



Governor McAuliffe Announces 96 New Jobs in City of Roanoke *PowerSchool to invest \$1.8 million to expand education software company*

Governor Terry McAuliffe announced on September 8, 2017 that PowerSchool, a leading education technology platform for K-12, will invest \$1.8 million to expand in the City of Roanoke. The company will relocate to a 38,000-square-foot facility in downtown Roanoke. Virginia successfully competed against California, Pennsylvania, and Texas for the project, which will retain 85 existing jobs and create 96 new jobs.

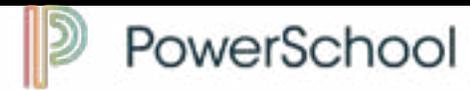
“Virginia is proud to support the expansion of PowerSchool, a cutting-edge technology company that helps to better educate and engage K-12 students across the U.S.,” said Governor McAuliffe, speaking at the event. “Creating and retaining 21st century jobs is a cornerstone of our efforts to diversify and build the new Virginia economy, and facilitating PowerSchool’s growth in Virginia is a victory for the Commonwealth and the City of Roanoke. Virginia’s technology workforce is second to none, and our education and training programs to support this critical sector will ensure a pipeline of talent for companies like PowerSchool as they grow.”

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PowerSchool announces 96 new jobs in City of Roanoke ~ from Page 1



PowerSchool is the leading education technology platform for K-12, serving more than 32 million students, 66 million parents, and 100 million users in over 70 countries around the world. The company provides the industry's first Unified Classroom experience with best-in-class, secure, and compliant online solutions, including: registration and school choice, student information systems, learning management and classroom collaboration, assessment, analytics, and special education management. PowerSchool empowers teachers and drives student growth through innovative digital classroom capabilities and engages families through real-time communications across any device.

"PowerSchool's decision to remain in the Commonwealth is a testament to one of our greatest assets — Virginia's technology workforce," said Secretary of Commerce and Trade Todd Haymore. "With nearly one in ten workers employed in the industry, Virginia has become a world-class center for emerging internet technology and software development. We thank PowerSchool for its invaluable programs that educate children around the globe, and stand ready to facilitate the company's continued success in Roanoke and the Commonwealth any way we can."

The Virginia Economic Development Partnership (VEDP) worked with the City of Roanoke and the Roanoke Regional Partnership to secure the project for Virginia. Governor McAuliffe approved a \$250,000 grant from the Commonwealth's Opportunity Fund to assist the City with the project. The company is eligible to receive state benefits from the Virginia Enterprise Zone Program, administered by the Virginia Department of Housing and Community Development. Funding and services to support the company's employee training activities will be provided through the Virginia Jobs Investment Program. The company is a 2016 graduate of VEDP's award-winning Virginia Leaders in Export Trade (VALET) Program. VALET is an application-based, two-year international export acceleration program.

"Today we are fulfilling our commitment to stay in Roanoke, Virginia, create more opportunities, and support the community," said PowerSchool Chief Executive Officer Hardeep Gulati. "The Roanoke team is passionate about driving PowerSchool's mission to improve the K-12 education experience by developing and implementing innovative software solutions that help students achieve success. Expanding our workforce in Roanoke will allow PowerSchool to continue to provide best-in-class solutions to school districts around the world."

"The City of Roanoke is pleased that PowerSchool has chosen to relocate and expand its operations here in the Star City," said City of Roanoke Mayor Sherman P. Lea, Sr. "The addition of these high paying jobs will have a significant positive impact on our downtown. The expansion of this high tech educational software company is another step in Roanoke's transition from Train City to Brain City."

"The Economic Development Authority is excited that PowerSchool will be moving its Roanoke offices to 110 Franklin Road in the heart of our vibrant downtown," said Roanoke Economic Development Authority Chair Damon Williams. "The EDA will be joining with the City and Commonwealth to provide the financial incentives needed to help PowerSchool create almost a hundred new jobs for the Roanoke economy."

"These are exceptional new economy jobs," said Beth Doughty, Executive Director of the Roanoke Regional Partnership. "The company's confidence in our region is further proof that we are competitive for technology jobs, talent, and investment."

"The expansion of PowerSchool in downtown Roanoke is important to our region and to the Commonwealth," said Senator John Edwards. "I am delighted to be a part of encouraging this initiative to expand this program. Roanoke is rapidly attracting cutting edge technology companies, and I am pleased the Governor approved a grant from the Commonwealth Opportunity Fund to assist Roanoke with this expansion."

"With a \$1.8 million investment, PowerSchool has continued to show its commitment to the people of Roanoke, and its continual support to our Southwestern Virginia workforce," said Delegate Sam Rasoul. "The retaining of 85 current employees will ensure our workforce is growing with time, and the creation of 96 new positions will help build and empower our community. We are thrilled to have such a company investing in the future of Roanoke."

To learn more about PowerSchool, visit www.powerschool.com.

Starr Hill Brings First Satellite Brewery to Roanoke

Starr Hill Roanoke Pilot Brewery & Side Stage opens at The Bridges

Roanokers were excited to welcome another brewery to the City of Roanoke on Friday, September 15, 2017. Starr Hill Brewery Pilot Brewery & Side Stage opened its doors at 6 Old Whitmore Avenue in The Bridges development located adjacent to Dr. Pepper Park and across the street from the Virginia Tech Carilion School of Medicine and Research Institute. The new brewery tasting room brings two full-time positions and 12 part-time positions to the City of Roanoke.

Why did Starr Hill choose Roanoke as the site of their first satellite brewery? Allie Hochman, Manager of Retail Operations states "we looked at a couple of different cities in Virginia and when we came down to this area, we fell in love as it reminded us of home. Where we are in Crozet, although a much smaller community, it is a train town which started as an industrial town in the Blue Ridge Mountains. When we came down to Roanoke, we were happy to see such a vibrant, outdoor community here and also a growing craft beer scene. We are really attracted by the fact that folks accept us with open arms as part of the community and consider us local. We are happy to be joining the scene here."

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

The Starr Hill Pilot Brewery & Side Stage in Downtown Roanoke with a five barrel brew system, will showcase new beers and new music in the Star City. The facility will allow the brewery to experiment with unique, small-batch beers for research, development, and limited releases. The Starr Hill Pilot Brewery & Side Stage will also serve as a platform to highlight and support local musicians, non-profits, and the greater community in Virginia's Blue Ridge.

Hours are Monday - Thursday from 2 - 8 p.m., Friday and Saturday from 11 am - 9 p.m., and Sunday from 12 - 7 p.m. Visit Facebook to learn more about the brewery.



L to R: Councilman Bill Bestpitch, Starr Hill Retail Operations Manager Allie Hochman, Starr Hill Marketing Manager Jack Goodall, and WVS Companies' Project Manager at The Bridges, Aaron Ewert.



2017 Passenger Traffic Continues to Grow at ROA in August

August traffic was up 3.5% year over year at the Roanoke-Blacksburg Regional Airport.

August saw the Roanoke-Blacksburg Regional Airport post a 3.5% increase in passengers on a year over year basis. Year to date traffic at the airport has increased 2.8% compared to 2016. Year to date 400,700 passengers have flown via ROA.

Strong community support, additional flights, increased capacity, and improved airline operational reliability have all played roles in the continuation of passenger growth, which began in September of 2016. August 2017 saw 3.5% growth over August 2016. August 2017 was the eleventh month in the last twelve that the airport has seen growth in traffic on a year over year basis. The airport is currently on track to have its busiest year since 2012.

“We are pleased to see this positive trend continue through the summer 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.

Featured BizLink

Recent News from AmTrak!

<http://blog.amtrak.com/2017/09/amtrak-dunkin-coffee-northeast-regional-trains/>

As Roanokers get ready to make their plans for passenger rail service coming soon to Roanoke, they will be pleased to know that Amtrak recently announced a partnership with Dunkin' Donuts bringing the popular Dunkin' Donuts Original Blend and Dunkin' Decaf® hot coffee onboard all of Amtrak's *Northeast Regional* trains.

In a recent blog, Amtrak stated “our expanded partnership offers customers more of what they told us they want on board – variety, value and higher quality options. As two brands who share a commitment to providing a distinctive and premium customer experience, Amtrak and Dunkin' Donuts are a great partnership,” Thomas J. Hall, Amtrak Vice President Passenger Experience.

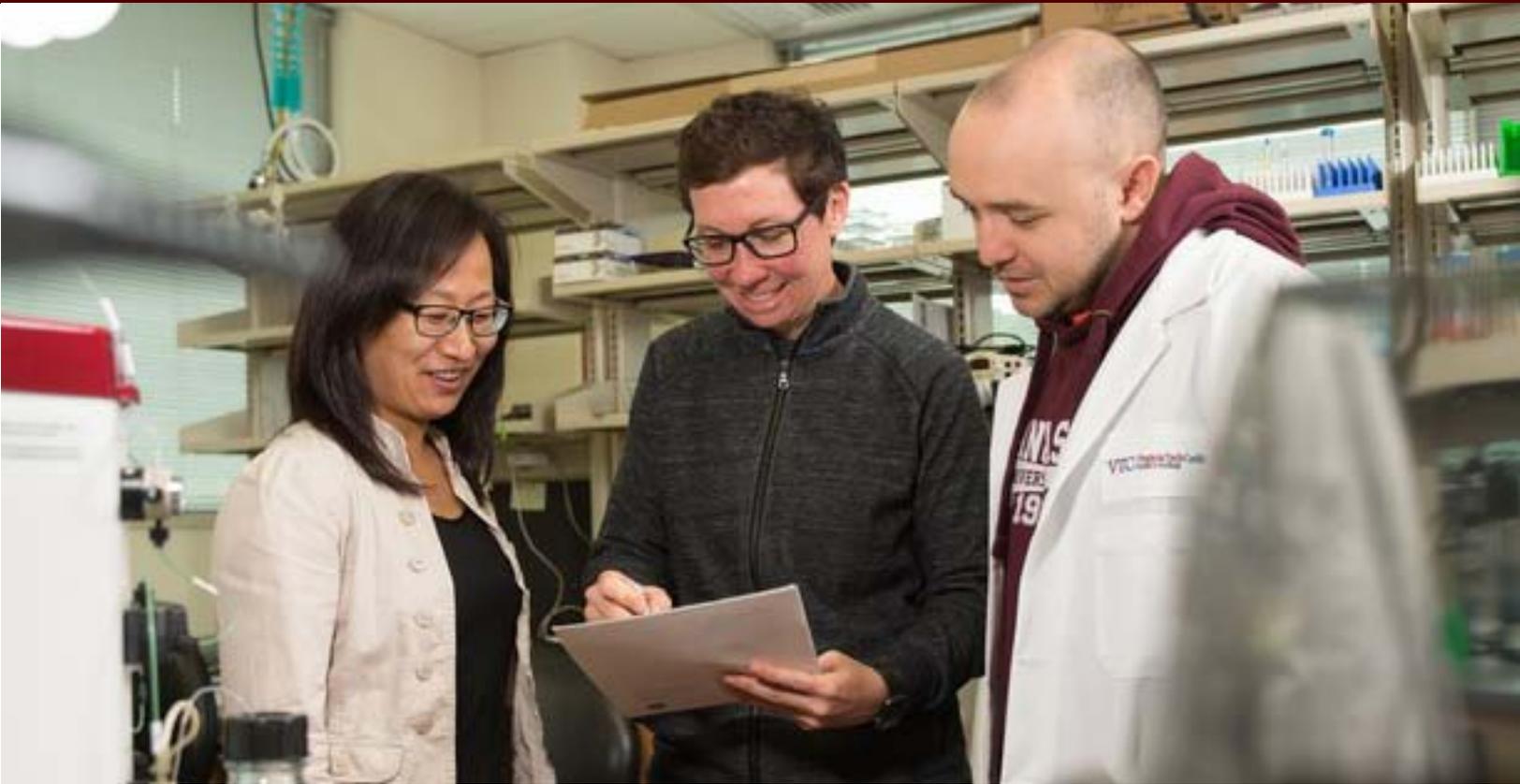
Dunkin' Donuts' signature hot coffee is now available to the nearly 12 million customers who ride Northeast Regional and Acela services each year. It will be brewed using the same equipment featured in Dunkin' Donuts restaurants to ensure the same high quality and great taste enjoyed by millions of Dunkin' guests each and every day.

Dunkin' Donuts hot coffee will be served in all Business, First Class and Café cars on the Northeast Regional and Acela services.

To learn more about AmTrak, visit www.AmTrak.com.

Research in Roanoke ~

Virginia Tech Carilion Research Institute Scientists Decode Breast Cancer Protein



Deb Kelly (center), an associate professor at Virginia Tech Carilion Research Institute, with research associate Yanping Liang (left) and postdoctoral associate Will Dearnaley, are part of a research team that has successfully determined the full architecture of the breast cancer susceptibility protein (BRCA1).

Scientists at the Virginia Tech Carilion Research Institute have successfully determined the full architecture of the breast cancer susceptibility protein (BRCA1) for the first time. This three-dimensional information provides a potential pathway to restore the BRCA1 protein's cancer-fighting abilities, even after it suffers damage.

Their results, published this week in *Science Advances*, suggest a new paradigm for better managing the mutated BRCA1 protein found in triple-negative breast cancer cells. Triple-negative breast cancer is aggressive, as its tumor cells typically lack target receptors that allow cancer-fighting drugs to be effective. The disease disproportionately affects younger women, and it has a higher rate of recurrence than other breast cancers.

Nearly a quarter of a million women were diagnosed with breast cancer in 2015 in the United States, according to the American Cancer Society, with about 15 percent of those cases diagnosed as triple-negative. Men can also have triple-negative breast cancer, but it's far rarer, accounting for less than 1 percent of male breast cancers.

"Triple negative breast cancer is rarely cured after treatment. It stays with the survivors, who often live with the daily fear of its return," said Deborah Kelly, senior author on the paper and an associate professor at the Virginia Tech Carilion Research Institute. "The question of recurrence is a ticking clock in the mind of breast cancer patients. As part of our research, we're hoping to slow down the clock, and eventually stop it completely."

Triple negative breast cancer is often linked to inherited mutations in the BRCA1 gene. The BRCA1 gene codes for the BRCA1 protein, which is found in every cell in the body. BRCA1 proteins are involved in protecting DNA material and preventing tumor growth. But mutations in BRCA1 hinder its ability to protect cells.

"Mutated proteins are able to perform some of their duties, even though they're partially compromised," Kelly said. Her team previously found that the cell tags the BRCA1 protein with another signaling molecule, labeling BRCA1 to be degraded in cells. "The cells destroy their own tumor-fighting ability, and, unfortunately, cancer develops."

Research in Roanoke ~ *continued from Page 5*

In the Science Advances paper, Kelly and her team describe the first structural information for the full-length biological complex formed by BRCA1 and its collaborative partner, named BARD1.

The BRCA1-BARD1 complex forms a clamp-shaped structure and relays repair information to other parts of the cell. The Kelly team determined how the complex looks and works in three dimensions using a high-powered electron microscope and other imaging tools. With the structural information, they identified the region where the cell marks BRCA1 to be destroyed and sends the protein's repair mechanisms into a downward spiral. Kelly's research team dubbed this region a self-destructive "hotspot."

"The hotspot region on mutated BRCA1 renders the protein more vulnerable to cellular degradation," said Kelly, who also is an associate professor of biological sciences in Virginia Tech's College of Science. "We found that we could remove the signaling tag in the BRCA1 hotspot, and make the protein look perfectly normal."

Kelly and her team are now testing the behavior of mutated BRCA1 proteins they've restored to normal appearance.

"If the protein looks normal, does it also act normally?" Kelly asked. "If so, we may be able to restore the protein's ability to fight cancer-causing processes."

According to Kelly, if the restored protein behaves as normally as it looks, there could be a future treatment in which people with this particular BRCA1 mutation could simply take a pill to prevent their cells from destroying their BRCA1 proteins in the first place.

"We know that mutations in BRCA1 are linked to aggressive forms of hereditary cancer, and that targeting the molecule with anti-cancer drugs could save lives. However, how to target the molecule and how to develop those drugs were unclear—because no one has ever seen the BRCA1 structure in its entirety," said Erica Ollmann Saphire, a professor of immunology and microbial science at The Scripps Research Institute. She was not involved in this study. "By revealing the structure of this cancer-related protein for the first time, the Kelly lab and VTCRI have provided the road map to developing new anti-cancer therapeutics. This structure will also open new avenues for research to understand the mechanisms of cancer and prevention."

Elizabeth Alli, an assistant professor in the department of cancer biology at Wake Forest University School of Medicine who studies BRCA1 and its role in DNA repair, said Kelly and her team employed an innovative approach to describe a structural defect in the mutated form of BRCA1 and to demonstrate that the mutant structure may be restored by enzymatic manipulation.

"It's a very exciting study that highlights the importance and utility of three-dimensional structural analyses," said Alli, who was not involved in the study. "These data provide key information that may be further explored to better understand the tumor suppressor function of BRCA1 and to develop new strategies for the prevention or treatment of BRCA1-mutated cancers."

Building upon this work, Kelly is now studying the function of mutant BRCA1 proteins restored to structural normalcy. The mutant BRCA1 protein may look healthy, but it's not yet clear if it behaves as it should.

"We're still years away from a preventative or restorative treatment, but our ability to see BRCA1 in three dimensions is providing new insights for rational drug design and the real possibility of bringing a precision medicine approach to this disease," Kelly said. "We're beginning to understand the mechanisms of the cancer clock and how to stop the ticking."

Michael Friedlander, the founding executive director of the Virginia Tech Carilion Research Institute, spoke highly of Kelly's contributions to both the Institute and science overall.

"We were extremely fortunate to recruit Dr. Kelly to the VTCRI from Harvard as one of the original institute research team leaders," said Friedlander, who is also Virginia Tech's vice president for health sciences and technology. "Debbie has met and exceeded our expectations, developing a premiere structural biology research enterprise, applying powerful molecular imaging and computational approaches to develop new insights into cancer. Her latest work on the structure of the BRCA1 protein in triple negative breast cancer and the development of a new strategy for potentially ameliorating the structural and functional deficit is absolutely paradigm shifting."

Kelly's research team includes co-first authors, research associate Yanping Liang and postdoctoral associate Will Dearnaley; Cameron Varano, a doctoral student in Virginia Tech's Translational Biology, Medicine, and Health graduate program; Carly Winton who contributed to the work as a graduate student in Virginia Tech's Department of Biomedical Engineering and Mechanics; research associate Brian Gilmore; Nick Alden, a graduate student of mechanical engineering in Virginia Tech's College of Engineering; and Zhi Sheng, an assistant professor at the VTCRI.

This work was funded by the Commonwealth Health Research Board, the Concern Foundation, the National Institutes of Health's National Cancer Institute, and the University of Virginia-Virginia Tech Carilion Neuroscience Seed Fund Award.

Over \$1 million per month in NEW growth was generated in Virginia's Blue Ridge during 2016!
Direct travel expenditures by visitors grew to \$813 million over the previous year's \$800 million.

This marks the 7th CONSECUTIVE year of RECORD growth!

Investments from the Cities of Roanoke and Salem and the Counties of Roanoke, Franklin, and Botetourt as well as the support of over 1,350 travel-related partner businesses allowed Virginia's Blue Ridge to achieve a NEW higher level of performance outcome. Development of new products and services such as attractions/activities, special exhibits, lodging, retail, and restaurants generated 7,878 jobs, a RECORD level of industry employment. LOCAL TAX RECEIPTS totaled nearly \$28 million, an INCREASE of 3.5% over the previous year.

"Tourism is responsible for much of the growth and opportunity in the Virginia's Blue Ridge economy. It is BIG Business that directly contributes to the strength and vitality of the economy. Tourism is the "first date" for economic development. People must experience who we are and where we are before wanting to live or open a business in Virginia's Blue Ridge," stated Lee Wilhelm, Chair of Visit Virginia's Blue Ridge. "A special thank you to all who worked to make this tremendous accomplishment possible."

To learn more about Virginia's Blue Ridge, visit <https://www.visitroanokeva.com/>

Source - Virginia Tourism Corporation (VTC) and the USTA (United States Travel Association).





Understanding the Gig Economy in Roanoke, and Beyond

You have probably heard the phrase “gig economy” thrown around recently and wondered what it meant.

Indeed, in a world focused on gigabit internet speeds, the concept of a “gig economy” can be a little confusing. The phrase has nothing to do with the Internet, but instead, actually references the explosion of people working on short-term contracts and operating as freelancers. It is referring to “gig” in a rather old-fashioned sense. However, many believe the “gig economy” is the future of work.

At its core, the “gig economy” represents a shift away from permanent employment to more flexible, short-term contract work, and the concept has come about as a matter of both choice and necessity. It is cheaper for many businesses to hire someone for a specific project than to add a new full-time employee. Not paying benefits alone may make this viable for some businesses. On the flip side, many younger members of the workforce crave the independence and flexibility of being a freelance or independent contractor.

The long-term repercussions of this are hard to understand. But, it is clear that things are shifting rather rapidly. One recent estimate suggested 34% of the workforce is now part of the “gig economy” and that number could rise to 43% by 2020¹, equating to millions of workers either choosing or being forced to work outside the traditional paradigm of employment.

There have always been independent contractors and freelancers. But it now appears we are undergoing something of a seismic shift, and furthermore, Roanoke is no stranger to this trend.

At the CoLab or in coffee shops across the area, you can see any number of workers who are part of the “gig economy.” These folks come from a number of different sectors, including marketing, computer programming, business consulting and many others. When you meet them, it is easy to see that many should be considered amongst the most talented folks in Roanoke. Some of these individuals have another job and “gig” part-time on the side. Others have been able to create a career out of it and it has been fascinating to see their numbers swell over the past few years.

With this increase in numbers, the challenges these folks face are clear. They may have more flexibility and be able to follow their passion more easily. But, they also often lack benefits and stability. If contracts dry up, life can quickly become uncomfortable. Further, there is a needed skillset these individuals must learn...to be able to find proposals and bid on projects, handle the taxes, and deal with diverse companies having different systems and goals. The new skillsets do not always come easily.

It can be a very fraught system. That’s why it is great for places like Virginia Western Community College and the CoLab to be working with and providing support systems and education. CoLab seeks to create a supportive environment and community of folks engaged in this new system. Meanwhile, Virginia Western is introducing new curriculum in this arena to ensure students are better prepared for what this new world holds. They will soon welcome expert and author Diane Mulcahy of the bestselling book *The Gig Economy...The Complete Guide to Getting Better Work, Taking More Time Off, and Financing the Life You Want!* Stay tuned for more information about this event.



Roanoke CoLab located at 1327 Grandin Road.

In the end, when you don’t know what you are doing, you can easily be taken advantage of and/or struggle to find a foothold in the burgeoning market of freelancers. As the prevalence of this new paradigm grows, the need for support only increases.

It appears the “gig economy” is not going anywhere anytime soon. As the impact of this change manifests itself, it is imperative for places like Roanoke to take advantage of new opportunities being presented, and ensure people and businesses are prepared. Thankfully, it is clear our region is already thinking about these initiatives and seeking answers.

For more information about the CoLab, email info@colabroanoke.com. For more information about Virginia Western’s new programming, check out their website at virginiawestern.edu/startup.

Spotlight on Business ~

Consolidated Construction Services - *"Restoring Order When Disaster Strikes."*

Founded in 1997, Consolidated Construction Services, Inc. (CCS) is a locally owned specialty construction company. The core business of the company includes insurance restoration and remediation, balanced by home and business remodeling work. They provide support to insurance customers while working with the insurance adjusters. Whether damage is caused by a fire, water, mold or storm, they can help. The company has a strong presence in the home, apartment and business remodeling sector, works hand-in-hand to design and build the improvements each customer envisions, and are proud to be present every step of the way, helping restore order to customer's lives when they need it most. Their motto is: "Restoring Order When Disaster Strikes." Even when the unimaginable occurs such as a vehicle running into your property or a tree falling on your home, CCS associates respond quickly to remove the obstruction and begin the process of rebuilding to the customer's satisfaction.



CCS has a staff of twenty four full-time associates to serve your needs. They are a full service Class A licensed general contractor with electricians, carpenters, plumbers, dry wall experts and painters on staff, working out of Roanoke and New River Valley offices. Their employees are certified professionals who serve with compassion. The company has earned an A+ rating with the Better Business Bureau, continues to support and remains a member of the Restoration Industry Association (RIA), is certified through the Institute of Inspection Cleaning and Restoration Certification (IICRC), and is a member of the National Institute of Restoration (NIR).

Rob Quarles, president, holds a Bachelor of Science in civil engineering from Virginia Military Institute. Elizabeth Quarles, his wife, is majority owner in CCS and holds a Bachelor of Science in biology from the University of Mary Washington. As majority owner, Elizabeth qualifies the company as SWaM business certified by the Commonwealth of Virginia. CCS is also registered on the eVA marketplace. These certifications and memberships are required in order to work with The Virginia Association of State College and University Purchasing Professionals (VASCUPP), an association including Virginia Tech, Radford, VMI and the Virginia Community College system, as well as, state agencies in Southwest Virginia.

CCS is a proud user of environmentally safe, green technology and products whenever possible. The hydroxyl generators used by the company provide the safest odor removal technique based on free radical chemistry. The associates at CCS appreciate and respect the importance of these technologies for customers.

Open 24 hours a day, seven days a week, a staff member is always on call to handle emergencies when they arise. Disaster can strike at any time and for over 20 years, CCS has responded to customer's needs in a timely and professional manner, with representatives trained to assist.

- Their 24 hour emergency number is 540-725-3900
- In Roanoke they are located at 103 8th Street, SE, Roanoke, VA 24013
- In the New River Valley they located at 5925 Lee Highway, Dublin, VA 24084

When an unexpected event occurs, few are prepared. Losing a home, business, rental unit or several apartments typically happens only once in a lifetime. This loss usually means a loss of time, income and patience. The goal at CCS is to get the customer back into their home, business or apartment as quickly as possible by working with insurance companies on a daily basis and understanding the processes and what is needed to move projects forward. CCS technicians work with customers to clean what can be safely salvaged and then securely stored; they also handle the disposal of items which are not salvagable.

Spotlight on Business ~

Consolidated Construction Services, Inc. ~ *continued from Page 9*

Fires are particularly disruptive as the owner may be removed from their home, business or apartment for an extended period of time and their belongings are usually not available until the structure is rebuilt. CCS uses the content tracker system to document which labelled box or container all of the contents are placed, allowing company representatives to work with customers to easily find that special something they may need which may not have been top of mind when the emergency occurred.

The fact that CCS is a locally owned business is important and representatives are committed to providing quality construction services. They use environmentally safe materials to remove mold from homes or businesses, and are certified by the EPA to perform lead-based paint testing. CCS representatives are also trained to work in areas where blood borne pathogens are present, or to perform demolition and restoration work in meth houses or other venues where hazmat training and certification is required.



Recent Roanoke fire where owners contracted with CCS.

Supporting local events and charities is an important part of CCS's vision. They were named Small Business of the Year in Roanoke in 2005, and are involved in multiple associations throughout Southwest Virginia including (VAMA) Virginia Apartment Management Association, (RLRAC) Roanoke Lynchburg Regional Apartment Council, (RVAR) Roanoke Valley Association of Realtors, (RRHBA) Roanoke Regional Home Builders Association and (NRVAC) New River Valley Apartment Council. CCS is also a member of the Salem –Roanoke County, Blacksburg and Smith Mountain Lake Chambers of Commerce. CCS associates support Habitat for Humanity and has worked with The Meek's Manor Haunted House to raise money for Hope Tree Family Services in Salem, Virginia.

CCS is proud to serve the Roanoke, New River Valley and surrounding areas. Please give them a call should you find yourself in need of their services. To learn more, visit www.insurancerestorationva.com.



Elizabeth Quarles (r), majority owner of Consolidated Construction Services, Inc. pictured with husband and company president, Rob Quarles (l).

Spotlight on Business

Sunbelt Business Brokers of Roanoke and Lynchburg

Would you like to buy or sell a business in Southwest Virginia?

Business owner, entrepreneur and former state trooper, Mike Keen, have recently purchased Sunbelt Business Brokers of Roanoke and Lynchburg. Mike and his wife Jeannie bring more than 30 years of experience in the business industry with 16 years of experience as franchise or small business owners. They are both Certified Main Street Business Brokers and they have already grown the Sunbelt office from one broker to five in the last 18 months and expanded into Lynchburg and SWVa.



BUYING A BUSINESS

The exciting process of purchasing a business can quickly become overwhelming. Many buyers grow frustrated and give up before the sale is complete. Our team will walk you through the stages of evaluating opportunities, meeting business owners, assisting with negotiating purchase terms and conditions, facilitating financing, expediting due diligence, and coordinating a successful closing.

SELLING A BUSINESS

Whether you are ready to retire or are preparing to move on to your next business venture, Sunbelt will ensure you receive fair market price for the hard work you have poured into your business and do so confidentially and quickly. Our brokers will streamline the sales process and mitigate the inevitable challenges you will face.

BROKERS OPINION OF VALUE

It's also never too early to begin thinking about your exit strategy. Surprisingly, many business owners do not know the full value of their operation. Are you familiar with every factor that should be considered when determining a list price? Our experienced professionals can help you ask for a fair price to reflect the complete worth of your tangible and non-tangible assets.

To learn more about Sunbelt Business Brokers or to see a list of businesses for sale, visit <http://www.sunbeltnetwork.com/roanoke-va/>. You can also call 540-777-1585; or reach Mike Keen by email at mkeen@sunbeltnetwork.com or Jeannie Keen by email at jkeen@sunbeltnetwork.com.



Recent ribbon-cutting at Sunbelt Business Brokers of Roanoke and Lynchburg with the Keen Family and Sunbelt employees, Mayor Sherman Lea, Vice-Mayor Anita Price, Roanoke Regional Chamber President & CEO Joyce Waugh.

Foot Levelers Announces Roanoke-Based 3D Technology Division



Foot Levelers is growing again and recently announced an expansion of its Technology Division at its Roanoke, Virginia-based Headquarters. This expansion adds jobs in engineering, management, and production. **Deborah Beebe**, a veteran in high tech product innovation and 3D engineering and printing, will lead the new, expanded division as Foot Levelers Chief Technology Officer. Ms. Beebe was most recently based in Rock Hill, South Carolina; her resumé touts 11 years as Senior Director of Engineering at 3D Systems.



*Deborah Beebe
Chief Technology Officer
Foot Levelers*

The transition begins immediately and is expected to be complete by the end of this year. Foot Levelers' Technology Division invented such breakthrough innovations as the Foot Levelers 3D BodyView scanner and patient Kiosks.

"We're bringing the world to Roanoke," says **Kent S. Greenawalt**, Foot Levelers President and CEO. "With this incredible wealth of talent, knowledge, and cutting-edge technology under one roof, Foot Levelers is poised to bring unprecedented innovation to healthcare. We're also backed by 65 years of experience and a growing body of peer-reviewed research. We're making inroads into safe, drug-free pain management. This could not be more important with the opioid crisis in our country today."

The September 7 announcement is part of an ongoing story of growth for the 65-year-old company. Started as a small, family business in Dubuque, Iowa in 1952, today Foot Levelers serves thousands of providers and millions of patients in over 85 countries. In 2014, Foot Levelers opened an office in Sydney, Australia, followed by a second in Belgrade, Serbia in 2016. Foot Levelers has long been the leader in orthotics for Chiropractic patients, with an expanding presence in Physical Therapy, Podiatry, Family Medicine, Massage Therapy, and Acupuncture, among other health disciplines.

In September, the *Archives of Physical Medicine and Rehabilitation* published [a watershed study proving](#) that Foot Levelers custom orthotics, particularly in conjunction with Chiropractic care, significantly reduce Low Back Pain (LBP)—by 40.4 percent. This study is critically important because the [National Institutes of Health \(NIH\)](#) reports 80 percent of adults experience LBP. LBP is the single leading cause of disability worldwide, with many patients taking dangerous opioids for relief. "Foot Levelers and Chiropractic can make a difference in the opioid crisis," Greenawalt adds.

Foot Levelers, Inc., the world's leading provider of custom-made functional orthotics and other therapeutic products, has been serving healthcare professionals for over 65 years. Visit [FootLevelers.com](#), like us on Facebook, and follow us on Twitter ([@FootLevelers](#)).



A patient gives the new Kiosk a try in Latrobe, PA.

TRAINING & EVENTS



**Registered Apprenticeship
and Workforce Summit**

**October 20, 2017
8 AM - 12:45 PM**

**KEYNOTE SPEAKER: Ron Painter, CEO
National Association of Workforce Boards (NAWB)**

The Hotel Roanoke and Conference Center
Shenandoah Room

FREE ADMISSION, please visit VBRWorks.org/Events to register.
Registration Deadline: Friday, October 13th

This event brought to you by:



Mayor Lea Schedules 2018 Starting a Business Summit

SAVE THE DATE!!

Mayor's Starting a Business Summit
Coming on Tuesday, January 9, 2018
9 am - 12 pm

Join Mayor Sherman Lea as he welcomes new and prospective business owners and introduces them to the best practices for streamlining the opening and operation of a business in the City of Roanoke. This free event gives participants an overview of financing, available grants, permitting and how to secure a business license.

Additional details to follow!



TRAINING & EVENTS



Video Development & Promotion Workshop

November 2, 2017

9:00 - 11:00 AM

South County Public Library

6303 Merriman Rd.
Roanoke, VA 24018



This workshop will focus on the power of using video for marketing, and provide tips to creating video content:

- Why is video necessary for marketing?
- Tips and tricks for producing your own videos VS when to hire a professional.
- How to effectively implement video for marketing your business.
- How/when to use Facebook Live.

Video is not only the future of marketing, but is already the fastest growing component of social media. This session will be presented by Tim Flanagan, The VideoGuy and Sandy Ratliff with Virginia Community Capital.

Location

**ROANOKE SOUTH
COUNTY LIBRARY
6303 MERRIMAN ROAD
ROANOKE, VA 24018**

Free Admission

Advanced registration required at:

**<http://vastartup.org/blog/events/roanoke-video-development-promotion-workshop/>
If you have questions 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

STATISTICAL ANALYSIS TO IMPROVE MANUFACTURING MAINTENANCE PROGRAMS

WHEN

November 14-15, 2017

WHERE

Brooks Forest Products Center

Virginia Tech main campus. Blacksburg, VA

PROGRAM • Introduction to Maintenance Programs • Review of MS Excel • Probability distributions review • Statistical tools for failure analysis

WWW.SIM.SBIO.VT.EDU



INVESTMENT

\$450. Includes: coffee breaks, lunch for two days and 1.6 CPU credits.

WHO SHOULD ATTEND

- Quality Control Supervisors
- Production Managers
- Maintenance Managers
- Maintenance Engineers
- Supervisors
- Operators
- Maintenance personnel

SPONSORS

- Department of Sustainable Biomaterials
- Virginia Cooperative Extension
- Sustainable Innovation Management at Virginia Tech

INSTRUCTOR

Dr. Henry Quesada

Associate Professor

Email: quesada@vt.edu

Phone: (540) 231-0978

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.

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.

VIRGINIA WESTERN
Celebrating 50 Years

RAMP
THE ROANOKE-BLACKSBURG ACCELERATOR

TRAINING & EVENTS

Mini Medical School to feature military medicine and healing



The Virginia Tech Carilion School of Medicine will host a free two-part Mini Medical School on November 9 and 16 featuring individuals involved in veterans' creativity on a national scale along with local physicians and medical researchers who will address the current state of medical care for veterans.

The event on both evenings will begin at 6 p.m. and will be held in Room 106 of the medical school located at 2 Riverside Circle in Roanoke.

On November 9, Tara Leigh Tappert will present "In Service to the Nation: Arts and Crafts and the Military." This presentation briefly documents such creative initiatives as the WWI Red Cross Institute for Crippled and Disabled Men, the WWII era Red Cross Arts & Skills program, Vietnam era crafts and writing projects for veterans, and the myriad forms of artistic endeavor and crafts-making practiced by today's Iraq and Afghanistan veterans.

Tappert is an independent scholar and an archives and American art consultant.

Tappert will be joined by former Navy SEAL Rusty Noesner, whose experience as a participant of art therapy programs led him to establish [War Paints](#), which seeks to empower veterans to create. War Paints promotes and encourages the creative endeavors of our nation's warriors and service members and helps these men and women explore and develop their talents while connecting them to a community of support.

On November 16, a series of short presentations by local physicians and medical researchers will address the current state of medical care for veterans as well as innovative programs and resources available here in the greater Roanoke Valley.

"This fall's Mini Medical School series will build on the educational capacity of the art exhibit by providing additional opportunities for discussion of creative approaches to medical care and well-being as well as programs and services available right here in the Roanoke Valley," said Dave Trinkle, associate dean for community and culture at the medical school.

The Mini Medical School complements the Virginia Tech Carilion School of Medicine's fall art show, which opened in September and will run through December. The show features works of art by local military personnel, veterans, and their friends and family as well as two related visiting exhibits. [Read more.](#)

For more information on the Mini Medical Series, contact [Carrie Knopf](#). For more information on the Virginia Tech Carilion School of Medicine, visit <http://medicine.vtc.vt.edu/>.



"Two Coats," by Casey Whipple, Virginia Tech Carilion School of Medicine Class of 2018. The image represents a series of public events at the school this fall based on the theme of military medicine and healing.

TRAINING & EVENTS

Tuesday, October 10, 2017
4:00 - 7:00 p.m.

BUSINESS BASICS

Considering starting a new business? Not sure what you need to do and what steps to take? Then this is the class for you! Business Basics is an introduction to owning your own business. Topics covered include deciding on a legal entity structure, basic accounting and tax issues, steps you need to take for permitting and licensing, steps to writing a business plan and the basics of marketing and market research. Nine steps to market research are taken to determine if your business idea makes sense. Class is designed for individuals in business or thinking of starting a business. The class is 3.0 hours long and topics will only be briefly covered. Upon completion of the class, attendees have the opportunity to schedule a one-on-one appointment with one of the professional business counselors in the office at no cost.

Please make payment by credit card on registration page, by sending in a check prior to class, or by stopping in the Chamber office and paying by check. Credit card payments cannot be accepted over the phone and refunds cannot be given; however, if you miss class, you can attend another class. For questions please call Tom Tanner at 983-0717 ext 103. Pre-Registration is required by visiting:

<https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370021>

Speaker: Tom Tanner

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

Fee: \$20.00



Tuesday, October 17, 2017
8:30 - 10:30 a.m.

WEBSITE BASICS

Your business needs an online presence, but you are trying to decide whether you should make your own or hire someone to do it for you. In this workshop, we will discuss website creation using Wix, Squarespace, and Wordpress. We will go over website best practices. Create an outline of what pages you want for your business and the copy and images you want for each. We will discuss the website grader and how you can use it to ensure your finished product (whether you make it yourself or hire someone) is able to be successful for you. We will also discuss why you should do SEO and submit your url to google and bing. Pre-Registration is required by visiting: <https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130370034>

Speaker: Christina Garnett

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

Fee: \$20.00

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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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.