

THE COMPETITIVE EDGE

Official Publication of the New River Valley Competitiveness Center
A Small Business Incubator

Wayne L. Carpenter, Incubator Manager

August-September 2003



Welcome to the New River Valley Competitiveness Center

Many updates and changes have taken place at the New River Valley Competitiveness Center since the last Competitive Edge newsletter. The New River Valley Development Corporation would like to take this opportunity to reintroduce you to the Center and bring you news of the changes that have occurred which will make the Center even more successful.

The picture above shows one of the Corporation's greatest endeavors, the addition of phase 2. Although the construction period lasted longer than planned, the new addition is ready for occupancy. More detailed information of the new addition is found on page 3.

There is now space available for rent. For the first time in over two years the Center is actively seeking new tenants. If you are an entrepreneur or if you know someone who is, please provide them with the contact information which is listed at the end of this newsletter.

Another new feature included in Phase 2 is a community meeting room which is large enough to hold over 100 people. It can also be divided into four rooms for breakout or smaller groups. The room is available for use by local groups on a daily basis for a starting rate of \$25 per day. Adjacent to the meeting room there is a servery available to stage food service. Those who have used the room have been pleased, and indicated they would come back as well as recommend it to other groups. If you have a need for meeting space please contact the Center. In addition, if you have not visited the Center or seen Phase 2, please, come see it. The staff is always happy to show the facility and discuss with pride not only the physical plant, but also the tenants, programs, and amenities the Center provides.

In each newsletter a current tenant will be highlighted. This month's feature tenant is Lurleen Collins, Accounting Services. Lurleen has been here just over a year, and has been pleased with her success. She had a need for more space and became the first tenant to move into an office in Phase 2. She now has two adjoining offices and is looking for an appropriate employee. If you have accounting or bookkeeping needs, please contact her at (540) 633-6765.

Tenant Highlight

Lurleen M. Collins, Accounting Services

Lurleen M. Collins, Accounting Services is a small accounting practice started in 2001 and presently administers to approximately 75 small businesses and individual clients. Services include bookkeeping, payroll and related payroll reports, tax preparation, and tax planning for businesses and individuals; specializing in small business set up and accounting services. Our success is a direct result of helping our clients grow, as we have helped manage and direct their increasing assets, we have helped build strong partnerships based on integrity and determination; serving our clients with accuracy, attention to detail, and the highest standards of professional practice.

At Lurleen M. Collins, Accounting Services, tax services include much more than tax return preparation. In addition to tax returns, we provide other tax-related services including Individual and corporate tax planning, representation during examination of returns by the IRS and other taxing authorities, tax compliance advisement, and much more. These days, the tax law is constantly changing and keeping up with these changes is nearly impossible. Devising strategies that can best take advantage of these tax law changes requires the experience only a tax professional possesses. We have the knowledge and experience to meet your tax needs. As tax professionals, we are fully versed in the recent changes in the tax law and are prepared to put our expertise to work for you. We can provide you with up-to-date information on the latest tax developments affecting you and your business. We can help you review your current tax situation to help you find ways to minimize your tax burden.



The decision to start or expand a business is not an easy decision. Unfortunately many small business owners know how to run their business, but have trouble with the accounting side of the business. There are many obstacles to overcome when starting a new business and we have the professional resources and experience to help you launch that new business. Some of the services we provide are consulting with you at the beginning to start your business off right. We can also help you get the proper licenses, tax numbers and filing reports. We offer assistance on an as needed basis when you need specific help. We also provide a variety of accounting and business services to help you address those specific needs such as financial reporting, payroll processing, quarterly payroll reports, W-2s and 1099s, business license, personal property returns, and tax return preparations.

Our goal at Lurleen M. Collins, Accounting Services is to provide you with the most up-to-date information on matters that may affect your personal or business financial success. We will analyze your unique situation, bringing you the answers and advice that will enhance your success. Contact us today to set up an appointment to review your tax situation, whether you are thinking of starting a new business or just to review your current tax situation.

For more information contact:

LURLEEN M. COLLINS, ACCOUNTING SERVICES
6580 Valley Center Drive, Suite 317
Radford, VA 24141
(540) 633-6765
lcollins@nrvc.org

The New Look to the Competitiveness Center

On May 5, 2003, we dedicated Phase 2 of the New River Valley Competitiveness Center. The expansion is the result of four successful years of operation of the small business incubator facility located in the Fairlawn section of Pulaski County. In April 1999, the initial building opened with 21,000 square feet of space dedicated to the incubator and 10,000 square feet designated as regional office space. The addition is all incubator space and contains 23,000 square feet of space that includes fourteen offices, three office suites, two industrial bays, and a 1,700 square foot meeting room.

The building is designed to offer flexibility in space needs for growing businesses. Services provided help the businesses in two ways. First, there is the reduced cash needs for utility deposits, monthly charges for internet service, and purchase of office equipment. The second advantage is the counseling and business assistance provided through on-site and networked programs. Please see the following page for a list of value added attributes that are provided to the Center's tenants.

However, there is more to the Competitiveness Center than the tangibles. One important aspect for growth is the professional atmosphere presented at the Center, a vibrant place where a young business has available the resources needed to impress its customers. The offices are efficient and well maintained. Technology is available that would be difficult for many young businesses to afford. Also, the tenants have use of conference and meeting rooms at no additional charge. These rooms may be used to train employees, or to astonish customers with polished presentations displayed on a rear projection screen.



Another important aspect of the Center is the networking of small businesses and their owners. Most young companies have similar problems or needs, and the ability to discuss common needs with peers has benefitted several of our existing tenants. In fact, there are a number of tenants who are customers of other tenants.

The Competitiveness Center is not just a beautiful, efficient building with lots of benefits for its tenants, but is an environment that provides entrepreneurs the best chance for their dreams and aspiration to become reality.



Location

The Competitiveness Center is located off Route 114 in Pulaski County and centrally located between Radford University and Virginia Tech. It is accessible from Interstate 81 and U.S. Highway 460.

New River Valley Competitiveness Center

Value Added Attributes

Reception Services

Meet and direct visitors
Receive shipments
Phone and Computer troubleshooting
Reserve meeting space/equipment
Incoming and outgoing mail service

Telephone Services

Digital phone set provided
Voice mail
Messaging
Speed dial
Conference calling
Speaker phone
Auto redial -busy/no answer
Do not disturb

Office Equipment

Fax with broadcast capability (long distance charges apply)
High speed copier with duplexing up to 11"x17" (\$.05 per page)
HP 4000 LaserJet Printer (no charge)
HP 4500 Color LaserJet (\$.25 per page)
Paper shredder

Internet

T-1 connection (no charge -requires a 10/100 ethernet card)
E-mail at nrvc.org (two addresses no charge, \$2.50 per month for each additional address)
Linked to New River Valley Competitiveness Center Web-site

Conference and Training Rooms

TV/VCR, overhead projector, screen, flip charts, podium, tables, chairs, coffee maker, white boards
Internet connection, phone connections
Rear screen projector and speakers (Conference Room only)

Resource Library

Printed material
Common use computer for Internet
Common use computer for licensed software including Quickbooks
Resource Guide 2001 (IRS/SBA material, and links)

Business Assistance

Virginia Tech, Radford University, New River Community College programs
Radford University Small Business Development Center
On site business planning, financial planning, financial analysis, budgeting
Entrepreneurial networking
Mentor Program (lawyers, accountants, bankers, business executives)
On site training (forklift)

Manufacturing and office space

Climate controlled (heat and air conditioning)
Electricity (including phase 3)
Water, sewer, and landfill waste disposal
Convenient parking
Loading dock with access to forklift (and operator if no employees are certified)
Floor maintenance and waste removal in offices
Shared lunchroom with refrigerator and microwave

For Competitiveness Center information contact:

Wayne L. Carpenter, Incubator Manager
6580 Valley Center Drive, Radford, VA 24141
Phone: (540) 633-6730
Fax: (540) 633-6768
e-mail: wayne@nrvc.org
website: www.nrvc.org/nrvcc.html

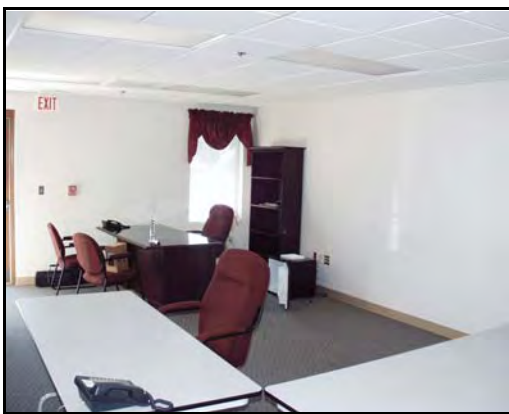
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Space for Rent



In previous newsletters we have reported on construction progress of Phase 2 at the Competitiveness Center. Construction is now complete and the 23,000 square foot addition is available for occupancy. Two tenants occupy three of the fourteen individual offices and one other office will be occupied with a new tenant on October 1. The New River Room, a large meeting space, has received glowing reviews by groups that have held meetings there. The new management suite houses the incubator manager in a central location and includes a small conference room.

The original building is only four years old and has the same technology driven features as the new addition. The move of two tenants to offices in Phase 2 and the graduation of another tenant

has made offices available in the original building.

The space available in both phases range from offices as small as 125 square feet to industrial bays that are over 4,300 square feet. Monthly rent could be as low as \$150 for the smallest office. All tenants have access to reception services, telephone services, office equipment, the Internet, conference and training rooms, resource library, and business assistance as part of their lease. Also included

in the monthly rent are all utilities, water, sewer, climate controlled space, convenient parking, and a kitchen which has a refrigerator and microwave.



If you are looking for a space for your small business to grow, or if you want to find out more about the Competitiveness Center, please contact Wayne Carpenter at (540) 633-6730 or by email wayne@nrvc.org. The management is extremely proud of this facility and its wonderful location, and would like the opportunity to show you around. Come for a visit, you will be

impressed!

Tenant Highlight

Brightside Press



Brightside Press is owned by Hilda May Woolwine. Woolwine's background is in publishing as a graphic designer and editor. She enjoys working with writers and helping them to see their dream of getting in print realized. To help accomplish projects, Brightside Press has hired John C. Barksdale. Barksdale is the press operator and binder for the company and is doing a superb job. Recently joining the company to help with sales and marketing is Henry Guess, of Guessworks.

Brightside Press of Radford, Virginia is the publisher and/or distributor of the Radford University Dept. of Sociology and Anthropology's three works on the New River Valley: *Appalachian Coal Mining Memories*; *Appalachian Farming Life*, published with the help of the Virginia Farm Bureau, and *The Radford Arsenal*.

The three books detail the historical and economic development in the NRV, and include interviews and oral histories from the actual people who lived and worked in the coal mines, on the farms, and at the Arsenal. All three books will be available at book stores in October, 2003, with signings and readings by the authors and participants. All three books are also available at the following museums: The Glencoe Museum in Radford, The Montgomery County Museum in Christiansburg, and the Wilderness Trail Museum in Newbern.

Carl's Song, a romantic novel set in Southwestern Virginia, by Judith Smith of Elliston, Va., is being published by Brightside Press in October. Smith's novel deals with the aspects of spiritual conflict of a married pastor who is in love with a young parishioner. Brightside Press also published another regional novel, *Against All Odds: A True Story of Appalachia*, by Glenna Jesse King of Shawsville.

In November Brightside Press will be releasing, *The Red Flannel Rag*, an autobiographical account of growing up in the "poverty pocket of Appalachia." This book was written by Dr. Peggy Shifflett, head of R.U.'s Dept. of Sociology and Anthropology. Shifflett chronicles the experiences of her family and friends in Hopkins Gap, Virginia, in the Allegheny mountains. Hilda May Woolwine at Brightside Press is editing this work. Although Shifflett's book will be used by R.U. and other colleges in the classroom, the book is so entertaining with much humor and local color, that it is recommended reading for a wide general audience.

Brightside Press also publishes classic works of literature – Woolwine is currently compiling an historical account taken from the writings of the Founding Fathers and others, to be sold with a collection of classic books for the Christmas season. Some of the titles include, *Treasure Island*, *Anne of Green Gables*, and *The Adventures of Sherlock Holmes*. Brightside Press is making these titles available to civic groups, churches and organizations to use as fund-raisers; the Ruritan National Foundation is ordering from Brightside Press this month.

In addition to publishing, editing and writing, Brightside Press is a printer. Floyd County writer Colleen Redman had her book, *The Jim and Dan Stories*, printed by Brightside Press. Redman (and Brightside) is now in her second printing as the first printing sold out. Besides Redman's book Brightside Press is currently printing and binding Stephanie Whitehead's book about difficult relationships, *Who Am I? Finding My Way Home*. Whitehead is a Georgia resident who teaches classes to women who are coming out of abusive relationships. She uses her books as teaching tools. Brightside Press printed three printings of Curtis Caldwell's photographic history of Giles County, *Up On Big Stoney Creek*. Mr. Caldwell continues to receive orders for his impressive work. **For further information contact:** Hilda May Woolwine, Brightside Press, 6580 Valley Center Drive, Suite 148, Radford, VA 24141; (540) 633-6747; brightside@nrvc.org; www.brightsidepress.com.

Other Tenant News

Lurleen Collins Accounting Services:

Lurleen was featured in our July-August newsletter in the Tenant Highlight section. She owns a small accounting practice and specializes in small business set up and accounting services. Lurleen joined the Center just over a year ago, and has already outgrown the single office she occupied. She was the first tenant to move in Phase 2 and now has two adjoining offices.

Recently Lurleen reached an agreement to acquire another accounting business which could triple the size of her business. With this growth, she will be adding additional staff which is one of the primary goals of the Competitiveness Center. We wish Lurleen continued success in her growing business. If you would like to know more about Lurleen Collins Accounting Services, she can be reached at (540) 633-6765 or at lcollins@nrfdc.org

Luxine, Inc:

Luxine, Inc. has developed an advanced high efficiency induction heating technology and holds several patents related to the technology. Their systems for cooking, heating, or warming cuts utility costs by up to one half while making a commercial kitchen cooler and safer. Luxine joined the Center two years ago when they were in the product development stage. Since then they have acquired approval for their products from testing labs, and customers.

Luxine has added several new customers this year and sales continue to increase. The application of their technology has been in commercial kitchens, however, a new product line will soon be available for residential customers. The growth has required increased production which means the addition of new jobs. Again this is a primary goal of the Competitiveness Center. Luxine can be contacted at (540) 731-0010 or luxine@aol.com.

Barry K. Duncan and Debra S. Chase:

Barry Duncan and Debra Chase are members of the AXA Network and are sharing an office in the Competitiveness Center beginning October 1, 2003. They will be the third tenant to have an office in Phase 2 of the Center.

Barry Duncan - holds NASD Series 7, 63, and 66 Securities Licenses and in addition to Virginia he is a Licensed Securities Representative in six other states. He joined AXA in May, 2003 as a Financial Consultant. Barry holds a bachelor's degree in electrical engineering technology and worked in industry for thirteen years before going into the financial services industry. At press time his phone number has not been established at the Center, but he can be reached at (540) 818-5481 for information.

Debra Chase - joined AXA Networks, LLC in May, 2003 in their Retirement Benefits Group. Her specialties include retirement planning for non-profit organizations, educators, business professionals, hospitals, and government employees nationwide. Debra works as an independent contractor, however, consults with associates and does joint work when clients would benefit from additional investment expertise. She is focused on prospective clients throughout the New River Valley with a broad range of products available. At press time her phone number has not been established at the Center, but she can be reached at (540) 449-4481 for information.

We want to thank **Joe Marchese**, a graduate of the Competitiveness Center, and an AXA Advisor himself. He recommended that Barry and Debra come to the Center to get their start. They are both moving from a home office environment to establish an office in a business environment. They are excited and look forward to being our newest tenants.

Reaching Out to Communities

√The New River Valley Competitiveness Center understands the importance of reaching the citizens of our communities with information and educational opportunities. September 18th was the first of a series of public service workshops that the Competitiveness Center will host. The workshop was presented by the Virginia Employment Commission and covered a wide range of labor market information that is available through the Commission and its website. The workshop lasted one and one-half hours with lunch available for a reasonable cost. The next workshop, to be held on December 3, will cover unemployment insurance claims.

√The New River Valley Competitiveness Center is a co-sponsor of the New River Valley Job Fair to be held at the Center on October 15. Please reserve this date for the fair and tour the Center while you are here.

√The Center has four meeting spaces that are available for informational sessions and for formal or informal training classes. Several employers, governmental, social service and non-profit groups have recently used the Center's facility. Classes may last only a few hours or they may be all day classes. Tenants are able to use certain rooms without charge. Non-tenants are charged a daily fee as low as \$25.00 per day depending on the room used. Also available is audio/visual equipment and other support equipment such as dry erase boards and tele-conferencing.

NEW RIVER VALLEY JOB FAIR

Wednesday, October 15, 2003

1 pm – 7 pm

New River Valley Competitiveness Center

(Located at 6580 Valley Center Drive, Radford, VA)

**The Job Fair is targeting primarily entry level positions, however,
all job-seekers are welcome**

Sponsored by:

New River Valley Partners for Self-Sufficiency, New River Community College, Optimal Rehab Professionals, Virginia Employment Commission, New River Valley Planning District Commission, New River Valley Competitiveness Center, and the Department of Rehab Services

For Competitiveness Center information contact:

Wayne L. Carpenter, Incubator Manager

6580 Valley Center Drive, Radford, VA 24141

Phone: (540) 633-6730

Fax: (540) 633-6768

e-mail: wayne@nrvc.org

website: www.nrvc.org/nrvcc.html