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Botetourt Living 2020

Tom Field Publisher / Editor / Creative Director

Photography

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Address correspondence and inquiries to:

Botetourt County Chamber of Commerce
PO Box 81 • 13 W. Main St. • Fincastle, VA 24090
(540) 473-8280 • info@botetourtchamber.com
www.botetourtchamber.com

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Quick Facts

About Botetourt County

- 250th Anniversary this year (1770–2020)
- Population: 33,419
- Land area: 541 square miles
- Homeownership rate: 85.2%
- Median household income: \$68,410; median housing value: \$225,200
- Average travel time to work: 28 minutes
- Unemployment rate: 3.6%, compared to the U.S. rate of 4.4%
- Industries include: Mining, Advanced Manufacturing, Transportation, Agriculture and Health Care
- Moody's estimates cost of doing business: 15% lower than national average
- Cost of living averages 5–6% lower than national average.
- Students who graduate on time: 92.6%; residents 25 and older with high school or higher degrees: 91.6%
- Male/Female ratio of population is nearly 50:50
- 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 (2018/2019)

Welcome

To Botetourt County

The Botetourt County Chamber of Commerce and its members welcome you to the 22nd edition of *Botetourt Living 2020*. This year also marks our Chamber's 75th Anniversary. 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 our 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, Botetourt offers a 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.



We're open for business, and you can be too.
Right here in Botetourt County.

Fresh ideas and new possibilities:

- Agriculture
- Construction Materials
- Eco-Recreational Tourism
- Food and Beverage
- Manufacturing

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Featured businesses (clockwise from top): Andrea Futrell, Outdoor Trails, Daleville; Clayton Ray, General Shale, Blue Ridge; Lois Dawn Fritz, New Freedom Farm, Buchanan; Martin Baumann, Maag Gala, Eagle Rock; Paige Weddle, Troutville G & G, Troutville



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Teethed on Wrenches

When you hear anyone talk about “that automotive shop in Botetourt” with no other reference, it’s almost certain that person is talking about Cavalier Automotive.

It’s the big one.

You can’t miss it when you cross between the Bonsack area and the Exit 150 interchange (driving Cloverdale Rd / ALT 220). With eight bays, the yellow and blue shop is home to a full service automotive mechanic and maintenance operation, an ASC Blue Seal Certified business, with master technicians and trained staff moving through and working on vehicles of all makes and models. And right outside of all the bustling? A full parking lot ready to serve up “next in line” vehicles.

The sounds of air tools and tire machines and doors opening and closing and lifts moving all verify one thing: it’s another busy day at Cavalier Automotive.

“I just come in and pay the bills,” says Larry Ceola, downplaying his contribution to building this business that so

many folks in Botetourt and beyond have selected since he opened it in

2002. Larry will talk about cars for sure; but when it comes to describing the business, it’s all about people.

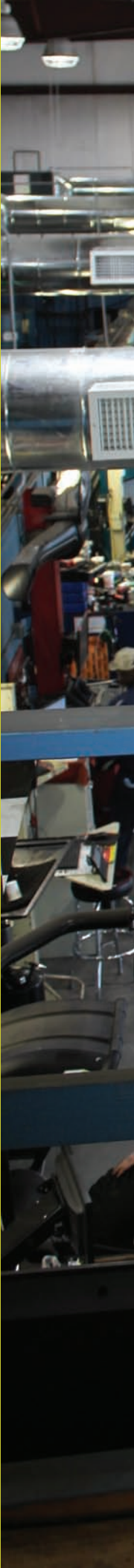
“Relationships,” he says. “That’s what this business is all about. I have the most amazing guys. When you have honest, truthful employees who are empowered to make good decisions for our customers, that’s how you become successful.”

So much about Cavalier Automotive points to attention to detail. It’s a rather impeccably clean shop, the service is all scheduled and tracked and displayed on monitors, digital inspections accompany the work orders, and the enterprise is high tech using cloud application (so even the network and server rack has been streamlined). The setup mirrors the support given to both staff and customers; and Larry is so insistent on education, industry knowledge, and the latest technologies, he likes to say they even “train our customers to be good customers.”

Today, Cavalier is technology-driven, Larry says. His auto techs are compared to rocket scientists with all they are required to know in order to be competent in diagnostics and repair. Most of his employees have been on board for around five years, and two are hitting the 15-year mark.

A couple of interesting stats: Cavalier performs about 300 state inspections a month; routinely services up to three dozen vehicles

*My Picture
of Botetourt*
A Chamber Member Profile





a day; and truly is full service (“We can fix about anything”). Some obscure trivia: Larry says about sixty percent of all vehicles they service are Chevy and Ford trucks. He credits that to the semi-rural locale and Botetourt customer base. The shop also sells tires, but he had to replace his very first sign when opening, because “tire” wasn’t permitted by regulators. And he says there is only one make of vehicle they don’t like to take in: Saab (difficult to get parts).

Cavalier Automotive is so up on its game that Larry admits the initial experience can seem a bit overwhelming to new customers, only because many are not used to that level of attention. He wants a shop that looks out for the whole vehicle, and he wants customers to be fully informed on its state—whether they want everything operating correctly or just need immediate repair or maintenance.

But once they receive the Cavalier treatment, that experience continues to build a loyal patron base and the long term relationship so important to sustaining the operational model.

Larry knows what constitutes customer satisfaction. His father was an auto mechanic, and Larry was

“teethed on wrenches.” He tells the story of working in a transmission shop where hardly any of the incoming problems were directly related to the transmission. “It was almost always a control issue,” he says, but the shops were designed more for tearing out or replacing the unit or parts. “I want to do the right thing,” he continues. And that desire was one of the catalysts for starting his own shop.

Cavalier Automotive is a hometown business from a hometown guy. Larry went to Lord Botetourt High School and was on the track team and played football. He lives in Fincastle, and even served on the Board of Supervisors around 2012, finishing out a former supervisor’s term. He wants a thriving community and a county government that supports small businesses. He’s married 40+ years to his wife, Terry; they have two children (Jason, a public defender in Arizona, and Daniel at Carilion Clinic in Roanoke), and a granddaughter.

A cordial fellow who is happy to take you on a tour of the shop, there’s no doubt Larry likes having the best people, equipment, and configuration. He points out a tire balancing machine that’s particularly designed for heavy load trucks



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(other shops bring their tires here for it) and a high end alignment machine. Both are being used as the "job ticket" statuses are shown on the display high on the wall. It's almost difficult to believe the amount of oil and grease running through the garage when everything is this clean and efficient.

And yet, all of this super shop means little to nothing if employees and customers aren't satisfied. "Relationships," Larry repeats.

An elderly lady sits in the Cavalier Automotive customer lounge. A television plays a program with car maintenance tips, and all around the walls are vintage ads for automobiles. It's as if the whole room is a celebration of taking proper care of your property.

"Oh yes," she says. "I always bring my car here. I wouldn't go anywhere else."





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Hey, Botetourt, did you know your pharmacist came from working on the chain gang?

Okay, perhaps that's a bit overdramatic. But Tim Lucas did make a big occupational change, even though he stayed in the same industry.

"I was working for a big chain," Tim says, about his vocation as a pharmacist, "and I just did not like the bureaucracy." What he did like, was the community pharmacy—

(to each other and the business as co-pharmacists) and they have four children. The Botetourt County family could serve as a model for the desirable lifestyle here, as they run a business, and go to school and church here. Kendall works at a veterinary clinic in Salem; Kyle and Keaton attend Botetourt schools; and the oldest child, Kayla is currently attending pharmacy school as she prepares to continue the family business (where she has already been working).

Our Family Helping Yours

like the one he worked for in neighboring Bedford County called Green's Drugstore. Those two environments served as a catalyst for what is now Downhome Pharmacy off Read Mountain Road (near the Cloverdale/Alt 220 route intersection) in Botetourt County.

The kind of pharmacy Tim always had in mind, produced two ideas.

"I decided I'd rather do it myself," he says, referring to opening and operating his own pharmacy. "And I wanted to live in the community we serve," if he could have his preference.

Downhome Pharmacy opened in October, 2001. It's not only a community pharmacy, it's a family business plopped right down in the middle of where the Lucas's live. Tim and Allison are married

"Downhome is not fancy," says Allison, when asked about the name. "We don't wear lab jackets, and we stand behind our tagline: 'our family helping yours.'" She says she could tell Tim was getting frustrated with the way the more corporate pharmacy companies operated. "He wanted to provide care," she continues; a simple objective, but not always easy to do at some workplaces. And opening up this new pharmacy was the best way to do that and the right decision.

As people walk in and out the door, you hear names called out. Conversations about family and happenings. It's a regular weekday, middle of the afternoon... and everybody knows everybody else.

*My Picture
of Botetourt*
A Chamber Member Profile

Tim and Allison met in pharmacy school, the Medical College of Virginia (now part of VCU). The business today is an apothecary-style store, employing three pharmacists, and around six part time and full time staff. Kayla is every bit as interested in the operation, building and improving the business, as her parents.

"I wanted to be in the [pharmacy] business since career day in elementary school," Kayla says.



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Tim says he likes to “solve problems” for his customers, not just “standing behind the counter counting pills.”

He gives examples as diverse as smoking cessation to talking to a customer about hormone therapy to sizing a wheelchair.

The pharmacy business has experienced a lot of fluctuation, all three Lucas’s say. “We went from no accessibility to tons of pharmacy jobs,” Tim says as he describes the past few

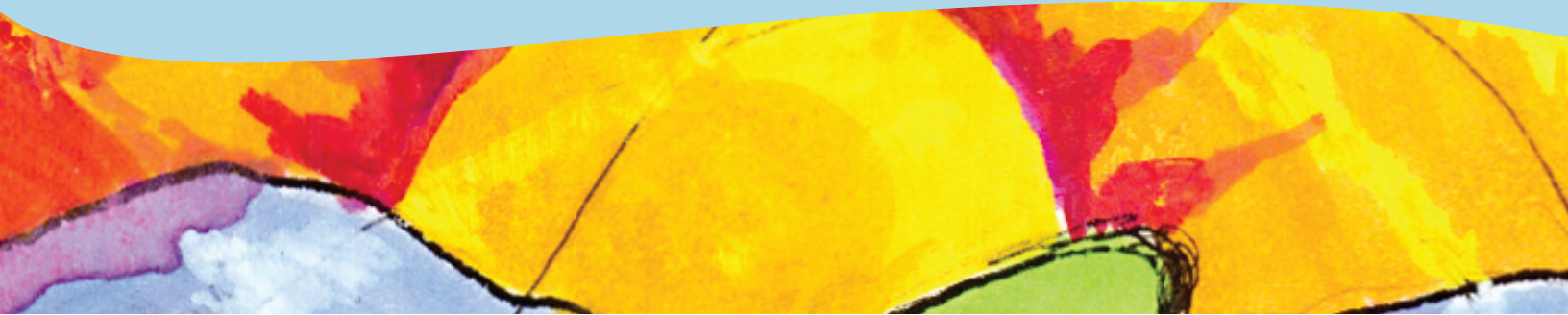
decades. Sustaining a family business in the healthcare environment of today’s small town American society requires a good grasp of market insight. Kayla can list the pharmacy schools and name the other pharmacies serving the area.

That understanding guides the Lucas family in establishing a store built on familiar faces, referred newcomers, and loyal repeat customers.

“We’ve had customers apologizing to us” for moving away or having to go to another provider due to some insurance criteria or sponsorship, Tim says.

The Lucas family neither needs nor wants a chain to get or keep customers. It’s just a good, downhome kind of pharmacy, after all.

The kind a lot of Botetourt folks prefer.



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“My dad and Jack’s father left the farm, because they figured they could make money in construction.”

That’s how Ken Lanford describes the founding of Lanford Brothers Company, the road-bridge-culvert-dam-building business started in 1960 that has now specialized in highway bridge repair. Farming is hard work, Ken says, and his father (Stan Jr.) and uncle (Jack) saw that they could take that same work ethic and drive and apply it to the new opportunities in construction—particularly in the transportation sector.

Forty years later, Ken and his sister, Lynn Kirby, are third generation family members still running bridge repairs with 140 employees out of the office just on the southern border of Botetourt County. Ken serves as president and Lynn manages the office.

“Our first office was actually in Eagle Rock,” Lynn says. The location of the business was no accident.

“Taxes were less, even in the 60’s,” Ken confirms. A business-friendly environment—from lower regulatory costs to accessible public utilities—was important to the founders. It’s the reason the Lanford brothers decided on locating in Botetourt.

Today, the 13-acre site includes the company headquarters, welding shop and equipment storage hub. But of course, other than maintenance and contract/business management, most of the work happens out on the road.

“Right now, we’re running eleven crews (8–15 employees each); we have ten in the office, ten in the shop...” Lynn explains.

“And we’re usually working Sunday night through Thursday night,” says Ken.

Highway bridge work happens at night; often starting at 6pm with a requirement to finish by 7am. Lynn says there can be penalties if the work isn’t completed in the assignment timeframe.

Safety is a big concern.

“Our guys are not very protected,” Lynn warns. Slowing down and paying attention are what the Lanfords want the most. Both acknowledge the dangers of distracted drivers, particularly the use of mobile phones.

In 1999 the Lanfords established a Highway Worker Memorial Scholarship to assist families who have lost a loved one on the job.

Ken is also embedded in trade associations and related industry organizations to protect and improve the highway construction business. He is past president of the Virginia Transportation Construction Alliance (VTCA), member of the American Road & Transportation Builders Association (ARTBA), and on the board of directors at VA 811 (also known as “Miss Utility”). Locally, he is the current president of the board of directors of the Virginia Museum of Transportation, and former chair of the board of Roanoke Regional Chamber of Commerce.

Ken says an important mission of the company included supporting our local community.

“Starting with Dad and Jack, we believe in giving back to the community,” Ken says. He mentions his father supporting the River Foundation and Explore Park, to more recent contributions to the golf team and the new YMCA in Botetourt. Lynn cites the Presbyterian Community Center

and charitable events like the annual “Big Lick Train Tug.”

Ken calls the highway bridge repair business “a good niche market,” and Lynn resounds with ways Lanford Brothers Company excels. “We were the first in Virginia to do the laytex [overlay] process,” she says, referring to a more efficient technology in use today for bridge decks.

Honest Hard Work

Both Lanford siblings admit theirs is a business that may not be considered glamorous. But walk into the lobby area of the Botetourt office and you’re greeted to a mini-museum-like “diorama” with a heavy equipment centerpiece, an assortment of tools, portraits of Stan and Jack on the wall, and a timeline of pictures from old work sites and projects completed along the way.

In essence, the scene is an illustrated resume of a lot of hard work. Work amplified by how Ken describes the company philosophy:

“It really goes back to Dad and Jack. Treat people the way you want to be treated; if you tell somebody you’re going to do something, you’d better do it.”



*My Picture
of Botetourt*

A Chamber Member Profile

Build It—Keep Them Coming



*My Picture
of Botetourt*
A Chamber Member Profile

Okay, the word is out. "Sports and recreation" is no longer just fun and games. It's a serious enterprise. And that even includes commitments from parents of kids just starting out in recreation booster clubs.

But if event management isn't enough to keep you busy, let's add in facility development and maintenance. And while we're at it...



since you're doing all that work anyway, let's just change the whole concept of "Parks & Rec" to "Recreation and Facilities"... where facilities include all the parks and county buildings.

This is how we do it in Botetourt.

"Three years ago, our title changed," says Jim Farmer, the director of Recreation and Facilities for Botetourt County. "In recreation we work with community based booster clubs to provide traditional youth sports. Additionally we work with partners to provide camps and clinics for sports and other specialized activities. Our budget also includes funding for maintaining our parks, three boat access points, and all the sports fields you see throughout the county, including school property."

Botetourt County Public Schools include seven elementary, two high schools, two middle schools, and a technical center.

Jim says if it's a tee-ball game all the way up to high school football finals, his department is maintaining the playing fields.

A central symbol for all things recreational for the county, is the Botetourt Sports Complex... not unlike a glimmering lighthouse up on the hill for active enthusiasts.

"It's hard to believe we're in our fourteenth season here [at the Complex]," Jim says. "The county built it as an economic tool, and it also provides magic opportunities for the youth of Botetourt County."

The department Jim supervises includes three managers (covering the three areas of parks, recreation, and facilities), a coordinator for the Botetourt Sports Complex, and 20+ full time staff (not counting seasonal crews and part time positions).

The facilities division maintains courthouses, commonwealth attorney office, public safety building, 911 tower sites, health department, libraries, extension office, and the Greenfield Education Center, among others.

Combining recreation and facilities—two previously separate responsibilities—makes for an interesting job; a model that is quite unique compared to most municipalities. At the same time you're prepping for an exciting tournament, drawing in hundreds of teams and tourists—you're changing a light bulb at some obscure office in the basement. And every maintenance issue in between those extremes.

But it's working for Botetourt.

Jim likes to cite the notion that "if you build it, they will come... sure. But we put in the resources to maintain it all so they keep coming."

Moving from next door Roanoke's Parks & Rec after nine years, Jim joined Botetourt in 2007 as a manager. He stays on top of the game by continuing to learn, and mentions numerous conferences, meetings, and workshops as well as benchmarking the county's operations against others who are doing it well in other markets.

Balancing out all the procedural and operational matters, Jim is as proud an advocate as anyone on the more fun side of the coin when he talks about the draw of the game.

"Girls fast pitch softball," he says, is one area where Botetourt Sports Complex really excels. If you dig down to the most specific class, he points to USA Girls 14U (fourteen years and under) as the highest draw. Simply fanatical.



"It's all about having a reputation of quality tournaments," Jim explains.

"When you come to a conference, you want a good experience. We've hosted foreign companies, men in their 70s, people from 37 states..." and all of that fills area hotels and restaurants, while streaming revenue into a beautiful place with a beautiful program.

"A professional golfer once told me this was 'the Augusta of softball complexes.'"

And the experience and services just keep climbing. What parent wouldn't appreciate real time notifications on his or her mobile device for team schedules and field conditions? Add another child or more to the family, and you really depend on those technological conveniences as you shuffle your players from one facility to the next.

Jim and his wife, Dreama (Lord Botetourt High School), could have

used those upgrades back in the day. With three children (Katie, now in San Antonio with four children; Kari, in California with four children; Ryan in Campbell County with two children) the Farmer family knows a thing or two about scheduling activities in an ever busy world.

When "local rec sports and booster clubs started ratcheting up," as Jim puts it, that's when he got into this line of work. He was a school teacher for ten years. He's a strong advocate for the county's recreation program.

"Botetourt County has experienced changes in the last few years; and there are many opportunities to enhance the recreation we are doing, plus add programs and services to improve the quality of life for Botetourt residents."

When you look at Botetourt County Recreation and Facilities as a case study for operational excellence, the message is apparent: advancement begins with proper maintenance.



Botetourt County Recreation & Facilities also manages the **Van Program** — a transportation service for seniors 55 and older or those with special mobility needs.

"We take folks to doctor appointments, medical treatments, grocery shopping, even banking stops as time permits," Jim Farmer says. "The Van Program really fills a gap in our community for those in need."



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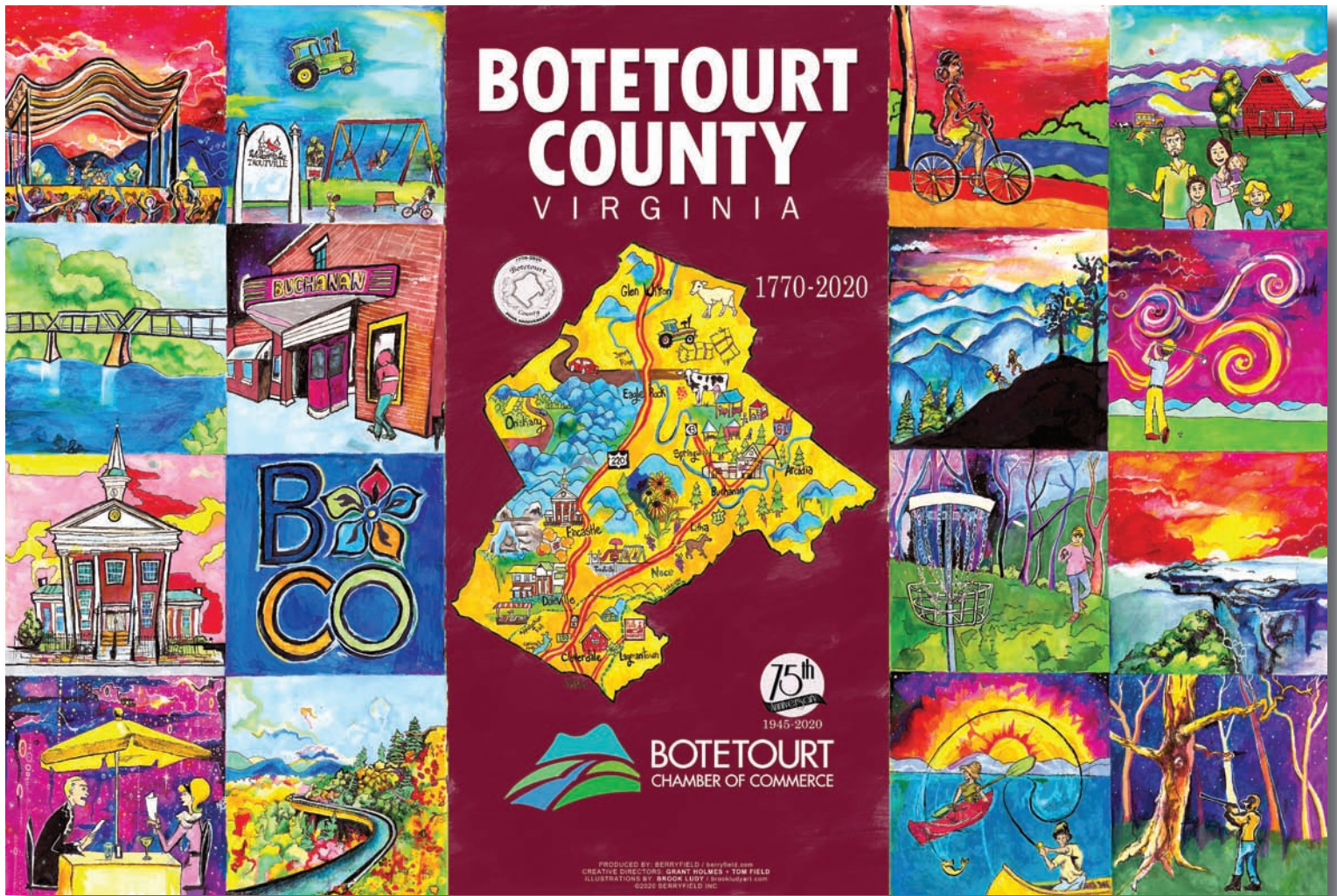
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For each and every one of our colleagues, we are forever grateful.

Thank you.





Featuring the artwork of local artist Brook Ludy, this poster / map showing the best of Botetourt County was envisioned and commissioned by Botetourt Chamber of Commerce executive director Grant Holmes and Berryfield (Botetourt Living magazine publisher) creative director Tom Field.

A colorful presentation to display in your home or office. And a timely commemorative treasure to celebrate the 250th Anniversary of Botetourt County as well as the 75th Anniversary of the Botetourt Chamber of Commerce.

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artwork elements used in this edition of Botetourt Living 2020

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Chamber

Notes

Highlights

Grow And Sustain Your Business

Become a member of the Botetourt County Chamber of Commerce—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.

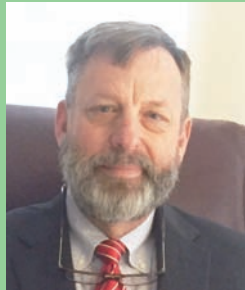
As a member-led organization, we are the premier business resource hub for Botetourt County. We are committed to building a strong business community by providing innovative programming and networking opportunities, being a strong voice for business and a reliable strategic partner, ensuring economic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



Tim Bradshaw



Mac Doubles



Granville Grant



Lesa Hanlin



Mike Ketron



Lindsey Layman



Ken McFadyen



Mary Ann Miller



Lee Minnix



John Rainone



Tiphonie Rasnick



Scott Steele



KT Treat



Josh Werle



Amy White



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.

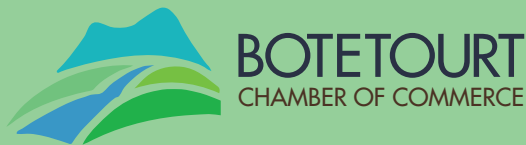
Economic Development—A strong and vital economy for business enriches all members of the community. We collaborate with local economic organizations and partner with business to support economic growth, business prosperity and a vibrant business community.

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.



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Past President **Mary Ann Miller** Bank of Botetourt

Treasurer **Melissa Wood** Boxley

Vice President **Tim Bradshaw** Roanoke Blacksburg Regional Airport

Vice President **Amy White** Virginia Western Community College

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Les Hanlin Virginia Tech

Mike Ketron Botetourt County Public Schools

Lindsey Layman Titan America Roanoke Cement

Ken McFadyen Botetourt County

Lee Minnix Sunshine Services

John Rainone Dabney S. Lancaster Community College

Tiphonie Rasnick Healing Strides of Virginia

Scott Steele Bank of Fincastle

KT Treat Lawrence Companies

Josh Werle Edward Jones

How Does Your Annual Chamber Membership Benefit You?

Here are a few ways!

Ambassadors

Business After

Circle of
Botetourt/Business
Influencers

Mentorship

Business
Growth

Business Updates

Newsletter / Local Market Intel

Emerging Leader Series

Job Postings / Directory

Workshops / Roundtables /

Golf Classic

Young
Professionals
Group

Lunch & Learn Series

Hours

Workforce
Development

Scholarships

Annual Gala

Special Events

Community Service

Tutorials

Business/Legislative
Advocacy



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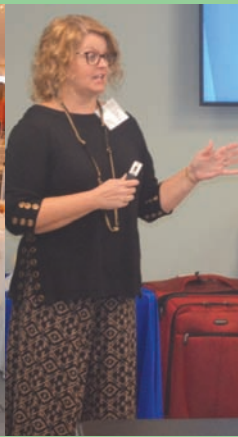
Annual Meeting of the Members



Best Western Renovation



Annual Gala



Emerging Leaders Series



Circle of Business Influencers



Annual Gala



State of the County



Ashley Plantation Golf



Unwined



Halloween Networking



Business Roundtable



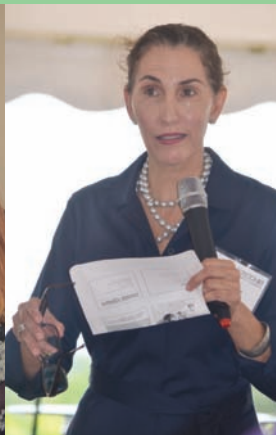
Bryant Orchards Ribbon Cutting



Golf Classic



Business Roundtable



Lunch & Learn



Lawrence Companies Announcement



The Glebe Ribbon Cutting



Virginia Mountain Vineyard Lunch & Learn



Lawrence Companies CASE Dealership



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Grant Holmes is the executive director of the Botetourt Chamber of Commerce. Appointed in May 2019, he originally hails from Ohio; and his experiences include business ownership and extensive work with entrepreneurial startups, operations, development, and marketing. He relocated to Virginia (preferring the climate and outdoor amenities) and has helped business support organizations like SCORE and The Advancement Foundation. He has a Bachelor's in Administration degree but says most of his "real education has been life and learning from others." His interests include riding his motorcycle and ballroom dancing (though not at the same time) and he even engages the performance arts as an entertainer, singing the old standards and such like Sinatra and the Rat Pack.

Why were you interested in leading the Botetourt Chamber of Commerce?

This work combines my life of learning business and my passion for helping businesses thrive. I love this area, I love the mountains, and the people here are so supportive and friendly.

What is your vision of how the Chamber best serves its members?

I want 'The Botetourt Chamber of Commerce' to be the answer to questions like, 'How/where did you learn that? How did you meet your business contact? How did you get connected?' We want to be the resource for advocating for our business community.

How does the Chamber best serve the community?

Listening, responding, being out front to lead the vision above.

What are the Chamber's plans moving through 2020 and in to 2021?

Our strategic planning committee is reviewing and rewriting our strategic plan. We're moving from an event driven chamber that advocates, to an advocacy-driven chamber that holds events. It's a change in concentration, but I think what our members and community needs. You will see more interaction from larger organizations wanting to show support for the community through advocacy. They support the Chamber and community well now; we'll do more to ensure that message is understood.

What is the significance or your perspective on the County's 250th Anniversary and the Botetourt Chamber of Commerce's 75th Anniversary?

The history here is fascinating! When you look at "county" maps from 1770, Botetourt went all the way through Ohio, Indiana, touched into Wisconsin and back down the Mississippi river to Kentucky and back! It was vast! Fincastle was once the capital of the state and more. That part is just plain fascinating. The 250th committee is doing a great job marketing that part of our history.

Back 75 years ago some forward-thinking business folks decided to band together to support one

another and build a stronger business base. It is an ideal we still uphold and advance. Think—that this was just after WWII. Talk about stressful times for business! It would be my hope that we all look at the Chamber now and recognize it as continuing that same work.

Other thoughts?

As this issue goes to press, we are in the middle of the COVID-19 [global pandemic virus] challenge. This will be a historical document because of that alone. Someday in the future someone will pick up this magazine and wonder why our world was operating the way it was. I hope our businesses have learned they are more resilient than they thought 90 days ago. We've seen businesses pivot and do fun, innovative things that we will see more of.

Today the sun is shining outside my office window as I "socially distance" myself and work from home. I like being around people, talking at networking events, connecting members. Maybe by the time you read this, we'll be able to do that again.

This is a challenging time for your Chamber as it is for many others. Know we were out here right beside you working.

Here's to Botetourt's incredibly bright future.



lessons learned in business

19 years old: started mowing for the lady across the street; 2 years later—140 lawns, 9 employees landscaping; hardscaping • residential remodeling for 10 years • earned 7 local Contractor of the Year awards for remodeling excellence (National Association of Remodeling Industry) Certified Remodeler • 10 years in the restaurant industry; learned expense control, staff management, and leadership from high/low volume fluctuations • 10 years marketing and brand development; website development • worked with multiple startups; learned to allocate marketing budget to where your potential customers actually are!

a little
& A
session



Botetourt County
Chamber of
Commerce

13



Hit the mats.

A common directive one would expect to hear at a gymnasium. But in Kaleigh Duffy's case, it could very well be her vocational mission.

At 18-years old (she's 27 now) Kaleigh bypassed the route most people take when moving into their professions. She bought equipment and opened her own gymnastics business right after graduating high school; assuming all the risks just like the most seasoned entrepreneur or bootstrapping startup.

She hit the mats.

"The gym I was working at was shutting down, and I was looking at being out of a job," Kaleigh explains. "I considered college and keeping gymnastics as a side gig," she continues, but wondered how that would move her any further ahead versus just jumping right in. She grew up in the sport of gymnastics her whole life, and said she would think like a lot of people in that position "what I would do if I were the boss." The gym closing was an opportunity.

"I moved right into the business. I knew there was going to be a lot of money on the line; I had to be serious about this decision."

Building Confidence

Kaleigh—a “Botetourt girl”—says both her parents owned businesses before. They supported her decision to open the gym, co-signed the papers, but the responsibility would be all hers.

Prestige Gymnastics Academy opened on January 2, 2012. Today, the 10,000 square foot facility in Troutville hosts activities for all ages, starting with gymnastics, but also cheerleading, tumbling, dance, martial arts, and more. PGA employs around 20 staff, including part time, and seasonal positions. Serving about 400 active students now, groups include mom and tot, preschool, beginner, preteen, recreational classes, summer camps, and competitive teen (with meets extending into North and South Carolina, Tennessee, Florida). The staff includes the youngest member at 16 and oldest in her 60s. The instruction and classes are age-appropriate, and the operational model uses rotational stations.

Kaleigh says the majority of the students and participants are girls; but boys in particular like the “Ninja 1 one” program—a mix of martial arts with gymnastics and parkour.

The business “is more than physical activities,” Kaleigh says.

“It’s confidence-building. We see kids breaking out of their bubble. So many friendships are made here; and [coming here is] often the highlight of their week.”

In just a few short years, Prestige Gymnastics Academy grew to be a popular go-to spot particularly for Botetourt’s youth—with a strong enough draw to get them to move away from the sedentary overdose of video games and digital devices. The Botetourt community sees the business as a valuable resource for fitness, wellbeing, recreation, teamwork, and learning; and that includes reviews by area schools, Botetourt Chamber of Commerce, parents, educators and caregivers, and of course, Kaleigh’s family.

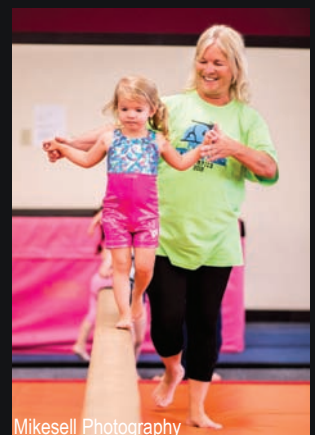
Her parents and grandparents grew up in Botetourt County, she’s

one of three children (sister Jordyn and her sister Emilee, who is also the team coordinator at PGA), and her boyfriend Josh covers the maintenance.

“Fear of failure,” Kaleigh says, “is part of gymnastics.” Recognizing that motivation to overcome is all part of the drive for success and accomplishment.

Kaleigh frequently emphasizes her belief that gymnastics and this business can and should be used to develop “future leaders.” When she talks about motivating and pushing her students to strive, she could be coaching people in all walks of life—including someone starting up a new business.

Such a can-do attitude. Probably came from all those years on the mat.



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February 2019

Global leader in the production of 100% recycled paper and cardboard products, **Pratt Industries** announced its acquisition of the shell building at the Botetourt Center at Greenfield. The company, headquartered in Georgia and globally in Australia, announced the Botetourt County location would serve as its next cardboard conversion facility for its customers in Virginia and surrounding states. The acquisition of the shell building involves Pratt's investment of \$20.1 million and the creation of 50 jobs.

March 2019

Governor Northam announced a \$758,998 grant to the **Craig-Botetourt Electric Cooperative** and Botetourt County to expand broadband availability to 621 homes and fifty-two businesses in the county.

April 2019

Several Botetourt residents and businesses participated in **The Advancement Foundation's "The Gauntlet"** small business plan competition, including Bryant Orchards Farm Market, Community ARC (Fisherwoman Biology Services) BOCO Cares, InInstead Marketing LLC, MPB Construction, and Thrive by Heart.



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May 2019

The Board of Supervisors proclaimed May as “**Business Appreciation Month**” in Botetourt County. The Blue Ridge Library display case featured a showcase with a variety of items from businesses throughout Botetourt. A complementary daily post about the business was shared on social media.



The Addy Grace Foundation opened an all-abilities playground at the Botetourt Family YMCA at Daleville Town Center.

Botetourt County Public Schools reported to the Virginia Department of Education that Botetourt County students earned a total of 427 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.



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June 2019

Metalsa Structural Products, headquartered in Mexico, announced a 25-job and \$6.4 million expansion at its facility in Botetourt County. The company manufactures frame rails and structural components for the truck and automotive industries.

The Virginia Department of Transportation awarded Botetourt County with a \$650,000 Economic Development Access grant to construct West Center Drive at the Botetourt Center at **Greenfield**.

July 2019

Over 240 Botetourt County youth attended **4-H Summer Residential Camp**, making friends and learning responsibility through the Character Counts! Program.

The **Roanoke Regional Small Business Development Center** (RRSBDC) secured a SBA Portable Assistance Grant to fund a strategic planning study to support Botetourt County's small businesses. Research began in July through an online end user survey, community engagement and market analysis.

August 2019

Botetourt County Public Schools, the Board of Supervisors and Economic Development Authority broke ground on the construction of the new **Colonial Elementary School** in Blue Ridge.



Maag Gala, known locally as Gala Industries, celebrated its fiftieth year of operation in Botetourt County by announcing a \$4.5 million expansion. The company, headquartered in Switzerland, manufactures and globally services pelletizing systems and industrial equipment.

September 2019

Botetourt County Libraries received the Virginia Association of Counties (VACO) Achievement Award for the **Eagle Rock Seed Library**, which involves loaning seeds to encourage locally-grown, healthy food.

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October 2019

Governor Northam announced that the **Town of Buchanan** was the recipient of a \$45,000 Community Business Launch Grant to provide training to entrepreneurs and assist

the community in conducting business plan competitions.

The **Botetourt County Sports Complex** welcomed over 17,000 visitors from at least 22 different states during 2019.



November 2019

The Board of Supervisors approved Botetourt **Recreation Incentive Fund** grants for several projects, including playgrounds at three elementary schools made possible through

partnership between Botetourt County Public Schools' Parent-Teachers Association (PTA) and Recreation Incentive Fund. Other projects made possible through community partnerships and the Recreation Incentive Fund include trail and river signage along with informational kiosks at Academy Hill School.

December 2019

Botetourt County recreational sports provided opportunities for 2,080 young people and 165 adults to play in organized sports during 2019.

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.

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Botetourt County Libraries provided public computer access for 13,989 sessions and facilities for 158,164 in-person visits during 2019. The Libraries also introduced the “Youth Milestone Card,” resulting in a 56% increase in the number of children/teens with library cards.

Botetourt County hosted a **Small Business Summit** to unveil a strategic planning study made possible by a Portable Assistance Grant secured by the Roanoke Regional Small Business Development Center (RRSBDC). The Towns of Buchanan, Fincastle and Troutville were presented with “Open for Business” brochures and a “We’re Open for Business – and

You Can Be Too – Right Here in Botetourt County” commercial was unveiled featuring small businesses throughout Botetourt County.

January 2020

Botetourt County partnered with Virginia Community Capital and the Roanoke Regional Small Business Development Center to offer **Entrepreneur Express**. This program included four weeks of classes, with topics ranging from researching a business idea to marketing and finances.

The Board of Supervisors unveiled a new **county logo**.

February 2020

The Advancement Foundation offered “The Gauntlet” Business Plan and Competition classes in the Town of Buchanan at the Community House.



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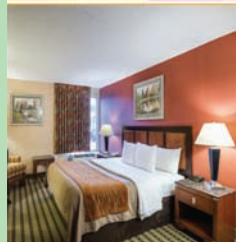
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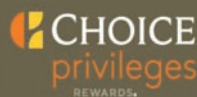
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Arts / Culture / Recreation

Botetourt Family YMCA in Daleville: <http://ymcavbr.org/locations/botetourt/botetourt-family-ymca>

Buchanan Theatre, on the Virginia Landmarks Register: www.buchanantheatre.com

Open Studios Botetourt, a circuit where people visit artists in their homes/studios is held in October. Details at www.openstudiosbotetourt.com

Attic Productions plays and theatrical events are posted on Facebook and www.atticproductions.info

Daleville Summer Concert Series (Saturdays) and **Party at the Pavilion** (Thursdays), which also donates funds to area nonprofits (over \$50,000 last year) posts its schedule on Facebook and www.dalevilletowncenter.com/pavilion.html

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Botetourt Sports Complex posts its schedule of tournaments and other sporting events at <https://botetourtva.gov/living-in-botetourt/recreation-facilities/botetourt-sports-complex/>

Troutville Trail Days hosts its annual weekend event for outdoor enthusiasts in June. Details at www.troutvilletraildays.org

Beaver Dam Farm in Buchanan hosts its annual **Sunflower Festival**, date dependent on blooming season. Details at www.beaverdamsunflowers.com

Botetourt County Fair is held in August. Details at www.townofbuchanan.com/event

Town of Buchanan posts its events schedule at www.townofbuchanan.com/town-events/

Town of Troutville posts its events schedule at <https://townoftroutville-va.gov/events.php>

Botetourt Chamber of Commerce posts its events at <http://business.botetourtchamber.com/events>

Schedules are subject to change (particularly this year, with COVID-19).

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Contacts

Botetourt County Constitutional Offices

Clerk of the Circuit Court	540-928-2350
Commissioner of the Revenue	540-928-2050
Commonwealth's Attorney	540-928-2150
Sheriff (for emergencies, dial 911).....	540-928-2200
Treasurer	540-928-2030

Botetourt County Administration

County Administrator	540-928-2006
Deputy County Administrator	540-928-2006

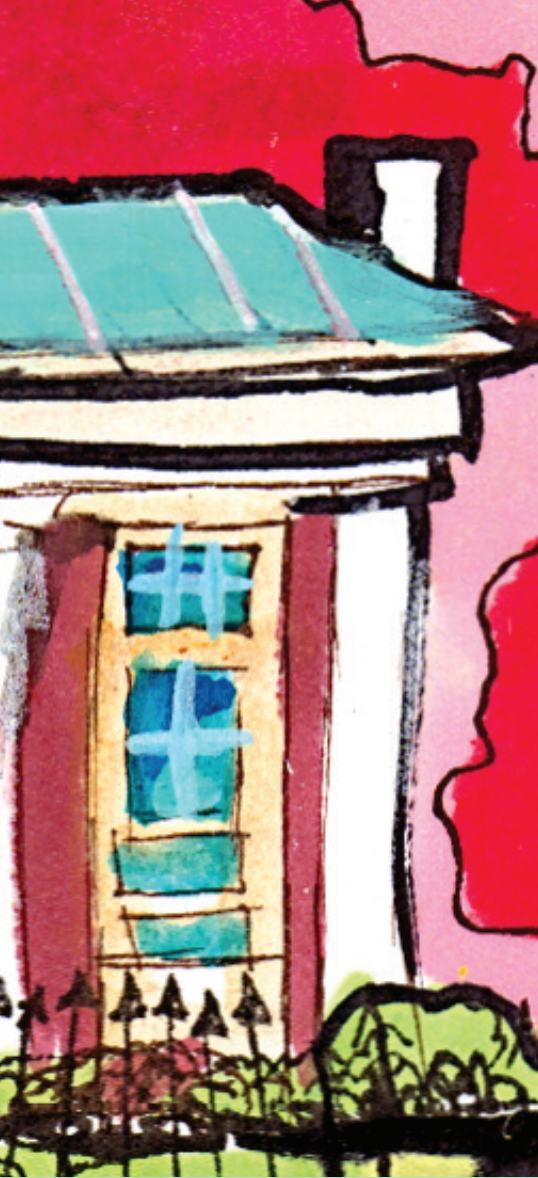
Botetourt County Departments

Animal Control	540-928-2200
Building / Development	540-928-2070
Emergency Services	540-928-2201
Economic Development.....	540-928-2140
Recreation & Facilities	540-928-2130
Planning & Zoning	540-928-2080
Social Services	540-591-5960
Solid Waste	540-928-2500
Voter Registration	540-928-2120

Botetourt County Public Schools540-473-8263

Botetourt County Sports Complex540-928-2400

Botetourt County Chamber of Commerce540-473-8280



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