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# Quick Facts

## About Botetourt County

- Population: 33,192
- Homeownership rate: 86%
- Average travel time to work: 28 minutes
- Unemployment rate: 3.6%, compared to the U.S. rate of 4.7%
- Industries include: Mining, Advanced Manufacturing, Transportation, Agriculture and Health Care
- Moody's estimates cost of doing business: 15% lower than national average.
- Students who graduate on time: 93.5%
- County residents 25 and older with high school or higher degrees: 91.6%
- 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 (2016/2017)*

# Welcome

To Botetourt County

The Botetourt County Chamber of Commerce and its members welcome you to the 20th edition of our chamber publication, *Botetourt Living 2018*.

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 are located within a few hours of here and the labor pool is strongly supported with 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 Jefferson National Forest and rivers, is second to none in every season.

Botetourt County, a repository for many forms of historical information, was founded in 1770. Lord Botetourt, for whom the County is named, served as 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 Wisconsin. 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.

<p><b>Your business.</b></p>  <p><small>Photo courtesy of Star City SkyCams</small></p>	<p><b>Your neighborhood.</b></p> 	<h1>BOTETOURT</h1> <p>Dream with us. Grow with us.</p>
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A chamber of commerce board president (let's call her Stephanie) and a magazine publisher (let's call him Tom) are sitting at a coffee shop one sunny afternoon in mid-November.

"We have the 20th Anniversary edition of the magazine coming up," says the publisher. "We've covered a lot of progress over the years, and we've looked at different ways to share that news each year. I wonder if we can do something even more personal this time? You know, let everyone meet the very folks who live here. Not just the places and things that are happening here. But show the different walks of life and how much people enjoy Botetourt County."

"Exactly," says the president. "We could call it the faces of Botetourt."

Business folks and students sitting around the shop watched the president and publisher clink their two cups together. They probably thought they just witnessed the closing of a successful business deal. Nothing that elaborate, really.

Just a good idea.  
You could see it on their faces.

# Botetout's face of **SMALL BUSINESS**





"How can we help you?"

That sounds like the obvious greeting one would get when stepping into a place of business, but when that business is Lentini's Italian restaurant in Daleville, there's definitely an extra degree of sincerity.

The customer care and attention has been made very apparent by this charming family who runs this still new eatery location that moved from their previous (Bella Pizza) location they had been operating for more than two decades.

Adopting the family name for the new location was a great idea. All the loyal patrons knew it anyway, and all the new diners will remember it. It also helps that it sits on the most populated stretch of local traffic, not as hidden as before, and right across from Lord Botetourt High School.

"There's Stefania, Valeria, and Rosella," Rosalba Monterosso Lentini states proudly as she names her three young adult daughters who help and grew up in the family business owned and operated by Rosalba and her husband, Giacomo.

On this day, it's not even close to lunch hour, yet folks are making their way into the restaurant. You can't help but wonder if that happens like the old cartoons used to show it... where a literal "vapor trail" of aroma in the air tickles a character's nose, until he follows it to the delicious source.

"The nicest people live here," Giacomo says, talking about planting his family here in Botetourt. "It's safe," he continues, sounding like the protective papa. He came to the U.S. from Italy, bringing authentic Sicilian recipes, met his wife in Brooklyn (who was also from Italy), and even spent time in Pennsylvania perfecting his version of the Philly cheesesteak.

"And the cost of living—that's a real advantage here," Rosalba chimes in.

Stefania watches our table, making sure we have everything we need; but if you happen to be the most attentive type, you'll see momma Rosalba's eyes darting from the background as well. You see the Lentinis working hard, constantly moving, to ensure satisfaction.

An older lady sitting in the booth behind us confirms why Lentini's gets two thumbs up and consistent good reviews.

"You see... I told you it was good. I love this place," we hear her whisper to her friend.

Perhaps the only thing better than a face smiling with satisfaction is the full and content belly underneath it.

## Mom and Pops

Not all small businesses in Botetourt are family owned and operated. But there sure are a lot of them. And even if they aren't family ran, most of them seem like family and possess that hometown feel.

The owners and employees at these shops and service providers act more familiar with you as a customer than a lot of people are used to experiencing from other places. The experience is a kind of southern hospitality on real time display. And it makes you want to buy local.

Botetourt Chamber of Commerce reaches out to small business in formidable fashion with demonstrable support. In addition to the many networking opportunities for its members and

guests all throughout the year, the Chamber sponsors and conducts ribbon cuttings and grand openings, event sponsorship opportunities, workshops and small business development and education initiatives, and specific events like business before hours, lunches, business after hours, golf tournaments and banquets, and Small Business Day.

Details:

[botetourtchamber.com](http://botetourtchamber.com)  
[botetourtva.gov/business-in-botetourt](http://botetourtva.gov/business-in-botetourt)  
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Giacomo, Stefania, and Rosalba Lentini

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# Botetourt's ECONOMIC

Ken McFadyen

"It can be the littlest things."

Listening to Ken McFadyen describe his job as director of economic development for Botetourt County, you almost do a double-take when he *doesn't* talk about the grand accomplishments.

Unless you've been living under a rock—or perhaps stuck in the Murder Hole (locals know this infamous and legendary cave in Botetourt)—our County has hit the 2017–18 record books in a big way for new and expanding business announcements. Perhaps it's because of the media coverage and constant chatter that Ken likes to take moments to reflect on some of the more ordinary tasks for the department.

"I got to listen to a man tell me what keeps him up at night,"

Ken says, when explaining what any given day might be like for him.

"It's not always ribbon cuttings. I might be meeting with businesses one afternoon... or helping a company seek equity investments. The job is really wide open. I can be working on two dozen things at any time."

While Ken (who also serves on the Botetourt Chamber board) has the County's best economic interest in mind as the primary condition of his appointment, he's also convinced a lot of folks don't always understand the full scope of that role.

"Economic development is about service," he states simply. "A lot of what we do is not apparent. Economic development could happen without professionals, but we can be the facilitator."

And that facilitation comes with personal rewards.

"When I'm looking back on a project, whether it involved recruiting or helping a company expand, I can see the problem-solving that needed to happen. You get a real sense of impact. There is special meaning when I meet people who got work or job offers from what we do."

Ken also acknowledges that economic development efforts have "helped people I may never meet or who know who I am."

Ken McFadyen joined Botetourt County as the economic development director in 2016, after serving as executive director of the Blue Ridge Crossroads Economic Development Authority in southwestern Virginia.

# face of DEVELOPMENT



He is the current president of the Virginia Economic Developers Association. He lives in Fincastle with his wife and two children, and is involved in Scouting.

Some of the economic activities over the past year are summarized in the RoundUp section of this magazine; but there's no question from Ken's perspective that each step—from the smallest shuffle to the giant leap—is a move forward for building a progressive, thriving, better place to live.

On this most blustery day in Greenfield at the big new industrial shell building awaiting the next corporate tenant, Ken looks in both directions as bitter wind whips his hair across his face. One way is the vacant building on prime real estate, representing new opportunity. The other way, just over the rolling hill,





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[co.botetourt.va.us/business/greenfield.php](http://co.botetourt.va.us/business/greenfield.php)  
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In background: Eldor Corporation's new U.S. facility

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# Botetourt's face of

Dr. Lianna Lawson has practiced family medicine since 1998, but started her own practice in Botetourt County to offer people what she believed they really needed: a better experience.

"I opened here because of things I saw," Dr. Lawson says. "There were time constraints that weren't in the patient's best interest."

What might seem to be a small matter (until you REALLY need your physician to spend more time with you) was extremely important to Dr. Lawson. How much so? To begin, there are no clocks in the rooms at Lawson Family Medicine and Aesthetics.

"I want a more personal experience for patients," she says. I became a doctor because I want to take care of the family."

That differentiation is noticeable in a place like Botetourt. Dr. Lawson not only knows the patient who is there for a visit, she often knows her children, her husband, even her parents, if not grandparents.

One patient testimonial calls her "Our Hometown Dr. Quinn" which refers to a television series featuring a female doctor in the Old American West (unheard of), who is eventually accepted and fully befriended by the community once they realize her competency and compassion.

Some doctors have that persona of the practical sort. They may not be stern, exactly, but they often present themselves with a bit of a wall around them, communicating in a matter-of-fact fashion. They certainly can't get emotionally involved. They remain pragmatic and at least a bit unfeeling, it can seem. It comes with the business.

But that's not Dr. Lawson.

What doctor moves with some bounce and energy? What doctor slides into a seat right beside you and laughs along with you or relates to an experience you're sharing? What doctor's eyes actually brighten up when you mention something and her face shows she is really listening?

Okay, maybe Dr. Quinn, Medicine Woman.

But she's fictional.

Lianna Lawson is the real deal, her patients say. And as a family person herself (with two children), she shows care beyond the singular ailment or check-up you came in for that appointment.

"I feel I have a better understanding of that mom with the two-year old," Dr. Lawson says; because she takes time to get to know the family and what is transpiring in that person's life at that particular time.

That's an approach the people of Botetourt appreciate much better than watching every minute pass by on the face of a clock.



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# WELLNESS



# Well Now

In addition to private practices, Botetourt County hosts clinics from the two large regional hospital groups Carilion Clinic and LewisGale. Alternative wellness boutiques are also sprinkled through the County with massage and spa-related services. And physical and rehabilitative therapy is also available from private practices like Botetourt Physical Therapy and Carrington Place. Gyms and physical fitness facilities are easily accessible, such as Carilion Wellness at Summerfield and recreational centers operated by the County. And of course, the County Health Department offers services for the public.

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Dr. Lianna Lawson



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# Botetourt's face of EDUCATION







"And that's at 8:36," says Zoe Brown.

What eleven-year-old is that precise? She's talking about when she has to be at class; and when describing her school day, Zoe's personal itinerary rivals the organizational efficiency of any app you could install on your smart phone. Everything is all down to the minute.

Except when it comes to that very first activity in the morning. You know the one... when you... wake up?

"Well... " Zoe hesitates for the first (and only) time. "I SHOULD be up at 7."

Like most every kid across America, waking up and getting ready for school is probably the most difficult task of the whole day.

Notwithstanding the "waking up" part, the remainder of Zoe's "typical"

day as a young lady in Botetourt County is a whirlwind of here-and-there-and-this-and-that... a flurry of busyness that seems to match the very colors and patterns of the clothes she wears and the (many) things she carries—often crammed in that industrial-capacity backpack that requires extra vitamins to lift.

A student in the 6th grade at Read Mountain Middle School, Zoe likes all her classes. She'll tell you how many students are at each one, and how many minutes they last. Besides the math, English, science, and PE/health, she also has an exploratory offering that changes every nine weeks. At the moment, she's in agri-science.

"Lunch," she says. That's her favorite part of school.

Beyond school, Zoe's life is... well, just as active.

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In fact, on this rather rainy, dreary day, there's no going home to curl up on the couch with the television or video games. Zoe has both a soccer practice AND a basketball game.

There's no need to attempt a joke on whether she might accidentally kick a basketball or dunk a soccer ball, either. A multi-tasker at Zoe's skill level would never entertain such a silly possibility.

Doing here-and-there-and-this-and-that is her world.

Look at her face.  
That's how she likes it.

## Learnin' Time

Botetourt County Public Schools include seven elementary schools, two middle schools, two high schools, and the Botetourt Technical Education Center. Both Virginia Western Community College and Dabney S. Lancaster Community College serve residents, and there are a dozen colleges and institutions of higher learning in the immediate adjacent counties.

Workforce development and training is also provided through Virginia Jobs Investment Program and other initiatives; and these opportunities will be expanding with the influx of new and growing business activities already on the radar.

Understanding the advantages education provides to our young people, Botetourt Chamber of Commerce also awards three scholarships each year to graduating seniors at Lord Botetourt High School, James River High School, and Botetourt Technical Education Center.

Details:

[bcps.k12.va.us](http://bcps.k12.va.us)  
[viriniawestern.edu](http://viriniawestern.edu)  
[dslcc.edu](http://dslcc.edu)  
[co.botetourt.va.us/business/training.php](http://co.botetourt.va.us/business/training.php)  
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# Botetourt's face of AGRICULTURE



Paul Beiler

Heritage Family Market sits right off the highway at the Town of Fincastle, and once a person has visited the store, it's going to be very difficult not to pull in that parking lot every time you pass by.

Tim Weaver and family—plus Paul Beiler and family—run the operation that in one respect feels like a small country store, and in another respect seems like massive inventory stocked on shelves throughout the main floor. Massive isn't a word shoppers would ever use, but looking at all the options is like taunting a kid in a candy store.

Oh, did we mention there's gobs of candy, too?

"I enjoy it here, because it is a family operation," says Paul Beiler. "Customers really like our kids... they get all the tips."

Heritage sort of represents a crossover between agriculture and retail for Botetourt County. The business opened in 2013 and features a deli counter, bakery, dairy and refrigerated and frozen food sections, fresh poultry (including free range chicken and duck eggs) and meats (beef, pork, lamb) and the ever popular shelves of all kinds of dry goods and staples from candy to jellies to spices to flour, soup mixes, dried fruits, chow chow, and more. Much more.

"People are really friendly," Paul continues. "We have a very loyal customer base; but of course people come from all over, too."

Paul is hardly just a co-owner. He says his job includes the ordering, staff scheduling, unloading the truck, and gathering up the products—even eggs from his own home.

"It's not really a farm," he says. His 68 acres down the road from the store is "mostly woods."

Paul lists some of the more popular items customers talk about the most. "We make breads and salads, cheese spreads... that's a big item. And we

like to promote local products, such as Ann's Apple Butter and meats from Martin's Farms. Paul says their cheese spread is what makes the Pimento Cheese Burger one of the most popular items on the menu at Town Center Tap House, down the road in Daleville.

Of course there's candy, too. Did we mention that?

That should make a smile spread across your face.

## Farm Livin'

Heritage Family Market is one of many rural market type businesses in Botetourt County. There is also a Farmer's Market running at Daleville Town Center, three established wineries, two breweries, family-owned orchards and farms with hay, produce, and livestock all over the County, most set on picturesque rolling hills and valleys, mountains and streams that could (and do) model for rich and vibrant oil paintings on canvass or watercolors and illustrations on coffee-table books and calendars.

Horses are a big part of our County, too. The Botetourt County Horseman's Association is a long standing nonprofit member organization that promotes all things equestrian; and there are ample stables, riding services, breeding, veterinarian and other activities related to the four-legged "citizens" of Botetourt. A strong 4-H program serves youth from all around the region.

Details:

visitbotetourt.com/locations/heritage-family-store  
 botetourtwinetrail.com  
 ballastpoint.com/locations/daleville  
 flyingmousebrewery.com  
 ikenberryorchards.com  
 jeterfarm.com  
 botetourhorseclub.org  
 Search Facebook for all of these Botetourt agricultural offerings.



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# Chamber Notes

## Highlights

**Grow And Sustain Your Business**  
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combining traditional community development with modern business  
economic development.

**Advocate**—*Create a better business environment*  
Taking your ideas, concerns and interests to local, regional and state officials  
where the collective voice of business is better heard.

**Educate**—*Learn effectiveness and efficiency*  
Teaching business principles and sharing ideas with small-business owners,  
entrepreneurs, and corporate leaders, through workshops, programs  
and the seminars you want.

**Facilitate**—*Use tools that bring business*  
Marketing your business and delivering resources in an integrated way  
that is unique and effective to meet your objectives.



**A chamber run by members—for members.**

As a member-led organization, we are the premier business resource hub for Botetourt County. We are committed to building a strong business community by providing innovative programming and networking opportunities, being a strong voice for business and a reliable strategic partner, ensuring economic growth and prosperity for businesses in our footprint.

### Five Core Areas of Focus

**Business Growth**—Providing member businesses with networking opportunities, business education seminars, and other resources in support of business growth while enabling innovation and entrepreneurship.



Angie Anderson



Cindy Bailey



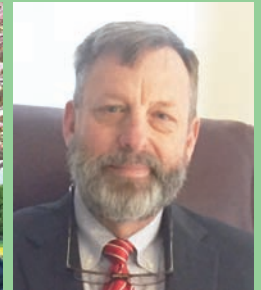
Lisa Barnett



Lance Clark



Dustin Cole



Mac Doubles



Cassandra Dove



Stephanie Frost



Granville Grant



Sheryl Greene



Nikki Griffin



Ken McFadyen



Mary Ann Miller



Tiphonie Rasnick



Shay Stevens



Sheri Winesett



Trevor Winter-Pierce



Melissa Wood



**Business Advocacy**—A strong, unified voice for issues that affect Botetourt business growth and local economic development ensuring that we can be heard and work in collaboration with our representatives.

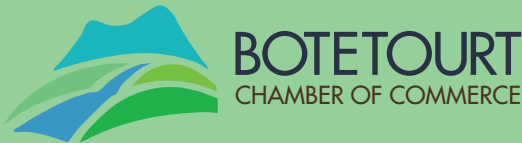
**Economic Development**—A strong and vital economy for business enriches all members of the community. We collaborate with local economic organizations and partner with business to support economic growth, business prosperity and a vibrant business community.

**Education and Workforce Development**—Partnerships with public schools K-12 and local colleges and institutions of higher education to build the talent supply pipeline and ensure that students and adults obtain the skills that employers are looking for in their new hires.

**Community**—Quality of life programs through the Chamber are member-driven and reflect a desire on behalf of the business community to build a local culture that is committed to a healthy sustainable community who cares for each other and the preservation and utilization of our outdoor assets.

## Did You Know?

A membership in the Botetourt County Chamber of Commerce is one of the most important investments a business can make. We're the pro-business voice in Botetourt County and the surrounding region. Being a member will keep you plugged in locally and throughout the region.



## 2017 - 2018 Officers

**Stephanie Frost** President  
**Mary Ann Miller** President-Elect  
**Trevor Winter-Pierce** Vice Chair  
**Melissa Wood** Treasurer  
**Sheri Winesett** Secretary & Executive Director

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**6** Chamber Before

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**5**

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# Hours

Meeting of  
Membership

# Tournament

Business Growth and  
Professional Development

# Workshops

6 Chamber  
After  
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BOCO YP  
Group

Final calendar entries and  
statistics subject to change during term.



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**Botetourt's face**  
**INDUSTRY**

"I walked in here to return a wall phone."

This is a story about a lady who jump started her whole life's career in technology... from a simple household chore.

It was about 25 or so years ago when Carol Theimer drove down to the local "R&B" phone company here in Botetourt County to return her home telephone. Some of you will recall people used to "lease" the actual phones from the phone company back in the day that accompanied your residential telephone service. When the "new" cordless phones came out, Carol decided to get one. She would no longer need the wall phone, so she brought it in to the front desk.

As she was walking out, someone asked her if she knew who might be interested in a receptionist position. She's been on board with "the phone company" ever since.

Of course today, that phone company is a comprehensive communications business—an entire network, if you please. It changed from R&B (Roanoke & Botetourt Telephone Company) to an nTelos owned company to how it exists today: Lumos Networks.

It may be powered by a larger and more comprehensive corporate entity now, but it's still customer-centric and totally reliant on the service and satisfaction of our local customers, Carol says.

"That's the best part of my job," Carol shares. "I love meeting customers, whether it's on the phone or in person as I'm visiting properties. Everybody here knows you or someone you know. I'll be wearing my company shirt, and someone will stop me to ask a question or talk about their telephone or new high-def television system or whatever."

Carol—who has done everything since that first receptionist position from outside plant work to residential and small business systems to rebuilds, restoration, and "climbing poles and pulling cable" and is now in engineering—says her vocation and the people she work with represent her life.

"My kids went to school with my customers today. They played ball with them. As a smaller telco, we did everything ourselves. We're shaking hands with farmers, working communities like Ashley Plantation. We go four to six generations deep... so it's a real community."

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All of the new technology is exciting and fun to embrace, but you can see something else in Carol's face. She appreciates the path before.

"Back in the day, we were happy with a good working mechanical pencil. Before everything went paperless and high tech, we filled out tickets by hand. We still have to know each pole [meaning whose line runs where]; but I like the fact that we're big enough for metro networks, yet small enough to continue providing that personal service."

Carol is so accustomed to the building where she works, she recalls having a flashback of being pregnant with her first of two children when walking through the hall one day.

Her face squinches up a bit when she thinks about that.

"This business is so much a part of my life."

## Work Zone

It's difficult to put a number to the kinds of industries we have here in Botetourt County, but the number twelve is a good start. A dozen is easy to remember.

The **FINANCIAL** sector includes banks and insurance and other financial services, with locally headquartered operations like Bank of Botetourt, Bank of Fincastle, and the John Alderson Agency, to name a few.

**REAL ESTATE and DEVELOPMENT** is booming in Botetourt today, thanks to the influx of new and

expanding businesses on top of the need for housing; and the Exit 150 / Daleville area alone has become the hot spot for four of the most active real estate firms.

**PROFESSIONAL SERVICES** includes a multitude of areas, and more and more lawyers, accountants, consultants, and professionals in other independent trades and skill sets are seeing increasing opportunity.

The **RETAIL and FOOD SERVICES** sector has also experienced growth with increased activity at boutiques and shops and markets as well as convenience stores and restaurants featuring a variety of cuisine. Of course the winery and brewery offerings continue to attract more locals and visitors than ever before.

**MINING** covers an industry legacy here with output from the cement plant, limestone quarry, shale and clay and aggregate for construction.

**RETIREMENT and SENIOR SERVICES** is becoming an even bigger deal for Botetourt as so many aging adults decide to live here or find senior-friendly communities beckoning.

**MANUFACTURING** is one of the most newsworthy sectors throughout the whole region and statewide, as more corporations move in or locate additional facilities here, and as specialty industries such as transportation and technology choose Botetourt as their preferred place to develop business and secure a workforce.

And lastly, **HEALTHCARE and AGRICULTURE and RECREATION and CULTURE and SMALL BUSINESS** are thriving, as highlighted in other sections of this magazine.



Carol Theimer



We can't conclude our brief profile on industry without mentioning some other reasons why industry works so well in Botetourt County and why employers are choosing this locale (beyond the beautiful setting and wonderful people). Quality of life ranking is extraordinarily high in Botetourt. The low cost of living, proximity to higher education and training resources, low crime rate, low tax rate, and friendly pro-business regulatory environment all contribute to the County's attractiveness to our most promising industry prospects.



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"Somebody told her I could sew."

And that's how it all began for Marsha Campbell. Her entrance in the all encompassing world of Attic Productions, that is.

The president of Botetourt County's community theatre recalls fondly the tremendous influence and persuasive manner of Attic's founder, D. Geraldine Lawson (who is also the namesake of the theatre). In the late 1990s, Marsha was recruited to help with wardrobe.

"The Three-and-a-Half Muskateers," Marsha exclaims. That was the first costumes she had to produce. Not the easiest. And she's been back stage, and on stage, and all around stage ever since.

If all forms of arts and culture and entertainment represent a sea of opportunity in Botetourt County, Attic Productions and The D.

Geraldine Lawson Performing Arts Center would be the lighthouse.

Sitting just off Roanoke Road, barely south of the Town of Fincastle, the theatre is a beacon for all sorts of Botetourt faces. Faces in the audience laughing, crying, and reacting to a lineup of plays and productions ranging from comedies to musicals to everything in between. Faces of staff and volunteers and stakeholders hopeful that everything comes together in just the right way (the way it always seems to work out), season after season. And of course, faces of the actors themselves... who show expressions and project attitudes that are often far different than their usual "civilian" routines.

Like the Phantom of the Opera (only a non-threatening version) you half expect to see Marsha pop out of some dark shadowy hidden



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# Botetourt's face of **CULTURE**

Marsha Campbell



Linda J. Danielle



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corner or crevice when the lights are down in the normally cheerful and open and contemporary theatre. It seems at times she practically lives there.

She's certainly lived Botetourt.

Though not a born-and-raised Botetourt native, Marsha graduated from Lord Botetourt High School, and then bought an old house in Fincastle when she and her husband moved back after his law school. Her career in education (primarily teaching 2nd through 4th grade elementary school)—as it turns out—might have "played a part" in preparing her for life in community theatre.

"When you're a teacher, you're an actor," Marsha says.

She loves Attic Productions. There's just no other way to say it. Ask her how anything works here, and you'll get an apt description. No script required.

Auditions are "a bit laid back." Rehearsals are... well, "painful." Tech week (where all the lighting and sound and various systems are tested and synchronized) concurrent with dress rehearsal are "high anxiety." And then the performance itself? "All worth it!"

Marsha loves how the theatre draws all the volunteers from this area.

"Everybody's a volunteer," she states proudly. "Even down to the building itself," referring to the maintenance and upkeep. She says only about half of the operating revenue comes from ticket sales. The remainder is mostly from donations and grants (with a little support from rentals and camp / workshops).

In the fabric of Marsha's stories, there are notable moments... and

specifically, some rather amazing technical accomplishments.

"Ah, the knife-throwing prop," she mentions.

Wait... what?

"We had a character throwing knives at another up against the wall; and the blades would stick right beside the person. It looked very realistic to the audience." (The contraption actually flipped knives up through the backside. Safe... as long as the actor was positioned in the right place!)

Marsha approved their "rotating set" for Mary Poppins; but the one staging highlight that still floors her to this day, was "the sinking of the Titanic," where elaborate ramps and hydraulic jacks were employed to complete the illusion of the massive ship's demise.

Perhaps most miraculously though, is that all of these activities are the result of hard work, countless hours, commitment and dedicated mental and manual labor from unpaid volunteers in our community who simply care about this cultural provision.

And you see that all over the face of Marsha Campbell.

## Act II

In addition to the theatre, Botetourt's cultural amenities expand to plenty of other areas in the arts and entertainment arena. Festivals abound in Botetourt. Always have—but these days, especially so. There are agricultural experiences, including the Farmer's Market, family farm excursions, wine and beer events. Charity runs and nonprofit community support activities. Antique and craft fairs. Town celebrations, like Fincastle's 50th Anniversary this year, and the ever-popular Buchanan Fair. Open Studios art tour throughout the County. Holiday recognitions and food-related activities, such as Taste-of-Botetourt and Shakespeare in the Vines. And of course, musical concerts and event gatherings symbolized by growing audiences who attend the Pavilion at Daleville Town Center.

Details:

[atticproductions.info](http://atticproductions.info)  
[visitbotetourt.com](http://visitbotetourt.com)  
[openstudiosbotetourt.com](http://openstudiosbotetourt.com)  
[botetourtwinetrail.com](http://botetourtwinetrail.com)  
[dalevilletowncenter.com](http://dalevilletowncenter.com)  
Search Facebook for all of these Botetourt cultural offerings.





# Botetourt's face of **RECREATION**



Those crazy guys, John and Dan... always hanging out at the river. Don't they have a real job somewhere they need to be?

The river *is* their job. And they're exactly where they're supposed to be.

When you meet the Mays brothers in Buchanan, you figure out their passion pretty quickly. It's the outdoors. And Virginia's beautiful Upper James River — now named a Scenic River Designation by the State of Virginia — is their specific calling.

"We're running a 63-mile stretch of river from Iron Gate to Snowden, with three campgrounds, and all the services that go along with an outfitter," John says. He's talking about Twin River Outfitters—the kayaking, canoeing, tubing, and camping adventure and excursion business that draws about 12,000

enthusiasts a year. John and his brother Dan own and operate the outfit, which runs April through October (the busiest time being weekends, Memorial Day through Labor Day).

And yes, they are twins.

(Side note: "twins" could refer to their timeline in the business, when they also previously ran the Maury river, which would account for two rivers; however, Dan confessed the name indeed derives from their birthright.)

"I like meeting all the people," John says, when describing what he likes best about TRO.

"Yeah, we get groups from all over," Dan interjects. "DC, North Carolina... a lot from North Carolina... and of course, surrounding states, and from other areas throughout our own state."



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The "boys" are originally from Chesapeake, but they preferred the mountains and riverways over the coastal waterways. And just what is a day like on the James River for Twin River Outfitters?

"Every day is different," says Dan.

"We're outside, of course," John describes, "but we also have office work, drive the bus... whatever is needed."

Twin River Outfitters offers a range of outings from short one-hour tubing all the way to five-day expeditions. Safety is primary, and with 40 years now in the books with the business, the experience is more efficient than ever. The Mays brothers also stock a retail shop that has become popular for both local / regional adventurers and those traveling from afar.

You might expect brothers running an outfitter to have a certain look. A rugged demeanor. Adorned in cargo pants and neutral colors and plenty of pockets, flaps, snaps, and buttons. Surrounded by ropes and clips, boats and flotation devices of all colors.

But in this case, you'd be... well... actually you'd be correct. That's a pretty accurate description of John and Dan Mays. Locals and visitors won't be disappointed in realizing

the total experience of a day (or more) on the river, whether they're fishing, taking pictures, reconnecting with family or friends, or just moving along with the current for fun.

And if you have any doubt whether the boys really love the outdoors or just consider it a job, ask them where they go when they are not running Twin River Outfitters.

"Oh, we just got back from tree house camping," they sing in unison. As their faces light up.

## A Little Dryer

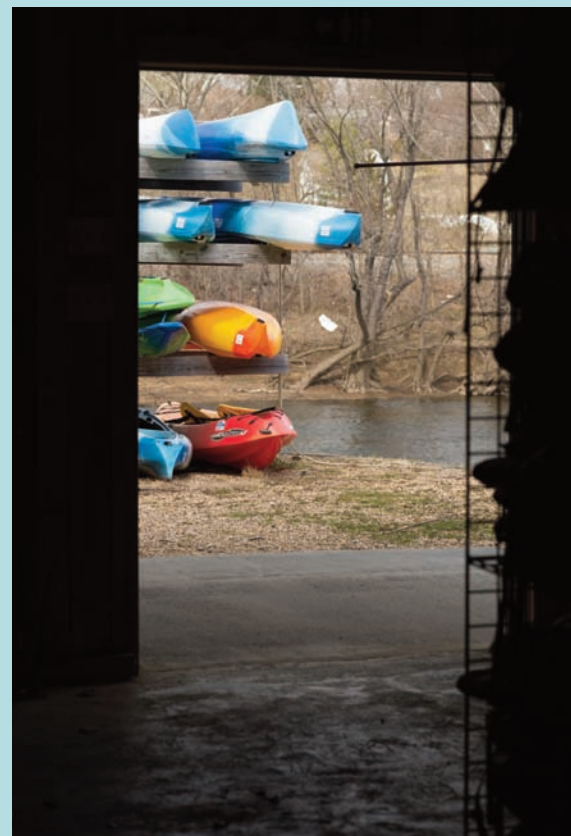
Recreation in Botetourt is... in a word: HUGE. Even beyond the rivers, this spot in Virginia offers some of the best and certainly award-winning scenic locations for camping, hiking, road and mountain biking, touring, hunting, fishing, nature photography, winery and brewery visits, and more.

Town parks and other recreational facilities sprinkle throughout all quadrants for your more casual and family activities.

And if you like to throw in some competitive opportunities with your outdoors, Botetourt is huge on sports. Golfers love our courses here (one hugging the hills and valleys, another a little more open); and there's the highly sought after disc golf course. Baseball, softball, soccer fields, and cross-country trails are easily accessible, including the facilities at the Botetourt Sports Complex. And both the Appalachian Trail and Bike Route 76 run right through the County.

Details:

[canoeverginia.net](http://canoeverginia.net)  
[visitbotetourt.com](http://visitbotetourt.com)  
[ashleyplantation.com](http://ashleyplantation.com)  
[botetourtgolfswimclub.com](http://botetourtgolfswimclub.com)  
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# Botetourt Business Roundup

Compiled by Ken McFadyen



## Spring 2017

### March 2017

Botetourt County Government hosted the Botetourt Housing Summit for over 100 developers, commercial lenders, housing experts and interested parties to come together and discuss the county's workforce housing needs.

### April 2017

The Board of Supervisors approved ninety-five new apartment units at Daleville Town Center. Daleville Institute, Inc. began production of its special events and music concert series to support Botetourt area charities, resulting in \$34,800 raised for Botetourt non-profit organizations.

### May 2017

Several Botetourt residents and businesses participated in the Advancement Foundation's "Gauntlet" small business plan competition, including Wingman Outfitters, Blue Ridge Makers Guild, New Freedom Farm, Dr. Auto Spa, Stoney Brook Vineyards, and Read Mountain Swim Club.

The Greenfield Historic Preservation Advisory Committee presented its concept plan for the preservation and interpretation of Botetourt County's history and emphasizing nineteenth-century buildings on site at Greenfield, including two slave cabins.

Go-Work, Botetourt County's first co-working space, opened

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at Daleville Town Center.

Botetourt County Public Schools reported to the Virginia Department of Education that Botetourt County students earned a total of 1,318 workforce credentials, including certifications in welding, beef quality assurance, veterinary medical applications,

Microsoft Office, certified nurse aide, WISE financial literacy, Workplace Readiness Skills for the Commonwealth, Automotive Service Excellence, cosmetology, and Computer Systems Technology.

### June 2017

Ballast Point Brewing opened its 10,000 square foot tasting

room at Botetourt Center at Greenfield, serving a menu blending East and West Coasts favorites, with locally-sourced ingredients. The Tasting Room and Kitchen features multiple private event space areas and over thirty styles of beer on tap.

## Summer 2017

### July 2017


Approximately 300 Botetourt County youth learned a variety of skills in youth camps and clinics through programs offered by Botetourt County Parks & Recreation.

248 Botetourt County youth attended 4-H

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**August 2017**

Arkey Packaging, advanced manufacturer of cosmetic packaging, solidified its sixth expansion in Botetourt County at East Park, creating 50 new jobs and investing an additional \$15 million.

The expansion is projected to have an overall economic impact of \$75 million a year and create about forty-five spin-off jobs.

Botetourt Technical Education Center and Virginia Western Community College established the Engineering Mechatronics laboratory for Botetourt County students.

Botetourt County Economic Development initiated a study of broadband connectivity needs in Botetourt County in coordination with the Roanoke Valley Broadband Authority.

**September 2017**

Ballast Point Brewing began production in its 259,000 square foot production facility at the Botetourt Center at Greenfield. Ballast

Point is the largest craft brewery on the East Coast with brewing capacity of up to 1.5 million barrels of beer annually.

The Virginia Department of Transportation officially opened the round-about at Exit 150, as part of a \$46 million traffic improvement project at Botetourt County's Gateway Crossing.

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Stateson Homes began work to construct forty-three single-family homes and sixty townhomes at Daleville Town Center.

## Fall 2017

### October 2017

Botetourt County Public Schools, the Botetourt County Chamber of Commerce and Botetourt County Economic Development

coordinated a one-day event, "BOCO XPO," for over 700 middle and high school students to meet with over two dozen Botetourt County business to learn about career opportunities in the county.

In support of Botetourt County's over 400 retail businesses, the Board of Supervisors designated November 25, 2017 as "Small Business Saturday."

The Botetourt Family YMCA broke ground for the construction of a new two-story, 43,000-square-foot fitness center, to include an eight-lane lap pool, modern exercise equipment, workout studios, a basketball gymnasium, and community meeting space.

The Botetourt County Sports Complex hosted 839 games and welcomed over 14,000

visitors from at least 20 different states during 2017.

Harkness Screens, a global manufacturer of high-performance coated two- and three-dimensional cinema screens, announced its location to Botetourt County at East Park, creating 50 jobs and investing \$3.5 million. The company's location is projected to have an overall economic

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impact of \$24 million and create forty-three spin-off jobs.

Altec Industries, manufacturer of utility trucks announced its fifth expansion in Botetourt County with 180 new jobs and \$30 million in capital investment. The expansion is projected to have an overall economic impact of \$143 million a year and create about 300 spin-off jobs.

### November 2017

The Board of Supervisors approved a \$9 million bond issuance resolution for the construction of the Botetourt YMCA. The YMCA will open in December 2018.

The Board of Supervisors approved the establishment of a High Density Residential District (R-4), to attract more residential


development projects to Botetourt County.

The Board of Supervisors approved 266 new apartment units on Commons Parkway near Exit 150, being developed by The Cathcart Group, based in Charlottesville.

The Board of Supervisors approved Botetourt Recreation Incentive Fund grants for several projects,

valued at just over \$100,000 in the county, including a new scoreboard at Read Mountain Middle School, new playgrounds at Colonial and Greenfield elementary schools, access improvements at James River High School and Colonial Elementary, installation of a walking trail in Buchanan Town Park, and repair and painting of the caboose in Troutville Town Park.


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## Winter 2017/18

### December 2017

The Board of Supervisors approved an update to the Transportation Chapter of the Botetourt County Comprehensive Plan as well as a new Parks & Recreation, Greenways and Blueways Chapter. The comprehensive plan provides a strategy for addressing

the ever-changing needs of the county's citizens and businesses. The updates describe existing infrastructure and challenges, while laying the groundwork for the future.

Botetourt County recreational sports provided opportunities for 2,350 young people and 500 adults to play in organized sports during 2017.

Botetourt County 4-H enrolled over 200 youth ages 5–19 in nine community club programs that met monthly involving outdoor skills, horse and pony, pets and livestock, honey bees, shooting sports education, robotics, cooking, and teen leadership.

### February 2018

Eldor USA began test production of their

automotive components at the newly-constructed 280,000 square foot production facility at the Botetourt Center at Greenfield. Eldor, based in Italy with a manufacturing presence in Brazil, Turkey, Italy, and China, selected Botetourt County in March 2016 for its first production facility in the United States, representing an \$85 million capital investment in the first



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phase and the creation of 350 jobs. Eldor will have an overall annual economic impact of \$246,519,714 by 2021 and spur creation of more than 500 secondary jobs in the Roanoke Valley.

The Botetourt County Board of Supervisors and Board of Education announced the future construction of a new Colonial Elementary School.

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Treasurer .....	540-928-2030
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Planning & Zoning .....	540-928-2080
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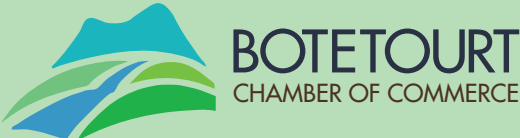
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