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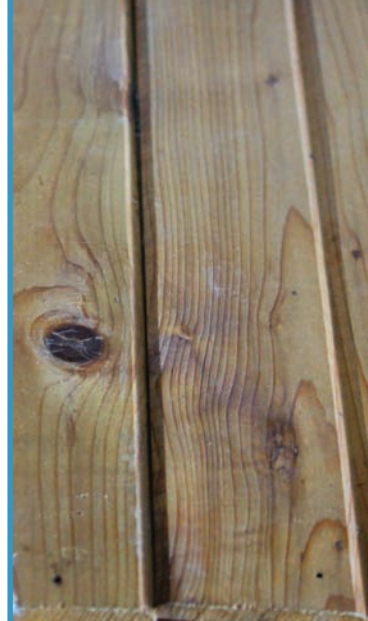
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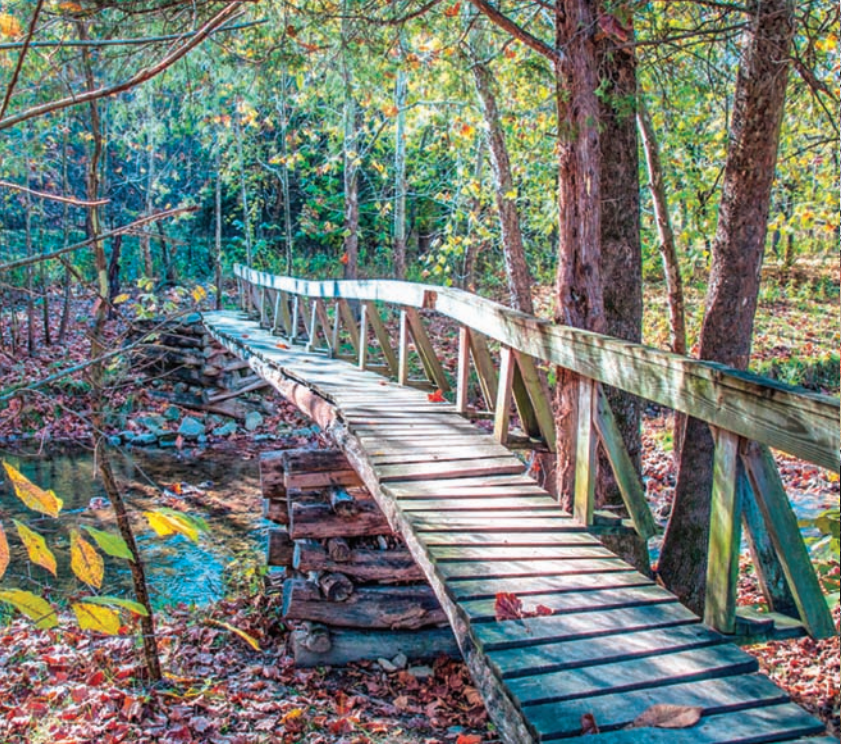
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Andy Lanye Trail



Dr.Dan Jones Winter in Old Fincastle



Dr.Dan Jones

# Quick Facts

## About Botetourt County

- Population (2015): 33,347
- Homeownership rate: 88.3%
- Average travel time to work: 26 minutes
- Unemployment rate: 3.8%, compared to the U.S. rate of 5.5%
- Industries include: Mining, Manufacturing, Transportation, Agriculture and Health Care
- Moody's estimates cost of doing business: 15% lower than national average.
- Students who graduate on time: 93.3%
- County residents 25 and older with high school or higher degrees: 91.2%
- Fincastle, the County seat: Incorporated in 1772 and attracts genealogists from all over the world
- Dream destination for outdoor recreation: 70,000 acres of the George Washington and Jefferson National Forests; James River with boating access; miles of off-road opportunities for all-terrain vehicles; Appalachian Trail access; 35 miles of Blue Ridge Parkway
- Botetourt Sports Complex: Championship softball, youth baseball fields; soccer fields; cross-country course; 18-hole disc golf course; Wi-Fi

*Sources: U.S. Census, Botetourt County, Virginia Economic Development Partnership*



Disc Golf

Courtesy of Botetourt County Office of Tourism

# Welcome

## To Botetourt County

The Botetourt County Chamber of Commerce and its members welcome you to the 18th edition of our chamber publication, *Botetourt Living 2016*. The magazine serves as a guide for visitors and for citizens — those who recently moved here or have lived here for a lifetime. It's particularly geared to the business community and each of us who has a vested interest in the continuing mission to develop this great place to live, work, and play.

Botetourt County is an ideal environment for business and family. Major markets and resource bases of the U.S. are located within a few hours of here, and the labor pool is strongly supported with excellent educational and training venues. As an area for arts and culture, it would

be hard to beat our wide range of amenities with attractive shopping and entertainment opportunities. Outdoor recreation in Botetourt County, including many square miles of National Forest and rivers, is second to none in every season.

Botetourt County is a repository for many forms of historical information and was founded in 1770. Lord Botetourt, for whom the County is named, served as an admirable Governor of Virginia. The County is now part of the Roanoke Metropolitan Area, though in early times its lands extended as far west as Illinois and Indiana. The County shares the Southern Shenandoah Valley with its neighbor jurisdictions of Roanoke County, the cities of Roanoke and Salem, and the Town of Vinton.

Welcome to our beautiful County and all that it offers. We invite you to visit or call the Chamber for more information.

## What's Your Bot-e-Type?

Whether you enjoy local culture and flavor, history, sports or adventure, create a memory in Botetourt County! Find your "Bot-e-Type" at [visitbotetourt.com](http://visitbotetourt.com).

Buchanan | Fincastle | Troutville #visitbotetourt





All photos in this story by Jeanne Chitty

Faye Caldwell

## We are made of copper and fire Caldwell Mountain Copper

Fincastle

By Jeanne Chitty

Walking to the spacious studio at Caldwell Mountain Copper is like taking a step back in time. Outside lining the winding driveway, you will see very old pieces of odd rusted equipment that are intriguing industrial sculptures. As you approach the studio, you can hear the clang of a hammer bending steel, the snap of a tool shaping a bowl, the scraping of a metal rod, the clamping of a machine locking in place, the hiss of an acetylene torch, and the soft pounding of a wooden mallet smoothing the curves of an apple butter kettle. Dust motes flit through the filtered light that falls gently on a

large collection of peculiar metal devices. Shelves filled with strange tools and hundreds of objects from decades gone by surround the well-worn tables covered with shining copper sheets waiting to be formed into the next project on the books. Cats wander curiously in and out of the shadows chasing imaginary prey under the stools.

This could easily be a scene from Tolkien or Harry Potter. But it is actually a modern day Renaissance-style studio owned by Faye and Porter Caldwell, who with their staff of four dedicated artisans, work harmoniously to create the beautiful kettles, bowls, pots, pitchers, tubs, and stills that define the exceptional elegance of Caldwell Mountain Copper designs. Located in the bucolic countryside of Fincastle, the studio produces all of its items by hand in the traditional fashion. Many of the designs that the artisans produce are



# Shine On

adapted from images of household utensils in books printed in the 1700s, 1800s, and 1900s. "When archaeologists at the Jamestown Settlement discovered various copper implements in their excavations, they sent them to Porter and asked him to duplicate them for the museum, where they are now on display," Faye states proudly.

Coppersmithing came to America with the early British and Dutch settlers. Because the majority of copper deposits were

in the Great Lakes area, the metal was hard to come by in those times. Lack of experienced copper miners and workers also limited its accessibility.

Although a successful copper mine eventually opened up in Simsbury, CT in 1705, most copper — like other metals — still had to be imported from England. When it became more easily available, copper was fashioned into utensils such as skillets, pans, and tea-kettles for wealthier settlers. Native Americans particularly liked to trade for copper kettles, and often wore "tinkling cones" made of copper strung on strings, as did fur traders in the Northwest. Less skilled metalworkers could easily form simple functional objects for home usage because of copper's malleability. It was also used to make engraving plates.

Famous not only for his nocturnal riding activity, Paul Revere was a pre-eminent metal artist by trade. Best known for his silversmithing and bronze casting, he also put American copper and brass production on the map by resheathing the USS Constitution and the dome of the Massachusetts statehouse. Like other metals, copper was often recycled. With the exception of the copper from

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Connecticut, until the 1850s most of the available copper came from used ship sheathing, boilers, and stills.

Today, the largest copper products that the Caldwell's produce are in fact stills. Porter says, "We are licensed to produce the main component, called the 'cooker,' then the distiller supplies the distilling apparatus and generally covers the entire piece of equipment with wood. Most of the stills are shipped out of state." Because they are very large and labor-intensive items to construct, the Caldwell's team leader Elliot Muncie handles their production. Jason Miller, his wife Angie, and Becky Switzer contribute their considerable skills on all of the other projects. The Caldwell Copper Mountain crew makes the popular colonial pieces, including the durable apple butter kettles, of copper with silver and are food-safe. (However,

they caution that food should not be left inside the container when cooking is finished.)

Many years ago Porter learned how to make his first copper kettle. Ever since he was a boy, he had always been interested in metal work and never resisted a chance to find out how things worked. His father's shop was his fantasy playground, and he became skilled at working with all kinds of equipment on the family's farm. During one apple butter-making season, the young "MacGiver" told his mother that he was going to make his own apple butter kettle. With no formal training in metal craft, Porter read extensively about the processes, experimented with a variety of techniques, and perfected his own style. Unfortunately, his mother passed away at 96 before he completed his first kettle in 1993.

By that time Porter and Faye had already been married 35 years and had been living in their home in Fincastle since 1959, where they established their studio. "We've known each other since we were three, having both grown up here," Faye reminisces. An Army brat in World War II, she travelled with her family to Ohio and Georgia before returning to Fincastle in the eighth grade. She and Porter rekindled their friendship, which



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blossomed into a deeper relationship in high school and culminated in marriage in 1958. She laughingly describes herself as a late bloomer. "Better later than never. I went back to college in 1972, first to Virginia Western and then to Hollins, where I received my BA in Sociology and my MA in Liberal Studies."

Always enjoying a common creative vision, Porter showed her how to weld several years ago, so she now assists with that part of the process, as well as with turning the edges of the bowls and engraving. She is also a very accomplished musician, playing the harp, pump organ, piano, dulcimer, and blue grass guitar. In addition, Faye has recently written, illustrated, and published a children's book.

The Caldwell Mountain Copper team continually polishes up their performance by accepting new commissions from customers all over the country. Faye remarks, "We are excited to hear about any type of design that someone would like us to create." They sell their first-class products primarily online through their website at [www.CaldwellMtnCopper.com](http://www.CaldwellMtnCopper.com). Word of mouth, client referrals, and art shows attract many new customers as well. They are proud to continue the tradition of handcrafted coppersmithing, a lost art in these fast-paced times of pedal to the metal.

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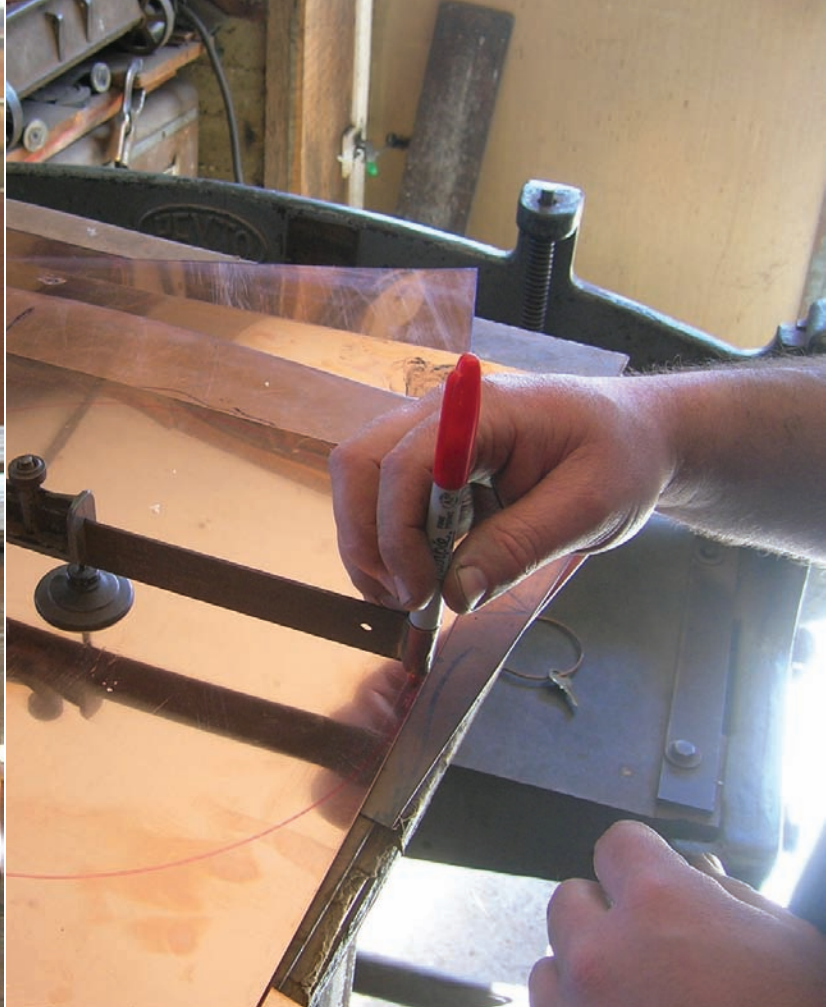
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All photos in this story courtesy of DSLCC

## Meet the 4th President **Dabney S. Lancaster** Community College

By Emily Alberts

A former New Englander, Dr. John J. Rainone grew up in Rhode Island and earned his master's degree in business education from Southern New Hampshire University. He went on to earn his doctorate in higher education and administration at Nova Southeastern in Florida, a hybrid online/satellite campus that suited this working, family man quite well. He is no stranger to paying his

own way, whether it was working as a resident advisor to receive tuition assistance and room and board as an undergrad, or earning an Ed.D. while working full time and spending his evenings taking online courses, and his weekends attending workshops.

Rainone has always understood the value of a college education. Before joining Dabney S. Lancaster Community College, Rainone was dean of institutional advancement at York County Community College, in Wells, Maine for 18 years. "The small college atmosphere of Dabney really attracted me," he says. "This is a place where you can really roll up your sleeves and get your hands dirty. One person can have a lot of influence."

Rainone is a lifelong learner. While getting his master's degree, he had the opportunity to teach as an adjunct instructor. "After that experience I knew that higher education was where I wanted to be." Of course, that was his fallback career to playing baseball for the Boston Red Sox. His wife, Laura, also grew up in



# Prepare

students, or summer camps for kids. Any citizen has an opportunity to further his or her knowledge and skills.”

The college has a steadfast commitment to serving Botetourt County, particularly the northern region since Virginia Western has been serving the southern region since 1966. DSLCC has been serving the community’s learners for five decades from its main campus in Clifton Forge and the Rockbridge Center in Buena Vista has been serving the community for 20 years.

“We are one of the three smallest community colleges in the entire state of Virginia (out of 23 community colleges in all). Yet we cover 1,800 square miles and our service area spans 73,000 people spread across Bath County, Alleghany County, Rockbridge and half of Botetourt County.”

New Hampshire and she has been in the field of education all her life. Their 23-year-old daughter lives in Daleville, and she enjoys her career as a graphic designer.

Dr. Rainone has been with DSLCC since July of 2013, with a mission to “expand DSLCC’s footprint, and extend our focus.”

## Commitment to Community

“Community is our middle name!” Rainone smiles. “We are for and about the community, whether that means offering certifications for our workforce, degrees for college students, dual enrollment options for high school



Dr. Rainone knows the value of connectivity. He has upgraded the outreach and advocacy efforts of the college by engaging in numerous public speaking events and bolstering the college's social media presence. He presents at the American Association for Community Colleges to make sure that DSLCC is represented at the national level, and was formerly the National President for the Council of Resource Development.

"As grants open up we are positioned to become a national player. DSLCC can truly benefit from resources that come in, so we leave no stone unturned."

### College IS for Everybody

Community colleges have been around for over 100 years, but only in the past

fifteen years have they really grabbed national recognition. Dr. Rainone wants people to be aware, "We are an option — not the last option."

By the year 2020, approximately two-thirds of available jobs will require college-level credentials. Dabney Lancaster Community College wants to make sure that students are prepared, even before they finish high school.

"Let's say you are fully planning on going to college, but life happens. If you can begin earning college credits towards a certificate or degree early on, then you are prepared. No one can take that away from you." If students continue on the path of education, they will arrive with a full semester under their belts, in some cases even a full academic year. DSLCC is piloting an Alleghany High School Early College Program that they hope to bring to five other high schools in the area. "Students could earn their associate's degree before leaving high school," Rainone says.

In today's workforce, college has shifted from being viewed as a privilege to being viewed as an absolute necessity. DSLCC partners with James River High School with Dual Enrollment

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Dr. John Rainone with culinary regional cuisine group

courses and overall enrolls 2,200 students annually, whether by college credits, a degree or a certificate, or non-credit workshops.

## Building the Future

DSLCC has launched specific programs to address the future growth of industry expectations, particularly in the fields of healthcare, technology and agriculture.

HVAC, nursing, and manufacturing trades are alive and well, but in today's world success is more about brains than brawn and there are new technical components to these industries that colleges must be sure to address. For example, colleges must respond to the changing technologies in all industries.

"Fortunately, smaller colleges are able to respond to industry changes faster, and as a community college that is what we have tried to do," Rainone says.

DSLCC is also launching a brand new Sustainable Agriculture Program in the fall, in response to the issue of retiring farmers concerned about their legacy and the legacy of farming.

"There is a large scale Farm-to-Table movement happening. People want to know where their food comes from," Rainone says. "We are partnering with Virginia Tech research students in Danville to incorporate smart field technology (i.e. what crops need more water, etc.) and everything can be determined on a handheld device."

DSLCC has also purchased two new drones to measure crops, an initiative that ties into their new AAS degree in Electrical and

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Instrumentation Technology as well as their Sustainable Agriculture Program.

The Wind Turbine Service Technology program prepares individuals for career entry and advancement opportunities in the advanced technology applications of manufacturing and wind energy technologies.

Their newly acquired Cat 529 “knuckle boom”— a machine used to load and merchandise logs and pulpwood, was awarded to DSLCC via a USDA grant and is a valuable addition to their Forestry Technology program resources.

“Our forestry program is the only two year forest technology program in the state. We have students who get jobs right away and those who transfer into Virginia Tech’s forestry department.”

Dr. Rainone is also keen on the future growth trends in the healthcare industry, and DSLCC has created a pathway to an LPN, and a pathway to a RN degree. By creating these pathways, DSLCC ensures that students have clear goals and that their credits lead to a form of completed credential that can become the foundation for the next step.

DSLCC has partnered with three universities to create a Bachelor of Science in Nursing, because by 2020 approximately 80% of nurses will need to have earned a BSN. “We want to make sure nurses do not have to leave their profession to continue to move up for a bachelor’s or master’s degree.”

## Giving Back

Nationally and historically when the economy is good, community college enrollment is down, but in a down economy, people need new skills and



jobs. DSLCC is on pace to have their first increase in enrollment in the past five years, and a lot of that is due to the new initiatives mentioned above.

“We want to make sure that students not only enroll, but that they complete,” Rainone says.

The number one reason students leave community college is finances. DSLCC offers federal financial aid and over \$100,000 worth of scholarships annually, but many times it is still not enough.

The Dabney Promise Scholarship Program will offer free tuition and books to students and requires four hours of community service per semester. The first class of Dabney Promise students will arrive in the fall.

“Our six-year strategic plan is to raise \$3.5 million of funds for scholarships and new program initiatives,” Rainone says. Thanks to the donations of their board members, area businesses and community members, they are already well on their way.

“For every dollar of state support we receive, the value is multiplied more than two-fold. Through the jobs we create, both regionally and statewide, the students we attract, and the economic impact on the region, we are here to tell the story of the substantial influence of DSLCC.”

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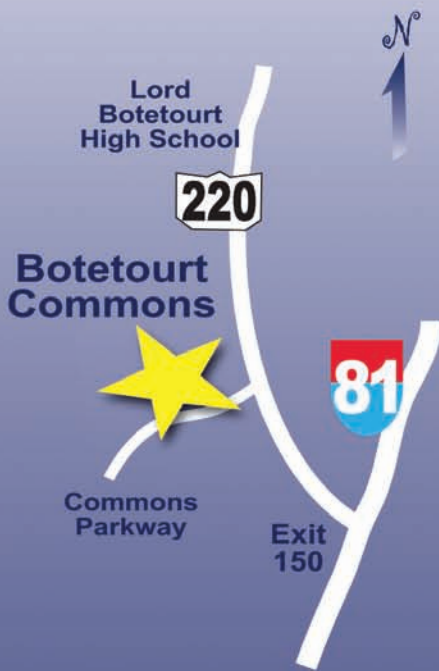
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Troutville

By Ben Calloway

A prime example of the strength of Botetourt County's business sector is Lawrence Companies. From its 1932 beginnings as a furniture mover, Lawrence has added companies and expanded its use of technology dramatically. The corporation sits in its attractive modern headquarters at 872 Lee Highway, just off Exit 150 of Interstate 81.

Trucking dominates freight movement in the U.S., with trucks delivering 9.6 billion tons and \$700.4 billion in revenues, according to the "2015 Trends" publication of the American Trucking Associations. "It's a huge market and right now there is a real demand for more drivers and mechanics, especially diesel mechanics, due to a nationwide shortage," says Peer Segelke, 37, CEO since late January 2016. He replaced Ron Spangler, who had been in the position since 1989.

Lawrence's businesses include Lawrence Transportation Systems, Inc., a logistics company consisting of Lawrence Freight, Lawrence Moving, Lawrence Relocation, Lawrence Warehousing, Lawrence Data Management and Affordable Container Service. Lawrence Equipment Inc. is a statewide Case dealer of ag/construction equipment and consists of Lawrence AG Equipment and Lawrence CE Equipment. Lawrence Trailer & Truck Equipment Inc., offers truck service body fabrication, and LC Assurance Company insures the businesses. Lawrence is one of largest regional truckload freight carriers on the



Leadership with rig



Lawrence Companies Peer Segelke

Ben Calloway

East Coast with eight locations in Virginia, including three in Botetourt, and one in North Carolina.

Although the company is nearing 85 years in business, it has never stopped adapting. Lawrence has had an alliance with United Van Lines since 1942. Its first acquisitions began in 1968 while Weldon T. Lawrence Jr., son of the founder, was president and continued under Weldon T. "Chip" Lawrence III, who became president in 1992 and is now chairman of the board. The company moved into the truckload and flatbed freight arena nationally in 1994. Under Lawrence's leadership the company became five times as large, says Segelke.

Lawrence brought Segelke in as VP of Administration and General Counsel in August 2013 after hearing him give a



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**12** The Tams - 5:30-9

**13** Seven Mile Ford - 5-9

**19** Legacy Motown Revue - 5:30-9

**21** Empty Bottles/Welcome to Hoonah - 12-5

**26** Domino - 5:30-9

**JUNE**

**2** UBU - 5:30-9

**4** The WORX & Fuzzy Logic 5-9

**9** Ken Knox - 5:30-9

**10** Fuzzy Logic - 5-9

**16** Too Much Sylvia - 5-9

**23** Upscale - 5:30-9

**30** Uptown - 5:30-9

**JULY**

**7** Key West /Doyle Grisham- 5:30-9

**8** Natalie Brady Band - 5-9

**14** Fuzzy Logic - 5:30-9

**16** Sidewinders Summer Concert - 5-9

**21** Steve Owens - 5:30-9

**28** The WORX - 5:30-9

**AUGUST**

**4** Back in Time - 5:30-9

**6** McKenzie's Mill - 5-9

**11** Band of Oz - 5:30-9

**12** The Low Low Chariot - 5-9

**18** Leggz/Terri Gore Project - 5:30-9

**25** The Tams - 5:30-9

**SEPTEMBER**

**1** Legacy Motown Revue - 5:30-9

**8** Jim Quick/Coastline - 5:30-9

**9** Rutledge - 5-9

**17** Outshyne - 5-9



Lawrence Companies

presentation at a seminar. Segelke, a graduate of Washington and Lee University and the University of Texas School of Law, previously served as general counsel with DLB Inc., a heavy civil construction contractor in Hillsville, and four years with LeClair Ryan law firm in Richmond and Blacksburg.

Other new leaders, such as Walter A. Grigg III, VP of Strategic Development and Business Intelligence, have been added to the team in the last couple of years. Grigg came from General Electric's nuclear water operation in the Norfolk area.

Because Lawrence's trucks are supplied with electronic on-board data recorders, a massive amount of data is generated daily as the trucks head to their destinations.

Recorder data helps plot the routes that give drivers the most fuel-efficient route.

"We are spending a lot of time on big data, much of it from the Qualcomm recorders in each truck," Segelke explains. "We have computerized operating systems in freight dispatch and in our shops, GPS tags on our trailers, MoverSuite software applications on the moving and storage side. We also use iPads to do inventory and to help salespeople provide real-time quotes."

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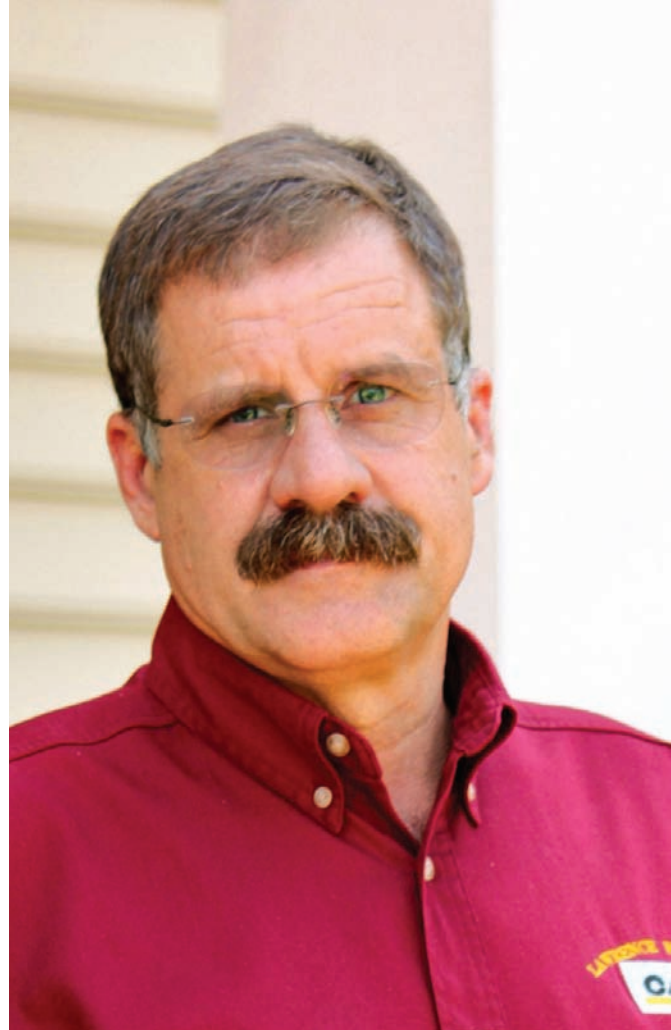
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Chip Lawrence

Lawrence Companies

Segelke's teams use the data to create efficiencies. "An example is how our drivers buy their fuel. We have pre-negotiated rates with some suppliers so we aim to get our fuel, when possible, from those suppliers. The data helps us follow fuel expenses over time for each truck and is useful when we negotiate volume purchases. At the same time, it is important not to get lost in data; in the end," Segelke says, "we want to move our loads and pay our drivers. Data analysis helps us do that better."

Freight operation generally comes in two forms: a "truckload," which can be about anything that needs to be taken anywhere in the country (except refrigerated cargo), and a "flatbed trailer," which can transport huge loads such as earth-moving machinery or massive steel beams. Flatbeds generally operate within an 800-mile radius. On an ordinary day about 150 of Lawrence's 250 trucks are on the road, Segelke says. The flatbed trailers haul about 30 loads per day.

The Lawrence Companies services its own trucks and the 150 trucks of its contract owner-operators. On-site shops offer everything from outbound safety inspections to the total refurbishment of existing equipment. "Refurb" may include replacing any or all major items like doors or sidewalls and a trip to Lawrence's engine shop on the premises.



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Lawrence Companies

Now underway is the expansion of Lawrence's outbound trailer shops from 5,000 square feet to 20,000 square feet. Of the company's 400 employees, about 180 are in Botetourt County. The company recently hired four people in the county for human resources jobs and was looking to fill another half-dozen jobs.

The power of equipment, people and technology won't make the market stand still, Segelke notes. He says a clear vision for the future is a necessity if Lawrence is to maintain its successes.

"Our future view is that we will grow the businesses we have; that is, we will continue to add employees and technology in each business and seek new strategies to improve them. Our future planning includes taking the best of what we already do and blending it with some additional thoughts. To facilitate that, we have hired some new leaders in management over the last two years, many of whom choose to live in Botetourt County," Segelke says.

"Growing our companies is a dynamic, exciting experience. Our chairman of the board is here every morning and some of our retired employees, including retired CEO Ron Spangler, still come in to share decades of experience. We are a completely employee-owned company so there is strong employee engagement and an incentive to do our best."

The further good news, Segelke says, is that there is plenty of room to grow in Botetourt County where Lawrence Companies functions both as a business and as a member of the community. Employees do volunteer service in charitable organizations and carry on the legacy of giving that has been a fixture at The Lawrence Companies for generations. "We don't really publicize it," Segelke says, "but we are very proud of it."

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Rachel Nichols

All photos in this story by Tom Field

We are made of wood  
and paint and ceramic

## Apple Barn II

Troutville

By Tom Field

For nearly three decades, Rachel Nichols has been running down the path to open up her eclectic and colorfully packed gift shop for serious collectors, local patrons, and serendipitous visitors happening to pass by. But her story of life in Botetourt County goes back a little further. Almost half a century.

The year was 1969. Her husband Alfred, had been transferred by General Electric to the Roanoke Region, and Rachel says they both loved the area, but arrived at a decision early on.

“We wanted to raise our kids in the county.”

Botetourt beckoned.

The Nichols bought some land with beautiful rolling hills, including 300 young apple trees. They started planting their own trees, and a vocation blossomed along with the farm. Multiple vocations, actually.

Rachel tells her story in list-like fashion, probably a habit formed from years of compiling so much inventory for the family businesses.

# Treasure



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The Lighthouse Club



First, the couple built their ranch style home, followed by hosting tours for area preschools visiting the apple grove, followed by a renovation of the old barn with the first gift shop in the upstairs loft in 1987. Ten years later, they bought a lot right off Route 11 in the middle of the town of Troutville, and built the new store, appropriately called Apple Barn II.


The Nichols developed a passion for merchandising and serving customers, sparked early on when they saw the delight of the kids pulled by the tractor through the orchard. They also opened Apple Barn Gallery (an art gallery in Buchanan, specializing in P. Buckley Moss and custom framing), and a bit later on, Cackleberry Ridge (also featuring collectibles as well as primitive style furniture and home décor).

"I enjoy getting merchandise in that pleases people," Rachel says. "I have gained so many friendships —and that's the best part about this business."

Apple Barn II is almost museum-like when you step inside. A museum for the collector. There are areas set aside, dedicated to entire families of collectible items, from Willow Tree Angels to Byer's and Yankee Candles to Department 56, to Snowbabies and more. Much more.

But there's one line that is clearly a favorite of Rachel's. A collectible product line that moved her business into the national spotlight.

"Cat's Meow really helped our business," she says, lighting up. The little handmade wooden cutouts representing buildings and landmarks and other popular images became a real hit among both collectors and just average home decorators since its founding in 1985, but Rachel notes a difference.



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“Usually collectibles don't last like this.”

Rachel's business escalated to the #1 dealer position in the nation (up until this past year, where it finally changed to #2), and she maintains a following, including visits from Faline Jones, The Cat's Meow Village founder. What's exceptional about this collectible line, is that pieces are custom crafted to represent landmarks in our own region, including everything from the obvious (Hotel Roanoke) to the currently significant (N&W 611 locomotive) to the sublime (a local church or school or business).

Rachel still recalls her “Big Day,” May 4, 1996. That's the day Faline appeared in full celebrity fashion and the Barn was packed. Today, Rachel still hosts a

Spring Open House at Apple Barn II every first Saturday in May.

Running a store wasn't something Rachel really thought much about until she and Alfred moved to Botetourt and then kind of fell into it with the orchard. From the moment the shop door first opened (make that “barn door”) she fell in love with the business. At 80 years of age, she's still the ever vigilant shop keeper.

“We don't know how to quit,” says Rachel, while she knows people wonder about timelines and retirement and such silly notions. Her family comes first — Al, Jr., who lives in the area, works in banking and is married to an elementary school principal; and daughter Lisa, who works in the insurance industry out west; and her grandchildren and great grandchildren. But the family business — well that's a pretty big part of this story, too.

Running up and down the path between home life and work life suits Rachel Nichols just fine.

# Chamber Notes

## Highlights

**Grow And Sustain Your Business**  
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**Facilitate**—*Use tools that bring business*  
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The Botetourt Chamber is the business advocate for the County. Our first membership survey helped customize activities and opportunities for new, growing and maturing businesses. After Hours, breakfast chats, network lunches, workshops, and the annual golf tournament and dinner provide an engaging environment to talk business and network.

The Chamber this year supported the successful mixed-drink referendum which is key to developing Gateway Crossing and garnering more support from outside the county. The Chamber brings the County’s unique needs to the forefront for the Regional Transit Committee, the Blue Ridge



Angie Anderson



Lisa Barnett



Dustin Cole



Cassandra Dove



Stephanie Frost



Granville Grant



Travis Jones



Mary Ann L. Miller



Pete Pearl



Shay Stevens



Doloris Vest



Scott Winter

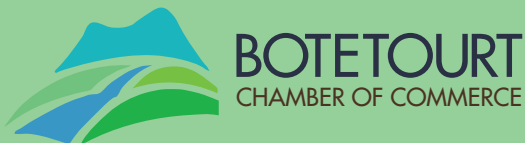


Tiphonie Witt

Economic Coalition, VaWest Coalition and others to ensure our stakeholders have a voice in the discussion.

A Taste of Botetourt — a dozen plus partners, including Virginia Tech Cooperative Extension, Farm Credit, Farm Bureau, Ikenberry's and Jeter Farm — served up the fruits of the County while promoting the historic and expanding role of agriculture. Over the past year members learned about selling to the Commonwealth, using the latest electronic tools and leveraging social media as well as preparing for changing regulations in the coming year.

The Chamber impact is larger than this space, so visit our website regularly to see how we're moving business forward in Botetourt County.



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# Pitch in

Meet County  
Administrator

**Gary Larowe**

Economic Development

By Ben Calloway



Competition between localities to draw and retain business demands that government pay a lot more attention to its economic development strategies. For Botetourt County, one of those strategies will be led by its new administrator, Gary Larowe.

“Our departments are all in this together,” Larowe said at an educational session for staff and the Board of Supervisors shortly after he arrived February 1, 2016. “When a business needs our help to encourage location or expansion, every department and every individual of the County government that can help the effort should do so.

“This was an educational session that was a learning experience for all. We will work as a team to bring business, expand existing business, and create educational opportunities.”

At the bottom of all of this philosophy is the need to produce jobs. “Find jobs, attract jobs, create jobs for those in the County and, eventually, in the region as a network of job production,” he explains. “All these things done together will help the County grow.”

Teamwork on economic development projects is not new to Larowe. As the Carroll County administrator for ten years, Larowe also served as executive director of the Carroll County Public Service Authority, the Carroll County Industrial Development Authority, and the Carroll County Natural Gas System. His “everybody contributes” strategy paid off, and he gained a reputation for completing projects important to the locality, including some Interstate 77 efforts. Larowe also assisted in recruitment to fill the Carroll Industrial Park with a record five economic development announcements for Carroll in 2014, and helped obtain more than \$7.1 million in grants since 2011.

“We learned that you create your own arena for economic development and you work in it. Our newly-formed





Gary Larrow at Exit 150

Ben Calloway

Botetourt County Economic Development Authority (EDA) is designed to do just that: encourage small business opportunity, push for big wins like Eldor and the Virginia Community College System, and assist relocating entrepreneurs to bring their own ideas and jobs here.”

In March 2016, Italian automotive manufacturer Eldor Corp. announced plans to build a \$75 million plant in the county, with an eventual addition of 200 jobs. In the same week, the Virginia Community College System signed a lease on a building in Daleville that will house centralized administrative services for the state’s 23 community colleges and up to 200 jobs.

Larrow says the Economic Development Authority is more like a business than the Industrial Development Authority, which was sort of the business arm of the government. EDA can move much faster so the County has to think ahead and be ready to make it happen. The State's role, other than rules and regulations, is to provide incentives and to monitor the performance agreements along with the County.

“With the ED authority, the Board of Supervisors can locally approve and fund proposals, versus the piecemeal contracts of the past that took many months. EDA was involved in the Eldor effort; in one day after the announcement, we had the contractors that could do the work in discussions,” Larrow says.

In addition to time in government, Larrow spent 18 years with the College of Agricultural and Life Sciences at Virginia Tech in Blacksburg, where he honed his teaching skills. He is convinced that just about any concept can be taught by using an agricultural or biological analogy to clarify it.

“It is a fact: If you can solve problems in the real world, you're going places.”

In late March, the County was advertising for an economic development director reporting to Larrow. The new development department will be organized around a CARE Model: Creation (entrepreneurial), Attraction; Retention (empower local companies and provide support), and Expansion (determine what's needed and help the business get it). The County also announced its jobs initiative Corporate Visitation Program, which will begin with Arkay Packaging.

“Arkay has no pipeline of talent in place” Larrow says, “so our teams may take area young people and teachers into



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Ben Calloway

that environment and see the printing, computer-assisted design, graphic arts they use so we can help deliver what they need.”

Many in the County hope for great things of the Interstate 81 project at Exit 150, now under initial grading and development. Larowe says it will take time and effort, but it will be worth it. “Exit 150 is a diamond in the rough but the goal is hotels, restaurants, recreation and destination travel. It should create its own momentum after a period of time and begin to grow itself.”

Larowe says growth is a much easier task when there is a predictable inflow of younger people who see the area as a desirable place to live and work.

“Attracting young, skilled people is an area where we are well ahead of the game. Look at the very attractive environment of the Daleville Town Center. Some of that advantage is natural and some is from careful planning. We have the Blue Ridge Parkway and the Upper James River and the National Forests already, but some things, like DTC, we just needed to build.

“If the County is to compete to bring more young creative people here, we also need to house them in a place they desire to live. There is a small inventory of homes in Botetourt County so we need to create more opportunities for great housing. It matters a lot to our future.”

Larowe is confident Botetourt will show strong growth in the next few years as the County continues to develop its ability to

draw more business. Part of that confidence is due to a single component already in its economic development arena.

“If there is a primary difference that will help the County’s businesses prosper, it is that this is a Metropolitan Statistical Area with everything that implies.

“You can be in downtown Roanoke in about 20 minutes. Almost everything you can think of is within a short drive, which encourages employment, recreation and shopping. That was not possible in Carroll County; here it is a great advantage.”

Larowe says his new job will be a challenge in many directions but he will find a way to fit it all in.

“What’s the hardest part of my job? There are not enough hours in a day. But it is something I can deal with because we already have such great teams to address the efforts the Board of Supervisors has chosen for the County.”



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Eagle Rock

By Tom Field

She strokes the arm of a rocking chair, looks it over, before working herself around the back, then sits down, and pushes off with her feet. Smooth.

“What do you think?” she asks. “Nice, huh? I just got this.”

It’s one rocking chair. I look around at what must be a hundred pieces of furniture and artifacts, displays, wine bottles, pictures, wooden chairs and tables, lighting fixtures, a piano... all arranged in an open barn setting as if intentionally challenging you to quiz yourself on where the best place to sit is.

And to further complicate your decision, there's the view — an incredible vista of the very best in Botetourt County. Rolling meadows and trees and mountain ridges all at your fingertip, a pure blue sky punched with fluffy cotton clouds,

barely containing Mother Earth you stand with on this high spot in Eagle Rock. It’s all so much to take in. And it’s all so inviting.

But "Babs" wants your opinion on a rocking chair.

That's Blue Ridge Vineyard. That's the family business of Jim and Barbara Kolb Holaday. Everything matters. And everything can be enjoyed.

“It’s cheaper than therapy,” Barbara continues. She's still talking about the chair.

I coax the conversation to the bigger picture, and she obliges. I discover with Barbara, all the little things indeed make up the big picture.



All photos in this story by Tom Field

"I like the people who come here," she says. "We have made the best customers and friends."

"You never know who's going to pull in. I thought the business was going to be all about making wine, but we meet the most interesting folks. We see everyone from CEOs to the last hire. Distraught federal employees to Navy SEALS. Kids on picnics, to the young, old, to people who like music..."

"Just good people," Barbara calls her visitors to the winery.

This labor of love known as Blue Ridge Vineyard was established in 1985; the winery opened in 2005. The wines now include varietals such as Riesling, Cabernet Franc, Gewurztraminer,

Pinot Noir, Traminette, and Vidal. At the time, there were fewer than ten wineries in Virginia (today, over 250). BRV wines have won medals in the Governor's Cup and awards from Virginia Wine Lover's competition.

Far more than a random spot to hit up for a wine tasting as you might pull off interstate when its backed up (though Barbara frequently welcomes that); Blue Ridge Vineyard is truly a destination for an experience.

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The vineyard sponsors music events — a big part of the operation, and one Barbara particularly enjoys. Saturday evening concerts and Sunday afternoon gatherings feature local talent. Events in conjunction with Blue Ridge Jazz, Blues Festival, Botetourt Wine Trail, along with their own Solstice Celebration and Purple Foot Stomp'n' Competition fill the lineup for the season, and most of the activities benefit local charities.

Barbara loves to talk about the music.

“Classic rock!” she says, as she starts the list. “But we have all the good stuff... country, bluegrass, blues and jazz, southern rock...”

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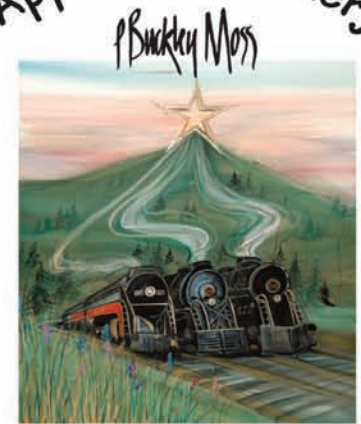
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Jim is a former military and commercial pilot, retired from Lord Botetourt High School (he coached the golf team and picked up the first state championship). He has degrees in geology and physics and serves as general manager for the business. Barbara was a research scientist and teacher at James River High School and teaches viticulture and biology-related courses at the community colleges. Her role is winemaker. Jim and Barbara have three children, Tracey, Kimberly, and Toni.

"People from elsewhere really appreciate the view here," Barbara says.

"But people just feel comfortable here. That's what makes it special."

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# Ride On

All photos in this story by Anne Sampson

## We are made of leather and hay Amethyst Acres

Buchanan

By Anne Sampson

On a morning at Amethyst Acres Equine Center, perched in the mountains of rural Botetourt County, the horses are just waking up. Pumpkin, the pot-bellied spokespig, is venturing out of the barn to make her rounds. There's a five-day-old filly nursing her breakfast in one stall, and two mares ready to foal in stalls nearby, all monitored by in-stall cameras which feed to a 4-way split screen display in a comfortable barn apartment. Mark and Deborah Burke own this internationally known breeding facility near Buchanan, specializing in Straight Egyptian Arabian horses. This morning, they are feeding horses and advising clients via cell phone.

Twenty plus years ago, Deb was a successful retail advertising manager at the Virginian-Pilot newspaper in Norfolk. She cross-trained in the

Production Department and got her Masters Degree in Humanities/Journalism at ODU with an eye to becoming a publisher for the paper's owner, Landmark Communications, which also owned the Roanoke Times. A long-time equestrian, she boarded her Arabian horse at a stable in Suffolk, which hired Mark Burke to start a breeding program in 1995. Life, as it often does, took a dog-leg.

"I'd never seen anyone so passionate about what they did," she says. "I thought I loved what I was doing, but this was real passion."

A native of Apple Springs, Texas, Mark came to Suffolk with a long string of equine successes behind him, starting at age 10 when a temporary job cleaning stalls became permanent.

"His older brother asked Mark to fill in for him," says Deb, "and they liked him so well, they let his brother go."

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What they liked was Mark's innate understanding of horses. "Mark was able to do things as a kid with these horses that adult trainers could not accomplish, probably due to his calm nature, his patience, and his ability to read a horse and understand its uniqueness," says Deb.

By his high school graduation, Mark had risen to manager of that farm, called Glorieta Ranch. At the time, Glorieta bred some of the finest Straight Egyptian Arabians in the US. Then, a job at a large Texas show barn turned into a position as breeding manager, where Mark's interest in equine reproduction really took hold. He earned a degree in Animal Science at Texas A&M and moved to Suffolk to work at Discover Arabians, where Deb boarded her horse. They married in August 1996.

Arabian horses have distinctive characteristics: a concave or "dished" face beneath a rounded forehead, a small delicate nose with large, flaring nostrils and large eyes, a short back (many actually have one less vertebra than other horses) and naturally high tail carriage. They are intelligent and alert, with amiable dispositions, and they form close, cooperative bonds with humans. For thousands of years, these traits were bred for by the Bedouin tribes of the Arabian Peninsula, who needed swift, strong, intelligent animals who could withstand the environmental extremes of the desert. Today, riding horses of nearly every breed carry some Arabian blood. The designation "Straight Egyptian" is applied to horses descended from those of the renowned 19th century stable of Mohammad Ali Pasha. After his death, a convoluted story of inheritance, assassination, dispersal, and a plague which wiped out entire equine bloodlines culminated in the passion of an aristocratic Englishwoman who set out to restore these fabled horses to the world. Many breeders, like Mark and Deb, see these

pedigrees as reaching back to the early Bedouins.

As with Ali Pasha's horses, life doesn't always take the path we think it will. Mark's plan to get a Masters Degree at Virginia Tech and teach was altered by an offer of his Dream Job: Breeding Manager for Arabians, Ltd., the largest breeder of Straight Egyptian Arabians in North America. Deb quit working for Landmark Communications after 20 years there, and they moved to Waco, Texas. When Mark also took on the duties of Farm Manager and Deb's experience proved invaluable in the day-to-day management of the farm, a working partnership was born.

"We realized that our skills complemented one another, and that we loved working together and with the horses," says Deb. "This is when we made the decision to come back to Virginia and start our own facility and we spent several weeks developing a 5-year business plan that gave us the courage to proceed with our dream."

During a whirlwind weekend in the summer of 1999, the couple chose 47 acres in the Springwood area of Buchanan, and construction began



in 2000. They can house 60+ horses during a busy season. Sixteen years later, Amethyst Acres breeds mares on-site and ships semen around the world. Deb manages administrative duties, bookkeeping and marketing, while Mark handles everything to do with horses. He monitors — and sometimes assists — every single birth that takes place there. To get to this place in life, Mark describes a process of knowing himself and how he wants to live.

“It’s a lifestyle,” he says, “Everybody thinks they’re going to be a trainer. Well, trainers travel all the time, do shows. I’m a homebody, a low-key guy; I like to stay in the background. I thought maybe I’d be a vet, but a vet deals with all kinds of stuff, sick and hurt animals; not what I wanted to do.”

Marks smiles as he warms to his subject; Deb watches him, although she knows this story very well.

“Reproduction and fertility are my passions,” Mark continues, “just ensuring that the bloodlines are the best they can be. You have to be patient. You have to be willing to watch the monitor when a mare might foal that day or the next week.”

Mark looks at Deb as she stands nearby.

“It’s a great partnership; we’re perfect partners,” he says. “We love each other and we like each other most days.” They both laugh. “We complement each other.”

“We’re living our dream!” says Deb.



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## Tizzone

Daleville

By Anne Sampson

When restaurateur Stephanie Rogol got into the business 24 years ago, she had started her career at IBM as a systems engineer and had become a computer hardware entrepreneur. She didn't cook.

"It was a momentary lapse of sanity," she explains. "I initially started Sharkey's thinking I would just be an investor, but once we opened and it was failing miserably, I realized I needed to figure out how to make it successful."

Over two decades later, with Sharkey's located in Blacksburg and Radford, she's using what she learned there, along with her evolving business philosophy, to help create a conscious community at Daleville Town Center in Botetourt County.

"When Fralin & Waldron (the community's developer) told me what they were trying to do here, I knew I had to be a part of it."

The website [ [www.dalevilletowncenter.com](http://www.dalevilletowncenter.com) ] describes the development as a "pedestrian-friendly and lifestyle-oriented community" and a "destination for living, working, shopping and recreation." Residential options include apartments and

single-family homes. The business center features an outdoor stage and the Botetourt County Farmer's Market, and it's filling with healthcare, banking, a coffee shop, giftware, security and dining.

The dining element is provided by sister restaurants, the Town Center Tap House and Tizzone, both owned by Rogol. The Tap House is positioned as a family-friendly sports bar, serving "bar food" like burgers, sandwiches and subs, along with a large salad selection, with pool tables and plenty of flat-screen TVs. It opened in September 2013.

In March 2015, Rogol opened Tizzone, a "wood-fired kitchen and wine bar," serving pizzas and daily specials from the wood oven, ('tizzone' translates from Italian as 'ember' or 'firebrand') and wine and cocktails from the well-stocked bar. Sleek design and upscale ambiance often make Tizzone the choice for adults-only meals, but children are not only welcome; they can be served from the menu of the



All photos in this story by Anne Sampson

Tap House next door, if they can't find a pizza to their liking.

"Our job is to make people happy," says Rogol. "I wanted to create a place of community, where people go to make friends."

She also wanted to create a business that was an integral part of the community by operating on the principles of "conscious capitalism," espoused by John Mackey, one of the founders of Whole Foods, Inc.

"You have to identify your stakeholders," Rogol explains; in this case, the staff, guests, vendors, the community and the environment, "and optimize their experience." All are interdependent and connected, so what touches one, touches all. It's a broader view than simply focusing on what affects profits in the short-term. Behaving responsibly toward the environment is just as important as taking care of guests' needs, and pertinent to making money.

"If you make choices that make sense (for all stakeholders), the ripple effect improves the bottom line."

Rogol's education is in math and philosophy, and her experience is in systems. This background shows in her approach to business. Every single process has a system – clear

and detailed checklists to ensure that everything is done properly, from making pizza dough to opening the bar, and training to give the staff the tools to do their jobs well. Tracking and follow-up ensures that the systems continue to work.

"We have great training," says Rogol. "We love people enough to help them be competent at what they do. We want to provide good jobs that are an integrated part of people's lives."

She speaks of creating conscious people who make sensible decisions based on values like kindness, transparency, integrity and personal growth.

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"You have to understand how the mind works, why people do what they do," says Rogol. "You want to understand why people do dumb stuff, and help them not do dumb stuff."

When people learn to make good choices at work, she says, "it spills over into their private lives."

Rogol tries to help employees manage stress in positive ways that don't include drugs or alcohol, and mentions the possibility of educating them about personal cash flow, taxes and mortgages. They already come to her with questions about personal finances. To help staff members manage money, she started adding tips to their paychecks instead of paying cash.

"When they get cash, they stay around here and drink after work," she explains. "When it's on their paycheck, it goes in the bank."

In between lunch and dinner at Tizzone, staff members do their work with smiles and quiet efficiency.

"It helps that we're all friends," says Elizabeth Gibson, bruising mint for an experimental mojito made with artisanal vodka from Austin, Texas, infused with fresh blueberries, which turns out to be both pretty and refreshing. While a job run by checklists might sound limiting, employees are encouraged to experiment and make decisions based on knowing the 'why' something is done a certain way. A restaurant guest with a better way to prepare asparagus is taken into the kitchen to show the staff how it's done. It's another way to help people to be conscious.

Rogol's attitude ramps up to passion when she talks about the kind of consciousness that can change the world.

"I have absolute faith that it will happen," she says, her face alight. "More and more people are learning and growing, and southwest Virginia is a great place to be for that."

Rogol says a conscious person is "someone who is aware of the variables needed to make good choices. A good choice is one whose ripple effects create happiness for everyone."

There are things all conscious people have in common," she continues. "They are open-minded, they value things like integrity, kindness, empowerment and community, and their choices clearly embrace those values."

We're going to reach critical mass, that tipping point. It may take two generations, maybe four. But we'll get there. I have absolute faith."

In the meantime, Rogol does her part to actively make good choices, help her staff do the same thing, and contribute to a vital and growing community in Botetourt County.

And she still doesn't cook.

*John Mackey, cited by Steph Rogol, is one of four founders of well-known Whole Foods Market, one of the early natural foods supermarkets in the US. In 2012 he published, with Rajendra Sisodia, "Conscious Capitalism: Liberating the Heroic Spirit of Business," which describes how higher purpose, stakeholder integration, conscious leadership, and conscious culture and management can help create robust, successful businesses and better work, personal and global environments.*

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## Commercial, Retail & Services

You can't pass through Botetourt County's southern corridors without looking at with wonder the incredible changes occurring daily at Exit 150 on Interstate 81. A total restructuring of the interchange, traffic pattern and flow focuses on the three-way convergence of I-81, and US 11 and 220, including a large traffic roundabout.

Gateway Crossing will be a hub for retail and hospitality businesses, including high-end hotels and one day a conference center. Diverse commercial establishments will

expand the tax base that sustains the important quality of life Botetourt residents enjoy and have come to expect.

Passage of a mixed beverage referendum in November (with support from the Chamber) opened the area for even more variety of commercial development. A new dining opportunity – Angelle's Diner – is already flourishing from the new excitement in the area.

## Manufacturing & Development

"Eldor" is the word on everyone's tongue following the company's announcement in March

that the Italian company would locate its first American operation in the Greenfield Center bringing 350 jobs to the county. The jobs announcement is the largest in the Roanoke Valley in a decade.


Eldor President and CEO Pasquale Forte compared the area to his native Italy's wine country, saying he felt at home when he looks across the rolling hills and blue mountains in the distance. Construction should be completed and operations begin by mid to later August 2017.

A total \$75-million investment is expected by 2021 and could eventually create a total

of 600 jobs. Eldor makes ignition systems, engine control units and electronic systems for hybrid and electric vehicles.


Extensive work by the County, Roanoke Regional Development, elected officials and the Commonwealth converged to entice the business to Botetourt over several other sites in the U.S.

The celebration confetti had barely settled when, three days later, the Virginia Community College System announced Botetourt County had prevailed in a statewide search to locate a new VCCS facility in Botetourt.



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# Botetourt Business Roundup

Compiled by Doloris Vest

The center will host human resources, information technology, procurement and other back-end services for all 23 Virginia Community Colleges. More than 200 professionals will work from the former nTelos building in Daleville.

Arkey Packaging announced plans to expand – adding 50 new jobs – with an \$11 million investment and new equipment at its plant at EastPark Commerce Center. About 200 people currently work producing glossy and colorful folding cartons for cosmetic and pharmaceutical companies.

## Financial

New faces and facilities appeared in Botetourt's financial sector this year.

West Virginia native Scott Steele became president of the 140-year old Bank of Fincastle following the retirement of long-time CEO and president John Kilby. Steele comes to Botetourt from CornerStone Bank in Lexington, where he served as senior vice president, chief lending officer and compliance officer.

Bank of Botetourt opened its elegant, long-anticipated branch at Daleville Town Center in March. The new

6,000 square-foot-facility features a “remote drive-thru experience” with full video interaction for customers and retail banking representatives.

The Company also opened a mortgage division to pursue unmet demand for home loans in southwestern Virginia. Virginia Mountain Mortgage, offers purchase and refinancing products, construction loans and investment property loans.

## Government

Bipartisan cooperation – seldom seen elsewhere – took a front seat in the County's economic development efforts. Republican Del. Terry Austin led a coalition of area representatives to the General Assembly to nail down the Eldor win. Last minute negotiations with Democratic Gov. Terry McAuliffe garnered a \$3.2 million grant from the Commonwealth Opportunity fund.




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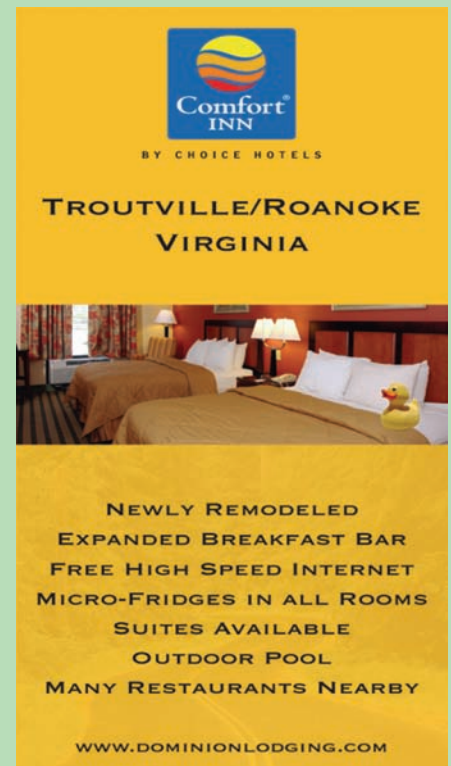
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Senators Steve Newman – Republican and John Edwards – Democrat, and others championed the effort in the waning days of the General Assembly. Austin says without that cooperative effort the deal would not have come together.


is at the foundation of economic development, according to new Botetourt County Administrator Gary Larowee. (See Larowee profile on page 32.) Botetourt County Schools have long recognized this need and have responded.

## Education

The availability of high-end advanced manufacturing training from Virginia Western Community College and others in the area played heavily into all three major announcements in Botetourt County this year. That need for a highly trained – and trainable – workforce

Botetourt Technical Education Center students – our future workforce – were front and center at the Eldor announcement and with good reason. The Center this year opened a new high-tech welding lab which is much more technology and way less old-school grubbiness. Virginia’s U.S. Senator Tim Kaine and VCCS Chancellor


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praised the effort during a visit in late 2015.

The state-of-the-art project was a joint product of the Botetourt Schools, Dabney S. Lancaster Community College and the Botetourt Education Foundation.

Local employers Tread, Altec and others – the ultimate benefactors of these efforts – helped equip the lab to ensure students gain applicable skills for the future.

The project also was one of the first winners of the Governor's Competition for Talent Solutions,

a \$200,000 matching grant. The program was included in the September 2015 issue of "Educated Welders," published by the American Welding Journal. Gov. Terry McAuliffe announced the winners of the first Governor's Competition for Talent Solutions on Wednesday, Oct. 28.

John Busher, a name familiar to the Botetourt education community, just couldn't stay retired when the system was in need. A former system administrator, Busher stepped in as interim superintendent and ultimately took on the position.



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## Looking forward

The simple beauty of one answer to future power needs will soon grace the ridges of Botetourt's North Mountain. Apex Clean Energy's 75-megawatt Rocky Forge project becomes Virginia's first wind power generation installation.

Twenty-five of the graceful slow-spinning turbines will ultimately lead to lower energy costs. The project, built on private land with private investment will help diversify Virginia's energy and inject significant funds into the local economy. Turbines could be spinning by late 2017 or early 2018.

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