public sector. Sean is a native of southeastern Connecticut and obtained his undergraduate degree at the University of Connecticut, earned his Master's degree at the University of Miami, and is a member of the PhD of Public Policy program at Virginia Tech.

In Sean's new role, he will be the primary contact for the manufacturing sector within the City of Roanoke. He will also be the liaison to the Economic Development Authority of the City of Roanoke. Additionally, he will assist with Enterprise Zone administration.

Sean can be reached at sean.adkins@roanokeva.gov or by telephone 540-853-5405.

TRAINING & EVENTS

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

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

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

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

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

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

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

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

Virginia Western Kids College Registration now open for summer! *More than 20 summer camp programs focused on STEM and the arts.*

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

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

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

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

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

With nearly 12,000 students on the college’s main campus in Southwest Roanoke City, to our satellite locations at the Greenfield Education & Training Center in Daleville and the Franklin Center in Rocky Mount, Virginia Western Community College is committed to providing quality educational opportunities that empower students for success and strengthen communities. Visit www.viriniawestern.edu to learn more.

TRAINING & EVENTS



FACTS & SNACKS

05.31.18 | 3-4PM
VIRGINIA TECH ROANOKE CENTER
108 N. JEFFERSON ST. ROANOKE, VA

TOPIC: INFLUENCE WITHOUT AUTHORITY

The level of authority and influence an individual has is dynamic, changing in different situations. All effective communication strategies encompass both influence and authority whether the individual is "in charge" or not. Understanding authority and influence and leveraging impression management is crucial to successfully navigating all types of situations. Through an informal self-assessment participants will identify their personal power dynamic and how to be most effective in various circumstances regardless of their authority.

This event is at **NO COST**, but seating is limited, please email mpfrankl@vt.edu to reserve your spot by 5.28.18
If you register before **5.21.18** we can include free parking

WHAT IS THE "FACTS & SNACKS" PROGRAM?

Every other month, 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 a dynamic discussion.

TRAINING & EVENTS



CYBERSECURITY

Is your company and client information safe?

The Roanoke County Communications & Information Technology, Roanoke County Economic Development, and City of Roanoke Economic Development Departments are co-sponsoring a

FREE CYBERSECURITY WORKSHOP

Tuesday June 5, 2018 | 8:30 am - 10:30 am
South County Library
6303 Merriman Road, Roanoke, VA 24018

Topics to be covered include prevention strategies, types of attacks, cybersecurity tips, ransomware, security solutions, cybersecurity insurance, breach response, and best practices.

The workshop is FREE, but **ADVANCED REGISTRATION** is required at:
CybersecurityRoanoke.Eventbrite.com

For more information contact:

Jessica Flntel, Roanoke County Economic Development, (540) 772-2185

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

TRAINING & EVENTS



ALL-DAY SALE! PRICES AS LOW AS \$5



FOOD!

2Dys4Qus Food Truck
Smoker trailer with delicious meats



BEER!

Hammer & Forge craft brewery
- Free samples
- Beer & growlers for sale



MUSIC!

UJ James Searls
with Master Taylor Entertainment

**PLINKO GAME
WITH PRIZES!**

PRIZES INCLUDE:



Salem Red Sox
baseball tickets



Gift cards including a
\$25 El Rodeo gift card



Tickets to the Roanoke
Pinball Museum

Commercial Property for Sale \$299,000



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

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

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

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

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<https://youtu.be/W0QWzjhl410>

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The City of Roanoke
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

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