



## Mast General Store Projects Opening Date in 2020

*The Mast General Store, a family of stores based in Valle Crucis, North Carolina, is coming to Downtown Roanoke.*



The Mast General Store has announced their 11th store will be located in Downtown Roanoke! This will be Mast Store's first entry into the Virginia market.

"We are excited to be working with The Monument Companies, LLC to bring retail back to the Heironimus," said Lisa Cooper, president of Mast General Store.

The Heironimus Building is located at 401 South Jefferson Street in Downtown Roanoke. Originally constructed as a furniture store in 1905, the Heironimus Department Store took over the building in 1915 and remained a part of downtown until 1996.

Renovations are moving forward while maintaining and preserving the history of the building—a mission Mast Store is known for, saving something old and making it new again.

The Mast Store currently has 10 locations across three states where guests can find old-fashioned customer service, products that spark nostalgia, and quality goods from rocking chairs to hiking gear. Each location has a friendly atmosphere and old-fashioned focus on excellence you'd expect from a country general store. Mast Store looks forward to sharing these same values and traditions in its newest "old" location.

"We look forward to building strong community relationships as we work and play in Roanoke," said Cooper. "And we are excited to be adding Roanoke to our family of stores next summer."

The Mast Store looks forward to welcoming Roanoke to its family of stores in 2020. For more information about the Mast Store, visit [MastGeneralStore.com](http://MastGeneralStore.com).

### IN THIS ISSUE

- 1/MAST GENERAL STORE COMING TO ROANOKE
- 2-3/VTC SCHOOL OF MEDICINE DEAN NAMED
- 4-5/RESEARCH IN ROANOKE; VIRGINIA WESTERN STUDENT LIFE CENTER DEDICATION
- 6/VIRGINIA WESTERN STUDENT LIFE CENTER DEDICATION (CONTINUED)
- 7/BURNS & MCDONNELL PREPARES FOR ROANOKE EXPANSION
- 8/ROA PASSENGER TRAFFIC CONTINES GROWTH; FEATURED BIZLINK
- 9/ VISIT VA'S BLUE RIDGE UPDATE
- 10/COLAB UPDATE
- 11/SPOTLIGHT ON BUSINESS
- 12/VT BUSINESS BITS
- 13-20/TRAINING & EVENTS
- 21/DEVELOPMENT OPPORTUNITIES

## Lee Learman named dean of the Virginia Tech Carilion School of Medicine



*Lee A. Learman*

Lee A. Learman, a physician, researcher, and educator, has been named the next dean of the Virginia Tech Carilion School of Medicine following a nationwide search.

Learman will begin in the role July 1. He will also be professor in the medical school's Department of Obstetrics and Gynecology.

"Lee has distinguished himself as an outstanding leader in the fields of medicine and higher education and brings a wealth of experience to the Virginia Tech Carilion School of Medicine (VTCSOM)," said Cyril Clarke, provost of Virginia Tech and co-chair of the VTCSOM dean search committee. "His perspectives and vision for the future of the medical school and how it integrates with and advances Virginia Tech's land-grant mission clearly made him the best choice to lead our students and faculty. I look forward to working together with Lee and his leadership team to create new opportunities for our institution, community partners, and the Commonwealth of Virginia."

"Dr. Learman is extremely well-qualified and has made significant contributions to medical education, research, and clinical care," said Patrice M. Weiss, executive vice president and chief medical officer of Carilion Clinic, who was co-chair of the dean search committee. "We could not be more delighted about his appointment and everything he will bring to this new chapter for the medical school."

Learman has 25 years of progressive leadership experience in medical education and health care. He currently serves as the senior associate dean for academic affairs and the senior associate dean for graduate medical education at the Florida Atlantic University's Charles E. Schmidt College of Medicine, where he is also the designated institutional official and a tenured professor of obstetrics and gynecology. FAU is a newer medical school, having opened for its first class in 2011, one year after the Virginia Tech Carilion School of Medicine.

## New dean named ~ *continued from Page 2*

"I'm honored by the opportunity to serve as dean of the Virginia Tech Carilion School of Medicine. In its first decade of existence, it has built a solid foundation drawing on the strengths of both an outstanding public research university and an outstanding private health system," said Learman. "This unique public-private partnership makes Virginia Tech Carilion School of Medicine uniquely positioned to prepare future physicians for the changing health care landscape and to become a national leader in medical education. And now, as the newest college of Virginia Tech, the medical school is poised to develop new collaborations with the university."

"With his experience as a physician, researcher, and academic leader, Dr. Learman is an ideal choice to lead the VTCSOM, and we look forward to welcoming him to Virginia Tech," said Virginia Tech President Tim Sands. "The medical school is a critical part of the Virginia Tech Carilion Academic Health Center and the university's overall vision to improve the quality of life in the communities we serve and solve the complex problems of the future."

"We're excited to welcome Dr. Learman to the Virginia Tech Carilion family," said Nancy Howell Agee, president and CEO of Carilion Clinic. "His extensive experience makes him a great match for us, and I'm confident he'll continue the momentum we began with Dean Johnson."

Prior to FAU, Learman was at Indiana University, where he served as the Clarence E. Ehrlich Professor and Chair of the Department of Obstetrics and Gynecology from 2008 to 2015. He was awarded the Commissioner's Award for Excellence in Public Health by the Indiana State Department of Health in 2015 for his participation in statewide efforts to improve perinatal care. Before Indiana, Learman served 14 years on the faculty at the University of California San Francisco, where he held a joint appointment in the Department of Epidemiology and Biostatistics and was inducted into the UCSF Academy of Medical Educators.

Learman has authored more than 75 peer-reviewed publications, including award-winning clinical research papers and contributions to the AAMC MedEdPORTAL. His research focuses on gynecology, obstetrics, and medical education. He serves as peer reviewer to more than 15 journals, including Academic Medicine, and recently co-authored an invited editorial in JAMA that provided an overview of new USPSTF recommendations for cervical cancer screening. In his medical practice, Learman focuses on diagnosing and treating chronic pelvic pain.

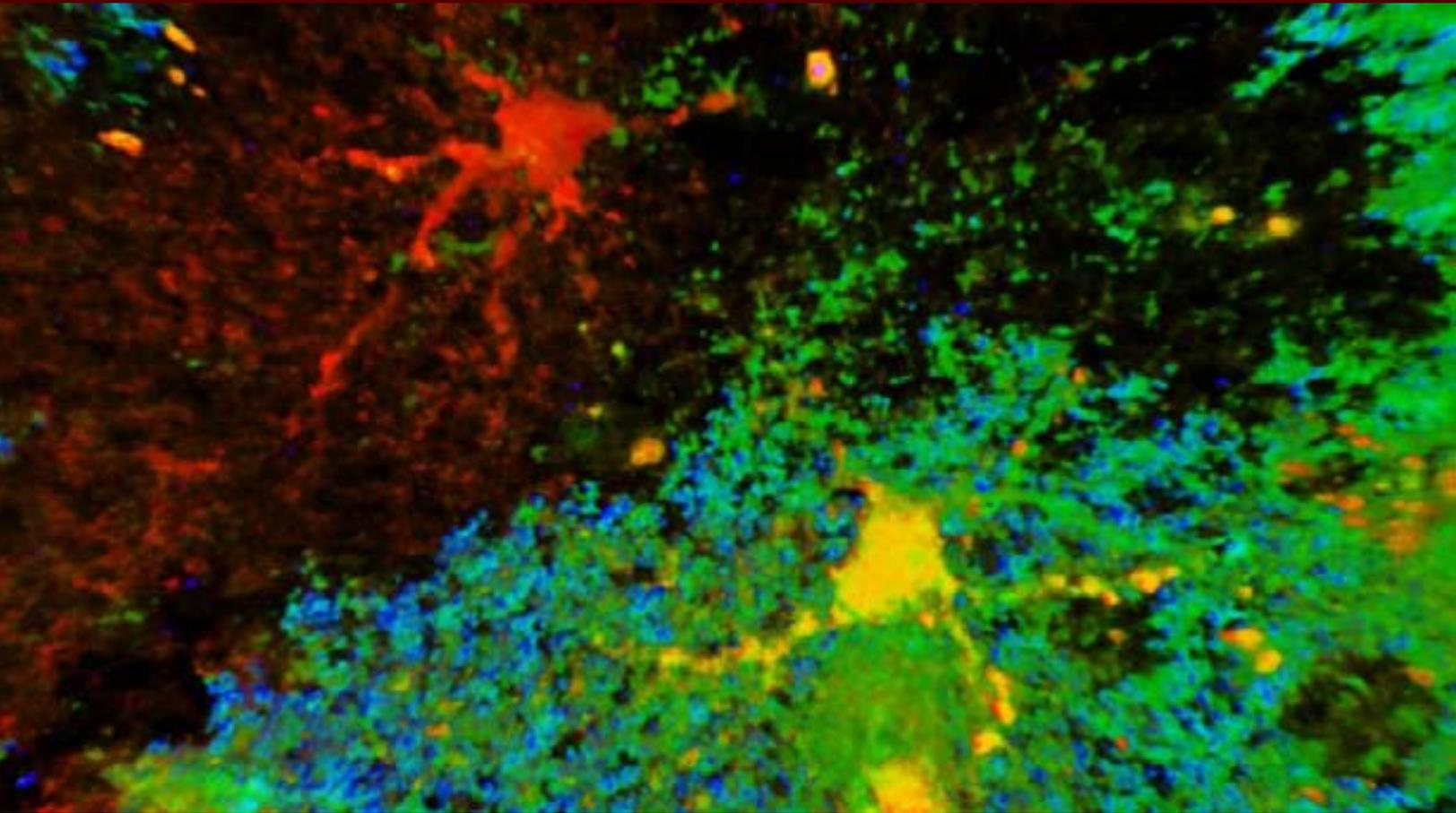
"We are very fortunate that Dr. Lee Learman will be joining us to lead the VTCSOM. He has impeccable credentials in the academic medicine community and is recognized as a highly collaborative and innovative leader in medical education. I greatly look forward to working with him and continuing to grow the already strong collaborative partnership between the Fralin Biomedical Research Institute and the Virginia Tech Carilion School of Medicine," said Michael Friedlander, vice president of health sciences and technology for Virginia Tech and founding executive director of the Fralin Biomedical Research Institute. "We are very fortunate to have had such an outstanding founding dean for the medical school in Cynda Johnson and now to follow her with such an accomplished leader as Dr. Learman as we grow into our next phase."

Learman currently serves in multiple national service roles with the American Board of Obstetrics and Gynecology, the Association of Professors of Gynecology and Obstetrics, and the Society for Academic Specialists in General Obstetrics and Gynecology. He is former chair of the Council on Resident Education in Obstetrics and Gynecology and a past member of the ACGME Review Committee for Obstetrics and Gynecology.

In addition, he serves on the Evidence-based Medicine Interdisciplinary Review Committee for the USMLE/NBME as well as the MedEdPORTAL Content Research Group for the Association of American Medical Colleges.

Learman received his bachelor's degree from the University of California Los Angeles, his M.D. from Harvard Medical School, and a Ph.D. in social psychology from Harvard University in a program supported by the MacArthur Foundation. He completed his residency in obstetrics and gynecology at the University of California Los Angeles.

## Fralin Biomedical Research Institute scientists link concussions to seizures, development of epilepsy



*The cortical grey matter of a mouse is depicted in this 3-D reconstructed confocal image. Researchers at the Fralin Biomedical Research Institute at VTC linked a subtype of atypical brain cells called astrocytes with post-traumatic genesis of epilepsy. The reactive astrocytes are characterized by proteins glutamate transporter 1 (blue) and S100 beta (green). Instead of undergoing cell death after mild traumatic brain injury, the atypical astrocytes have an enhanced expression of fluorescent protein tdTomato (red).*

Researchers at the Fralin Biomedical Research Institute at VTC have identified a cellular response in mice to mild traumatic brain injuries that may lead to seizures.

Traumatic brain injury is a leading cause of epilepsy, which is characterized as the repeated occurrence of seizures. No treatments currently interrupt the process that the brain undergoes after injury that can eventually lead to the chronic condition of epilepsy.

The study, published today in *JNeurosci*, suggests that the development of epilepsy triggered by mild traumatic brain injury may be related to an atypical response from brain cells known as astrocytes, which change to form scars after a severe brain injury. This process is important to protect uninjured brain areas but comes at a price, because these scars have been associated with epilepsy.

The scientists found that astrocytes do not form scars after mild traumatic brain injury, but some astrocytes are altered in a different way almost immediately by these less severe types of injuries. Then, weeks later, the scientists observed spontaneous, recurrent seizures in some mice.

“Our experiments show a strong relationship between changes in astrocytes and the eventual occurrence of a seizure,” said Stefanie Robel, the corresponding author of the study, who is an assistant professor with the Fralin Biomedical Research Institute and at the School of Neuroscience in Virginia Tech’s College of Science. “The findings point to a unique population of astrocytes that respond within 30 minutes of an injury being at the root of the problem where seizures may occur after a latency period of weeks or months, suggesting a therapeutic window to prevent seizure disorders after concussive injuries.”

## Research in Roanoke ~ *continued from Page 4*

### Fralin Biomedical Research Institute scientists link concussions to seizures, development of epilepsy

Robel, research associate Oleksii Shandra, and colleagues at the Fralin Biomedical Research Institute discovered areas of the brain where astrocytes no longer performed their usual housekeeping work to support normal nerve cell function after mild traumatic brain injury.

They first assumed these pockets of nonfunctioning astrocytes were dead, because they no longer made the proteins that normally identify them as astrocytes. Later, Alex Winemiller, a research assistant at the Robel lab and one of the first authors of the study, discovered the cells were alive, but not reacting to injury in their typical manner.

Researchers compared data from mice that eventually developed epilepsy with mice that never developed seizures and found a correlation between the loss of function in patches of astrocytes and the development of epilepsy.

“Each of these astrocytes is connected to multiple neurons, which make hundreds of thousands of connections, which means the loss of function of even a few astrocytes can be devastating to other cells in the brain,” said Shandra, the first author of the study. “Not only have these astrocytes lost their function, but due to these altered connections, the effects can be widespread to brain cells far away. The degree of this astrocyte dysfunction might be something that defines whether epilepsy develops.”

While it has been known that traumatic brain injury is a leading cause of acquired epilepsy, the precise relationship between such injuries and seizures has been elusive.

This new study shows that after a latency period, some of the mice developed spontaneous recurrent seizures reminiscent of post-traumatic epilepsy in human patients with traumatic brain injuries, providing a new experimental model that could contribute to understanding of post-traumatic epilepsy.

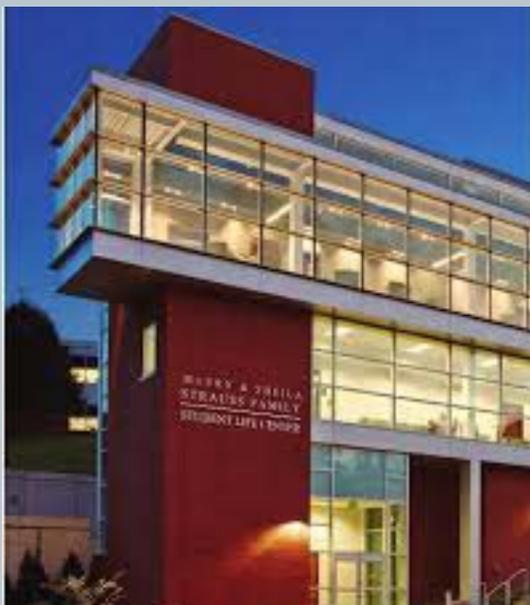
The research was supported by the National Institute of Neurological Disorders and Stroke at the National Institutes of Health, the Institute for Critical Technology and Applied Science at Virginia Tech, and the Fralin Biomedical Research Institute.

For more information visit <https://research.vtc.vt.edu> or contact John Pastor at [jdpastor@vt.edu](mailto:jdpastor@vt.edu).



## Virginia Western Community College dedicates Maury and Sheila Strauss Family Student Life Center

*Virginia Western Educational Foundation launches unrestricted endowment campaign*



Virginia Western Community College dedicated the Maury and Sheila Strauss Family Student Life Center on Friday, January 11, 2019 in recognition of the philanthropic leadership of the Strauss Family. Maury Strauss, a Roanoke business leader and founder of the Strauss Development Corp., donated \$1 million to the Virginia Western Community College Educational Foundation to support innovative initiatives to support students and the region's economic development.

“We are honored to celebrate the dedicated student opportunity bolstered by the vision of the Strauss' philanthropy,” said Dr. Robert H. Sandel, President of Virginia Western. “Their support will make a true difference in our students' lives and will help drive a strong future not only for Virginia Western but for our local community as well.”

## *Continued from Page 5 ~ Virginia Western Community College dedicates Maury and Sheila Strauss Family Student Life Center*

The \$1 million gift from the Strauss Family launches the public phase of the Virginia Western Educational Foundation's unrestricted endowment campaign. The initiative is called the Virginia Western Forward Endowment Fund, a vision of Dr. Charles W. Steger Jr., in honor of the Foundation's late Board of Directors Chairman and President of Virginia Tech.

"Charles believed fully in the role of the community college to change lives and to serve as a catalyst for regional economic growth," said Neil D. Wilkin Jr., Chairman of the Foundation Board of Directors and President & CEO of Optical Cable Corporation. "This permanent endowment will enable Virginia Western to do just that - to flexibly pioneer opportunities in academic instruction and career training, financial aid in the form of scholarships, equipment, workforce development and more."

While relatively rare nationally among community colleges, unrestricted endowments are known for being impactful. The Foundation's goal is to raise \$15 million and with the Strauss donation, it has identified gifts in excess of \$4 million already.

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

The Virginia Western Community College Educational Foundation is an independent nonprofit dedicated to enhancing awareness of the college and securing private and public funds. Its efforts support the Community College Access Program, student scholarships, faculty development and capital projects at Virginia Western. To learn more, visit [viriniawestern.edu/foundation](http://viriniawestern.edu/foundation).



*Maury and Sheila Strauss Family Student Life Center dedication. Pictured from left to right are Heywood Fralin, Member, VWCC Educational Foundation Board; Dr. Robert H. Sandel, President of Virginia Western; Mr. Maury Strauss, Roanoke philanthropist; and Neil D. Wilkin, Jr., Chairman of the Foundation Board of Directors and President & CEO of Optical Cable Corporation.*

## Burns & McDonnell Relocates Within Roanoke to Make Room for Expansion *Engineering, Architecture and Construction Firm to More Than Triple Size of Local Workforce Within Three Years*

Burns & McDonnell is expanding operations in Roanoke, Virginia, and plans to more than triple the size of its local workforce within the next three years. The growth in the region is part of the firm's nationwide effort to hire more than 1,000 professionals annually.

The firm's new office occupies nearly all of a 20,000-square-foot floor in the One Ten Franklin Building. The office currently has 35 employee-owners and room to accommodate 100. Part of an international team of 7,000 professionals, the Burns & McDonnell office in Roanoke performs engineering, consulting, construction and environmental services to support facilities and infrastructure needs in the Mid-Atlantic region. Burns & McDonnell first opened its doors in Roanoke in 2015 with just six employee-owners and has since supported hundreds of projects for healthcare, higher education, commercial, manufacturing, aviation and government clients.

"Being a Roanoke Valley native, I am especially excited about deepening our commitment in the region and continuing to support our community's critical project needs," says Jeffrey Ganthner, AIA, vice president and general manager of Mid-Atlantic offices for Burns & McDonnell. "This city is brimming with talent, opportunity, strong partners and great clients, and we couldn't be more thrilled to expand our presence and invest here."

Burns & McDonnell ranks among the top 10 design firms in the U.S., according to Engineering News-Record, and among the top five on Building Construction + Design's Giants 300 Report in military sector engineering, airport facilities engineering, engineering/architecture firms and office sector engineering. The firm is also among Fortune's 100 Best Companies to Work For in 2018 and has been recognized as a best place to work by more than 20 publications across the country.

Burns & McDonnell is a family of companies made up of 7,000 engineers, architects, construction professionals, scientists, consultants and entrepreneurs with offices across the country and throughout the world. We strive to create amazing success for our clients and amazing careers for our employee-owners. Burns & McDonnell is 100 percent employee-owned and is proud to be on Fortune's 2018 list of 100 Best Companies to Work For.

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



*New home to Burns & McDonnell located at 110 Franklin Road in downtown Roanoke.*



## Passenger Traffic Continues to Grow at ROA *December traffic increased 4.5% year over year at the Roanoke-Blacksburg Regional Airport as 2018 continues the trend of strong traffic growth.*

The Roanoke-Blacksburg Regional Airport continued to see traffic increase with December traffic up 4.5% on a year over year basis. December 2018 saw 52,498 passengers fly via ROA compared to 50,197 in December of 2017 an increase of 2,301 passengers. Year ending 2018 traffic was up 7.2% versus 2017, which equates to 44,471 more passengers. This past year marks the best year in terms of passenger traffic since 2007.

Strong community support, an improved regional economy and airline operational reliability have all played roles in the continuation of sustained passenger growth, which began in September of 2016.

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

The Commission continually works with the airlines to improve reliability, reduce airfare and upgrade equipment serving the region. This has played a significant role in the increase of passengers using the airport. We 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 660,000 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](http://www.flyroa.com).



### Featured BizLink

<https://www.youtube.com/watch?v=xJtiG2iQzIk>

Take a look at a few of the reasons why visitors Visit Virginia's Blue Ridge by watching this new video!  
Support Local Tourism.

[www.VisitVBR.com](http://www.VisitVBR.com)

Produced by Roanoke Valley Television RVTV-3 #RVTV3





## Virginia's Blue Ridge Tourism Reaches 9th Year of Consecutive Growth!

Virginia's Blue Ridge lodging industry experienced a RECORD 8.9% increase in hotel room demand during calendar year 2018, resulting in approximately 1.3 million rooms sold. In fact, Virginia's Blue Ridge recorded the highest percentage of growth for room demand in Virginia, according to STR, Inc. Room revenue grew by a RECORD \$7.5 million in 2018, totaling \$112 million, an astounding 7.9% increase over 2017. A record number of sporting events and meetings attributed to this significant growth in 2018.

"More jobs, more profits, and more tax collections clearly indicates that Virginia's Blue Ridge is being recognized as a mountain vacation destination," said Landon Howard, President of Visit Virginia's Blue Ridge. "Virginia's Blue Ridge is growing unlike ever before thanks to our 1,400+ industry partners and the investment support from the Cities of Roanoke and Salem and the Counties of Roanoke, Franklin and Botetourt. It's all about regional collaboration, generating more jobs and creating a greater return on investment."

To learn more, visit [www.visitvbr.com](http://www.visitvbr.com).





## The Inaugural Star Tank Summit - A Recap

Over the course of the last year, many of the organizations that support entrepreneurs and innovation in the area have been meeting to figure out how we can work together better. This loose knit group has taken on the mantle of being the Regional Entrepreneurial Coalition. As we try to figure out what working together looks like and what our big goals are, we were given an opportunity to figure out what Star Tank could be moving forward. Chris Desimone and his team have done an incredible job building this brand and it is an honor to take it on moving forward.

Our first thought when we started talking about this endeavor was that we would love to do it collectively and that we wanted to increase its value to those individuals who were not ready to pitch for the Star Tank panel. So, over the course of several months, we wound up settling on the idea of the Star Tank Summit, a broader series of events focused on supporting the full entrepreneurial ecosystem. Our inaugural event took place January 16th & 17th and was just as exciting as we could have hoped!

This inaugural event consisted of 4 main components...

1. Kick-off Reception & Keynote - We were honored to welcome supporters, builders and participants from our entrepreneurial ecosystem to a reception at Hotel Roanoke. This was immediately followed by a keynote presentation from Thomas Osha, an expert on the infrastructure needed to support entrepreneurs and innovation. Osha then facilitated a fascinating panel discussion with Bob Cowell (Roanoke City Manager), Doug Jaunarena (Board Member at Valleys Innovation Council), and Elizabeth Jose (RAMP participant & Entrepreneur). It was a stimulating evening that pushed us all to think about what we can do better.
2. Star Tank Pitch Event - In much the same fashion it has happened for the last several years, we had ten entrepreneurs and small business owners pitch their ideas to local investors. There was palpable excitement about several of the ideas and we hope to see real investments being made in the coming weeks and months.
3. Star Tank Youth Event - We all know that youth are the future of our community. With this in mind, we really wanted to offer them an opportunity to hone their problem solving skills and walk through some of the steps to start a business. In this first attempt, we had students from 4 different area schools participate. They all had to pick a problem to solve, identify a potential solution, do some market research and fine tune what the solution might look like. It was quite an experience to watch them develop and present their ideas.
4. Fireside Chats & Mixer - To wrap things up, we wanted to give folks an opportunity to get together and learn a bit more, while celebrating how far we have come. Patrick Henderson from Protos Security kicked us off by sharing his inspirational story and we then had other area entrepreneurs available to share their expertise. It was also just a great opportunity to network and make connections over a pint from Big Lick Brewing.

All in all, it was a great couple of days. As with any first iteration, we were not able to do everything we wanted to. But, we are excited to flesh things out more looking forward. We really want to continue offering as much value as possible to entrepreneurs and find ways to bring all the stakeholders together.

Meanwhile, the Coalition now has a successful event under our belts and is moving into a critical period of planning. Look to hear more from us moving forward!

In the meantime, we always welcome your feedback. You can reach out to us through any of the entrepreneurial support organizations or directly to me at [brad@colabroanoke.com](mailto:brad@colabroanoke.com).

Last, but not least, we want to take a moment to thank of our sponsors for helping make this happen, including... Valleys Innovation Council, Eddy Alexander, Hotel Roanoke & Conference Center, Virginia Tech Outreach & International Affairs - Roanoke Center, City of Roanoke, Roanoke County, Botetourt County, Virginia Western, Hollins University, Freedom First Credit Union, CoLab, College of Architecture & Urban Studies @ Virginia Tech, Innovation Agency, purple crayon, Bank of Botetourt, Roanoke-Blacksburg Technology Council, Junior Achievement, Roanoke Small Business Development Center, The Advancement Foundation, 21st Century Leadership, and Patrick Perkins Photography.



## Spotlight on Business ~ Branch & Associates becomes Branch Builds!

*ENHANCED BRAND REFLECTS COMPANY'S MORE THAN 55 YEARS OF BUILDING LEGACIES FOR A THRIVING FUTURE*



It's an exciting time! This month we spotlight Branch & Associates which has recently become Branch Builds.

Branch and Associates, Inc., one of the largest construction management firms in Virginia, recently announced it has changed its name to Branch Builds, Inc. The new name and brand align with the company's twenty-year goal of ambitious growth. Branch Builds currently has four offices located in Roanoke, VA, Richmond, VA, Herndon, VA, and Charlotte, NC. The Branch Builds name and brand also reinforce the company's commitment to building high performance teams and relationships sustained by mutual benefit and respect.

"This is an exciting time," said Craig Floyd, President of Branch Builds. "Since our founding 55 years ago, we have created a reputation for consistent embodiment of our Core Values and delivering on our Core Purpose of building legacies for a thriving future. Every day we build projects that make a positive impact and are transformational within communities. This rebranding represents the strong clarity we have around not only the amazing buildings for which we're most often recognized, but also the many intangible things we must build to have successful projects; things like teamwork, transparency, trust, commitment, and accountability."

Branch Builds, a subsidiary of Branch Group, Inc., was founded in 1963 in Roanoke, VA. For more than five decades, the company has delivered exceptional projects for clients in a variety of sectors, including higher education, K-12, multi-family, municipality/government, healthcare, hospitality, and senior living. Branch Builds is a recognized leader in Virginia and North Carolina for its preconstruction, general contracting, construction management, lean construction, and design-build services.

In recent years, Branch Builds has seen significant growth and expansion, opening three new offices. Additionally, revenue is up 50 percent and the number of team members is up 40 percent since 2013. Branch Builds fosters high performance teams and is committed to all employees, as reinforced by its Employee Stock Ownership Plan.

Branch Builds expects significant revenue growth in 2019 and the company is planning further investment in growing and developing its team members and the communities it serves.

Clients of the firm include Virginia Tech, Virginia Military Institute, Northern Virginia Community College, the City of Winston-Salem (NC), James Madison University, Fairfax County (VA), Cabarrus County (NC) Public Schools, Novant Health, and others. After decades of steady growth, Branch Builds is recognized as one of Virginia's largest, most diversified, and distinguished construction firms.

Branch Builds provides professional construction management services on a diverse array of projects to a broad range of private and public-sector owners. Focused on delivering exceptional value, Branch Builds partners with clients to provide innovative solutions and a team-centered approach. Branch Builds is driven by core values of mutually beneficial relationships with clients and industry partners, exceptional performance, and complete accountability. Since 1982, Branch's Employee Stock Ownership Plan (ESOP) has ensured that every team member has a vested interest in the success of each project and is a major contributor to the firm's sustained growth and success.

To learn more about the company, visit [www.branchbuilds.com](http://www.branchbuilds.com) and stay tuned for more exciting news to come from Branch Builds!



*Craig Floyd, President*

## ~Business Bits

### The Five “Ds” of Servant Leadership



Each leader serves his or her team uniquely. As leaders or managers, we often focus on how our employees and team members are performing and what they are bringing to the company. This month we'll take a step back and turn the spotlight on self. While the notion of servant leadership goes back a couple thousand years, it was Robert K. Greenleaf in an essay published in 1970 who first named that style of leadership “servant leadership”. If you are a servant leader, you are able to answer the question “Do those you serve grow as people?” affirmatively.

How do you serve your organization?

**Doing:** Do you make critical decisions daily? Are you the first to jump in and get started? The “doing” leader also clears obstacles for subordinates that then allows them to be successful. Getting things moving and getting things done are part of “doing”.

**Directing:** Goal-setting is the main function of the “directing” leader. If you set priorities at work, coordinate the efforts of various teams and departments, and give feedback to move things forward, that is all forms of “directing”.

**Delving:** Are you asking the right questions and allowing your team to come up with their own answers? A servant leader continues asking questions until the answer emerges.

**Delivering:** Leaders who are good at managing change fall into this category. This is a critical role for moving the organization through the challenges of change. This is also where quality control is monitored and important.

**Developing:** By investing in making the team stronger, this leader makes the team more effective. Leaders who develop are trainers, coaches and mentors to their team. They support efforts of employees to grow, reflect, and improve.

The servant leader can provide all these services to the organization as needed. By being able to shift among the various steps, a leader can truly provide employees with what they need in any situation. Take a few minutes to reflect on which “D” you spend the most time on as a leader, and commit to building up other areas that will positively impact your company.

In the words of Robert Greenleaf, “Good leaders must first become good servants.”

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



## TRAINING & EVENTS

# RAMP 2019

THE REGIONAL ACCELERATOR

# INFO SESSIONS

Are you ready to RAMP UP your technology company?



### BLACKSBURG

Tuesday, February 5, 2019  
5:00 PM to 7:00 PM

#### Rackspace

1691 Innovation Drive  
Blacksburg, VA 24060

### ROANOKE

Wed., February 6, 2019  
5:00 PM to 7:00 PM

#### RAMP

Gill Memorial Building  
709 S. Jefferson Street  
Roanoke, VA 24016

### LYNCHBURG

Thursday, February 26, 2019  
6:00 PM to 8:00 PM

#### Lynchburg Regional Business Alliance

300 Lucado Place  
Executive Board Room  
Lynchburg, VA 24504

**REGISTER @ [ramprb.tech/infosessions](http://ramprb.tech/infosessions)**

## TRAINING & EVENTS

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**REGISTER TO ATTEND BY VISITING [WWW.EDUCATION.EDU/OPENHOUSE](http://WWW.EDUCATION.EDU/OPENHOUSE)**

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- Averett University
- Dabney S. Lancaster Community College
- James Madison University
- Mary Baldwin University
- Old Dominion University
- Radford University
- Region 5 Adult Education
- TAP-This Valley Works
- University of Virginia
- Virginia Commonwealth University
- Virginia Tech
- Virginia Western Community College

### FEATURING PROGRAMS IN:

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- Criminal Justice
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ROANOKE  
HIGHER EDUCATION  
CENTER

### ROANOKE HIGHER EDUCATION CENTER

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#### RHEC HOURS OF OPERATION:

MONDAY – FRIDAY 7:00 AM – 10:30 PM  
 SATURDAY 7:00 AM – 6:00 PM  
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108 N. JEFFERSON STREET | ROANOKE, VA 24016

[WWW.EDUCATION.EDU](http://WWW.EDUCATION.EDU)

540.767.6161



## 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!



### COURSES DESIGNED TO PROTECT WORKER HEALTH AND SAFETY IN ROANOKE!

<b>WHERE:</b>	Roanoke Higher Education Center
<b>WHEN:</b>	<p><b>January 28-February 1, 2019 • Safety Training Methods</b> – National Safety Council ..... (\$1650.00)</p> <p><b>February 26-Mar 1, 2019 • OSHA 511</b> – Occupational Safety and Health Standards for General Industry ..... (\$795.00)</p> <p><b>March 11-15, 2019 • Principles of Occupational Safety and Health (POSH)</b> – National Safety Council ..... (\$1650.00)</p> <p><b>April 1-4, 2019 • OSHA 3095</b> – Electrical Standards ..... (\$795.00)</p> <p><b>May 20-23, 2019 • OSHA 501</b> – Trainer Course in Occupational Safety and Health Standards for General Industry ..... (\$795.00)</p>
<b>REGISTER:</b>	Registration material can be found online at <a href="http://Chesapeakeesc.org">Chesapeakeesc.org</a> or call <b>1.800.875.4770</b> . For more information, contact Carla Jackson at <b>540.767.6010</b> or via email at <a href="mailto:carla.jackson@education.edu">carla.jackson@education.edu</a> .



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**RHEC HOURS OF OPERATION:**  
 MONDAY – FRIDAY 7:00 AM – 10:30 PM  
 SATURDAY 7:00 AM – 6:00 PM  
 SUNDAY CLOSED

108 N. JEFFERSON STREET  
 ROANOKE, VA 24016  
[WWW.EDUCATION.EDU](http://WWW.EDUCATION.EDU)  
 540.767.6161

## Maury Strauss Distinguished Public Lectures

*Upcoming lectures free to the public are held at Fralin Biomedical Research Institute, 2 Riverside Circle and include the following...*

Tentative title: *The Age of Sustainable Development*

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

Jeffrey D. Sachs, Ph.D.

Director of The Earth Institute

Quetelet Professor of Sustainable Development

Professor of Health Policy and Management

Columbia University

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

Director of the UN Sustainable Development Solutions Network



Jeffrey D. Sachs, Ph.D.



*Molecular Studies in Renal Cell Carcinoma*

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

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

Cornelius A. Craig Professor, Department of Medicine and Biochemistry

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

Vanderbilt University Medical Center

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

*Strengthening the Disaster Resilience of Academic Research Communities*

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

Georges C. Benjamin, M.D.

Executive Director

American Public Health Association



Georges C. Benjamin, M.D.



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

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

Susan Hockfield, Ph.D.

President Emerita

Professor of Neuroscience

Massachusetts Institute of Technology

Susan Hockfield, Ph.D.

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

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

Marilyn Carroll, Ph.D.

Professor of Psychiatry

University of Minnesota



Marilyn Carroll, Ph.D.



*Tentative Title: Revitalizing Translational Psychiatry*

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

Steven E. Hyman, M.D.

Director of the Stanley Center for Psychiatry Research

Broad Institute of MIT and Harvard University

Distinguished Service Professor of Stem Cell and Regenerative Biology

Harvard University

Steven E. Hyman, M.D.

## TRAINING & EVENTS

### FACTS & SNACKS

@ the Virginia Tech Roanoke Center

## Improving Your Relationship with Food & Your Body

with Jennie Zabinsky,  
Associate Athletics Director for Sports Nutrition for Virginia Tech Athletics

**February 14**

**3-4 p.m.**

**FREE**



## implementing **LEAN** the lean conference

**FEB. 26-28**

at The Hotel Roanoke & Conference Center

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



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

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

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



Virginia Tech Roanoke Center

# OPIOID DATATHON

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

**February 22-23, 2019**

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

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

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

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

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

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



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

**Thank you to our community partners and sponsors**





# #VTCUnfinished



## Diversity and Inclusion

### **When**

February 26, 2019, noon to 2 p.m.

### **Who**

Faye Allard  
Community College of Philadelphia

### **Where**

Virginia Tech Carilion School of Medicine, M 210  
2 Riverside Circle, Roanoke, VA 24016

Explore the common implicit biases. Recognize how biases can manifest in behaviors. Recognize how biases can influence choices and decisions. Consider evidence-based strategies for decreasing the influence of biases in day-to-day workplace interactions.

To attend, please register by visiting:

[https://virginiatech.qualtrics.com/jfe/form/SV\\_7W02WfzCdYzy03r](https://virginiatech.qualtrics.com/jfe/form/SV_7W02WfzCdYzy03r)

**For information, contact Catherine Doss by phone at 540.526.2606 or by email at [cdoss@vt.edu](mailto:cdoss@vt.edu).**

# Grow with Google

Free Digital Training Classes  
for our community



**SAVE THE DATE!**

**Monday**

**March 4**

**10:30 am - 5:30 pm**

**Roanoke Main Library**

*To learn more or register, visit*

*[g.co/GrowVirginia](http://g.co/GrowVirginia).*

## Commercial Property for Sale \$299,000



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

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

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

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

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today!



## Check it Out! City Owned Available Property

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

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

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

