



BizNews

SPRINGHILL SUITES BY MARRIOTT NOW OPEN IN ROANOKE, VIRGINIA

Grand Opening & Ribbon-Cutting to be held October 17

Marriott International recently announced that the SpringHill Suites by Marriott in Roanoke is now open for business. The 127-suite hotel, located at 301 Reserve Avenue SW, will operate as a Marriott franchise, owned by AAM15 and managed by Aimbridge Hospitality.

Whether traveling for business or pleasure, the SpringHill Suites Roanoke offers guests convenient access to downtown Roanoke, Carilion Roanoke Memorial Hospital, Roanoke Valley Greenways and the Berglund Center.

"As a brand opening a new hotel every 10 days on average, we are delighted that the SpringHill Suites Roanoke is the latest addition to our growing number of properties across the United States and Canada," said Callette Nielsen, vice president and global brand manager for SpringHill Suites. "Our all-suite offering and convenient amenities offer guests a little extra to help them enjoy their stay. Whether traveling for business or pleasure, we understand that guests want to connect to the local area. We make it our business to help them do that by offering our local expertise, and bringing the community into the hotel through our 24/7 market and at our Art of Local events."

A grand opening and ribbon-cutting event will be held at 10 am on Wednesday, October 17 at the new hotel. The public is invited to enjoy this event along with tours of the new property and an opportunity to chat with property owners and representatives of Marriott.

Ideal for business and leisure travelers alike, the new hotel offers a little extra space with suites larger than a typical hotel room. Separate living, working and sleeping spaces provide guests with flexibility and functionality. The hotel offers comfortable beds, soft linens and plush pillows to allow for an optimum night's sleep. Each suite also features a pullout sofa bed and lounge chair offering additional space for relaxation. The designated work space offers a well-lit desk space to ensure maximum productivity for those who need to get down to business.

Every aspect of design, from guest rooms to the lobby, furniture and lighting, to colors and fabrics, has been carefully selected to offer calm and refreshing spaces to allow guests to relax and recharge. The property offers a restaurant – The Valley, as well 856 square feet of meeting space to accommodate meetings and private functions for up to 50 people.

Daily complimentary breakfast is filled with hot, healthy and indulgent choices including fresh strawberries, steel cut oatmeal, cold cuts, cheeses and much more. This is SpringHill Suites' way of making sure guests have a good start to their day. The hotel also offers business services, complimentary Wi-Fi, same-day dry cleaning, guest laundry facilities, an indoor swimming pool and a fitness center.

SpringHill Suites by Marriott is an all-suite hotel brand that offers guests a fresh take on mixing business and pleasure, by providing little extras that help them enjoy their time away. Recognized by Forbes as one of America's Top 10 Franchises to buy in 2016, the portfolio consists of more than 350 properties across the United States and Canada. The suites are spacious and feature a modern, stylish design that allows guests to be productive and unwind. SpringHill is proud to participate in the industry's award-winning loyalty program, Marriott Rewards® which includes The Ritz-Carlton Rewards®. Members can now link accounts with Starwood Preferred Guest® at members.marriott.com for instant elite status matching and unlimited points transfer. For more information or reservations, visit www.springhillsuites.com, become a fan on [Facebook](#) or follow @SpringHillSuite on [Twitter](#) and [Instagram](#).

Aimbridge Hospitality is the nation's second largest independent hotel investment and management firm with a proven track record for delivering superior returns for its strategic partners in a variety of markets and economic cycles. Aimbridge provides management, asset management, development, renovation and consulting services. Based in Dallas, Texas and with development offices in Chicago, Dallas and Puerto Rico, Aimbridge currently owns and/or manages over 500 upscale, independent and branded hotels with nearly 70,000 rooms across the United States and the Caribbean, including such affiliations as Marriott, Hilton, Embassy Suites, DoubleTree, Hilton Garden Inn, Hampton Inn & Suites, Aloft, Hyatt, Wyndham, Choice Hotels and the Phoenix Inn Suites chain of hotels. For more information on Aimbridge Hospitality, please visit www.aimbridgehospitality.com.

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Nonprofit begins third restoration effort in the City of Roanoke *Historic Villa Heights Recreation Center to be revitalized*



Roanoke Mayor Sherman Lea (r) discusses Restoration Housing's fine work in the City of Roanoke with Executive Director Isabel Thornton (l) while Contractor Chad Brown (center) looks on.

Restoration Housing recently announced that the local non-profit is beginning the historic restoration of their third project, the circa 1820 structure of the Villa Heights Recreation Center, otherwise known as the Compton-Bateman House, in Northwest Roanoke. The organization held a "Restoration Kick-Off" on September 25th at 10:00 am to celebrate the commencement of construction with a crowd of supporters and members of Roanoke City's Economic Development Department.

The Melrose Orange Target Area has consistently seen more positive investments from both the public and private sector since the beginning of its status as a city target area for revitalization. In addition to Restoration Housing's project, there are similar revitalization efforts seen in projects such as the new "Community Solutions Center" by Feeding America of Southwest Virginia. The Villa Heights Recreation Center will also be home to a nonprofit tenant once construction is complete next year with plans to rent to the Boys & Girls Club of Southwest Virginia as an afterschool recreation center and office space. The building will serve as a satellite facility to their flagship location on 9th Street in Southeast Roanoke.

"This restoration effort is a wonderful collaboration between nonprofits, the City of Roanoke, and the community of Northwest Virginia. We are all mutually benefitting from seeing this structure restored and brought back to life after over ten years of vacancy," said Restoration Housing Executive Director Isabel Thornton.

Acquired by Restoration Housing last year, this project will be the third rehabilitation overhaul for the nonprofit organization, which began in 2014. Their first two projects are located in the West End and are both used as affordable rental housing. Roanoke contractor Square 1, which also completed the West End constructions, will perform the renovation. Each project of the organization uses historic tax credits to offset construction costs and keep rents affordable.

Restoration Housing's mission is to create and assist in development projects with a focus on historic preservation of architectural resources. Their projects address the needs of limited income families and strengthen the community by reducing blight and vacancy.



Ribbon-Cutting kicks off Restoration Housing's third project on Tuesday, September 25th, 2018 and included from left to right: Restoration Housing Board Member Dan Merenda, Vice Mayor Joe Cobb, Contractor Chad Brown (Square One Contracting), Restoration Housing Executive Director Isabel Thornton, Roanoke Mayor Sherman Lea, Architect Peter Ozolins (Hughes Architects and Engineers), Council Members Anita James Price and Michelle Dykstra, and Restoration Housing Board Member Carol Tuning.

Virginia Tourism Corp. and OpenTable Partner on New Dining Program Launching Exclusively in Virginia

On Thursday, September 27, the Virginia Tourism Corporation, in partnership with OpenTable, announced the launch of OpenSeat, a new program that allows diners to opt-in to share an open seat at their table with someone new. The program is designed to bring people together over a shared meal and celebrate common ground. More than 30 restaurants across the Commonwealth are participating in this pilot program.

Virginia Tourism and OpenTable are turning open seats into chance meetings at busy restaurants all across Virginia. To participate, guests can book their reservations at one of the participating restaurants on OpenTable here. Before completing the reservation, diners simply write "OpenSeat" in the notes section. If another guest walks into the restaurant that has also opted into the program, both parties will be seated together. They'll then have the opportunity to connect around the table and get to know one another. Participants will also receive a complimentary appetizer as a part of their experience.

"Virginia has quickly become one of the most celebrated destinations in the country for culinary enthusiasts," said Rita McClenney, President and CEO of Virginia Tourism Corporation. "Visitors are traveling to Virginia to experience our world-class restaurants headed up by talented, award-winning chefs. The OpenSeat program allows diners to meet new people over a shared meal at our most beloved restaurants, and discover for themselves why Virginia is for food lovers. We are thrilled to be partnering with OpenTable this fall on such a fun, innovative program that is sure to bring many new people together."

"To paraphrase William Butler Yeats, there are no strangers, only friends we haven't yet met," said Caroline Potter, OpenTable's Chief Dining Officer. "And what better way to get to know people in the community than by sharing a delicious meal in a welcoming setting. We look forward to hearing about the connections made around the table through this program."

Participating restaurants include some of the most notable dining destinations to include:

- Alexander's – Roanoke, VA
- Brine at Mosaic – Fairfax, VA
- Little Saint – Richmond, VA
- The Majestic – Alexandria, VA
- Mermaid Winery – Norfolk, VA
- Pasture – Richmond, VA
- Rappahannock – Richmond, VA
- RockSalt – Charlottesville, VA

A full list of participating restaurants can be found at opentable.com/openseat.

To learn more about the OpenSeat program, visit Opentable.com/openseat.

The Virginia Tourism Corporation is the state agency responsible for marketing Virginia to visitors and promoting the Virginia is for Lovers brand, which will celebrate 50 years in 2019. Tourism is an instant revenue generator in Virginia. Last year, visitors spent \$25 billion, which supported 232,000 jobs and contributed \$1.73 billion in state and local taxes.

OpenTable, part of Booking Holdings, Inc. (NASDAQ:BKNG), is the world's leading provider of online restaurant reservations, seating more than 26 million diners per month via online reservations across more than 47,000 restaurants. The OpenTable network connects restaurants and diners, helping diners discover and book the perfect table and helping restaurants deliver personalized hospitality to keep guests coming back. The OpenTable service enables diners to see which restaurants have available tables, select a restaurant based on verified diner reviews, menus, and other helpful information, and easily book a reservation. In addition to the company's website and mobile apps, OpenTable powers online reservations for nearly 600 partners, including many of the Internet's most popular global and local brands. For restaurants, the OpenTable hospitality solutions enable them to manage their reservation book, streamline their operations, and enhance their service levels. Since its inception in 1998, OpenTable has seated over 1.6 billion diners via online reservations around the world. OpenTable is headquartered in San Francisco and has bookable restaurants in more than 20 countries, including Australia, Canada, Germany, Ireland, Japan, Mexico, the Netherlands, Spain, United Kingdom and the United States. Restaurants are available for reservations in Dutch, English, French, German, Italian, Japanese, and Spanish languages.



Alexander's Restaurant located at 105 S. Jefferson Street in downtown Roanoke will be participating in the new Open Seat program.





Tourism Revenues in Virginia's Blue Ridge Reached \$850 million in 2017!



According to the U.S. Travel Association, tourism in Virginia's Blue Ridge generated \$850 million in direct travel expenditures in 2017 an increase of 4.5% over the previous year. Tourism also supported 7,945 jobs in the region and \$28 million in local taxes. The increase is largely attributed to product development, including: new hotels, restaurants, enhanced transportation options, craft beverages, sports, outdoor recreation, festivals and events, the diversity of arts and culture, wedding venues, meeting and conference venues, attractions and so much more. Virginia's Blue Ridge continues to thrive as a mountain vacation destination.

Visit Virginia's Blue Ridge, along with the support of over 1,400 industry partners and the investment provided by the Cities of Roanoke and Salem and the Counties of Roanoke, Franklin, and Botetourt, was able to achieve the 8th consecutive year of RECORD growth. "Regional collaboration has been the key to our success. Tourism is BIG business and notably an economic driver for our region," said Landon Howard, President of Visit Virginia's Blue Ridge.

2018 Fall Color Schedule Announced



Want to see fall colors in Virginia's Blue Ridge Mountains this year? According to various reports and projections, late October will likely be the best time to see peak fall foliage in 2018 around the Roanoke Valley in Virginia's Blue Ridge.

Based on analysis from The Weather Channel and research of historical trends by the Virginia Department of Forestry, as well as an intensive compilation of data for the interactive fall foliage prediction map on SmokyMountains.com, most signs are pointing toward October 20-30 being the prime time for seeing the autumn leaves in Virginia's Blue Ridge.

While no projection is 100% accurate and changing weather patterns can make a significant impact, the late October peak fall foliage forecast is consistent with years past.

Learn more by visiting: www.visitroanokeva.com/blog/post/2018-fall-color-schedule-for-virginia-blue-ridge-mountains-foliage-leaves/

BizNews

Spotlight on Business ~ One of Roanoke's Best Kept Secrets.... Renaissance Lighting and Metal Furniture for Hospitality

Renaissance Lighting and Metal Furniture manufacturing facility is located in Roanoke, Virginia, an area rich with tradition and experience in the crafting of fine furniture and accessories. The company's product line is focused on producing quality "Contract Lighting" and "Contract Metal Furnishings" for the Hospitality, Restaurant, Resort and Timeshare Industry along with unique items for "Specialty Markets" including NASCAR, Coca-Cola, and Colleges & Universities. Their goal is to design the perfect product to meet your specific needs at a quality level and price point whichever category you fall under

The expert workforce at Renaissance has many years of experience creating unique and distinctive metal Tables, Chairs, Barstools, Counter Stools, and "Site Furniture" including decorative trash receptacles, Benches, and Planters all with the ability to have highly detailed laser cut images, designs, and logos to personalize our products to suit your individual needs. To build the finest products possible they use only the best equipment and processes to insure their customer's satisfaction and offer the "Renaissance 10 Year Structural Warranty" when the items are used for their intended purpose.

The 60,000 square foot facility features the most technologically advanced and modern equipment in Southwest Virginia including Lasers, Press Brakes, Tubing Benders, Angle Scrolls, Sheet Rollers, Powder Coating, Faux Finishing, and Welding and Fabricating equipment to create the finest and most unique lighting and metal furnishings. All metal furniture features a durable baked on decorative "Polyester" powder coated finish making them ideal for use indoors or out and include vinyl floor glides to protect fine surfaces.

In order to fulfill the Renaissance commitment to quality, the company has made great efforts to blend technology and tradition together to yield the best products possible. They are constantly looking for ways to improve our manufacturing process in order to continue to bring our quality and distinctive products to the market.

To learn more about this fine company headquartered in the City of Roanoke and see their many furniture lines, please visit the website at www.rclfinc.com.



From the Renaissance Site Furnishing line, VT Daily showcased this piece featuring an exterior wireless access point providing Wi-Fi using the VirginiaTech (guests) and eduroam (students, employees) networks across a large outdoor area between Peddrew-Yates and Pritchard residence halls on the Blacksburg campus. The access is especially helpful to those who use the university's only solar-powered table, which is located in that area.

The table, which was installed in April 2016 and is Americans with Disabilities Act compliant, allows people to operate and power their devices using built-in charging stations that supply 100 percent clean, renewable energy.

Having comfortable seating, electrical outlets, and Wi-Fi access in the area encourages students to interact in more meaningful ways outside the classroom.

New outdoor Wi-Fi access allows student to get online from the university's only solar-powered table. The table was the brainchild of Virginia Tech alumnus Patrick Gallagher.

Research in Roanoke ~

The spark of connection: VTCRI scientist awarded a new federal grant to study cardiac conduction in health, disease



Steven Poelzing is an associate professor at the Virginia Tech Carilion Research Institute.

Steven Poelzing, an associate professor at the Virginia Tech Carilion Research Institute, has received a new five-year grant from the National Heart, Lung, and Blood Institute of the National Institutes of Health.

The \$2.5 million grant over a 5 year period will fund Poelzing's research into a heart mutation, known as a gain-of-function mutation, that can lead to sudden cardiac death and other heart conditions.

"It's a less common mutation, but more lethal," said Poelzing, who is also an associate professor in the Department of Biomedical Engineering and Mechanics in Virginia Tech's College of Engineering. "With this mutation, the channels between the heart cells remain active when they shouldn't."

This specific mutation is concealed through puberty, and only becomes obvious after critical events in adolescence or early adulthood, such as unexplained fainting, seizures, or near drownings, according to the National Heart, Lung, and Blood Institute. The mutation frequently underlies Long QT syndrome, which can be inherited or acquired. On an electrocardiogram reading, the length of time it takes for a heartbeat to drop from the peak to the baseline is referred to as QT. A long QT indicates an out-of-rhythm heartbeat.

"Something happens to cardiac cells during the maturation process that unmasks this mutation and makes it a dangerous problem," Poelzing said. "If we can figure it out, we might be able to re-mask the mutation and keep the heart functioning properly."

Heart cells communicate through channels called gap junctions. In childhood, cardiac cells are oval shaped, with gap junctions equally spaced around their borders. Adults have larger, brick-like cells with their gap junctions concentrated on the ends.

Poelzing, along with other researchers in the VTCRI Center for Heart and Regenerative Medicine, has found there is more to the story of conduction than cell size and gap junction location, though. There's a parallel process of conduction called ephaptic coupling that doesn't appear to rely on the direct channels of gap junctions to keep the heart in rhythm.

Research in Roanoke ~ *continued from Page 6*

"It's the difference between a cable and a spark," Poelzing said. "Gap junctions allow direct communication, yet a person can lose 50 percent of them and not see a change in the electrical propagation properties of their heart. We discovered another mechanism of communication that helps maintain conduction even when gap junctions are lost."

Sodium is crucial for the spark, according to Poelzing. The ephaptic coupling mechanism allows electrical current to jump the space between cardiac cells, even when the direct channel – the gap junction – isn't working well or is even completely gone. Poelzing suspects that saline with different concentrations of sodium, potassium, and calcium can modulate the spark to help normalize conduction in different cardiac diseases.

"Salt water is a lifeline — often the first thing done for a patient in a hospital is give her a saline solution," Poelzing said. "A different ratio of sodium in the saline may modulate cardiac conduction differently depending on the composition of the heart cells."

That's the subject of Poelzing's first NHLBI grant. In that project, he focuses on how sodium affects conduction through both ephaptic coupling and gap junctions.

With his latest NIH grant, Poelzing is studying how mutated sodium channels can become over-activated causing major problems for the heart.

In both cases, problems can arise from miscommunication in the space between the cells and through the sodium channels acting as gatekeepers through the cellular membranes—especially if the channels have a gain-of-function mutation.

"One cell activates, and the sodium channels begin to drain the sodium ions from the space between them. The downstream channel wants to equalize, so it starts draining, too," Poelzing said. "We end up with two large conducting channels continuously draining sodium out of the same space."

In some mutated sodium channels, this over-activation can equalize to a point where the heart can function normally. Ephaptic coupling allows sodium to continue to seep from between cells, so it can empty in a way that allows a relatively regular beat.

That's not always the case, though.

"Sodium boosting can be great, in some circumstances," Poelzing said. "However, for people with this type of Long QT Syndrome, it could be catastrophic."

When one channel opens, the reservoir of the cell needs to have some sodium to be stable. But if ephaptic coupling increases the intake of sodium, the flow goes for too long and the channels can't reset.

"The channels between the heart cells remain active, and the heart never relaxes. It triggers another contraction across the muscle," Poelzing said. "The typical check and balance of cardiac conduction disappears, and the cells become competitive when they should be working together."

Each heartbeat triggers another in self-perpetuating waves, forcing the individual cells of the heart to work literally to death.

By understanding how the mutation triggers the sodium channels to continue draining while ephaptic coupling works to regulate sodium, the researchers may be able to target the levels of sodium so that even with the mutation, the channels may be able to reset and give the cells a chance to rest.

"It's one small part of a very complicated system, but we might be able to make the sodium channels behave correctly and that could reduce arrhythmias in people with gain-of-function diseases, such as heart failure," Poelzing said. "Our hope is that our research will start to inform physicians on new strategies to prevent sudden cardiac death."

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Roanoke Regional Airport Passenger Traffic Continues to Grow

August traffic was up 5.1% year over year as 2018 continues trend of strong traffic growth.



The Roanoke-Blacksburg Regional Airport continues to see 2018 traffic increase with August traffic up 5.1% on a year over year basis. August 2018 saw 57,828 passengers fly via ROA compared to 55,008 in August of 2017, an increase of 2,820 passengers.

Strong community support, an improved regional economy, lower airfare and improved 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 7.3% versus 2017, which equates to 29,631 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 through the summer 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 the Small Community Air Service grant we are hopeful of obtaining additional air service".

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 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, please visit www.flyroa.com.

AMTRAK PREPARES FOR INCREASED THANKSGIVING TRAVEL

In anticipation of the busiest travel week of the year, Amtrak is preparing to accommodate the surge of holiday travelers with extra trains and capacity on several routes. Tickets sell out quickly, so customers are encouraged to plan ahead and book tickets early.

"With more than 500 destinations nationwide, Amtrak customers can avoid traffic and enjoy free Wi-Fi on most trains, plenty of leg room and no middle seat as they travel to visit family and friends," said Amtrak President & CEO Richard Anderson.

With the Thanksgiving travel season soon underway, Amtrak is prepared to operate every available passenger railcar in its fleet. Amtrak is adding extra trains for more seating on the Northeast Corridor (NEC) and Midwest routes, and is adding extra cars to existing trains along the West Coast.

On the NEC, Amtrak Acela Express (Boston – Washington, D.C.) and Northeast Regional (Boston – Washington, D.C. – Richmond) trains will operate full and extended schedules with additional frequencies and added capacity during the Thanksgiving week. Additional NEC trains, including the Keystone (New York – Harrisburg), will require reservations in advance of travel.

Hiawatha trains (Chicago – Milwaukee) will also require reservations between Nov. 20 and Nov. 25. At Chicago Union Station, Sleeping Car and Business Class customers, as well as top-tier Amtrak Guest Rewards members, can experience the Metropolitan Lounge and pre-board their trains. Coach customers can purchase Legacy Club passes to access similar amenities.

On the West Coast, additional capacity will be added to the Capitol Corridor (Auburn/Sacramento – Oakland – San Jose), San Joaquin (Oakland/Sacramento – Bakersfield) and Pacific Surfliner (San Diego – Los Angeles – San Luis Obispo) routes. During the holiday period, the Pacific Surfliner service will also require reservations between Nov. 21 and Nov. 25. The San Joaquin train will require reservations between Nov. 18 and Nov. 26.

Passengers can now connect directly with customer service representatives via social media: Follow @Amtrak on Facebook, Twitter and Instagram to receive the latest news including sales and updates on new offerings. We encourage customers to share their Amtrak experience on all social media by tagging @Amtrak and using the hashtag #Amtrak in their posts. On Twitter follow @AmtrakNECArtists for real-time service information on the NEC and follow @AmtrakAlerts for real-time service information on long distance and Midwest Corridor trains.

Last year, Amtrak had its largest passenger count to date during the Thanksgiving week with more than 777,000 riders on its trains across the country, and its busiest day in history with more than 160,000 customers on the Sunday following Thanksgiving.



~Business Bits

Organizational Hum



When the workplace culture and dynamics are such that every day there is an organizational hum to your environment, you have created a culture for success, an organizational hum.

Staff dynamics cannot be ignored. Improving staff dynamics takes incredible dedication and intention. What can you as a business leader to do improve staff dynamics, which seemingly have a life of their own?

Start within.

1. Know your team and allow them to know one another. Learn or refresh your memory about the phases that groups go through as they develop.
2. Tackle problems quickly. If one member of your team has adopted a behavior that's impacting the workplace, act quickly to challenge it.
3. Define roles and responsibilities. Teams that lack focus or direction can quickly develop poor dynamics.

Build throughout.

1. Choose a team charter reflective of the culture you wish to create.
2. Train and learn together as a team to develop shared language and knowledge.
3. Intentionally integrate team building efforts into meetings.

I had a leader once who was very adept at building team. He did small yet powerful things to invoke the feeling of team. He had team members each take a turn starting off each meeting with an inspirational quote that meant something to them. Once, we arrived at a meeting to find a pile of dollar store trinkets piled in the middle of the table. We were asked one at a time to choose one item that represented someone else on the team and explain why. Ten years later, I still have the tiny tape measure that someone pulled from the pile saying it reminded them of me as a measure of enthusiasm.

Organizational hum can be created. Start within, build throughout, and keep it intentional.

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.



TRAINING & EVENTS



Pitch & Polish clinics provide a valuable opportunity to pitch your business idea to a team of regional experts who want to help you polish your presentation, provide feedback on your business model, and connect you with the resources you need to grow. To register visit www.ramprb.tech.

Dates and Location

Wednesday, September 12, 2018 - Lynchburg | Lynchburg Regional Business Alliance Conference Room - 6:00 - 8:00 PM

Wednesday, November 14, 2018 - Blacksburg | VTCRC - New River Valley Conference Room - 6:00 - 8:00 PM

Wednesday, January 9, 2019 - Roanoke | Gill Memorial Building Classroom - 6:00 - 8:00 PM

Wednesday, March 13, 2019 - Lynchburg | Lynchburg Regional Business Alliance Conference Room - 6:00 - 8:00 PM

Wednesday, May 8, 2019 - Blacksburg | VTCRC - New River Valley Conference Room - 6:00 - 8:00 PM

Wednesday, July 10, 2019 - Roanoke | Gill Memorial Building Classroom - 6:00 - 8:00 PM

**For more information contact – Mary Miller,
Director of RAMP, Mary.Miller@rbtc.tech.**



Business Smart Start 2018

Tuesday 4:00 to 7:00 PM

October 9, 2018

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

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

Business Smart Start is an introduction to owning your own business. Topics covered include deciding on a legal entity structure, basic accounting and tax issues, steps you need to take for permits and licensing, steps to writing a business plan and basics of marketing and market research. We cover the nine steps to market research to determine if your business idea makes sense. Class is for individuals in business, or those thinking of starting a business even if it might be years in the future. The class is 3.0 hours long so these topics will only be briefly covered. Upon completing the class you will have the opportunity to schedule a one-on-one appointment with one of the professional business counselors in our office. We do not charge anything for our one-on-one sessions.

Pre-Registration is required at
<https://clients.virginiasbdc.org/reg.aspx?mode=event&event=130380012>
 Fee: \$ 20.00

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

Speaker: Tom Tanner
 Phone: (540) 983-0717 x 103
 Email: sbdc@roanokechamber.org

TRAINING & EVENTS



Young tike tries out one of the many offerings at the 2017 GO Fest!

Roanoke's GO Fest is an Adventurers Paradise *Three days packed with nearly 125 outdoor activities and events!*

The eighth annual Anthem GO Outside Festival will take place from Oct. 12 - 14. Last year, the award-winning festival attracted more than 36,000 adventurers from across the East Coast. Attendees enjoy the unique opportunity to try nearly 125 different hands-on outdoor activities, listen to talented musicians, drink local craft beer, meet other nature enthusiasts, and camp - all in the heart of Virginia's beautiful Blue Ridge mountains.

GO Fest partners with Across-the-Way Productions, the producers of FloydFest, to bring popular musical acts to Roanoke. The best part? All of the entertainment and activities are free.

"GO Fest grows bigger and better each year," commented Pete Eshelman, Director of Roanoke Outside Foundation. "We rely on a lot of generous sponsors that help us pay for big and exciting acts without festival admission fees."

GO Fest blends a wealth of outdoor activities, including outdoor rock climbing walls for children and adults, running and cycling races, free mountain bike and watersports demos, an urban adventure scavenger hunt, wilderness medicine and survival skill clinics, free yoga classes, fly fishing, and even log rolling.

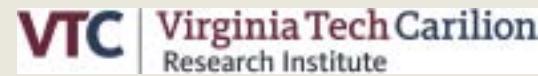
"The Roanoke region is rich with outdoor amenities and we want to share our enthusiasm for parks and outdoor recreation," said Michael Clark, Director of Roanoke Parks and Recreation. "There is something new for everyone to try at GO Fest, and it's all free."

Festival-goers will also catch outstanding stunt performances by BMX, mountain biking, lumberjack professionals, and professional jumping dogs. Travelers visiting Roanoke are encouraged to camp or "glamp" on-site.

Established in 2011, the Anthem GO Outside Festival is a free annual event that encourages healthy outdoor recreation. Organized through a partnership between the City of Roanoke's Department of Parks and Recreation and the Roanoke Outside Foundation, the three-day festival has evolved into one of the nation's premier outdoor festivals.

For a schedule of events and to learn more, visit roanokegofest.com.

TRAINING & EVENTS



Upcoming VTCRI Maury Strauss Distinguished Public Lectures

Visit <http://research.vtc.vt.edu/events/distinguished-scholars-series> to learn more.

The VTCRI 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 lectures are co-sponsored by Virginia Tech's Translational Biology, Medicine, and Health Graduate Program.

"The Virginia Tech Carilion 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."

Can Exercise Teach Us How to Treat Heart Failure?

Event will be held October 4, 2018, 5:30 p.m. at Virginia Tech Carilion Research Institute

Anthony Rosenzweig, M.D.

Chief, Cardiology Division

Massachusetts General Hospital

Co-Director

Corrigan Minehan Heart Center

Paul Dudley White Professor of Medicine

Harvard Medical School



Anthony Rosenzweig, M.D.

Disability in the 21st Century: What Are We Thinking, Talking, and Doing About It?

Event will be held November 15, 2018, 5:30 p.m. at Virginia Tech Carilion Research Institute

Peter Rosenbaum, M.D., F.R.C.P.

Professor of Pediatrics

Canada Research Chair in Childhood Disability

Co-Founder, CanChild Centre for Childhood Disability Research

McMaster University



Peter Rosenbaum, M.D., F.R.C.P.

Synapses Lost and Found: Developmental Critical Periods and Alzheimer's Disease

Event will be held November 29, 2018, 5:30 p.m. at Virginia Tech Carilion Research Institute

Carla Shatz, Ph.D.

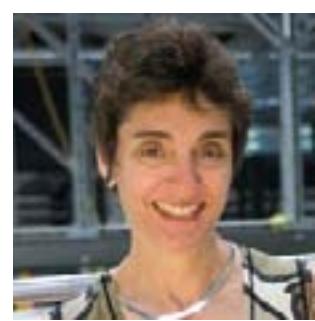
Director, Bio-X

Saap Family Provostial Professor

Professor of Biology and Neurobiology

David Starr Jordan Director, Stanford, Bio-X

Stanford University



Carla Shatz, Ph.D.

Engineering Human Tissues for Medical Impact

Event will be held December 13, 2018, 5:30 p.m. at Virginia Tech Carilion Research Institute

Gordana Vunjak-Novakovic, Ph.D.

Mikati Foundation Professor of Biomedical Engineering

Professor of Medical Sciences

Director, Laboratory for Stem Cells and Tissue Engineering

Scientific Director, Columbia University Stem Cell Core

Director, Stem Cell Imaging Core

Columbia University



Gordana Vunjak-Novakovic, Ph.D..

TRAINING & EVENTS

OSHA COMPLIANCE TRAINING



YOU HAVE A RIGHT TO A SAFE AND HEALTHY WORKPLACE - IT'S THE LAW!

These courses are comprehensive safety trainings designed for anyone involved in construction and general industry. The programs provide complete information on OSHA compliance issues and cover hazard identification, avoidance, control and prevention. Stay on top of job safety and health, it's the law!



Chesapeake Region Safety Council

COURSES DESIGNED TO PROTECT WORKER HEALTH AND SAFETY IN ROANOKE!

WHERE:	Roanoke Higher Education Center
WHEN:	August 6-9 • OSHA 3095 – Electrical Standards & NFPA 70E (\$795.00) Oct 22 – 25 • OSHA 511 – Occupational Safety and Health Standards for General Industry (\$795.00) Oct 29 – Nov 1 • OSHA 510 – Occupational Safety and Health Standards for the Construction Industry (\$795.00) November 5 – 8 • OSHA 500 – Trainer Course in Occupational Safety and Health Standards for the Construction Industry (\$795.00) November 13 – 16 • OSHA 501 – Trainer Course in Occupational Safety and Health Standards for General Industry (\$795.00) December 10 – 12 • OSHA 3115 – Fall Protection (\$745.00) December 13 • Fall Protection Train the Trainer (\$249.00)
REGISTER:	Registration material can be found online at www.oshamidatlantic.org or call 1.800.875.4770 . For more information, contact Carla Jackson at 540.767.6010 or via email at carla.jackson@education.edu .



ROANOKE HIGHER EDUCATION CENTER
CALL 540.767.6010 OR EMAIL AT CARLA.JACKSON@EDUCATION.EDU

RHEC HOURS OF OPERATION:

MONDAY – FRIDAY	7:00 AM – 10:30 PM
SATURDAY	7:00 AM – 6:00 PM
SUNDAY	CLOSED

TRAINING & EVENTS



How are our communities changing? What does the future look like for our cities and towns? What will be our biggest challenges in 2050? What can we do today to prepare for this potential future? How do we build the future we want to have?

These are the big questions we are asking at this year's (X)po as we explore the theme...

Anticipating 2050, Acting Today

We are excited to look into the future while recognizing that we need to act today. Join us at The Patrick Henry Ballroom and take part in these vital conversations! Visit www.cityworksexpo.com.



7 strategies to go From Bah Humbug to Booming Holiday Sales

DETAILS + REGISTER: [HTTP://BIT.LY/BOOMINGHOLIDAY](http://bit.ly/boomingholiday)

QUESTIONS? Call Amanda 540-682-2108

OCT
17
8:30 - 10:30AM
SOUTH COUNTY LIBRARY



Announcing the 9th Annual Virginia Women's Conference 8 AM – 4 PM, Saturday, November 17 at The Hotel Roanoke & Conference Center

(Sign up below to receive updates on hotel blocks and registration as it is available.)

The Virginia Women's Conference will explore tools for success by providing advice from experts on health, careers, leadership, personal development, business, finance, and retirement. It will feature remarks from Senator Warner, prominent keynote speakers, and will include workshops, a resource expo, and networking opportunities.

This conference is a nonpartisan, official U.S. Senate constituent services event dedicated to providing a venue for Virginia women of all ages to meet, network, hear from experts on a variety of important topics, and gather resources from federal, state, and local agencies.

For the most up-to-date information, please access the link below for updates, like us on Facebook and follow us on Twitter and Instagram.

<https://www.warner.senate.gov/public/index.cfm?p=2018-virginia-women-s-conference>

SPEAKER: MARC WILLSON, RETAIL CONSULTANT FOR VIRGINIA SBDC





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 features a Panel Discussion of Minority Business Owners successfully operating a business in Roanoke.

Register at: roanokemayorssummit.eventbrite.com

Learn about:

FINANCING

GRANTS

BUSINESS LICENSES

PERMITTING

Join us:

October 23rd from 9 am - 12pm

Registration is required through Eventbrite. Contact Lisa Soltis at 540.853.1694 if you have questions.

Location:

Colab Roanoke
1327 Grandin Rd SW
Roanoke, VA 24015

Sponsored by:



TRAINING & EVENTS



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.

10.25.18 | 3-4 P.M.

THE ART OF BIG DATA

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

In 2013, the National Gallery of Art in Washington, D.C., officially changed the title of a 19th century painting in its collection due to B. Scott Crawford's research.

While Crawford's research focused on the larger socio-historical context surrounding the work, thus providing evidence the painting deserved a new title, he also uncovered a message the artist leaves on the canvas. That message directly connects to current business themes related to the use of data - while still accommodating human emotions and passions.

Come discuss a 19th century painting and learn more about the research that led the National Gallery to change the title. Learn how a 19th century artist can help 21st century business leaders approach hard data in a humanistic manner.

This event is at NO COST, but seating is limited. Email Martha Franklin at mpfrankl@vt.edu to reserve your spot by 10.22.18. Free parking for the first 20 registrants!

TRAINING & EVENTS

Who is this for?

- Entrepreneurs
- Early Stage Companies
- Entrepreneurial Support Organizations
- Economic Development Professionals
- Professional Service Firms
- Anybody wanting to know more about angel investing

Details

Location: Holiday Inn Valley View
3315 Ordway Dr NW, Roanoke

Thursday, October 25th
Registration and breakfast:
7:30am - 8:30am
Program Runs:
8:30am - Noon

Breakfast and refreshments will be provided!

ANGEL INVESTING 101: A PRIMER FOR THE STARTUP COMMUNITY

Thursday, October 25th

Special Speaker:
Ross Finlay

Register Here!

Early registration is \$20 through October 18th, it increases to \$25 afterwards. Sign up today!

Interested in spurring economic growth and development within the region?

This seminar provides a deep overview of the angel investing process and its vital relationship to the growth of early stage companies, economic development, and the entrepreneurial ecosystem.

Special Speaker: Ross Finlay



Co-Founder and Director of the First Angel Network Association

Board Member- National Angel Capital Organization & Angel Capital Association

Individual Angel investor in 35 companies since 2000

Vice Chair and Lead Instructor, Angel Resource Institute

Leading FAN since 2005



Brought to you
by:



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 tturner@rev.net

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>

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Department of
Economic
Development
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today!

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