

# LYNCHBURG REGIONAL BUSINESS ALLIANCE

## A strong economic base provides job growth

By definition, economic development is an effort that seeks to improve the economic well-being and quality of life for a community by creating and or retaining jobs. Traditionally, the focus of this statement has been "creating jobs". Success in economic development has always been measured by how many jobs we've created and failure being jobs lost.

In every facet of life, change is inevitable. In most employment sectors, change occurs on a regular basis, economic development is no different. The economic tide has continued to rise and fall through the years, most recently with the Great Recession of 2008. What keeps us going? The adaption to change.

Marc Andreesen, a successful entrepreneur and venture capitalist, said, "jobs are critically important, but looking at economic change through the impact on jobs has always been a difficult way to think about economic progress". In short, some jobs end so others can begin. It's the evolution of the economy. Andreesen compares the same theory to the Industrial Revolution, what if we stopped manufacturing to save agriculture? The success of farms that ultimately

benefited from creation of mechanically-powered equipment to complete its work faster, increasing production and profit would be very different.

Adaption to change is more critical than ever. We are fortunate in our Region to have a strong economic development team that recognizes this fact. Currently we are developing the Comprehensive Economic Development Strategy for the Region and identifying the target growth sectors. This allows us to develop a plan to recruit the best companies for our workforce and having the courage to change if those results are not what we expect.

So yes, ultimately we want to recruit jobs. It's the plan of action for recruiting those jobs, however, that determines our results. The Lynchburg Regional Business Alliance is adapting to the change in today's world of economic development and establishing a plan that we believe will be successful. A plan that best utilizes the assets of the entire Lynchburg



Region and creates an environment that's economically prosperous.

May is Economic Developer Appreciation Month. The Lynchburg Region is fortunate to have the following individuals in Economic Development: (from left) **Jeff Taylor**, Appomattox County, 434.352.3989 | **Marjette Upshur**, City of Lynchburg, 434.455.4492 | **Mike Davidson**, Campbell County, 434.592.9595 | **Megan Lucas**, LRBA, 434.845.5966 | **Victoria Hanson**, Amherst County, 434.946.5200 | **Traci Blido**, Bedford County, 540.587.5670 | **Dennis Jarvis II**, Town of Altavista, 434.369.5001 | Not pictured: **Jacks Hobbs**, Town of Amherst, 434.946.7885 | Not pictured: **Philipp Gabathuler**, Town of Appomattox, 434.352.8268



Tune in Saturday Mornings at 9 a.m. and Sunday at 11 a.m. 100.9 WIQO www.biztalk.biz

## Alliance presents 2016 Small Business of the Year Awards

The Alliance honored twenty-four businesses that were small business nominees. This event recognized small businesses with 100 or fewer employees who have excelled in their profession. The Alliance congratulated the award recipients in these categories:

- **Business and Professional Services:** Life Focus Pictures
- **Manufacturing/Industrial:** Altus Chocolate
- **Non-Profit:** CASA of Central Virginia
- **Restaurant/Venue:** The Corner at Rivermont
- **Retail:** The Window Men, Inc.



The five award recipients received plaques and an advertising media package. Additionally, CASA of Central Virginia was named overall "2016 Small Business of the Year." This non-profit organization recruits and trains volunteer advocates for abused and neglected children in the Juvenile and Domestic Relations Court system and educates the community about their needs.

Stefanie Prokity, Chairman of the Alliance's Small Business Committee, said, "it is an exciting and important time to be highlighting the impact of outstanding entrepreneurs and small business owners that work to grow their business, create 21st century jobs, drive innovation and increase our Region's global competitiveness. We congratulate all the nominees and recipients for their daily hard work and tenacity!"

## Leadership Lynchburg nominations hit record number



Leadership Lynchburg had a huge response for nominating candidates for the upcoming 43rd class.

The Alumni Goal is 100 people and they've had 65 nominations since April 1! If you know of an emerging leader, manager or first-time supervisor who is looking to enhance their skill set, become knowledgeable about the Region's issues and create lasting connections please nominate then now! Form is available at LeadershipLynchburg.com or for more information contact Christine Kennedy at 434.845.5966 or email ckennedy@lynchburgregion.org

## Alliance welcomes members!

Welcome to the following new members who joined in the past month and are growing their business with the Alliance.

- Black Tie Trolleys
- BlueStar Solar Energy LLC
- Consdan International LLC
- Entwined Events
- Parker Productions
- Professional Home Care, LLC
- The Bella Rose Plantation
- Turner & Associates
- Vector Space
- Virginia Eye Clinic, PLLC - Forest
- West Manor Estates

## Compensation Analysis Report now available

The 2016 Lynchburg Region Compensation Analysis report coordinated by the Alliance, CVIC, and the Region 2000 Workforce Development Board, provides local comparative data and insights from a recent survey of regional employers. Members that participated can obtain the report at no charge, otherwise the cost is \$200 for members and investors of the Alliance. Contact Mike Lewis at 434.515.3365 for more details.

## LRBA/CVIC Member Guest Golf Tournament

1 p.m. Captain's Choice Shotgun Start  
Wednesday, June 1  
Ivy Hill Golf Club  
1448 Ivy Hill Drive, Forest

Golfers receive:  
Awards Dinner | Golf Cart | Putting Green | Beverages | Snacks |

Participation costs:  
\$450 Foursome | \$550 Foursome with a Hole Sponsorship | \$20 Four Mulligans and One String (per team)



For more information contact Kaye Lewis at 434.845.5968 x16.

Our sponsor levels provide a great opportunity to promote your business to key decision makers at our golf tournament. Contact Mike Lewis at 434.515.3365 for more information.

# Connection EXPO

## Go for the GOLD!

AT OUR BUSINESS EXPO!

Presented by **UNION**

Park in LU Garage off Wards Road. Shuttle to and from Expo available 11 a.m. - 7 p.m.

Admission is FREE to the Lynchburg Regional Business Alliance Business Expo

**Tuesday, May 24, 2016, 1-6 p.m.**

Liberty University's LaHaye Student Union Multipurpose Center

### Exhibitor Categories Include:

- Banking, Financial, Mortgage
- Cellular Telephone Services
- Child and Youth Organizations
- Contractors & Home Services
- Education
- Employment Agencies
- Entertainment and Recreation
- City Government
- Health Care - Medical
- Hotels and Motels
- Human Services Organizations
- Marketing
- Media
- Real Estate - Agencies
- Restaurants
- Veterinary Hospitals
- Warehouse Clubs

### Attendees Can

- Find new business contacts
- Check out products and services of area businesses
- Bring business cards for drawings
- Participate in networking
- Purchase products and services from exhibitors
- Enjoy great food
- Take part in free health screenings
- Learn about employment opportunities

### 15 Minute Focus Talks each hour

- 1:30 p.m. - Retirement Planning/Small Business Owners
- 2:30 p.m. - Social Media Tips for Businesses
- 3:30 p.m. - Networking Tips
- 4:30 p.m. - Disaster Plan Tips

**Young Entrepreneurs Academy (YEA!) will debut their newly launched businesses from 4-6 p.m.**

The attendance of children under the age of 18 is prohibited. However, after 4 p.m. children with the families of the Young Entrepreneurs Academy exhibitors will be allowed to attend when accompanied by an adult.



### CONTACT US!

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To learn about the benefits of membership in the Lynchburg Regional Business Alliance contact Mike Lewis 434.515.3365 or MLewis@LynchburgRegion.org

## CALENDAR

**MAY 21, 10 a.m.**  
The Academy of Sports and Fitness Ribbon Cutting  
The Academy of Sports and Fitness  
20442 Lynchburg Hwy. (460 West), Lynchburg

**May 24, 1 - 6 p.m.**  
Connection Business Expo  
LU LaHaye Student Union Multipurpose Center  
1971 University Blvd, Lynchburg

**MAY 26, 7:30 - 9 a.m.**  
Small Business Appreciation Breakfast  
Sam's Club  
3912 Wards Road, Lynchburg

**JUNE 1, 1 p.m.**  
Golf Tournament  
Ivy Hill Golf Club  
1148 Ivy Hill Drive, Forest

**JUNE 8, 5:30 - 7 p.m.**  
T4Tactics, LLC Ribbon Cutting  
147 Mill Ridge Road, Suite 207  
Lynchburg

**JUNE 23, 11:30 a.m. - 1 p.m.**  
Women's Luncheon Series  
Oakwood Country Club  
3409 Rivermont Avenue,  
Lynchburg