



Department's Prospect Activity—March:

- Responded to 366 general information requests
- Distributed 28 marketing packages and 4 business guides
- Conducted 26 business appointments
- Worked with 8 new and 117 on-going prospects
- Received 22,043 hits on biz.loudoun.gov, with 4,455 user sessions
- Received 64,766 hits on www.loudounfarms.org, with 3,455 user sessions

Capacity Crowd Celebrates Innovation at Rural Forum

DED's Rural Resources Coordinator Gary Hornbaker learned long ago that the trick to determining the maximum attendance at an event is to "count the heads at the mid-day meal." If he had done so this year, he could have determined that his Forum for Rural Innovation was the most successful ever, with more than 150 attendees.

The forum, says Hornbaker, was established four years ago so he and event co-sponsors from adjacent counties in Virginia, West Virginia, and Pennsylvania could encourage "networking and combine educational efforts ... We had begun discussing what our group could do to have an impact on the regional agricultural industry. The answer was to bring new and innovative ideas of production, programs, and marketing to sustain agriculture and rural businesses. And we wanted ideas that could be implemented on our soils with



DED's Gary Hornbaker with award winner Lou Nichols

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President Delivers Remarks at ColorCraft of Virginia



President Bush stands with Color-Craft of Virginia Owner and President Jim Mayes while delivering remarks to reporters during his visit. Mayes has grown the company from 23 employees and \$2.5 million in sales in 1986 to more than 74 employees and \$14 million in sales.

President Bush visited Sterling-based ColorCraft of Virginia March 25 to discuss the economic stimulus package recently passed by Congress. "Small business owners ... are dreamers and doers." said Bush during his speech. "We want to watch them and help them expand, because as they expand, more and more people find work. There's a rough patch right now in our economy, but I'm confident in the long term we'll come out stronger than ever before."

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Devine Design Spa Honored By Loudoun, Celebrates Grand Opening



Business Development Manager Buddy Rizer attended the opening of Devine Design Spa at the request of Loudoun County Board Supervisor Lori Waters March 8.

The spa, owned by locally practicing dentists Drs. Chuong Phan and Anna Abel, is located at the new Jefferson Building, next to the Landmark Community Church off Route 7 in Ashburn. Devine Design Spa provides nail care, facials and massage services.

The business is decorated with original paintings collected from the owners' many trips around the world on behalf of Operation Smile, a not-for-profit, volunteer medical services organization that provides reconstructive facial sur-

gery to indigent children and young adults. Proceeds from the sale of the paintings will go to the charity.

Dr. Anna Abel, Dr. Chuong C. Phan with DED's Buddy Rizer and a Devine Design Spa employee at their March 8 grand opening.

Forum, continued, from page 1



the current resources.”

With that in mind, this year's event, held March 14 in Winchester, included the inaugural presentation of the Rural Innovation Awards, recognizing businesses for replicable innovative ideas, projects or programs, or production practices that enhance farm and rural business profitability, conserve farm land and natural resources, or develop new approaches to rural prosperity. The winners are Loudoun Nursery, a 40-acre tree farm in Purcellville; Great Country Farms, a 200-acre working farm outside Bluemont; Endless Summer Harvest, a hydroponic greens-growing company in Purcellville; and Shenandoah Valley Sportsmen, a 1,500-acre West Virginia bird-hunting retreat. The event also featured presentations that Hornbaker noted are from “some of the most innovative, cutting edge speakers and agricultural leaders” in the industry. Topics ranged this year from the challenges of growing ethnic and specialty vegetables, to alternative energy uses for agriculture and residential needs. Exhibits and a lunch featuring locally-produced foods were also included with conference registration.

As a result of the event's successful four-year history, alliances have formed, and the sponsors have expanded their collaborative activities to include industry-focused trips, the creation of a special forum on sheep and goats, and the hosting of a summer series of twilight tours. And as for next year? Hornbaker says “We have been very fortunate to have been one of the first groups to coordinate an effort to highlight innovation in agriculture. Each year we say ‘this has been such a success - how can we top this next year?’ We plan to expand our educational tours, continue the local tours for ‘hands-on’ demonstrations, and strive to continue bringing the latest most innovative topics to our constituents.”



Hornbaker with the Hudson Valley AgriBusiness Development Corporation's Executive Director Todd Erling

In the News

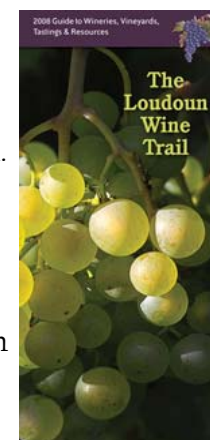
- ◆ **Virginia Governor Tim Kaine** will hold a Town Hall meeting Monday, March 31 at Farmwell Station Middle School in Ashburn. Governor Kaine will discuss the budget and legislation passed during the 2008 General Assembly Session and take questions from the public. Staff from the Unclaimed Property Division of the Virginia Department of Treasury will also be in attendance to help citizens check for money, stocks, bonds, dividends, utility deposits, insurance proceeds and tangible property being held by the state. No sign-in is required to attend or ask questions. All town hall meetings are open to the public and media.
- ◆ With 250 meeting rooms, 950 guest rooms, and 276,750 square feet of meeting space, the **National Conference Center at Lansdowne** has recently been named the largest conference facility in Virginia by *Virginia Business Magazine*.
- ◆ **Reston Limousine** was recently ranked first on the *Washington Business Journal's* list of the top 25 executive transportation service companies in the Washington metropolitan area. The survey ranked transportation companies by their 2007 metro area revenue.
- ◆ Loudoun County made the headlines for ranking 4th nationwide in *Forbes'* recent real estate profile: **"Best Places to Get Ahead"** by Matt Woolsey. The report stated that Loudoun is "part of the old guard in Northern Virginia ... one of the D.C. suburbs of choice for government contractors and local high earners..." Rankings were determined by examining high-wealth counties (median incomes of \$75,000 and above) and determining which counties had experienced the highest job growth since 2000. According to the report, Loudoun's incomes increased 23 percent and jobs climbed 5 percent during the time period. Other Northern Virginia localities also ranked highly on the list, including Stafford County, which placed first.
- ◆ **Vovici**, a leading provider of Enterprise Feedback Management, announced in March that it had closed a \$10 million funding round. The round was led by Mayfield Fund with participation from existing company investor Austin Ventures. Vovici is currently delivering feedback solutions to 58 percent of the U.S. Fortune 500 as well as companies around the world.
- ◆ **Cameron and Bree Ann Moore** have recently purchased Loudoun Valley Vineyards, a 20-acre vineyard near Waterford. The new owners offer tours and wine for sale Mondays, Wednesdays, Thursdays and Fridays from 12pm to 5pm, Saturdays and Sundays from 11am to 6pm, and on Thursdays and Fridays they also provide a special "winedown from work" from 5pm to 7pm. Loudoun Valley Vineyards offers two styles of Chardonnay wine plus Riesling, Sauvignon Blanc, Merlot, Cabernet Sauvignon, Pinot Noir, Cabernet Franc, Nebbiolo, Sangiovese, and Zinfandel, plus Meritage blends.
- ◆ **The U.S. Census Bureau** released its latest population growth statistics March 20, and while Loudoun didn't make the Top 10 for population growth in the last year, it continues to rank highly for growth during the decade. From 2000 to 2007, the Census Bureau estimates the county grew 64.4 percent, ranking it fifth among all counties with a population of 10,000 or more and second among counties with a population of 100,000 or more. The fastest growing county for the decade is currently Kendall County, Illinois.



Governor Kaine, whose last official Loudoun visit in 2007 was for the One Loudoun groundbreaking, above, returns for a Town Hall meeting on March 31.



Aren't you getting ahead? Loudoun is the place to do it, says *Forbes*.



Loudoun's newest Wine Trail brochure was just printed, and is available online at www.loudounfarms.org. It includes information on 20 wineries and two tasting rooms.

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Bill Gates spoke to more than 1,100 at NVTC.

Department and Commission News

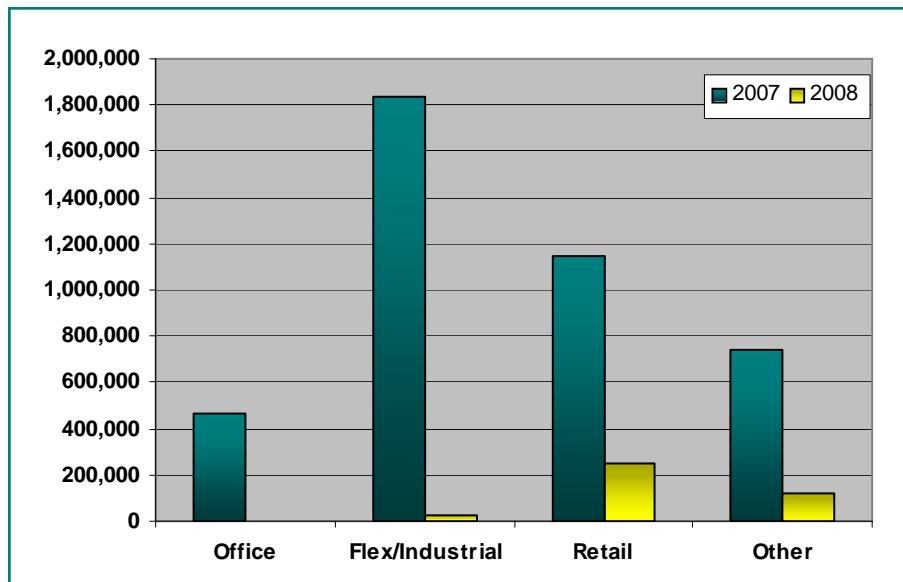
- ◆ DED Agricultural Marketing Manager Melissa Piper Nelson will be honored at the upcoming annual conference of the National Federation of Press Women (NFPW), in Idaho Falls, as a 25-year member of the organization. NFPW is a nationwide organization of professional journalists and communicators. Melissa has been a member of NFPW affiliates in Montana and Pennsylvania and served the Pennsylvania affiliate, The Pennsylvania Press Club, as the youth communications contest director, vice-president and president. She received an NFPW grant to study newspaper editing at a journalism seminar at the University of Missouri-Columbia and has won several state and national journalism awards through the organization's communications contests.
- ◆ DED hosted a group of civic and business leaders at the recent Northern Virginia Technology Council breakfast featuring Bill Gates. Chairman Scott York and Supervisor Lori Waters joined Michael Williams and Mark Bitterman from Orbital Sciences Corporation, David Dolton from the Washington Redskins, and Ted Rogers from PPI Ventures for the speech at the Washington Hilton. Director Larry Rosenstrauch and Business Development Manager Buddy Rizer attended the event on behalf of the department. During his speech, Gates remarked that the next 10 years will mark a "second digital decade" involving pragmatic advances in technology innovation.

Construction Activity

In February 2008, Loudoun County permitted a total of 99,629 square feet (SF) of nonresidential construction:

- ◆ Office — 0 SF
- ◆ Flex/Industrial — 0 SF
- ◆ Retail — 15,213 SF
- ◆ Other — 84,416 SF
- ◆ Taxable — 38,407 SF
- ◆ Route 28 — 2,513 SF

The cumulative amount of nonresidential square footage permitted in 2008 is 393,548, a 36 percent decrease over the same time period in 2007.



**Nonresidential Construction – Square Feet Permitted
2007 Total and 2008 Year-to-Date**