

# THE COMPETITIVE EDGE

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

*Wayne L. Carpenter, Incubator Manager*

*December 2004 - January 2005*

## New River Valley Development Corporation Completes 21st Year

### From the Manager's Desk:

On November 17, the New River Valley Development Corporation held its twenty-first annual meeting. I have been involved with the Development Corporation since it was formed in May 1983 and one of my responsibilities now is to prepare an annual report for the Corporation's membership. The Corporation is owned by eight localities in the New River Valley and is chartered to be a regional economic development organization to benefit all of the localities.

The Development Corporation is a valuable tool in the economic development efforts for the New River Valley although it is not very well known. The following information is a brief summary of the major accomplishments of the Corporation.

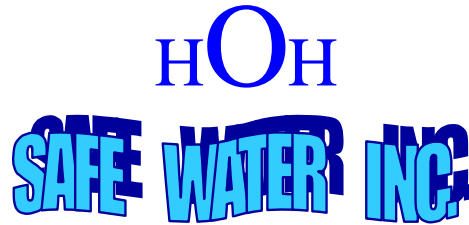
The major investment of the Development Corporation is the Competitiveness Center. The initial phase of the Competitiveness Center was completed in 1999 and Phase 2 was completed last year. This facility has 54,000 square feet of space that includes offices and manufacturing bays. Since its opening, eight businesses have graduated from the incubator to be on their own in locations throughout the Valley. Currently there are thirteen small businesses in the Center with another entering the first of December. The businesses that have been tenants of the Center are responsible for the creation of over three hundred jobs.

The Development Corporation also operates the New River Valley Revolving Loan Fund. The total assets of this loan fund is \$66,000 and an additional \$50,000, through a grant from Rural Development, has recently become available to increase the fund. This grant provides a source of funds for small businesses who do not qualify for traditional financing without support from a secondary lender providing additional equity to the primary lender. Typically, loans from the New River Valley Revolving Loan Fund are for \$10,000 or less, but can be larger if justified by circumstances, particularly the creation of jobs.

Another important activity of the Development Corporation is to provide a source for grants for which tax exempt organizations can apply. The Corporation has received a grant in each of the past two years to support a regional water supply study. Rural Development provided the funds that total \$144,400. The anticipated benefit of the study will be the establishment of a regional approach to water needs of all the jurisdictions in the New River Valley.

This month we highlight a new tenant, Safe Water, Inc. They joined the Center on November 1 by establishing a water

testing lab in the workroom of the utility building. They are proceeding to meet State requirements to be a certified water testing lab, and hope to have met the requirements in the next few weeks. To contact Safe Water, Inc. you may call 540-633-6739 or email: [safewater@nrvc.org](mailto:safewater@nrvc.org).



### **Water Analysis and Research**

6580 Valley Center Drive, Box16

Radford VA 24141

Phone: (540)-633-6739

E-mail: [safewater@nrvc.org](mailto:safewater@nrvc.org)

Fax: (540)-633-6768

## **About Safe Water, Inc.**

Established September 20, 2004, Safe Water Incorporated (SWI) is a water analysis and research corporation that will provide bacteriological testing services for drinking water and wastewater as a Virginia State certified laboratory. The services will be offered to residents/homeowners as well as public waterworks owners.

The Company intends to expand its services as it grows, and to pursue research opportunities in drinking water and wastewater monitoring through funding by governmental and/or private agencies.

**Sample collection bottles can be picked up at New River Valley Competitiveness Center (NRVCC) main Lobby, or mailed to your address. Samples for testing can be mailed or delivered (Monday-Friday: 8:00 am-4:00 pm) to SWI box at New River Valley Competitiveness Center's main Lobby. In most cases results will be ready a day after test completion. Samples must be received by SWI within 24 hours of collection.**

## **Our Mission**

The mission of SWI is to provide the community with high quality scientific services at minimum possible cost. Customer satisfaction is our number one priority. We expect profits, but only from work that satisfies customer needs and benefits humanity.

### **Safe Water, Incorporated is established by:**

***J. S. Mirlohi, M.S. +4 years of Ph.D. research in Particle Physics***

**Physicist**

**President and CEO / Director of Research and Development**

Education: Ph.D. Studies, Physics, 1985-1992, Virginia Polytechnic Institute and State University, Blacksburg, Virginia. Master of Science, Physics; May 1985, Virginia Polytechnic Institute and State University; Blacksburg, Virginia. Bachelor of Science, Engineering Physics, May 1983; Western Kentucky University, Bowling Green, Kentucky..

Professional Experience: 22 Years (1Year of Microbiology Laboratory)

Job Responsibilities: Laboratory Analysis Performance, Research Direction, Data generation, and Reporting.

*Susan Mirlohi, M. S.*  
**Environmental Scientist and Engineer**  
**Vice President / Laboratory Director**

Education: Master of Science, Environmental Science and Engineering, December 1997; Virginia Polytechnic Institute and State University; Blacksburg, Virginia. Bachelor of Science, Biology, Minor Chemistry, 1992; Radford University; Radford, Virginia.

Professional Experience: 16 Years (8 Years of Laboratory Management)

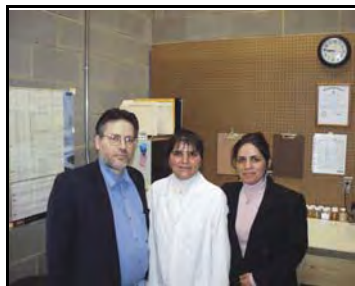
Job Responsibilities: day-to-day direction of laboratory operations, including analysis and reporting.

*Soheilla Mirlohi, M. S.*  
**Electrical and software Engineer**  
**CFO / Senior Engineer**

Education: Master of Science, Electrical Engineering, September 2003; Virginia Polytechnic Institute and State University, Blacksburg, Virginia. Bachelor of Science, Computer Science, May 1992; Virginia Polytechnic Institute and State University, Blacksburg, Virginia.

Professional Experience: 12 Years (1 Year of Analytical Laboratory)

Job Responsibilities: Laboratory Analysis Performance and Supervision, Research, Data generation, and Reporting.



**Safe Water, Inc. Currently Performs Testing for the  
Following Bacteria:**

Total Coliform Bacteria and *E.coli*

Coliform bacteria live in soil, on vegetation and in surface water.

Coliform bacteria found in the intestines of warm-blooded animals and their feces are called *E. coli*. Some strains of coliform bacteria can survive for long periods in soil and water and can be carried into well casings by insects. Bacteria washed into the ground by rainwater or snowmelt are usually filtered out as the water seeps through the soil, but they sometimes enter water supplies through cracks in well casings, poorly sealed caps, fractures in the underlying bedrock, and runoff into sinkholes. Coliform bacteria are the most common contaminants found in private water systems.

Most coliform bacteria do not cause illness, but indicate a breach in the water system. However, since *E. coli* bacteria are found in fecal material, they are often present with bacteria, viruses and parasites that can cause flu-like symptoms such as nausea, vomiting, fever and diarrhea. Private wells should be tested at least once a year for coliform bacteria, as well as *E. coli* test when total coliform are present. Test again if there is a change in the taste, color, odor or appearance of your water.

The coliform test is one of the most important tests you should have done on your well water. However, bacteria are only one of many possible contaminants. A negative bacteria test is good news, but does not mean your well is free of other contaminants.

---

# Tenant Update

---

## **Lifecare Medical Transports, Inc.**

Lifecare Medical Transports, Inc. provide transportation service to clients in a non-emergency situation. An example is a return home from a stay in a hospital or the move from one hospital to another. Lifecare entered the Center on September 1 and is an expansion into the area to meet a demand in the healthcare industry. They occupy a 382 square foot office.

## **Wessex, Inc.**

Wessex, Inc. has occupied 1,000 square feet of a 2,000 square foot bay using the space as a lab and start-up production area for their primary product Emissshield. In November, they expanded to the entire space due to increase in production requirements to meet sales demand.



# HAPPY HOLIDAYS!!

As we reach the end of another year, the Management of the  
New River Valley Competitiveness Center  
wish all of you a great Holiday Season and a  
prosperous New Year!!

### **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  
wayne@nrvc.org  
www.nrvc.org/nrvcc.html

# THE COMPETITIVE EDGE

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

Wayne L. Carpenter, Incubator Manager

February - March 2005

## Competitiveness Center Welcomes Art Work

### From the Manager's Desk:

The Competitiveness Center is presented with new commerce daily, however our newest business was stumbled upon by surprise. Daphne Smith, our maintenance person of four years, is not only a busy single mother, but also a talented artist.

Daphne works with oil paints specializing primarily in landscapes. The subjects of these paintings range from ocean scenes to mountains with many of them featuring freshly fallen snow. Daphne's first sale was made to Barry Duncan, an avid snow-boarder, who purchased one of the scenes of the Rocky Mountains. Barry now owns three of Daphne's paintings including one which is representative of his business card (Aspen Investment Advisers with the Rocky Mountains in the background).



Barry Duncan and Daphne Smith.



Daphne Smith with painting currently on display.

Nearly twenty years ago, Daphne began working on developing her painting technique and after viewing her collection, I judge her work to be very good. Displayed in the Board Room behind my office is one of her first paintings. After a long layoff to raise her family, Daphne decided to pick up her paint brushes again. In six months time she has produced over forty works and sold several of those to our tenants.

Currently Daphne has twenty works on display in the incubator. Please come by to visit and see our Daphne Smith Exhibit.

This month we highlight Austin-Morgan & Associates, Inc. They joined the Center on December 1, 2004. Austin-Morgan is a small, but growing, locally owned trucking Company. To contact Austin-Morgan & Associates, Inc. (Randy Kinder) you may call 540-633-6741 or email: rkinder@nrvc.org.

## Austin-Morgan & Associates, Inc.



Randy Kinder.

Randy Kinder, the President of **Austin-Morgan and Associates, Inc.** started in the trucking business in 1983 when he drove for a company in Tampa, Florida. Randy pulled a flat bed trailer with anything on it, from cranes to various construction equipment. He smiles, as he recalls that first truck he drove, “The truck was a 1972 GMC 9 speed with 3<sup>rd</sup> and 7<sup>th</sup> gear not working.”

The steering wheel was broken in so many places that he had to wear leather gloves to keep from cutting his hands. Although the truck did not have air conditioning or power steering. “I thought that I was on top of the world”.

In the early 90’s Randy purchased his first tractor and trailer. By working hard and paying attention to the business, things were going good, but he wanted to be able to accomplish more.

In October 1993, God blessed Randy with his son, named Austin and then, in June of 1999, a daughter named Morgan. It was then after knowing the love for and from a son and daughter that Randy realized that there was so much more to life than what money could buy.

“I do want to be able to build something for my children one day”.

Austin-Morgan is a small Virginia based company that operates east of the Mississippi River. They are capable of hauling flat bed loads to 53 foot dry box van.

Principal commodities transported include, but are not limited to, retail and discount department store merchandise, manufactured goods, paper products, non-perishable food products, and building materials.

Austin-Morgan and Associates, Inc. believes that if you keep your equipment in top shape and recruit the most qualified personnel available, it will pay off in keeping long term cost under control, thereby being able to serve the customers better.

With honesty, hard work and faith in God, Austin-Morgan and Associates, Inc. will continue to position itself to be there for their customers for many, many years to come.

# Tenant Update

---

**Wessex, Inc.** - Wessex, Inc. who increased their lab space in November from 1,000 square feet to 2,000 square feet, added a 382 square foot office for their technicians in January. The expansion is evidence of the increased demand for their primary product Emisshield.

**Lurleen Collins Accounting Services:** On January 1, 2005 Lurleen Collins Accounting Services moved into a new office suite more than doubling the space her business occupies in the Center. Lurleen credits the move to continuing growth of business by adding new clients. She now occupies approximately 900 square feet in four offices, and expects to add more employees very soon.

**Safe Water, Inc.:** Has been inspected by the State and certified to provide water testing for residential, private and public water supplies. Sample bottles can be picked up at the Competitiveness Center and returned during business hours (8:00 a.m. - 4:00 p.m.), or they can be ordered by calling 633-6739 or email at [safewater@nrvc.org](mailto:safewater@nrvc.org).

**Luxine, Inc.:** Luxine produces the power supply for high end induction cooking surfaces. In preparation for increasing orders they have added more employees and are now at seven, up from four a year ago. You can look for “powered by Luxine” on induction ranges manufactured by Viking. Although most units are now being sold in the commercial market, the residential units will follow soon. For information call 540-731-0010.



Debbie Akers and Joe Trigg (Executive Director of REMSI).

**Good-bye Good Friend:** Debbie Akers, formerly of REMSI, was recently promoted from field coordinator for Western Virginia Emergency Medical Services Council (WVEMS) to Regional Education Coordinator for WVEMS. Debbie’s new position will require her to work in the WVEMS Roanoke office. Congratulations to Debbie and good luck in her new job!

## Welcome New Tenants

---

Four new tenants have joined the Competitiveness Center since our last newsletter. One of them is this month's highlight, Austin-Morgan & Associates, Inc. (see preceding article). Other new arrivals are:

**Pulaski County Department of Social Services:** On December 1, 2004, PC DSS moved into a 1,100 square foot office suite in the Phase 2 addition. There will be four staff in the beginning with other positions added as their new program grows. They also are providing job readiness training in a classroom environment three days a week.

**Ground Vibration Consultants, Inc.:** Ground Vibration owned by Bobby Payne moved into a 1,100 square foot suite and a 240 square foot office on January 8, 2005. They provide testing and monitoring services in the mining industry.

**Eastern Piano Studio, Inc.:** Mike Agee, owner of Eastern Piano Studio, moved into a 120 square foot office on January 8, 2005. Mike has been in education for a number of years and teaches private piano lessons as well as working with the recreation department of Radford and Montgomery County. He is starting a business to provide an after school program to elementary students that develops interests in fine arts, especially classical music.

### **Just a Reminder**

There is meeting space available at the Competitiveness Center for groups as small as two or larger than one hundred. If you need a place to meet, call or email as listed below. We will be happy to help you and your group have a good environment to advance your cause.

#### **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  
wayne@nrvc.org  
www.nrvc.org/nrvcc.html



# THE COMPETITIVE EDGE

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

*Wayne L. Carpenter, Incubator Manager*

*April - May 2005*

## Regional View on Entrepreneurial Development

### From the Manager's Desk:

In the last five months the Competitiveness Center has benefitted from the rebound in our local economy. Five new tenants joined the Center, and in that time two existing tenants expanded their business within the Center. Additionally, we are working with three prospective tenants. This reflects more activity than we have seen in the previous three years.

As I reflect on the positive forces that are stimulating this entrepreneurial surge, I am reminded of the organizations in the New River Valley that help new businesses get started. Among them are the Small Business Development Center at Radford University, the Virginia Employment Commission, as well as local governments. In the next few paragraphs I will briefly describe four centers of entrepreneurial development in the region: the Corporate Research Center (CRC) and VTKnowledgeworks both in Blacksburg, the Jacksonville Center in Floyd, and the NRV Competitiveness Center. Each organization has a special interest and focus in advancing our economy. The CRC, associated with Virginia Tech, helps develop businesses from intellectual properties created at VT. The CRC also attracts businesses not directly associated with VT. The CRC offers businesses access to research, facilities, expertise in a particular field, an innovative culture, and characteristics unique to locating next to a university. VTKnowledgeworks, also associated with VT, accelerates business growth by assisting individuals and companies as they accomplish the steps towards financial independence. Although not necessarily limited to high technology business, those businesses are likely to fit the high growth profile for the center.

The Jacksonville Center in Floyd operates as an arts and crafts incubator. It encourages the development of businesses that produce custom works. The Center's focus has proven to fill a need in the New River Valley. At the present, the Center is full and has other projects underway. Their tenants cover a wide range of arts and crafts including photography, paintings, and pottery among others.

The NRV Competitiveness Center is a general purpose incubator and caters to more traditional type businesses including manufacturing. Some tenants provide personal services such as accounting or investment advice. Others provide business services such as construction, book publishing, or research and development; and there are those that manufacture products. The primary goal of the Competitiveness Center, as well as the other centers, is the creation of jobs and development of diverse businesses for the local economy.

The success of the four highlighted entrepreneurial support organizations is that each has its niche and meets a need for the new business owner.

This month we highlight **Mobile Medical Diagnostic Services (MMDS)**. They joined the Center on March 1, 2005, and currently occupy office #317 in Phase 2 of the Competitiveness Center. The following article describes their business and its services. Based on initial reception by prospect customers, we expect a very successful beginning for MMDS.

## **Mobile Medical Diagnostics Arrives in NRV/Roanoke Valley!**

Mobile Medical Diagnostic Service of the New River Valley has recently opened an office located in the New River Valley Competitiveness Center! MMDS has as its purpose to serve the community's diagnostic needs for Mobile X-ray and EKG studies. As an extension of a national corporation, MMDS, Intl., headquartered in Kingsport, Tennessee, the firm currently employs mobile units which house an array of technologically advanced and patented equipment to achieve this function. The equipment in the units is highly mobile and is used to provide diagnostic procedures for patients without being removed from the familiar and comfortable surroundings of their home or nursing facility. This service eliminates the inconvenience and stress of dislocating patients from their surroundings in order to have image procedures performed. Research has shown that patients, families and medical care givers alike, list the difficulties associated with dislocating patients, as a major problem. In addition to this trauma, there is the increased risk of causing additional medical complications, especially since many geriatric patients are more fragile and prone to injury.

One appreciative patient responds, "The last time they sent me out, I cried all day. It took several hours and I couldn't stop crying. It's so nice when you come here!"

Some Benefits of their Service:

- ✓Nursing home residents no longer have to wait for their procedure in uncomfortable and unfamiliar surroundings.
- ✓Procedures are performed in the comfort of their own room or home.
- ✓Medical imaging costs are dramatically reduced for the facility.
- ✓Homebound patients benefit from our ability to perform x-rays in the home, avoiding discomfort and costly transport to an imaging facility.
- ✓Written reports of the procedure are available within hours.
- ✓On-site development of x-rays allows doctors and nurses to see results in minutes, thereby expediting patient care.
- ✓Preadmission x-rays and EKG's are offered to ease transition to a nursing home or other facility.
- ✓Pre and post surgery studies reduce the # of stressful transports before and after surgery.
- ✓They are available year round, 7 days a week; which is especially important during flu and pneumonia season.
- ✓Chest x-ray in the convenience of their own room or home, prevents exposure to other sick patients at an imaging facility.
- ✓Management enjoys improved marketability by offering MMDS Services through their facility.

To perform these services, MMDS employs a staff of radiologic technologists who are highly trained and experienced in the most current radiologic techniques. Each technologist is registered with the American Registry of Radiologic Technologists (ARRT), and is licensed with the Commonwealth of Virginia Department of Health Professions. Before performing studies, technologists complete a rigorous training and proficiency program, designed to qualify them on the mobile unit equipment and the procedures associated with mobile imagery. Not only are the

technologists able to deliver the diagnostic procedure directly to the patients, they are also able to limit the amount of radiation the patient receives. By using faster speed film, the amount of radiation used is lessened, which in turn protects the patient, technologist, and facility personnel. To assure compliance to rigorous standards, MMDS employs a staff physician, whose function is to monitor adherence to strict guidelines. And in the interest of patient care, their technologists are chosen in part based on their sincere interest in providing quality care to their patients. Thus, each technologist is assigned their own mobile unit and is responsible for a particular group of clients/facilities, with whom they become familiar and develop a close working relationship. Together, they insure patients receive the highest quality care possible.

Thus their unofficial Motto: Quality Service! Quality Care!



Whitney Akers, David Ayers, and Jeannie Ayers

A typical day at MMDS begins with the dispatcher compiling the requests for service from the care facilities. Attending physicians request these procedures based on their examination of patients under their care at a facility or home. Assignments are then passed to the technologists, who prepare their vehicles to accomplish the day's studies, and then set out to conduct the procedures. Technologists are in continuous contact with the dispatcher, in case there is a request for a study, stat. At that time the mobile unit is directed to the facility with the urgent need. The technologists will confer with facility staff and conduct the procedure for the patient in the comfort of their own room. Films are developed on-site to insure quality and uniformity, and transmitted to the radiologist for reading. A written report is then

prepared and transmitted to the requesting physician, usually in a matter of hours, versus 24-48 hours sometimes required in other systems. Through this process, their patients receive quality results, in far less time, with infinitely less stress, and in a more comfortable environment. This is achieved at considerably less cost to the patient, the facility, and insurance provider. Consequently, this serves to reduce overall medical costs to state and federal governments, and eventually, lower the cost of healthcare premiums, a concern and a benefit to everyone in the State of Virginia.

Their number one priority is the health and welfare of the patient. MMDS personnel take great pride in offering quality radiologic studies, and they are especially proud of the fact they are providing the best patient care possible each time they perform a procedure. All members of the MMDS New River Valley staff are local residents who have a vested interest in the Community, and they are excited about meeting the need for this service in the NRV area. Their goal is to make a difference in patient care and healthcare for everyone.

Please feel free to call their office, located in the New River Valley Competitiveness Center, at 540.633.6760, to communicate with Jeannie Ayers, Vice President of Operations. They are here to serve the Community and to provide the highest quality Mobile Medical Diagnostic Service. They are pleased to be a part of this very important process!

# Tenant Update

**Woodworks Restoration and Remodeling:** *Spring is finally breaking out and with the warm weather home improvement projects come to mind. Woodworks reports that their work has picked up tremendously. In fact they expect to add two more supervisors to handle the increase in work. Below is an example of their work that sets them apart from many other contractors.*

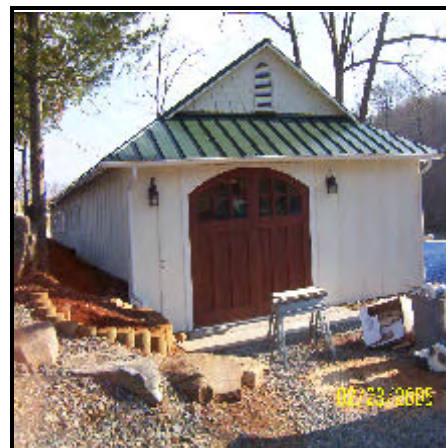
One of their current projects located at Claytor Lake. They are just completing a “boat house” renovation that will be used for a multi-purpose room by the family. What made this project interesting:

- Flooring, oak and maple wainscoting, cedar ceiling, baseboard & window trim all came from salvaged materials, some from the previous roof structure that was torn off.
- From an old barn, circa 1800’s they re-used 3 arched louvered vents, modified to use in gable ends. To create a more interesting shelf unit in the garage, they installed a variety of old doors to cover, leaving a transom like top shelf.
- Solid walnut doors, harvested from another nearby house were adapted for most of the new door openings. One of the old doors is now being made into a table.
- In the rec. hall a 20’ walnut bar was cut in half and turned 90 degrees, moldings and styles were matched, bar sink and dishwasher added.
- Two old walnut beds were changed into 2 bench seats and other furniture.
- The crew enjoyed the challenges of creating custom pieces, adapting and recycling many old building parts to transform an old work shop into a place to play and enjoy at Merry Point.

They are just beginning another cottage remodel on the next point up, circa 1942, vintage interior, one of the earlier homes there, adding space and modernizing. Stop by and check on their progress as posted on the hall display in the Competitiveness Center. You may contact them by phone at (540) 731-0021.



Before the project began, the “boat house” looked like this from the outside.



The project is near completion in this view.



**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**

**wayne@nrvc.org**

**www.nrvc.org/nrvcc.html**

# THE COMPETITIVE EDGE

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

Wayne L. Carpenter, Incubator Manager

June - July 2005

## 2005 Has Been a Good Year

### From the Manager's Desk:

The first five months of 2005 have been good for the Competitiveness Center. Several tenants have expanded their businesses and new tenants have been welcomed to the Center. Five existing tenants have expanded their presence in the Competitiveness Center by moving to larger offices or adding space to their production areas. The total additional space occupied as a result of tenant expansion equals 2,352 square feet or 6.6% of the total rentable space. In addition, the growth and addition of tenants creates new jobs, which is a step toward fulfilling our mission. This is good news for the Center and we are very pleased to see the success of our tenants. In addition, five new tenants have come on Board since January 1. These tenants occupy over 3,600 square feet or 10.25% of the rentable space. New businesses mean more jobs and that is what the Center is all about.

This issue of *The Competitive Edge* is being devoted to focusing on the success of the tenants that have grown into additional space and the new tenants that have joined the Center this year.

### Existing Tenant News: (Tenants that added space this year.)

✓**Lurleen Collins Accounting Service:** Moved from two offices of 252 sf. to four offices of 900 sf. Lurleen provides bookkeeping and accounting services to small businesses throughout the New River Valley.

✓**Wessex, Inc.:** Last Fall Wessex moved from approximately 1,000 sf. of lab space to 2,000 sf., and have recently added a 382 sf. office for their lab staff. Wessex is a research, development and production company specializing in coating with high heat emissivity properties.

✓**Luxine, Inc.:** Started in the Center three years ago in a 600 sf. bay and have since grown into 2,500 sf. of production space and 386 sf. of offices. In April they added an additional 1,000 sf. of production area bringing their total space of 3,886 sf. Luxine produces an induction power source for range top cooking that continues to gain popularity in commercial and residential applications.

✓**Safe Water, Inc.:** This company provides water testing service for potable water. They have a 125 sf. lab and in April added an office of 120 sf. to handle business management and to have a location to meet with clients.

✓**REMSI:** REMSI has their management and training offices in the Center. Recently they added a Deputy Director position and to accommodate the new position have added a 200 sf. office, in addition to the 310 sf. of office space they already occupy. REMSI provides emergency medical services to Pulaski County and EMS training for their own and other rescue squad personnel.

### New Tenants: (Tenants that have entered the Center since January 1, 2005.)

✓**Eastern Piano Studio, Inc.:** Owned by Mike Agee, Eastern Piano Studio occupies a 200 sf. space that is the management office. This business provides music education through public schools and recreation departments as well as personal piano lessons.

✓**Ground Vibrations Consultants, Inc.:** GVC occupies a suite of offices that total over 1,370 sf. The suite provides the management offices for the company that provides monitoring services for coal mine operators.

✓**Partners for Self-Sufficiency:** This group is a consortium of the Department of Social Services for the localities in the New River Valley. They occupy a 1,131 sf. office suite that is used as the management office for their job readiness

program. This program is directed to developing skills for individuals who have found difficulty in obtaining suitable employment.

✓**Mobile Medical Diagnostic Service, LLC.:** MMDS has two offices that total 247 sf.; one office is the management office and the other is the dispatch room. MMDS provides mobile x-ray services to home bound clients or nursing homes for patients that are difficult to transport.

✓**trenia b. and company:** Trenia Bell's business is our newest tenant joining the Center on June 1. She occupies a 659 sf. bay that she uses for design and production of high quality, hand sewn soft goods such as drapes and slipcovers.

## Competitiveness Center Partners in the Spring 2005 JOB FAIR



Yolanda Hunter, NRVPCD

On April 13<sup>th</sup>, the second annual Spring JOB FAIR was held at New River Community College. The Competitiveness Center was one of many partners in the Fair. Over fifty employers were present with over four hundred job seekers attending. The Center was represented with a booth attended by Yolanda Hunter, Small Business Specialist and Wayne Carpenter Business Incubator Manager. "This Job Fair shows the success that can be realized when organizations with common goals work together," said Carpenter. "I look forward to the next fair to be held this coming Fall and I expect that it to be even better." Watch for

information for the third annual Fall Job Fair coming soon.



Barry Duncan, President  
Aspen Investment Advisors

## **—Teamwork— A Journey to the Top**

The Competitiveness Center was invited to attend the Pulaski County Chamber of Commerce 2005 Business Expo, where business met leisure, sponsored by Pulaski County. The event was held on April 21<sup>st</sup> and April 22<sup>nd</sup> at the old KMart Building in Fairlawn. The event launched with a magnificent V.I.P Reception, sponsored by Volvo Trucks-North America,

Inc., from 5 to 8 p.m. The reception allowed the Expo participants to network with one another and form new partnerships.

As a participant of the Expo, Competitiveness Center staff displayed a booth highlighting the Center and the small business incubator tenants. Seminars and presentations were given throughout the day concerning the local economy, business start-up, and tourism as a business. The Expo was open to the public; businesses, employees, friends, and colleagues were all in attendance. Through this event the Competitiveness Center and tenants were able to make contacts, form networks, and create new awareness of the Center and its small businesses. Congratulations to the Pulaski County Chamber of Commerce and Pulaski County!



Randy Kinder, President  
Austin-Morgan & Associates, Inc.



### **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  
[www.nrvdc.org/nrvcc.html](http://www.nrvdc.org/nrvcc.html)

# THE COMPETITIVE EDGE

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

*Wayne L. Carpenter, Incubator Manager*

*August - September, 2005*

## **From the Manager's Desk:**

Our last issue focused on the additions and growth of tenants in the Competitiveness Center. We reported that there have been six new tenants added and four existing tenants who have expanded their presence during the last six months. We are very pleased with this activity and it has kept us busy, but not so busy that we haven't been able to look for new opportunities for growth and development for our overall program.

We receive inquiries from small business owners or entrepreneurs regularly with questions about their business plans. Most are not prospective tenants for the Competitiveness Center at their current stage of business development and some are not suited to be in a business incubator. With assistance from Yolanda Hunter a Small Business Development Specialist with the Planning District Commission, we have added a special service designed to help new businesses make the transition from idea to business plan to opening doors for business.

Recently we have worked with restaurant, food preparation/light manufacturing, home inspections, and marketing projects. The technical business assistance is not to provide a quick trip to get open. The preparation requires a lot of research, thoughtful planning, and milestones that are to be measured daily, weekly or monthly. The process may take several weeks to several months depending on the complexity of the plan. In the end, we expect to have new enterprises that will stand the test of time and create jobs for citizens of the New River Valley.

Another new program is a series of seminars offered to our tenants and other small businesses in the area. On June 30, we joined the Pulaski County Chamber of Commerce and Bank of America for a two hour seminar with presentations on employment issues and funding small businesses. Bank of America arranged for the presenters and provided refreshments (hand made by their staff). The Chamber provided the mailing list to reach businesses outside the Competitiveness Center. We appreciate the support from both Bank of America and the Chamber of Commerce.

In closing my comments, I also want to thank Yolanda Hunter who is the driving force behind these programs. She is responsive and full of energy and fun to have around. Yolanda has a degree in marketing and an MBA, and puts her knowledge with personal experience as a business owner to good use for the benefit of others. Yolanda can be reached at 540-639-9313 or by email at [yhunter@nrfdc.org](mailto:yhunter@nrfdc.org).

## New Tenant

### trenia b. and company



Trenia Bell has operated as a sole proprietor since 1998 and recently made the move from her home to the Competitiveness Center. In her words, “trenia b. and company is a small company with style. To be accurate, many styles.” She is a supplier of sewing and design services for custom soft furnishings to the interior design trade. Trenia has now incorporated and is looking to continue the growth of her business. On June 1, she moved into a 649 square foot bay and set up her operations. We welcome trenia b. and company to the Center.

To contact her call 540-633-6752, or email [treniabell@nrvc.org](mailto:treniabell@nrvc.org).

## Existing Tenants

### Woodworks Restoration and Remodeling, Inc.

Woodworks is a contractor that specializes in restoration of historic structures and high quality remodeling. They have their corporate offices and a small workshop in the Center. On June 15, Woodworks launched a new web site after months of careful development. The address of the site is [www.woodworksrr.com](http://www.woodworksrr.com). The site provides interactive opportunities and contact information.

### REMSI

We want to welcome a new person to the Center. Shawn Hite has filled REMSI’s new Deputy Director position. He will have responsibility for REMSI’s training programs as well as other administrative duties.

Please visit the Competitiveness Center’s web site at [www.nrvc.org/nrvcc.html](http://www.nrvc.org/nrvcc.html) and view the tenant section for further information on all of the Center’s tenants.



### 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**  
**[wayne@nrvc.org](mailto:wayne@nrvc.org)**  
**[www.nrvc.org/nrvcc.html](http://www.nrvc.org/nrvcc.html)**



# THE COMPETITIVE EDGE

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

Wayne L. Carpenter, Incubator Manager

October - November 2005

## **From the Manager's Desk:**

On October 19<sup>th</sup> the Competitiveness Center will host the Fall 2005 Job Fair presented by a consortium of organizations led by the Partners for Self-Sufficiency. This is the third year that the Center has hosted the Fall edition of the regional Job Fair. We expect that there will be over forty employers in attendance, all of whom will be looking for qualified employees. We are proud of past job fairs, both the Fall edition at the Center and the Spring edition at New River Community College, because of the large number of job seekers that attended. The first two years we had over 350 job seekers attend the Fall Job Fair.

Everyone is invited to come to the Job Fair, whether the purpose is to find employment or to advance a career. The Fair is open to the public from 1:00 p.m. until 5:30 p.m. The employers will have booth spaces set up in our 4,000 square foot bay #312 which provides plenty of room. There will be interview rooms available, as well as places to fill out application forms. We expect that anyone interested in employment opportunities will find that this Fair meets their expectations.

Besides an abundance of potential employers, job seekers will find a wealth of information from sponsoring organizations that provide programs or assistance to individuals and families looking for work. For more information about the Job Fair and how to make the most of this opportunity, please use the link from [www.nr.edu](http://www.nr.edu) to visit the NRV Job Fair Expo website.

## **Partners for Self -Sufficiency Adds Intern Staff**

*Editor's Note: This article was submitted by Partners for Self-Sufficiency. We appreciate their support.*

Partners for Self Sufficiency continues to successfully serve the NRV through our Job Readiness, GED, and vocational worker programs. Our participants continue to benefit from our services. As the number of participants continues to steadily grow, so do the success stories. We look forward to the future and more success stories. We are dedicated to serving the community and making a positive impact on the lives of those we serve. You will begin to see some new faces in our office as we are hosting internship workers from Radford University. The interns are Andrea Gunsallus, Nicole Bailey, Kisha Allen, and Harmony Alley. These ladies are currently pursuing their Masters Degree in the field of Social Work (MSW). We welcome them and are happy to have them. Not only is the Competitiveness Center an integral part of our success in so many ways, but we are proud to be a part of the Competitiveness Center and are delighted to be here. We have met nothing but wonderful and helpful people throughout the Competitiveness Center. This is an amazing, if not the best, work environment around and we extend our thanks and best wishes to all of our Competitiveness Center neighbors. We would like to say a special thank you to Wayne for all of his help getting us "up and running", as well as his ongoing support. We would also like to extend a special thank you to Daphne for always keeping the building looking beautiful. As always, if you have any questions or would like to visit us please feel free to stop by our office (332). Also, just a reminder PSS is partnering with the Competitiveness Center among other important contributors to offer a job fair site on October 19<sup>th</sup> from 1 to 5:30, which will take place here at the Competitiveness Center.

# Tenant News

**Austin-Morgan and Associates, Inc.**, a trucking company that specializes in full load hauls throughout the Eastern United States, joined the Competitiveness Center in December 2004. Randy Kinder, owner had depended upon brokers for dispatching until September 19. He brought in Delilha Thompson to begin dispatching in-house. She started with Austin-Morgan several months ago as an over-the-road driver, but has experience in dispatching and fills a needed role in the company. "I am so pleased that Delilha is willing to serve our business where she can be most effective. The financial benefits will be realized immediately," said Kinder. For more information you can reach Randy at [austin-morgan@nrfdc.org](mailto:austin-morgan@nrfdc.org).

**Aspen Investment Advisers, LLC** welcomes an old friend to their association. Barry Duncan, owner, recently announced that Joe Marchese has joined him in offering a full range of investment services. Joe was formerly a tenant in the Competitiveness Center and graduated after three years of tenancy. He was employed by AXA at the time, but has since decided that he wanted to be part of a smaller firm and Aspen offers that opportunity. For information about Aspen Investment Advisers call 540-633-6771.

## Community Development Activities

Wayne Carpenter, Manager of the Competitiveness Center, has been out and about in the communities recently presenting information to groups about the Center and entrepreneurial development in general. During the final two of weeks in September he made a presentation on the Value of Business Planning to a group of small business owners at the Jacksonville Center in Floyd. The Jacksonville Center is a business incubator that specializes in developing the arts and crafts industries into business ventures for local artisans. Also, he presented information about the Competitiveness Center and its programs to an Entrepreneurship class at New River Community College, relating his experience in forming new businesses to how the incubator helps new businesses establish sound footings.

If you are interested in learning about the incubator, its programs, or business planning contact Wayne and arrange for him to make a presentation or come to the Center for a tour. His contact information is below.

**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**

**[wayne@nrfdc.org](mailto:wayne@nrfdc.org)**

**[www.nrfdc.org/nrvcc.html](http://www.nrfdc.org/nrvcc.html)**