

SALEM



A MAGAZINE FOR THE PEOPLE OF VIRGINIA



PRIME TIME



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SALEM VA

HOLIDAY TRASH COLLECTION SCHEDULE



CHRISTMAS WEEK 2011

FRIDAY - DEC. 23 - ROUTES COLLECTED ON WEDNESDAY (12/21)

MONDAY - DEC. 26 - ROUTES COLLECTED TUESDAY (12/27)

TUESDAY, WEDNESDAY, THURSDAY & FRIDAY (12/30) ROUTES UNCHANGED

NEW YEAR'S WEEK 2012

MONDAY - JAN. 2 - ROUTE COLLECTED TUESDAY (1/3)

TUESDAY, WEDNESDAY, THURSDAY & FRIDAY ROUTES UNCHANGED

MARTIN LUTHER KING, JR. DAY - JANUARY 16, 2012

MONDAY - JAN. 16 - ROUTE COLLECTED TUESDAY (1/17)

TUESDAY, WEDNESDAY, THURSDAY & FRIDAY ROUTES UNCHANGED

MEMORIAL DAY - MAY 28, 2012

MONDAY - MAY 28 - ROUTES COLLECTED TUESDAY (5/29)

TUESDAY, WEDNESDAY, THURSDAY & FRIDAY ROUTES UNCHANGED

STREETS & MAINTENANCE - SANITATION DIVISION
540-375-3071

CITY COUNCIL



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Salem City Hall is located at 114 North Broad Street. Council meets on the 2nd and 4th Mondays of every month at 7:30 p.m. in the council chambers located on the main level of the building.

CITY DEPARTMENTS DIRECTORY

Animal Control - Shelter	(540)375-3038	Planning Department	(540)375-3007
Building Inspections & Zoning	(540)375-3036	Police Department	(540)375-3078
City Manager	(540)375-3016	Purchasing Department	(540)375-3063
Civic Facilities	(540)375-3004	Real Estate	(540)375-3058
Commissioner of the Revenue	(540)375-3019	Rescue Squad	(540)375-3001
Communications	(540)375-4112	Sanitation Division	(540)375-3071
Commonwealth's Attorney	(540)375-3041	School Division	(540)389-0130
Electric Department	(540)375-3030	Sheriff's Office	(540)375-3040
Engineering Department	(540)375-3032	Social Services - Welfare	(540)387-6087
Farmer's Market	(540)375-4098	Streets & Maintenance	(540)375-3039
Finance Department	(540)375-3061	Technology Systems	(540)375-4080
Fire & EMS Department	(540)375-3080	Treasurer	(540)375-3024
Health Department	(540)387-5530	Utility Billing	(540)375-3026
Human Resources	(540)375-3060	Utility Collections	(540)375-3021
Library	(540)375-3089	VASAP Court Community Corrections	(540)986-1301
Management Info. Systems	(540)375-3099	Voter Registration	(540)375-3034
Parks and Recreation	(540)375-3057	Water & Sewer	(540)375-3029

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REMOVAL REMINDERS

THE CITY OF SALEM STREET DEPARTMENT WILL CONTINUE COLLECTING LEAVES CURBSIDE THROUGH THE END OF DECEMBER.

BEGINNING JANUARY 3 AND CONTINUING THROUGH MARCH 23, THESE CREWS WILL ONLY COLLECT LEAVES ON AN "AS NEEDED" BASIS. AFTER JANUARY 3, RESIDENTS MUST NOTIFY THE STREET DEPARTMENT AT 375-3039 TO SCHEDULE A LOOSE LEAF PICK-UP TIME.

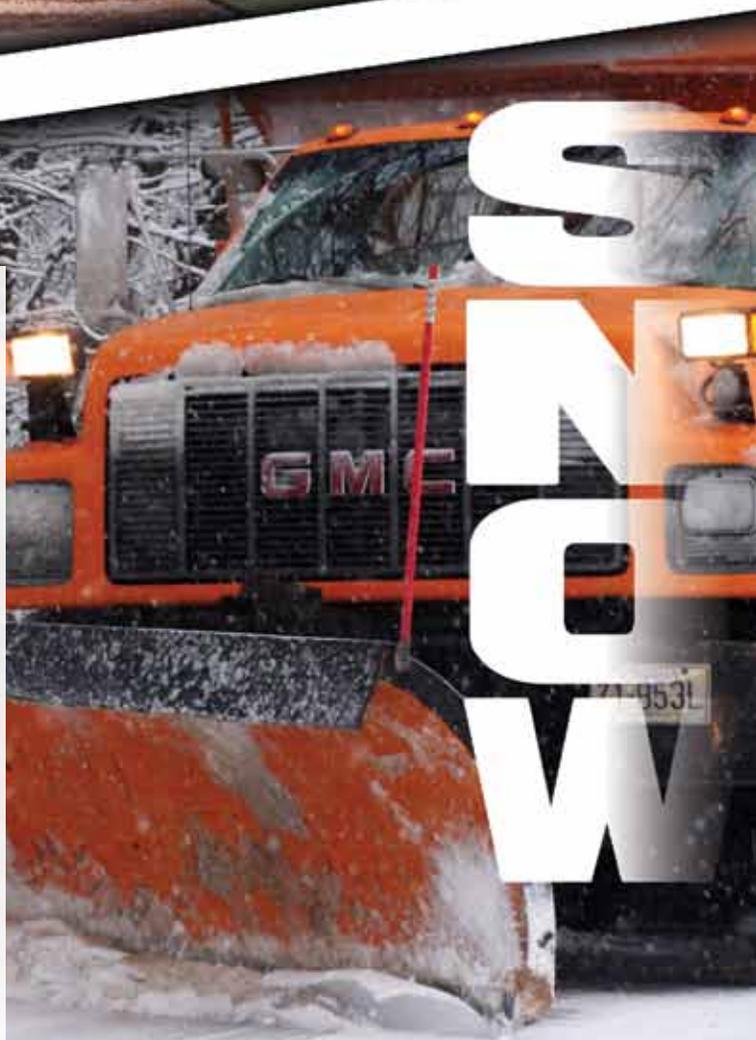
LOOSE LEAVES WILL NOT BE COLLECTED AFTER MARCH 23. AFTER THAT TIME, THEY MUST BE BAGGED OR BOXED IN ORDER TO BE PICKED-UP.

SALEM PRIDES ITSELF ON HAVING THE BEST SNOW REMOVAL OPERATION IN THE STATE, BUT CITIZENS ALSO NEED TO DO THEIR PART TO HELP GET STREETS AND SIDEWALKS CLEARED.

- WHEN POSSIBLE, PARK YOUR VEHICLES IN YOUR DRIVEWAY. THIS WILL ALLOW THE SNOWPLOWS TO NOT ONLY CLEAR MORE OF THE STREET, BUT ALSO THE AREA IN FRONT OF YOUR ROADSIDE MAILBOX.
- REMEMBER, ALL RESIDENTIAL, RETAIL AND COMMERCIAL PROPERTY OWNERS, WHO HAVE SIDEWALKS, ARE REQUIRED TO CLEAR THESE WALKWAYS NO LATER THAN SIX HOURS AFTER A SNOWFALL ENDS.

HELP US KEEP OUR STREETS AND SIDEWALKS CLEAR AND OUR CITIZENS SAFE!

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KEVIN'S CORNER

Kevin Boggess - City Manager kboggess@salemva.gov 375-3016



Happy Holidays, Salem! All things considered, we have had a great year.

We've opened a new park, extended the Greenway, hosted three NCAA Championships with the Stagg Bowl on the horizon, received the 2011 Amateur Softball Association of America's Complex of the Year Award for the James I. Moyer Sports facility, entered into a new WiFi agreement with Roanoke College and managed to maintain most, if not all, of the exceptional services our citizens have come to expect.

Amazingly, we've been able to accomplish these things with fewer employees and a flat operating budget as the economy continues to struggle. As you know, we have a great group of employees who work very hard to keep the level of service in the city consistent with your expectations.

STRIKE WHILE THE IRON IS HOT

One of the quirks of a struggling economy is that it provides an attractive environment for Capital Construction projects. With low interest rates and a shortage of construction work for contractors, we have a unique opportunity to explore the possibility of tackling a capital project now in order to save a significant amount money in the future.

South Salem Elementary School is such a project and one that has been on the drawing board for a number of years. City Council

and the Salem School Board have asked their respective staffs to look at the benefits of moving this project forward in the coming months based on the aforementioned opportunity.

Based on recent school construction bids at neighboring schools, forecasts for interest rates and construction costs in an improving economy, I believe that we can save between 10 and 15 percent by doing this project sooner rather than later. These are never easy decisions, especially when times are tight, but there are significant savings to be realized while there is less competition for money and less competition for contractors.

"I believe that we can save between 10 and 15 percent by doing this project sooner rather than later."

WINDOW OF OPPORTUNITY

The Architectural and Engineering report for the current South Salem Elementary School has a long list of deficiencies, but what struck me the most on a recent tour of the building were the two custodial closets that have been converted into tiny, windowless classrooms for students. Seeing that situation up-close and knowing that we can save between \$1.5 and \$2.2 million dollars lets me know that this is a unique window of opportunity we need to grab before it closes.



S@LEM



NEWSMAKERS

Complex earns top honor

The **James I. Moyer Sports Complex** has been selected as the 2011 Amateur Softball Association (ASA) of America Complex of the Year. In addition to receiving the award at ASA's 80th National Council Meeting, the Moyer Complex also received approximately \$2,000 in field maintenance products from Stabilizer Solutions.



"We are extremely honored and humbled to receive this national award from the ASA. It is truly a reflection of not only our dedicated staff at the Moyer Complex, but also the relationship we have cultivated over the years with the folks at ASA," said **John Shaner**, Salem Parks and Recreation Director. "We both try to go out of our way to put the players and the game of softball first, and this type of recognition shows that our hard work pays off. The City of Salem is very appreciative of his honor."

Previous award winners include Veterans Park and Athletic Complex in College Station, Texas, in 2010, Heritage Park Softball Complex in St. Joseph, Mo., in 2009, Twin Creeks Softball Complex in Woodstock, Ga., in 2008 and Freedom Ridge Park Complex in Ridgeland, Miss., in 2007. The Field of Dreams Complex in Las Cruces, N.M., won the inaugural 2006 award.

In June, the complex hosted training camps for the USA Softball Women's National Team and the Junior Women's National Team as they prepared for international play. Most recently, the Moyer Complex hosted the 2011 ASA Fast Pitch Girls' Class A 10-Under, 12U and 16U Eastern National Championships and the ASA Slow Pitch Men's Class D Eastern National Championship. The 2012 ASA Girls' Class A 14U and 18U Fast Pitch Eastern National Championships, ASA Men's Class C Fast Pitch East National Championship and the ASA Men's Eastern Class C Slow Pitch National Championship are slated to be held here in Salem.

"When our events are hosted there, we know that they will be conducted by a professional staff in a state of the art facility appropriate for our athletes, our coaches, our umpires and all of their supporters," said ASA Executive Director **Ron Radigonda**. "The complex is extremely worthy of the ASA Complex of the Year designation. Congratulations to everyone involved with making the Moyer Complex one of the best destinations."



Spartans unite with the Knights

Salem High School students and faculty members put October 7th's rivalry on the football field with Cave Spring on the back burner to come to the aid of Cave Spring student **Kendall Bayne**, who is courageously battling a rare form of cancer.

Led by Salem student Abby Migliarese, Salem students and teachers raised \$8,220 the week of the game through t-shirt sales and other donations. Nearly 500 Salem High school students wore the purple "Team Kendall" shirts that say "Fight Like a Knight" on the back during Salem's come-from-behind 29-26 win over the Knights.



Firefighting for a Cure

Members of the Salem Fire and EMS Department traded in their blue shirts for pink ones in October as they showed their support for breast cancer awareness and finding a cure for the disease. The bright pink shirts featured the Salem Fire and EMS name on the front with the slogan "Find a Cure" and a "fire hose" in place of the traditional ribbon on the back.



Salem-based **Servpro** stepped up to join the cause by purchasing the shirts for the Salem Fire & EMS members. The pink shirts were featured during newscasts on WDBJ, WSLS and WSET.



Schools earn Phys. Ed. grant

The City of Salem School Division has received a Federal Grant that will allow its six schools to take their physical education and wellness programs to a completely new level. Over the next three years, Salem will receive a total of \$801,091 to cover everything from equipment to supplies to personnel.

"This grant money was available and I am proud that our staff invested the time, energy, and expertise necessary to secure these dollars for Salem's children," says Salem Superintendent, **Dr. Alan Seibert**.

Salem and Fairfax County are the only two school divisions in Virginia to receive these awards. The U.S. Department of Education bestowed a total of 76 grants to local education agencies who plan to implement comprehensive, integrated physical activity and nutrition programs for their students through what is known as the Carol M. White

Physical Education Program.

Sandy Hill, the coordinator for physical education, was instrumental in researching the grant and helping to secure the funds for Salem. West Salem Physical Education instructor, **Thomas Barber**, has been named the grant's coordinator.

"You look at this and it is almost like opening a present on Christmas day when you think about all of the potential it has for us," says Barber. "We know it can't happen all at once, but it has the potential to change the way we do things in Salem."

While the distribution of funds is still in the planning stages, some of the money will be set aside to develop a fitness center at Salem High School complete with state-of-the-art workout equipment that will be very user friendly, not just for an athlete, but for the average child.



Lisa Garst - "The Total Package"



When DePaul Family Services recently announced its ninth annual "Women of Achievement" award winners at the Sheraton Hotel and Conference Center, Salem City Councilwoman, **Lisa Garst**, was among the distinguished group of ladies who took home one of the awards for her work in government and politics.

"This award is a tremendous honor that I share with all of the members of Salem's City Council and the city's extraordinary staff," says Garst. "I am very grateful to DePaul Community Resources for this honor. DePaul is committed to strengthening families and that in turn strengthens our community.

Each year, 12 women are recognized for their significant contributions to the Roanoke Valley through their educational achievements, leadership and volunteer activities. Garst was joined in the winner's circle this year by the likes of **Joy Sylvester-Johnson**, **Betty McCrary** and **Brooke Copeland Rosen**.

"It is humbling to be recognized by this organization and included in this amazing group of women," she says.

Garst has been a member of Salem City Council since 2008 and she is also active in the community as a civic, church and educational leader. Lisa and her husband, Reid, own and operate the Salem business, Sterling Engineering Solutions, Inc.

The award ceremony's event emcee, **Jean Jadhon** of WDBJ-7, said it best when she introduced Lisa as being "the total package."

I'll Drink to That

Did you know that City of Salem Communications Specialist **Clark Ruhland** does more than design the Salem Magazine? He created all of the stadium cups that were featured at Lane Stadium's concession stands this year.

Ruhland, a 2007 Tech graduate, also creates pocket schedules, desktop wallpapers and posters related to Virginia Tech athletics. This year, what began as a hobby, blossomed into somewhat of an historical design job as he more than did his part to commemorate Frank Beamer's 25th season as Hokies' head coach.

"Not a lot of people will be able to get things commemorating Coach Beamer's 25th anniversary, so I think the cups with his image on them and the schedule cards will be really cool keepsakes," says Ruhland. "Mrs. Beamer really liked the card with her husband on it, and I made a larger version of it that she plans to have framed for him."

Ruhland also designed the Tech basketball poster for this season. You can see more of his design work on his website www.cruhland.com.



School Division Honored by State Board

Superintendent **Dr. Alan Seibert** recently took a bow for the entire Salem School Division in Richmond when the Virginia Department of Education recognized Salem for earning District Accreditation. In late 2010, the national AdvanceED review team members spent three and half days in Salem analyzing every facet of the school division. During their stay, they visited all six schools, talked to 229 people, including all five school board members, 20 administrators, 72 teachers, 20 support staff members, 58 students and 54 parents, community and business leaders. Seibert was given a plaque from the VDOE this fall by State Superintendent for Instruction **Patricia Wright** (left) and State Board President, **Eleanor Saslaw**.



Photo courtesy Jack Steehler

Tooting His Own Horn

Matt Soderberg, Drum Major of the Pride of Salem Marching Band, has been selected as a 2012 Army All-American Band member on trumpet this year. That means he will be performing as part of a 125-member all-star band comprised of high school musicians from all across the country. These young men and women will be strutting their stuff at the Army High School All-American Bowl in San Antonio, Texas on January 7, 2012.

"Matt has worked very hard, and he is highly deserving of this honor," says Salem Band Director **Jim Paxton**. "I'm very proud of his selection and I know that he will represent Salem High School and the City of Salem with dignity and class."





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**SAVE A
TAN**

SAVING IN SALEM

A new valley-wide initiative urges residents to cut energy costs.

The City of Salem is taking part in a brand new initiative that is based on basic common sense ideas when it comes to saving money on energy bills.

“Save A Ton” involves governments and organizations in the Roanoke and New River valleys working together to find creative ways to save money and use less energy without expending either to get the job done.

Higher utility bills for gas and electric services are something each of us can relate to on a daily basis. Save A Ton hopes to show citizens that cutting those costs is not only doable, but something that can be part of their daily routines.

“As a mom, it seems some days I get my exercise by practicing energy saving techniques,” says Salem City Councilwoman, Lisa Garst. “Turning off lights in empty rooms is just part of the battle. I make sure cell phones and ipods don’t sit on chargers and my neighbors and I carpool whenever possible.”

We all know that Salem is a great place to live, work and play, but the creators of this program hope the tips that are readily available on the Save A Ton website will enhance the quality of life here even more. The website offers tips, links and resources in five categories – lighting, vehicle efficiency, energy conservation, weatherization and water conservation.

And who knows, folks may even find out that saving energy saves more than money.



Councilwoman Lisa Garst says cutting energy costs not only helps you, but the community as well.

“By installing weather stripping, it reduces energy bills and it also helps keep out the stink bugs,” says Garst.

Now, that’s a reason to Save A Ton. 🐦



There are dozens of ways to save in energy costs. For example, using compact fluorescent bulbs can save you \$65 per year, or \$360 over the life of the bulbs compared to incandescent 60-watt bulbs. Keeping your car tires properly inflated can reduce gas use by 3 percent. And did you know that 8 percent of your electric bill is for devices that are plugged in when not in use?

Recycle and WIN

with  & *Coca-Cola*

Coca-Cola is promoting good recycling practices throughout the Roanoke Valley by randomly rewarding citizens who recycle properly with a \$50 Gift card from Kroger. Coca-Cola, Kroger, City of Roanoke, Roanoke County, City of Salem and the Town of Vinton are involved in the program which runs through April 2012.

Each month, Coca-Cola and Kroger are sponsoring a "Recycle Event" at one of the community recycling drop-off sites. Residents of Salem or Roanoke County just need to bring their recyclables to the event, have a staff member check their items to ensure they are recycling correctly, and then fill out a contest entry form and drop it in the box. At the end of each event, five entries will be selected to receive \$50 Kroger gift cards.



**YOU COULD WIN A \$50
KROGER GIFT CARD!**



Salem Mayor Randy Foley (center) participated in the area announcement at the Towne Square Kroger in October.

Saturday, January 7

Vinton: Lake Drive Plaza Kroger Drop-Off

Saturday, January 28

Roanoke County: Hidden Valley High School

Saturday, February 18

Roanoke County: Oak Grove Elementary School

Saturday, March 10

Roanoke County: Glenvar Middle School

Saturday, April 7

City of Salem Drop-off: 1271 Indiana Street

Saturday, April 21

Roanoke County: William Byrd Middle School

For Event Times Visit, www.cokeroanoke.com



Coca-Cola
**RECYCLE
& WIN**



9-1-1 dispatcher Arber Hickerson views a city map to know an exact call location.

Dial for an Upgrade

Salem's 9-1-1 call center gets an extensive \$250,000 improvement.

BY CLARK RUHLAND

Salem's 9-1-1 call center has a reason to celebrate. After a year-long system upgrade, the state-of-the-art project was completed on June 20. The \$500,000 package upgrade to both the RMS (Records Management System) and CAD (Computer Aided Dispatch) systems for the 9-1-1 center was funded in part by a grant and allows calls made to the center to show more detail than ever.

"When a call comes into 9-1-1, whether it is for police, fire or rescue, the computer screens pop up, and the dispatchers can type the information in, see where the caller is calling from and can import information to other screens to aid in dispatching Police, Fire or medical units," said Police Chief Jeff Dudley. "While they're typing information in, they can also see what calls have come in from that particular address in the past."

These details, like the recent call logs, help determine what type response is needed. If it is a fire or medical call, the system advises the dispatcher what units to respond from what station and if there are hazards at the location so they can notify the units.

"If it's a police call, they can see if we were there last night or if we were there two years ago and if threats were being made or other information that would help responding officers, so we can enhance officer safety," Dudley said. "The dispatcher can notify the officers we've been there before and in past calls somebody may have been threatened with a gun or whatever the circumstances were. All of this can also be forwarded to the officer's car laptop."

That ability to communicate between the call center and laptops in every car allows the call center to know the location of police cars in the city. A mapping component shows the street location so the dispatcher can send the officer information that will enhance them getting to a location quicker, much like a GPS. Despite everything being digital on screen, radio communication is still essential.

"We want the other officers in the field to hear what's going on. When the officer arrives, he can mark he has arrived by the laptop and he can clear the call by the laptop. So, it cuts down on some of

the radio traffic," said Dudley. "Our policy is still to dispatch calls over the radio because if the dispatcher happened to dispatch it over the computer other officers in the field wouldn't hear that call go out and would not be aware of what is going on around the city."

The CAD system is now a common program used by 9-1-1 call centers around the country. Salem decided to go with a company called SunGard OSSI, who had already implemented the program in nearby Staunton. Taking the short drive up I-81 to Staunton gave Salem's authorities a chance to see the system in action.

"We went and looked at how it worked there in Staunton and we decided to go with this product because it seemed to be the best of the ones that we had looked at and it did the things we wanted it to do," Dudley said.

The new system incorporates all the components of CAD under one vendor, something that we had not had before. The CAD, RMS, mapping and the in-car laptops are all part of the same package from the same vendor.

"Our old system was purchased in the mid-80s and it had become obsolete," said Dudley. "What we have now, it's all under one umbrella and in one package, which makes it all work well together."

The increased technology has allowed for records and all information to be securely stored in digital form, getting rid of time-consuming written call logs and reports, both by the dispatchers and officers.

"On the officer's side, when they have to do a report, they can complete it right from the field and submit it to their supervisor," said Patrick Morton, the police departments Data Communications System Coordinator who oversaw the implementation of the new software. "When it's approved, it is now done all electronically, so there are no hard copies floating around."

Not only is the CAD upgrade making responses more efficient, the move is saving miles of paperwork, while providing better service to the citizens and an extra measure of safety for the public safety employees. 🐦

Keeping Connected

Salem's new downtown wireless mesh system is another tag-team effort between the City and Roanoke College.

BY MIKE STEVENS

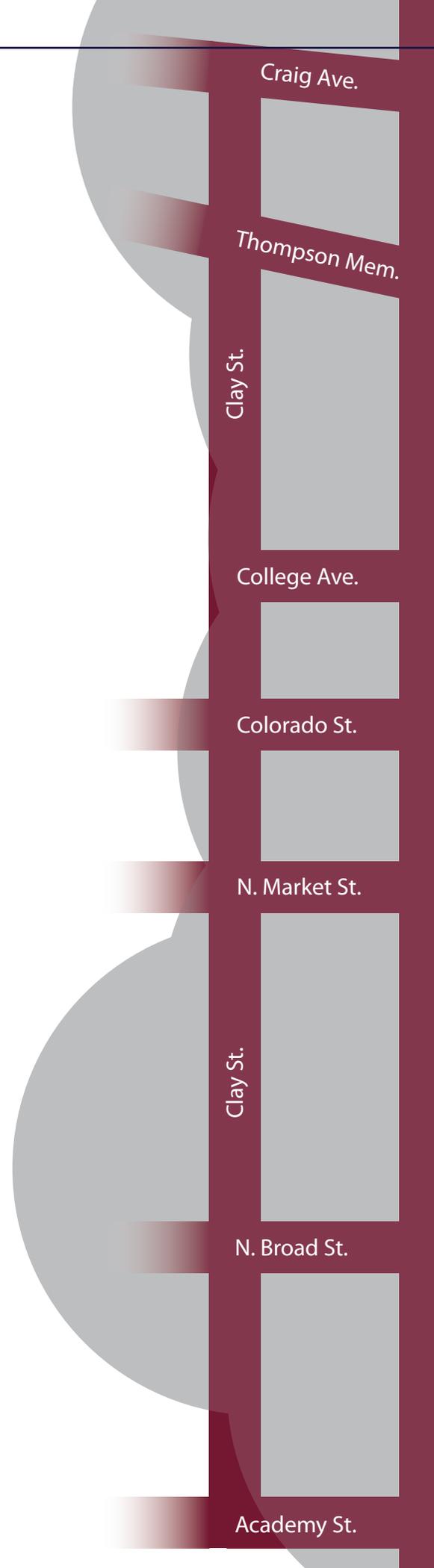
It was announced in the summer, built in the fall and now it's available just in time for the holidays, even though technically you can't see it.

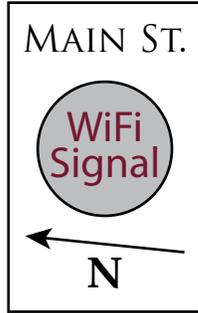
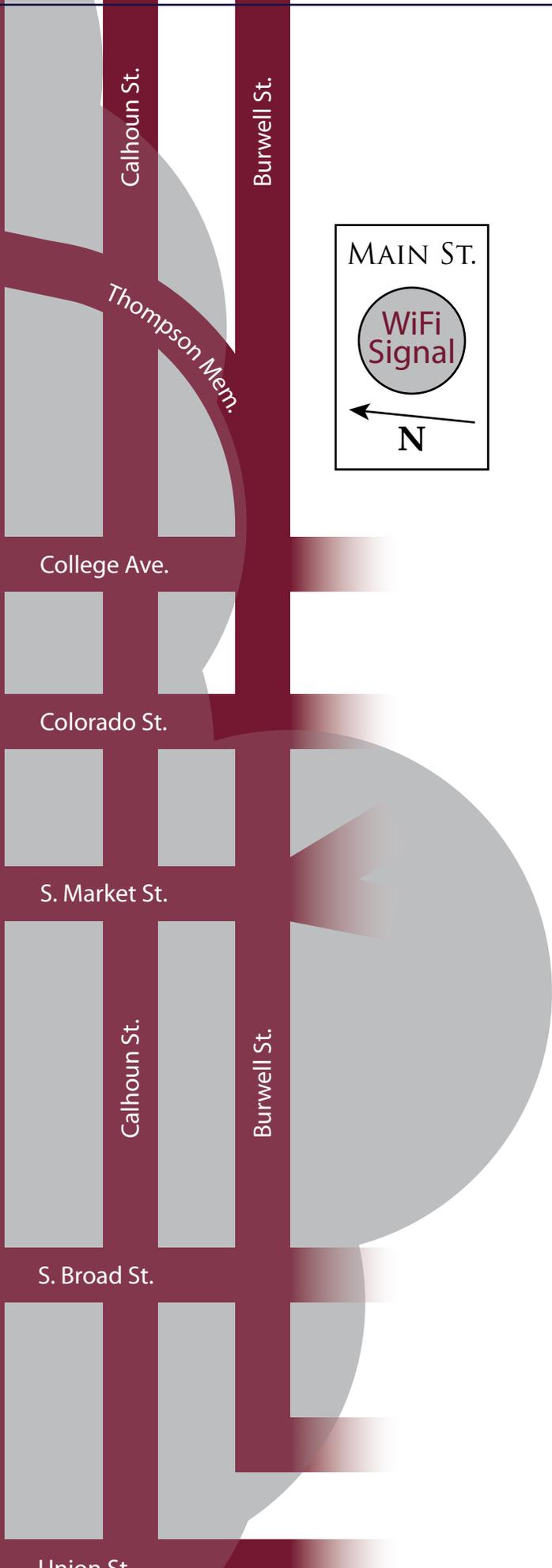
"Salem Wi-Fi" is the brand new wireless mesh network in downtown Salem that allows citizens and visitors to surf the internet uninterrupted all the way from Longwood Park to Academy Street along the Main Street corridor.

"The downtown wireless mesh network is a significant step in establishing Salem as a city that is focused on providing its citizens access to the Internet," says Salem Mayor Randy Foley. "Improved information technology infrastructure not only provides better customer service and quality of life to citizens – it also encourages entrepreneurial



Salem Assistant Technology Systems Director Brad Orth (left) and Roanoke College Vice President for Information Technology James Dalton work on the latest wireless mesh plans at Mill Mountain Coffee & Tea in downtown Salem.





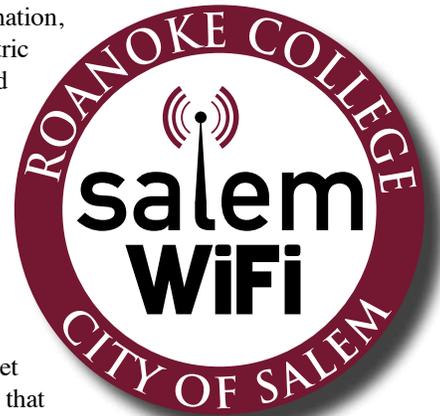
prospects and economic development opportunities within the city.”

Roanoke College donated \$30,000 to assist Salem in paying for the equipment that was necessary to construct the new wireless network in the downtown area. The total project cost \$60,000 and most of that money was invested right back into the community.

“Roanoke College and Salem have a very strong relationship that allows us to move forward together in a manner that keeps the city and the college up to date with the services that we’re able to provide,” says James Dalton, Roanoke College’s Vice President for Information Technology. “We’re glad that we could help accelerate this particular progress.”

The Roanoke Valley firm ABS Technology Architects was contracted to help determine the number of access points needed to create the outdoor network and to also decide exactly where they should be positioned.

“Once we had this information, our own City of Salem Electric Department workers installed all of the equipment at the access points along Main Street and the city’s Technology Department did the configuration work,” says Brad Orth, Assistant Technology Systems Director for Salem.



Orth and Dalton meet regularly to brainstorm ideas that are beneficial to both parties and their work is an extension of a partnership between Salem and Roanoke College that began 20 years ago when the college’s first Internet connection extended to Salem High School in 1992. The college actually provided Internet access for Salem’s schools, library and government offices until as recently as two years ago.

“Roanoke College is really interested in seeing the city move forward,” says Dalton. “We’re invested in the city and we believe in it and the general partnership we’ve had for years. Truly, this is something that should benefit the entire community.”

And speaking of benefits, from a public safety standpoint the system also will make it easier for Salem police officers to enter reports and upload video from a patrol car. In addition, vendors at the Salem Farmers Market on Main Street will be able to use the system for a variety of services during the many functions the market hosts throughout the year.

“The economic development factor involved with all of this is really important,” says Dalton. “If we maintain the vitality of the city, we’ll be able to maintain the vitality of the college, as well.”

While the signal is not designed to cover the interior areas of Main Street businesses or replace their existing services, the new Salem Wifi network’s coverage area has the potential to enhance everything from Olde Salem Days to the Chef’s Circle program.

“This outdoor mesh network is the core for delivering broadband access along Main Street and users will see an immediate benefit,” says Orth.

“The partnership between the city and Roanoke College highlights the significance of broadband access to the academic and business communities,” says Foley. “We appreciate the College’s financial support of this project and look forward to working together to make this community the most wired and technology savvy in the region.”

CITIZENS ALERT

Salem introduces a new system that allows you to have alerts and warnings sent to your e-mail, pager or phone via text message.

Individuals who want to receive alerts about everything from weather and street closings to event cancellations can now sign-up to get text, email or pager alerts via the city's brand new "Instant Info" notification program.

"This is an excellent example of using innovative technology to help protect our citizens and provide them with useful information," says Salem Police Chief, Jeff Dudley. "We will be able to quickly issue notifications when there are threats to health and public safety, as well as when we have general traffic issues."

Folks who wish to use the new service need only to register online and provide the necessary contact information. The process takes just a few minutes and originally, subscribers to the free service will be able to receive emergency, traffic and weather alerts, as well as information concerning city sponsored community events, Parks and Recreation programs and issues that relate to utilities and street closings.

"The great thing about this is that users can select to receive alerts from all of these categories or just a few," says Brad Orth, Assistant Director of Technology for Salem. "Some people

want a lot of information and others just the basics, so the flexibility of this program is an excellent feature."

In reality, the opportunities to disseminate and receive all types of information are unlimited, and the service is not just limited to citizens in Salem.

"Roanoke College parents who live out of the area, county residents in the Glenvar area or Salemites, who no longer live here but want to be informed, can opt into the program by completing the online information," says Orth.

Salem received a grant from the Virginia Department of Emergency Management to explore the possibility of getting the program up and running. It originated with the Fire and EMS department, and first and foremost it is about public safety.

"When an incident occurs or an emergency condition is pending, it's important to get the information out in an expedient manner to keep the citizens out of harm's way," says Salem Fire and EMS Chief, Pat Counts. "This could be something as simple as an oil spill on the roadway or as severe as a tornado warning."

You can sign-up today at <http://alert.salemva.gov>. 



Fire Chief Pat Counts, Mayor Randy Foley and Police Chief Jeff Dudley review the website signup for the new Instant Info program designed for Salem.

CITY OF SALEM
INSTANT INFO
CITIZENS ALERT



"COMMUNITY EVENTS NOTIFICATION

SALEM AFTER FIVE IS THIS FRIDAY AT 5:30PM ON THE SALEM FARMERS MARKET."



HOW TO SIGN UP:

- GO TO <http://alert.salemva.gov>
- CLICK "NEW USER" AT THE BOTTOM OF THE PAGE
- ENTER YOUR E-MAIL AND/OR MOBILE NUMBER
- NOW YOU ARE READY FOR SALEM'S *INSTANT INFO*



"WEATHER ALERT

SALEM IS UNDER A FLASH FLOOD WATCH FROM NOW UNTIL 6PM TOMORROW EVENING."

"STREETS & UTILITIES

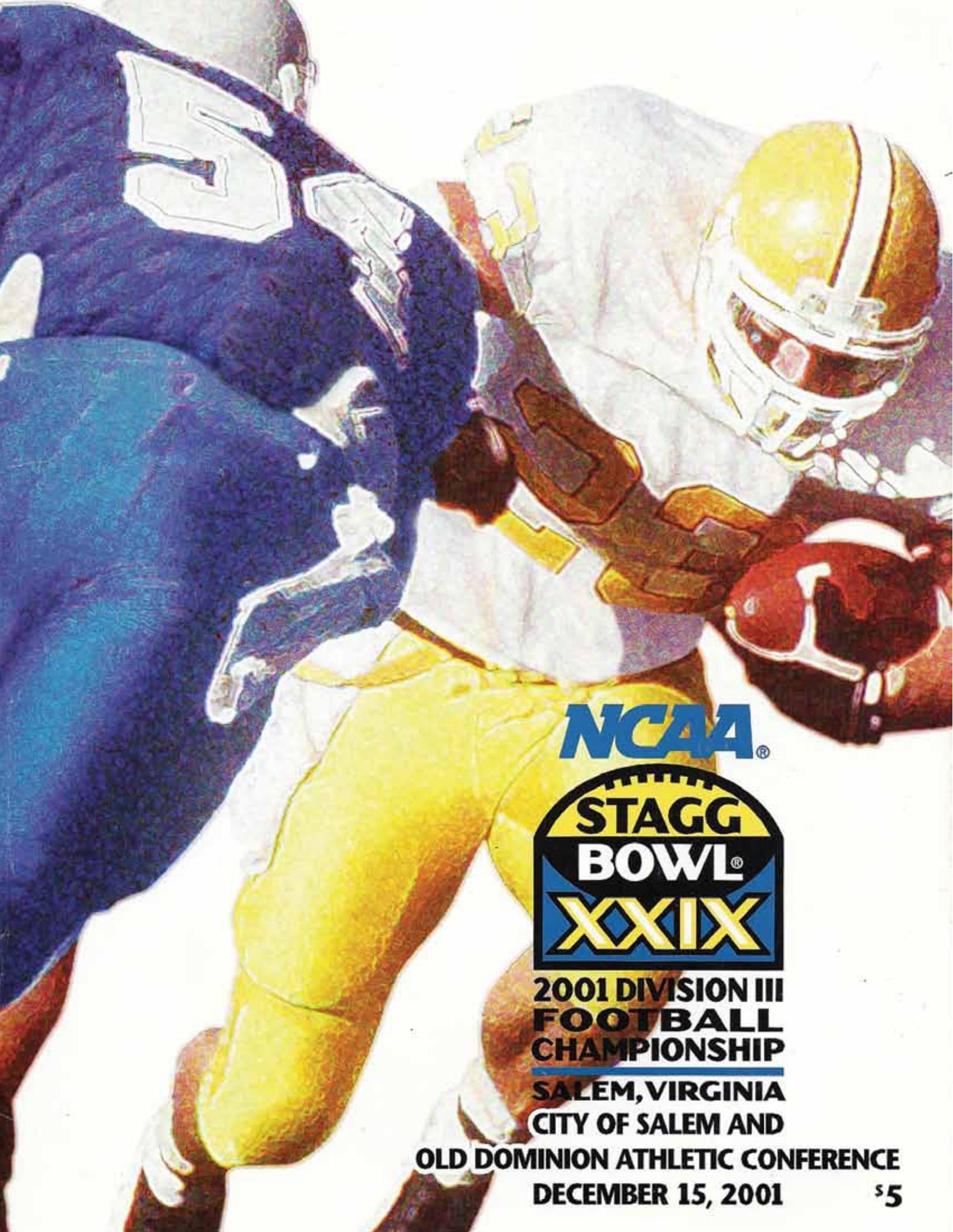
PAVING IS SCHEDULED FOR INDIANA ST. NEAR THE INTERSECTION OF ROUTE 419. THE WORK WILL TAKE PLACE 9AM – 6PM."



"EMERGENCY ALERT

A GAS LEAK ON THOMPSON MEMORIAL HAS FORCED THE EVACUATION OF LEE ST. ENTRANCE TO THE ROAD IS COMPLETELY BLOCKED AT THIS TIME."





NCAA®



**2001 DIVISION III
FOOTBALL
CHAMPIONSHIP**

**SALEM, VIRGINIA
CITY OF SALEM AND**

OLD DOMINION ATHLETIC CONFERENCE

DECEMBER 15, 2001

\$5

PRIME TIME

Bridgewater's appearance in 2001 remains the most talked-about Stagg Bowl for a number of reasons.

BY MIKE STEVENS

It's been 10 years since the Stagg Bowl was last played in primetime. While the game itself is back in that coveted TV time slot on Friday, December 16, the local Cinderella that was responsible for producing the largest crowd in Stagg Bowl history will not be back in a starring role.

In case you weren't one of the nearly 8,000 fans who rocked Salem Stadium in 2001, let me remind you that Cinderella, Rocky Balboa, the Milan High School basketball team, Buster Douglas, Harry Truman and all the other great underdogs were well represented by Bridgewater College as the Eagles took on mighty Mt. Union.

Most football fans remember Bridgewater was a scoring machine that season and entered the game unbeaten at 12-0, but few remember that just

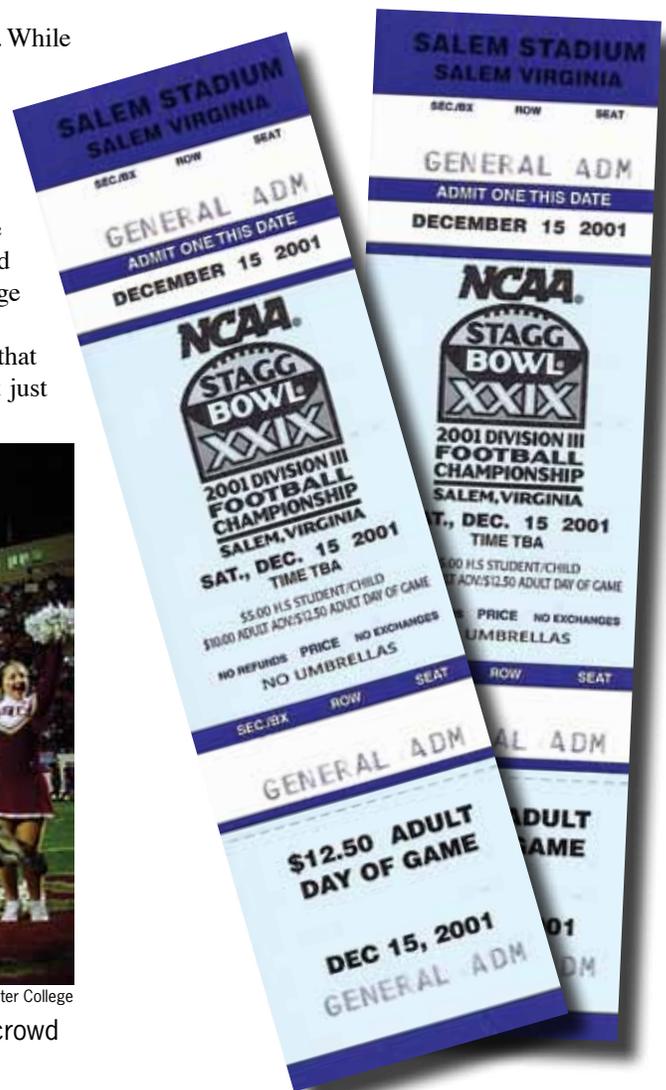


Photo courtesy Bridgewater College

Above: Bridgewater takes the field in front of a standing-room only crowd on December 15, 2001 at Salem Stadium.

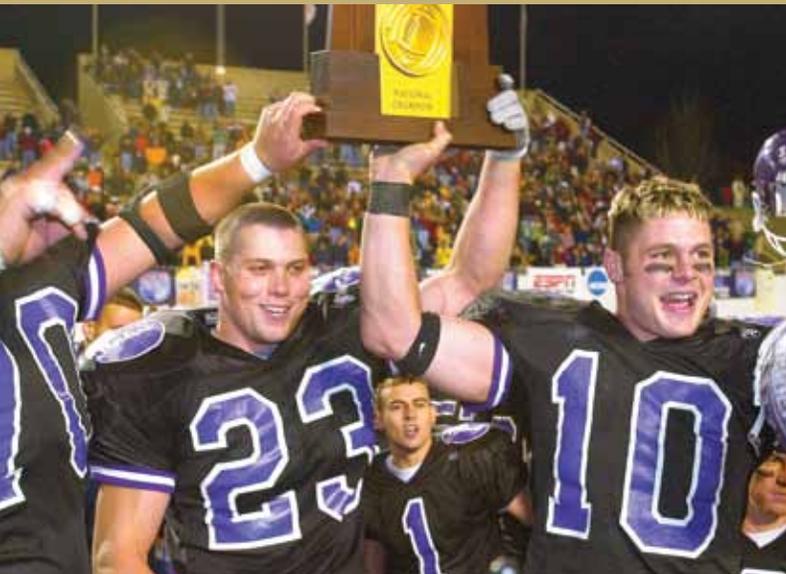
Left page: Programs remain a collectible from the contest.

Right: Tickets were a premium for the Saturday night game.



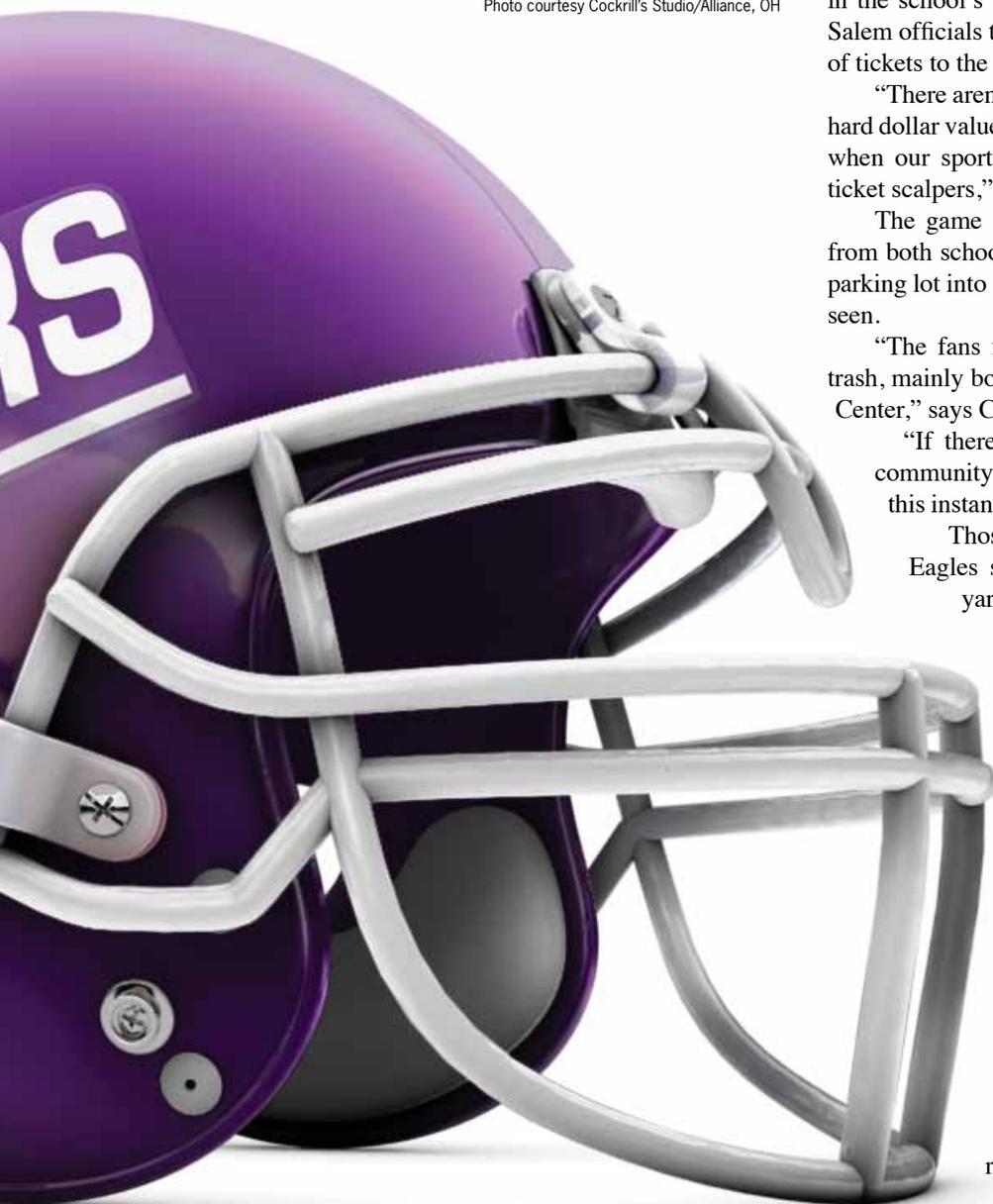
"There's not a lot of times when a Division III ticket has a hard dollar value, but we knew this was one of those rare occasions when our sports information director was contacted by several ticket scalpers."

Michael Clark, Bridgewater Head Coach



The Mount Union Purple Raiders hoisted the championship trophy after running back Chuck Moore (10) carried the team on his back with 273 rushing yards and three touchdowns.

Photo courtesy Cockrill's Studio/Alliance, OH



three short seasons earlier the Eagles were a dismal 0-10. In fact, Bridgewater had three seasons in the 1990s when it failed to win a single game, yet in 2001 the school was on football's biggest stage.

"I can remember sitting around with members of our administration the night before the game, looking at each other and saying would you have ever thunk it? It was a neat time in our professional lives to be a part of something like that," says Bridgewater Head Football Coach, Michael Clark.

Clark brought his wealth of experiences as both a player and coach from his days at Virginia Tech, Cincinnati and VMI to a place where competitive football was nothing more than an oxymoron. Bridgewater was the Old Dominion Athletic Conference's doormat, whipping boy and automatic "W" all rolled into one before Clark and a supportive administration changed the culture on the Rockingham County campus.

"I remember walking to work early around 7am the Monday before the Stagg Bowl and seeing people lined-up outside of our administration building on campus," he says. "When I found out they were standing in line to buy tickets for the game I couldn't believe it. It was a first for Bridgewater."

Students and faculty members bought every single ticket in the school's original allotment in less than two hours forcing Salem officials to get in a car and personally deliver another batch of tickets to the campus that also were gobbled up in a heartbeat.

"There aren't a lot of times when a Division Three ticket has a hard dollar value, but we knew this was one of those rare occasions when our sports information director was contacted by several ticket scalpers," says Clark.

The game was not only considered a sell-out, but the fans from both schools came early and turned the Taliaferro Complex parking lot into one of the biggest outdoor parties the city has ever seen.

"The fans from both sides produced the largest amount of trash, mainly bottles and cans, of any event ever held at the Civic Center," says Carey Harvey-cutter, Stagg Bowl Game Manager.

"If there is an officially sanctioned event, the Brethren community will look for a reason to party," says Clark. "In this instance, the event was way bigger than the game itself."

Those Brethren had plenty to celebrate when their Eagles scored on their first play of the game. The 67-yard touchdown strike from Jason Lutz to Marcus Richardson served notice to the Purple Raiders and the record crowd of 7,992 that the Eagles belonged.

The two teams amassed nearly 1,000 yards of total offense, but Mt. Union eventually won the game 30-27, thanks in part to a number of Bridgewater mistakes and an amazing individual effort by running back Chuck Moore. The all-American ran for 273 yards and three touchdowns. In the four years Moore played for Mt. Union, the Purple Raiders won 54 games and lost just one.

"The dynamics of football never change," says Clark. "We put up over 500 yards of offense against Mt. Union, but when you turn the ball over four times you lose."

The members of that 2001 Bridgewater team returned to campus this September to be honored

for producing the greatest football moments in school history. It's one that Clark appreciates to this day.

"I've probably had two or three teams since then that were good enough to make it to that level, but unless you're Mt. Union or Whitewater you have to not only be good, but also a little bit lucky, and we had that right combination going in 2001."

Ten years ago the game was played on December 15 when there wasn't a great deal of Saturday night football competition on the airwaves. As practically the only game in town, Bridgewater and Mt. Union proved that Division Three football could more than hold its own in primetime.



"If there is an officially sanctioned event, the Brethren community will look for a reason to party."

Michael Clark

saw it trickle down to our level and it had a lot to do with primetime TV. It was very gratifying to see the alumni and community pride just keep growing."

Clark is now a proud grandfather and the disappointment of coming so close to the title and not being able to capture it has greatly dissipated, but the feeling of satisfaction that came from getting his program on that stage 10 years ago - in a headliner's role - is something that will never go away.

"I'm no different than most people when they age in that our memories get very selective," he says. "Certain accomplishments stand the test of time and I know that the 2001 Stagg Bowl will always be one of them."

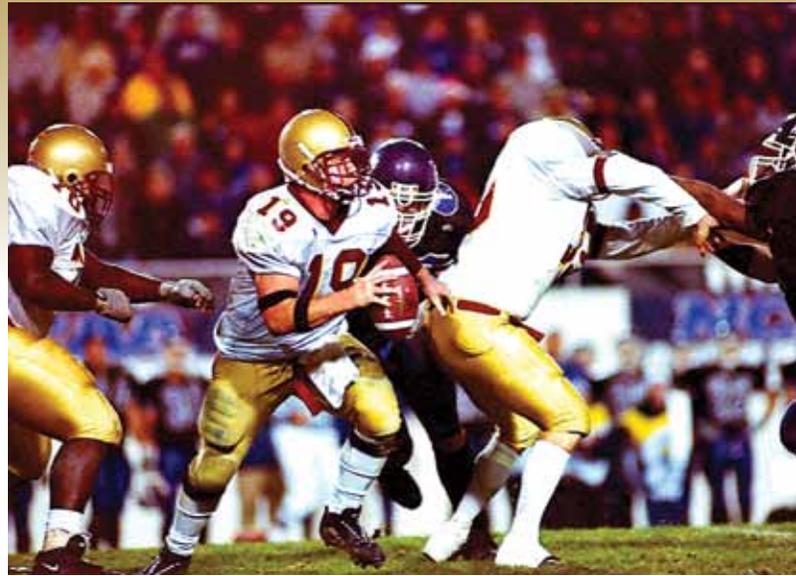
It's certainly something no one in Salem has forgotten, including the trash men. 🐦

"The broadcasting world has changed so much since then, but on that particular Saturday night we were the only football game on TV, and these teams put on an amazing performance from the first snap to the end," says Brad Bankston, Old Dominion Athletic Conference Commissioner.

"Playing this game at night will give all involved a Division One moment in a Division Three setting" says Clark.

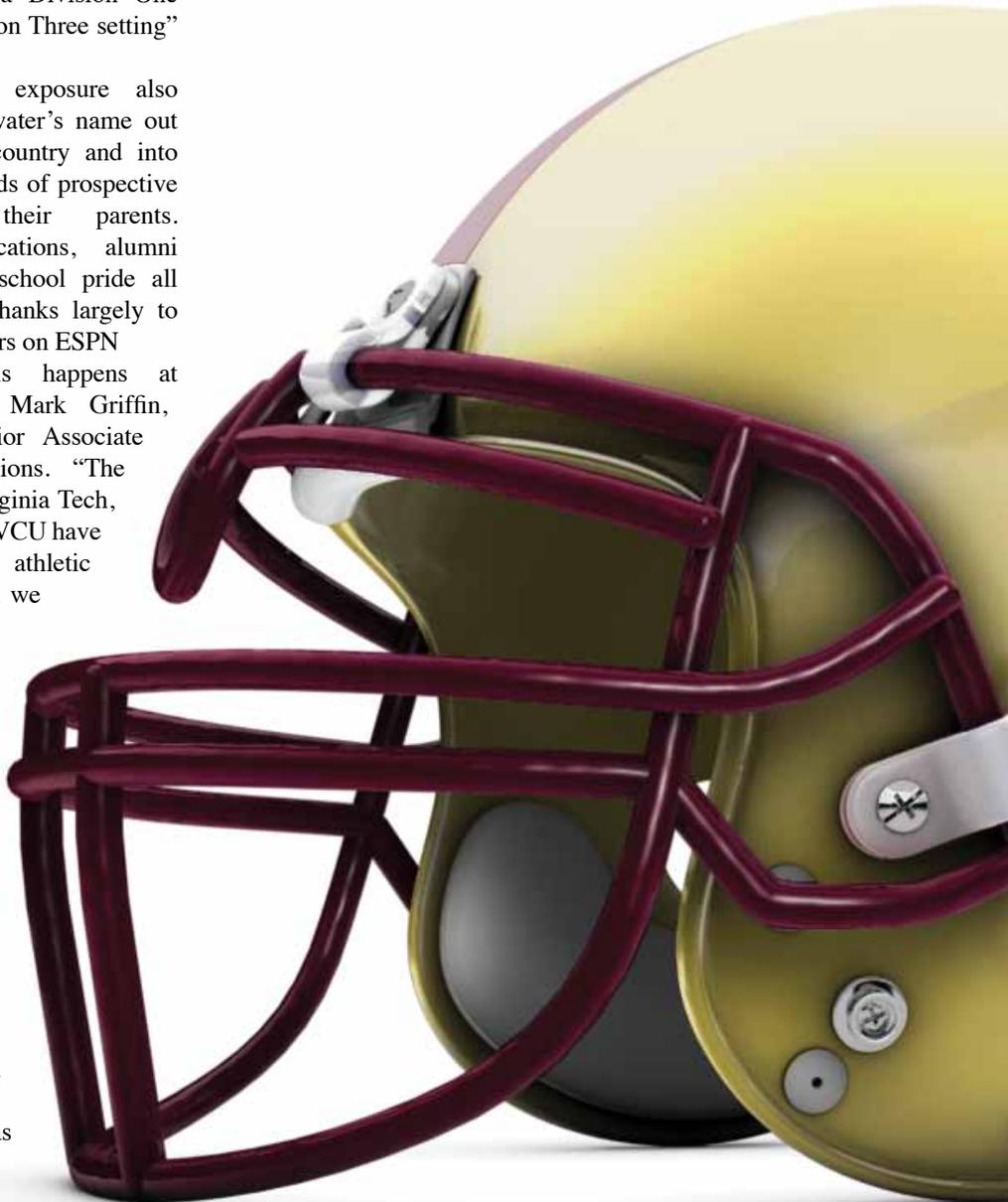
The national exposure also helped get Bridgewater's name out across the entire country and into the homes and minds of prospective students and their parents. Admissions applications, alumni contributions and school pride all rose dramatically thanks largely to three and a half hours on ESPN

"I think this happens at all levels," says Mark Griffin, Bridgewater's Senior Associate Director of Admissions. "The big schools like Virginia Tech, George Mason and VCU have all seen this after athletic success, but in 2001 we



Eagles quarterback Jason Lutz (19) threw a touchdown pass on Bridgewater's first offensive play of the game.

Photo courtesy Bridgewater College



IT'S ALL IN THE DETAILS

It takes fine preparation for the Stagg Bowl to go on without a hitch in Salem.

BY MIKE STEVENS

If you think the Stagg Bowl just magically happens the weekend before Christmas each year, you also probably think that all of the snow that usually accompanies the game just shows up without any planning.

Actually – despite the way it looks – we have nothing to do with the white stuff, but you can rest assured that the other details that surround the Division III National Championship are carefully planned months in advance.

In fact, each fall Stagg Bowl Game Manager, Carey Harveycutter, Salem's Civic Facilities Assistant Director, John Saunders, and Old Dominion Athletic Conference Commissioner, Brad Bankston, travel to Indianapolis to the NCAA headquarters to make sure everyone is on the same page two months before the game.

"I remember the first time we made the effort to go out there and meet with them when they were still in Overland Park, Kansas, and they were so impressed that we would come out to their turf and discuss things that were important to both of us," says Harveycutter.

Everything from which dignitaries are on the field for the coin toss to the video content that appears on the Jumbotron is covered during these meetings. Nothing is off-limits during the sessions as the two sides work together and search for innovative ways to improve the game for the participants.

"We've always wanted to know what we can do to make things better for the student-athlete and enhance the championship experience," Harveycutter says. "But from the start, we've also both understood the meaning of the word 'No' and known that each of us has limitations."

Many of the NCAA employees who worked with Salem when

The NCAA headquarters in Indianapolis is where it all happens first for Stagg Bowl preparation.



Inside the NCAA offices, John Saunders, Holly Sheilley, Carey Harveycutter and Brad Bankston talk about banner placement for the Dec. 16 Stagg Bowl game at Salem Stadium.

the city first got into the championship business in 1993 are no longer employed by the association, but their successors certainly know a good thing when they see it.

“We have been very blessed to have the Stagg Bowl in Salem,” says Holly Sheilley, NCAA Assistant Director of Championships. “The community has embraced the championship and made it special for everyone involved.”

Sheilley handles the Stagg Bowl for the NCAA and is just the third championship director to work with the city during the 19 years the game has been played at Salem Stadium.

“Carey and the Salem Host Committee along with the ODAC raise the bar every year and make it a championship event to remember,” she says.

“Former City Manager, Forest Jones, made the comment when

we got the first Stagg Bowl that Salem and the NCAA paralleled each other in that we both cared about the student-athlete with the emphasis on the student portion, and that hasn’t changed to this day” says Harveycutter.

One thing that has changed is Salem’s recognition factor inside the hallowed halls of the governing body that oversees college athletics. Everyone from the longtime security officer at the front door to the folks in the marketing department, now know when Virginia’s Championship City is in the house.

“Put it this way,” says Harveycutter, “we’re very well known in the national offices of the NCAA.”

And for good reason – December’s Stagg Bowl marks the 64th NCAA Championship Salem has hosted in everything from football to lacrosse since 1993. 🦅



Division III

DISCOVER | DEVELOP | DEDICATE

SALEM NCAA MEETING ITINERARY - OCTOBER 12TH

6:00 AM
9:00 AM
9:45 AM
10:00 AM
NOON
1:30 PM
3:00 PM
4:30 PM
5:00 PM

DEPART ROANOKE
ARRIVE IN INDIANAPOLIS
ARRIVE AT NCAA HEADQUARTERS
MEET WITH NCAA FOOTBALL REPRESENTATIVES
LUNCH MEETING WITH NCAA DIRECTOR OF CHAMPIONSHIPS
MEET WITH NCAA D-III SOFTBALL REPRESENTATIVE
MEET WITH NCAA MARKETING & PROMOTIONS REPRESENTATIVES
MEET WITH NCAA D-II SOFTBALL REPRESENTATIVE
DINNER MEETING WITH ENTIRE GROUP
RETURN TO SALEM THE NEXT MORNING



LIKE FATHER, LIKE SON

Sons of the famous Statler Brothers look to make their own mark.

BY MIKE STEVENS

When the Statler Brothers selected the Salem Civic Center as the venue for their final concert on October 26, 2002, most figured that night would be the last time the “Entertainers On and Off the Record” would set foot backstage in the arena.

But this fall, lead singer, Don Reid, and his brother, bass singer and comedian extraordinaire, Harold, were back in town – not to perform – but to watch their sons continue their quest to make a name for themselves in country music. Wil and Langdon Reid make up the group Wilson Fairchild, and this October the duo served as the opening act for George Jones.

“Langdon and I don’t take ourselves very seriously, but we do take other people seriously and we have such respect for Mr. Jones and all of the others who have inspired us,” says the 38-year-old Wil Reid. “He might not have the voice that he had 20 or 30 years ago, but you can’t replace George Jones.”

Opening for Jones was one thing, but to actually return to the Salem Civic Center and showcase their

skills on the same stage where their legendary fathers performed their farewell concert in front of an overflow crowd of 6,298 fans was in some ways like coming full circle.

Their appearance took place almost nine years to the day from when the Statlers set the Civic Center house record for money generated from ticket sales for a single concert – a figure that still stands today.

“When they retired and did their final show in Salem it was such an emotional night for everyone,” says Wil. “So, when we had the opportunity to come back there, it was a nice feeling knowing that we kind of brought our family back to the stage, and to be honest, it was very fulfilling to think that we picked up the flag that they carried for all of those years.”

The type of music their famous fathers wrote and sang made them the most awarded act in the history of country music, so you’d think a talented duo with connections like that would have it made in Music City. But making a living in Nashville can be absolutely brutal, even if your fathers are members of the Country Music Hall of Fame.



The Statler Brothers played their farewell concert in Salem October 26, 2002.



Wil and Langdon Reid pose with a fan after their performance at the Salem Civic Center.



Wilson Fairchild played as the opening act for the legendary George Jones on October 23rd at the Salem Civic Center.

“Being second generation with legendary fathers, we have absolutely nothing to complain about, but we’ve been down as many dead end roads as anyone trying to get in the business,” he says. “Even though we’ve been doing this for over 15 years, it seems like we’re still proving ourselves.”

The Staunton natives began musically using the name Grandstaff back in the 1990s, but in 2010 Wil and Langdon decided to take each of their middle names and become Wilson Fairchild. They’ve also changed some of their music, but only some of it. The duo recorded a country version of 1980s rock classic “You Might Think” that was made famous by Ric Ocasek and the Cars and in same breath wrote a song entitled “Make God First” – one that Ricky Skaggs recorded and received a Grammy nomination for Best Pop Gospel Album in 2010.

“We have so many traditional country roots we’ll never get completely away from it, but we do feel like the stuff we’re recording now will help bridge the gap from the old to the new and make us competitive,” says Reid. “We know we can sing, perform, write good songs and entertain, so we’re not ready to walk away from it. Maybe we’re just too dumb to give up.” 🐦



The duo has written over 30 songs that have been published and recorded.

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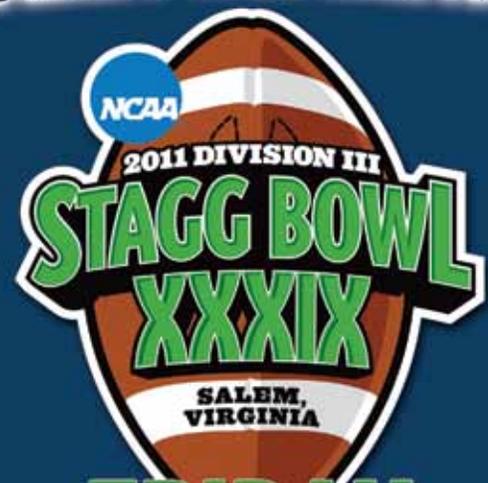
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**FRIDAY
DECEMBER 16
7:00 PM
SALEM STADIUM**

Connect for Free

Roanoke College and Salem Team Up
to Bring Free WiFi to Downtown

Roanoke College and the City of Salem's partnership on technology initiatives began in 1992, with the College extending its first Internet connection to Salem High School. Today, we're excited about our latest collaboration: helping to bring the latest technology to local citizens and the downtown business community.

Our home in Salem is one of Roanoke College's greatest assets, and now we're happy to help make this initiative possible.



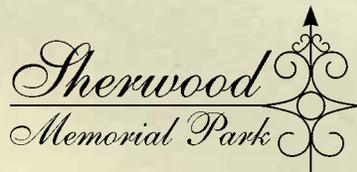
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Salem teachers offered a hand to Louisa County after the August quake condemned the high school.

QUAKE RELIEF

BY MIKE STEVENS

Louisa County has been shaken to its core in recent months by an earthquake, a tornado and a hurricane, but for some reason the Federal Government denied the county and its residents any type of assistance until Governor Bob McDonnell's desperate appeal was allowed on November 4.

Maybe the folks at FEMA should have reevaluated their position a little sooner and followed the lead of the City of Salem's school division.

Thanks to the efforts of Instructional Technology Resource Teachers Mike Sebolt and Dayna Wells, the school children in Louisa are getting some much needed help in the classroom and beyond.

When the 5.8 magnitude earthquake hit that area on August 23, homes and businesses in the rural central Virginia community were damaged from one end of the county to the other. The high school, which had just undergone a multi-million dollar upgrade the year before, was so badly damaged that it was deemed completely unusable and condemned until further notice.

"It was very humbling to see firsthand because they are living this disaster," Sebolt says. "Their books, computers, servers, and virtually everything they need is inside the high school, and they can't get to it."

And because of that dilemma, Sebolt and Wells hopped in a car early on October 12 and drove to Mineral to see what they could do to help. Knowing that students couldn't get to their old classrooms any longer, they set out to bring their classrooms back to them with the help of Moodle.

"When they called and talked about the earthquake and what they needed, we never hesitated," says Sebolt. "Dr. Seibert even offered equipment and told us to do whatever it took to offer assistance."

Many of Louisa's servers were either damaged or are now unreachable, so Seibert gave the authorization to host Louisa's Moodle site on our servers here in Salem to help take some of the burden off of Louisa's technology staff.



Louisa County High School sustained major damage in the 5.8 magnitude earthquake that rocked the East Coast on Aug. 23.

Photo courtesy The Central Virginian



Louisa County sent three teachers to this Moodle workshop at the Salem Central Administration offices in October of 2010.

The “open source” online learning environment is used widely in Salem City Schools and when our division hosted a free workshop to spread the word about this free instructional tool to other educators around the state in October of 2010, luck would have it that representatives from Louisa attended the seminar and established some contacts they never knew they would need.

“When we first sent out the invitations for that event we expected five or six different school systems, but we ended up with 28 and Louisa was one of them,” says Sebolt.

“Before the earthquake they were talking about doing some pilot classes with Moodle, but the earthquake really expedited the need for this type of classroom,” says Wells.

Perhaps the best way to fathom their desperation is to consider how we would react if Salem High School was completely shut down. Like Salem, Louisa has four elementary schools, one middle school and one high school. In addition to the high school, the community also lost one of its elementary buildings due to the quake. That situation has been remedied, or at least held together by bringing in 37 trailers.

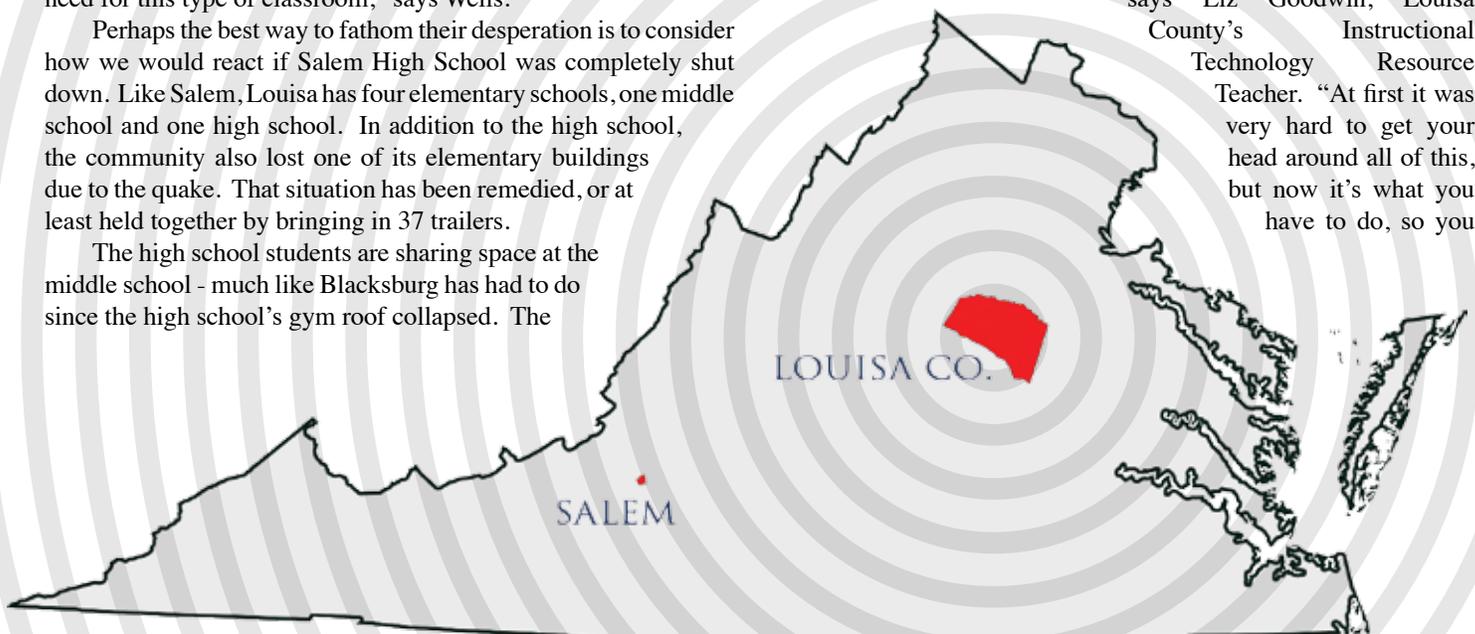
The high school students are sharing space at the middle school - much like Blacksburg has had to do since the high school’s gym roof collapsed. The

high schoolers attend classes Mondays, Wednesdays and Fridays while the middle school students go on Tuesdays, Thursdays and Saturdays.

It doesn’t sound too bad until you realize the school day lasts from 8am to 5pm each day and that the conditions are beyond cramped and overflowing.

“I don’t know how they do it,” says Wells. “There are people in every nook and cranny, every possible closet or corner is now someone’s office. Every bit of space is being used in that building, but no one is complaining or whining about anything.”

“You just count your blessings,” says Liz Goodwin, Louisa County’s Instructional Technology Resource Teacher. “At first it was very hard to get your head around all of this, but now it’s what you have to do, so you



just keep going.”

Sebolt and Wells knew that the timing of their visit could not have been any better or any worse depending on your perspective. The community had just received the news that despite over \$50 million worth of damage to two of its schools, Louisa didn't qualify for federal assistance. Sebolt and Wells didn't bring any cash with them, but they did bring a morale building band-aid that was welcomed by all.

“We knew we were going to see a mish mash of different people throughout the day, but the turnout of teachers ended up being greater than we expected as more than 50 of them took part,” she says. “The teachers were very appreciative and hungry to learn about this way of reaching their kids and helping them.”

Within a week of their visit, more than two dozen middle and high school teachers had started using Moodle and making everything from lesson plans to quizzes accessible online all the time and not just on the three days their students are physically in school.

And speaking of being in the school, before lunch during their visit, the two Salem educators could only imagine what it must

have been like to live through an earthquake with a school full of kids. Then suddenly, they no longer had to wonder.

“We had just eaten lunch in the library when they started yelling ‘get under the table,’” Wells says. “You could tell the reality and seriousness of the situation by looking at their faces.”

Sebolt and Wells were experiencing a healthy aftershock and both had to hurriedly evacuate the building along with all of the students and teachers knowing that they might not be allowed back in the facility. Rescue vehicles arrived on the scene very quickly and inspectors entered the building to assess the scene and look for any new damage.

Within about 15 minutes the school was cleared and everyone was allowed back inside,

but not before each individual was painfully reminded that when it rains, it pours. The evacuation took place during a torrential downpour and almost everyone got completely soaked. It was the 43rd aftershock in Louisa since the quake.

“It didn't really hit me until the next day that this stuff is happening just a few hours from Salem,” says Sebolt. “I don't think we left a session without every single person thanking us for being there. It was a very positive experience.” 

WHAT IS...
moodle?

Moodle stands for “Modular Object-Oriented Dynamic Learning Environment.” Moodle is an open source learning system, it is used by thousands of educators around the world. It is basically a classroom on the internet without walls and few limitations.

Moodle allows educators to create online courses, which students can access as a virtual classroom. Assignments, online quizzes, forums, where students can post comments and ask questions, glossaries of terms, and links to other Web resources are readily available from anywhere you have internet access.

Best of all: Moodle is free.



Dayna Wells (left) and Mike Sebolt (right), both Instructional Technology Resource teachers in Salem, used the free web-based Moodle program to keep the Louisa County school system afloat after the quake in August.





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THE SHAPE OF THINGS TO COME

The School Board and Superintendent Dr. Alan Seibert are ready to move forward with construction of a brand new South Salem School.

Late this summer, city and school officials began moving forward with plans to either renovate or replace South Salem Elementary School. Built in the early 1960s from a faddish yet largely unforgiving design concept, South Salem has been out of space and bursting at the seams for years.

A community informational meeting was held on September 15 and the school board also conducted a public hearing on October 27 to get the input of Salem’s citizens. The overwhelming majority came out in favor of replacing the current school with a brand new structure that would cost an estimated \$15 million.

Thanks to the efforts of school officials and the architectural firm of RRMM, much of the design work on the new school has been completed, and in the coming months the project should be going out to bid.

Here are some of Salem Superintendent Dr. Alan Seibert’s thoughts on what will be the first major school overhaul since he took over as Superintendent in December 2006.

Above: The circular design of the current South Salem Elementary School poses safety, security and structural issues.

Below Left: Salem Superintendent Dr. Alan Seibert talks to a South Salem parent and student about the new building design.

Below Right: Principal Margaret Humphrey and School Board Chair Sally Southard look over plans with a RRMM architect.





This architectural rendering shows that every bit of the current South Salem School property will be utilized when finished.

You served as the principal at South Salem Elementary from 2004-2006, so you've witnessed firsthand that the round design of South Salem is incredibly unique, but at the same time incredibly limiting.

The fact that the school is in this round building is a little bit nostalgic, but I'm not going to let my nostalgia about what was clearly a flawed design confine teachers and students to being in it forever. Moreover, because I was principal there and because I still have children who attend there, I know that it has some safety and security issues that cannot be easily addressed in its current configuration.

Often schools will try to expand learning areas and create bigger classrooms, but that line of thought would appear to be very difficult to pull off in this instance.

South Salem is drastically undersized. All of the classrooms were built under late 1950s square footage criteria before computers were introduced into schools. To expand them and make them reasonably sized, you would have to turn every three classrooms into two, but when you do that the circle is reduced to the point where it can only hold two grade levels.

With the economy still struggling and construction companies hungry for projects, it seems like this is the perfect time to initiate this project.

We know from projects that have been undertaken in other localities that this is the right time. Interest rates are low and construction costs are way down, so if you have the courage to move forward right now you can save a considerable amount of

money. The School Board has been building cash reserves for years in anticipation of a project like this and we do not intend to finance anything like furniture or computers that is not going to endure.

You've tried to listen to the neighbors who live around South Salem and note their concerns during both informational meetings and by going door-to-door. One thing they should be pleased to hear is that you're strongly considering a heating and cooling system for the new building that will not only be more efficient, but also quieter.

The proposed system would feature a water cooled condenser instead of an air cooled condenser. This system will cost a little bit more on the front end, but it will be more robust and cost effective in the long run. In addition, it will cut down on the noise that the big HVAC units usually produce, so we think the neighbors will really like that feature. We don't over study things, but by the same token we don't make rash decisions. A lot of thought has gone into this process.

You and Assistant Superintendent, Mike Bryant, have met with the teachers at South Salem to get their input about some of the design features for the classrooms. How has that process gone so far?

We've had a high level of participation from the teachers now that they know this building is going to be a reality. Individual people have individual preferences, and while we're taking those things into consideration, it's important to remember that we don't build classrooms for just the current staff, rather we build them to serve children for generations into the future.

As a participant in the Eastern States Consortium with five other school divisions, you've had the opportunity to go inside schools from Louisiana to Indiana and take pictures of things you like. What have you learned from those other schools when it comes to this project?

One mantra in our school division is that we really want consistency, but not standardization. We have a very sensible approach to construction in that it has to work for the students when it comes to teaching and learning. Secondly, it has to be built to last. We want building materials that will endure for long periods of time. And lastly, we want the school to look nice. I think the renovation projects we did at Carver and Andrew Lewis embody all three of these elements.

Those projects incorporated the old with the new, so to speak, whereas the South Salem project will be all new construction. How does that alter your approach?

First of all, we are not trying to build a gigantic monument. We certainly want architectural touches that make it an inviting place and we are really focusing on maximizing the amount of natural light we can get in the classrooms, so finding the proper mix of function and appeal is much more important than winning an architectural design award.

How important is it to be able to keep the current student body at South Salem and not have to displace them all around the city while the construction takes place?

That is the real advantage of the "Replace the Space" option. It not only keeps the children in their home school, but it reduces construction costs. When you have to rent a bunch of mobile units you're just throwing away money that you'll never get back and you also are far more disruptive. Elementary school is about a sense of community, so to avoid displacing a grade level is something we certainly wanted to achieve.

Traffic during drop-off and pick-up times at any school is always a challenge, but with the new South Salem configuration, you'll have bus parking and vehicle parking completely separate. How much will that help during those congested times?

We always want more kids riding the buses, but we know there will always be plenty of car traffic at these times. Separating the two will not only help the flow of traffic, but also make the entire process much safer. Neighbors are already excited about this improvement.

The new school will sit farther back on the property than the current school does. This is a big plus for the entire community in that a level playing field will now be located in front of the school for not only physical education classes, but also for recreational sports and 120 parking spots will also be built.

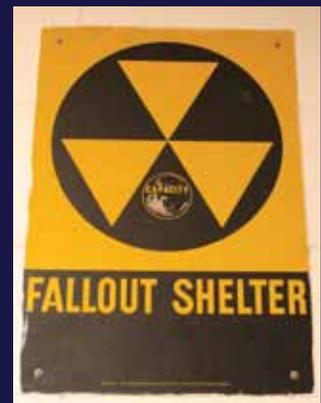
Connecting to the greater community has been an area of emphasis. If we have a usable playing field right at the school with ample parking to support this along with a new gym, we'll create a new community resource. We think the field will be big enough to support year round use for everything from t-ball to soccer. South Salem will be a place where children can learn and grow and also a place where family members can go and play. 🦅

DID YOU KNOW?



Due to the cramped rooms and lack of available space at South Salem, a converted custodial closet, complete with desks and a full set of shelves is used as a classroom.

When South Salem was designed in the early 1960s by architects Richard Guerrant and William Moundfield, the round configuration was supposed to promote experimental educational projects like team teaching.



It also was constructed in this fashion for two other purposes. The "round house on the hill" was supposed to produce energy efficiency and allow South Salem to be one of the first air conditioned schools in southwest Virginia. The unique shape also made the school a perfect fallout shelter for the entire neighborhood during the Cold War. A sign indicating that use is still on the wall inside the building.

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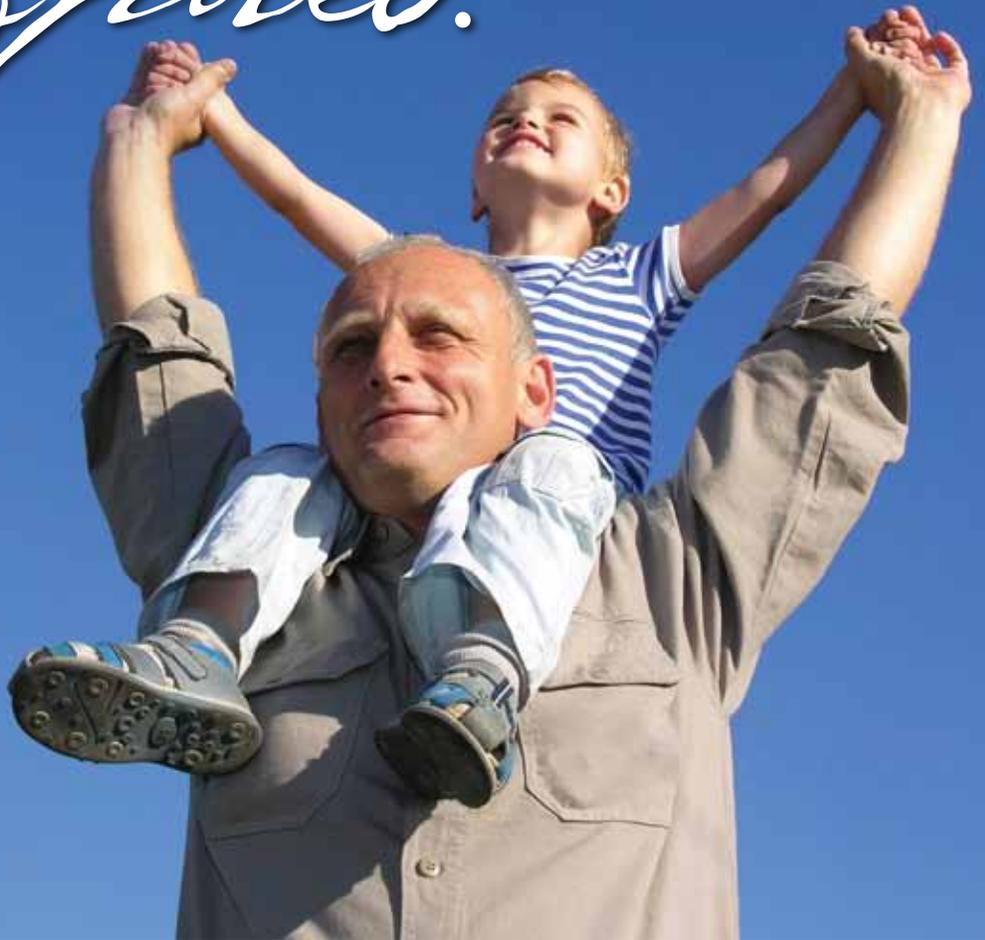
SALEM VA
2012 CALENDAR



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9/11 MEMORIAL





The City of Salem was well represented at the valleywide 9/11 Remembrance ceremony that was held on the historic Roanoke City Market in September. The event featured representatives from Salem, Roanoke City, Roanoke County and the Town of Vinton.

The hour-long event was attended by several hundred folks from around the valley and beyond. The Pride of Salem Marching Band entertained all in attendance with a variety of patriotic music and a tribute to the armed forces.



EVENTS

AROUND SALEM



adult programs

BALLROOM DANCING: BEGINNER/INTERMEDIATE (ADULT & TEEN)

Fridays evenings, Class is on-going. Salem Senior Center, 7:00 - 9:00 pm. This class offers a complete introduction to ballroom dancing. The class is perfect for beginners and those looking to polish their ballroom technique. No previous dance experience or partner is necessary. Instructors: Bonnie & Rick Schmitt, \$7 per person, (Class limit - 30) Attend and pay instructor.

CERAMICS: (INTERMEDIATE)

Mondays beginning January 9 (10 weeks), Salem Senior Center, 6:15 - 9:15 pm. This class is designed for the student who has prior experience with ceramics. Painting on resin, dry brushing, and other techniques will be introduced. Instructor: Sharon Braden, Certified Duncan Instructor, Fee: \$50/10weeks (Class limit 12)

Kathy Murphy,
Special Events Manager
Vickie Sword, Program
Supervisor
vsword@salemva.gov
110 Union Street
Phone: (540) 375-3054

*REGISTER AND PAY FEES ON SALEM PARKS AND RECREATION WEB SITE OR MAKE CHECKS PAYABLE TO CITY OF SALEM AND MAIL TO 110 UNION STREET, SALEM, VA 24153 UNLESS OTHERWISE NOTED.



Find That Perfect Golf Stroke

LADIES GOLF April 3, 17, 24 & May 1, 8, Salem Golf Course, time TBA. Have you always wanted to learn to golf and just haven't taken the time? This is your opportunity to learn the basics: grip, swing, putt, chip, and more. Instructed by Sandy Hadaway, Fee: \$35 (does not include green fees or driving range balls) Participants must bring their own clubs. Register with Parks and Recreation but make check payable to Sandy Hadaway. Class Limit: 15.

CHESS

Tuesdays, Class is on-going. Salem Senior Center, 7:00 - 11:00 pm (7 - 8 pm - beginner instruction). This is for all levels of playing strength. Everyone is welcome regardless of age. Instructed by David Vecellio, No Fee (Class limit - 12)

WORKING WITH COMPUTERS FOR SENIOR CITIZENS

Thursdays (Jan. 5 - March 8) OR Fridays (Jan. 6 - March 9), Salem Public Library, 10:00 am - 12 noon. This ten-week class is geared toward individuals with little or no prior computer experience and introduces them to the use of a mouse or laptop touchpad and keyboard. Students

learn to send and receive e-mail and photos, surf the internet, learn the parts of a computer, and more. The instructors' hands-on approach and slower pace allow students to enter the information highway without fear. Computers are provided. Please call Nancy Collins at the Salem Public Library to register 375-3089. Instructed by Nancy Collins & David Butler, No Fee (Class limit - 10)

COUPONING 101

Thursdays (January 26 - March 1), Salem Senior Center, 6:00 - 7:00 pm. If you are looking to save money in today's economy, come join us for Couponing 101. This class will teach the ins and outs of using coupons. Learn to organize and utilize coupons that

are out there (in papers, online, in the mail). This helps save money and get products for rock bottom prices and sometimes even FREE! Instructed by Laura Smith, Fee: \$15/6 weeks (Class limit - 20)

CROCHETING & KNITTING

Thursdays (January 26 - March 1), Salem Senior Center, 6:30 - 8:30 pm. Learn the basics of crocheting and complete a couple of different projects in class. Instructed by Norma Harris, Fee: \$25/5 weeks, please call instructor for supply list at 389-3469 (Class limit - 10)

GUITAR FOR ABSOLUTE BEGINNERS (AGES 12+)

Wednesdays (February 1 - March 7), Salem Senior Center, 6:00 - 7:15 pm. Students will learn basic guitar skills including tuning, playing chords, reading tablature, flatpicking, and playing simple folk and blues songs. No previous musical experience required. Required materials: acoustic guitar (steel string or classical), pick, and tuner. Instructed by Randy Walker, Fee: \$45/6 weeks (Class limit - 10)

HANDBUILT CERAMICS

Wednesdays (January 25 - March 28), Salem High School, 6:00 - 8:00 pm. Come stretch your creative muscles as you learn how to form original works of art in clay. The basic skills of ceramics will be taught through the pinch, coil, and slab methods using low fire clays and glazes. List of supplies students will need to bring: paper towels, old towel or apron, small tupperware container with lid, and several plastic grocery bags. Instructed by Julie Hamilton, Fee: \$120/10 weeks, includes clay, tools, and glazes.

health & fitness

TOTAL SCULPTING

Mondays, January 23 - March 26, Salem Senior Center, 5:30 - 6:30 pm. This class is designed to reduce body fat and sculpt muscles through a series of strength training exercises using bands, free weights, and more. Great program for a beginner level participant. Instructed by Amy Light. Fee: \$25/10 weeks (Class limit - 30)

CARDIO KICKPUNCH

Mondays, January 23 - March 26, Salem Senior Center, 6:35 - 7:30 pm. Challenge yourself and have fun with a unique blend of non-stop intervals of strength, power and resistance moves! This high intensity workout will burn fat with Cardio, Kickboxing combinations and weights for the ultimate total body workout. Develop inner strength and muscle tone for the entire body! This class finishes with core training and a much needed stretch. Instructed by Amy Light. Fee: \$25/10 weeks (Class limit - 30)

TOTAL SCULPTING

Wednesdays, January 25 - March 28, Salem Senior Center, 5:30 - 6:30 pm. This class is designed to reduce body fat and sculpt muscles through a series of strength training exercises using bands, free weights and more. Great program for a beginner level participant. Instructed by Amy Light. Fee: \$25/10 weeks (Class limit - 30)

YOGA (BEGINNER/ INTERMEDIATE)

Mondays (January 30 - April 2) OR Thursdays (February 2 - April 5), Parks & Recreation Main Office (620 Florida Street), 4:15 - 5:15 pm on Mondays OR 6:00 - 7:00 pm on Thursdays. Yoga is a great way to increase joint mobility, improve muscle tone and flexibility, and build balance.

It also improves memory, focus, and attention, as well as promote an overall sense of well being. Instructed by Stephanie Hunt, Fee: \$40/10 weeks (Class limit - 10)

TENNIS (ALL LEVELS)

To register or get more information call Scott Gibson at 397-1257.

youth/teens

KARATE (ALL AGES)

Different trial sessions available (call for dates and times), Super Kicks Karate, 1447 West Main Street, Salem (Spartan Square). If you are looking for a way to help your child improve their focus, and self-discipline, equip them to be better prepared to stand up to a bully and peer pressure by building their confidence, then this is a great chance to try Super Kicks Karate. Family class ages 4 to adult. Instructed by John Bryant, Chief Instructor, Certified through AFKA (American Freestyle Karate Assoc.), (540) 375-0075. Fee: \$59 each session (includes uniform worth \$50)

KNITTING AND CROCHETING (AGES 8 - 14)

Thursdays (January 26 - February 23), Salem Senior Center, 4:00 - 5:00 pm. Learn basic knitting and crocheting stitches and how to read patterns. Please call instructor for supply list at 389-3469. Instructed by Norma Harris, Fee: \$15/5 weeks - Pay instructor directly (Class limit - 10)

MOONBEAM GYMNASTICS! - FOR BOYS AND GIRLS (AGES 2-12)

Tuesdays (on-going class through May), Salem Senior Center, 5:00 pm (ages 2-6), 6:00 pm (ages 4-7), and 7:00 pm (ages 8-12). A unique combination of not only gymnastics, but experienced

coaches guide children to sports, health, nutrition and physical education. It improves hand and eye coordination, balance, strength and sportsmanship. Increases confidence and self-esteem. Each child will earn a prize at the end of each class, as well as receive a trophy at the end of the season. Coached by Reneigh Duhaney and Jennifer Spencer. Tuition: \$40 a month (No registration fee). To Register call Reneigh at 540-339-STAR (7827) or show up and speak with Reneigh or Jennifer. (Class limit: 7)

PRINT MAKING (AGES 8 - 14)

Wednesdays (January 25 - February 22), Parks & Recreation Main Office (620 Florida Street), 4:00 - 5:00 pm. Students will explore the history and methods of printmaking in this five week class. Students will make their own stamp from an eraser and print the image in a repeating pattern, make stencils to use in their art, make a relief block print using styrofoam and print their art in different colors, create rubbings from relief images they create with glue and more,

creating a unique art print using a different method each week. Instructed by Celeste Hicks, Fee: \$25 - includes all materials (Class limit 10, minimum 6)

WATERCOLORING (AGES 8 - 14)

Mondays (January 30 - February 27), East Salem Elementary School Art Room, Room 117, 4:00 - 5:00 pm. Are you ready to chase away the winter blues and get creative? Then brush up your painting skills! Each participant will get to take home a complete watercolor painting kit, including tube paints, brushes in assorted sizes, heavyweight watercolor paper, a color wheel, covered paint palette, pencil and waterproof pen. Workshop topics include basic color-mixing and brushstroke techniques, landscapes, still life, floral composition, and illustration tips and tricks, with a special behind-the-scenes look at Sarah's published book, Hello Hokie Bird! You supply the creativity, we'll supply the rest! Instructed by Sarah Meadows, Children's book illustrator and Salem art teacher, Fee: \$40 - includes all materials (Class limit 10, minimum 6)



Pick Up a New Instrument

GUITAR FOR KIDS (AGES 8 - 12) Tuesdays (January 31 - March 20), Salem Senior Center, 4:00 - 5:00 pm. Be a real guitar hero! Learn music basics like tuning, tempo, rhythm and dynamics, play simplified chords and riff's from guitar tab. Required materials: acoustic guitar (steel string or classical) or electric guitar, pick, and tuner. Instructed by Randy Walker, Fee: \$45/8 weeks (Class limit 10)

senior center

MONDAYS

9 am - 12 noon - Bridge
 12:30 pm – Senior Mtn. Pickers
 12:30 pm – Painting with Phyl (second Monday of the month)
 7 – 9 pm – Cole Bluegrass Show (First Monday every month)

TUESDAYS

9 am – Exercise
 10 am – Chair Caning, Basket Weaving
 10:30 am – Tai-Chi at College Lutheran Church
 1:30 pm – Computer Tips with Tammy
 2 pm – Ballroom dance, the first

and third Tuesdays (second and fourth Tuesdays – Tea Dance)
 2 – 3 pm – Cooking Class at Salem Harrogate (first Tuesday of the month)

WEDNESDAYS

9 am – Tap dance
 10 am - 12 noon – Ceramics
 10 am – Needlework
 1 pm – Line Dance
 3:15 pm - Roundance

THURSDAYS

9 am – Exercise
 10 am - Quilting
 10 am – Art & Bridge on your own
 11 am – 49er's Plus Club Meeting (1st & 3rd Thursday of the month)
 12:30 pm – Sr. Singers Practice

12:30 pm – Cards

FRIDAYS

9 am – Exercise
 10:30 am – Tai-Chi
 10:30 am – Senior Mtn. Pickers
 7 - 9 pm – Ballroom Dance

THE BOB ROSS METHOD OF OIL PAINT CLASSES

with Phyl Fralin are held the second Monday of every month. The picture for the month is on display at the Senior Center. Cost is \$40 and you will need to sign up in the office if you wish to attend.

“49ERS PLUS” CLUB

Meets on the 1st and 3rd Thursdays at 11 am, and eat lunch

out on the 2nd week at various restaurants. They also preside at our Monthly Luncheons. This is a group that meets for fun; they make donations to organizations such as the Salem Rescue Squad and the American Red Cross.

MONTHLY POT LUCK LUNCHEONS

These are fun, well-attended events with entertainment after the meal. They are held on the last Thursday of each month.

BALLROOM DANCE CLASS

Meets in the form of a TEA DANCE the 2nd and 4th Tuesday of the month from 2 - 4 pm. Taped music is provided and there is no fee but each person is asked to bring a snack food to share.

SALEM SENIOR SINGERS

Practice on the 1st Thursday at 12:30 pm and sing on a regular basis for Snyder Nursing Home and other places in the Valley.

SPECIAL FRIDAY EVENTS

Provided each month, we frequently make outings in our van to local malls, shops and restaurants, as well as, Bingo, Wii, crafts, parties, etc. *A small fee may apply for some of these events; please call the Senior Center to inquire.

MONTHLY NEWSLETTER

A calendar with news of our activities and outings is ready for distribution at the Monthly Luncheons, for the following month. Please stop by and pick one up so you can join us at the Senior Center.

SPECIAL TRIPS

These are planned for the year such as the Barter Theatre, Abingdon, VA, Wytheville's Wohlfahrt Haus Dinner Theatre, Myrtle Beach, SC, Scott's Resort, NY, and the Barn Dinner Theatre, Greensboro, NC.. Stop by the Salem Senior Center to pick up a trip list and to make your reservation to travel with us to these great destinations.



Pickin' & Grinnin'

SENIOR MTN. PICKERS is a group of stringed instrument musicians who play informally on Mondays at 12:30 pm and Fridays at 10:30 am at the Senior Center. You may join them with an instrument if you play or you may attend as a part of the audience.

special events

Kathy Murphy,
Special Events Manager
Kristen Finley, Recreation
Program Supervisor
110 Union Street
Phone: (540) 375-3057

WINTERFEST BEACH BASH

Friday February 3rd, Featuring "Project 4" & "Part Time Party Time Band", Salem Civic Center. Doors open at 5 p.m., Tickets go on sale December 12th and can be purchased at the Salem Parks & Recreation Department, \$10/\$12 at the door. **Cash or check only.** (540) 375-3057.

EASTER EGG HUNT Saturday

March 31st, (1 – 3 p.m.) 1 p.m. (ages 3 – 6 years hunt for eggs); 1:30 p.m. (ages 7 – 12 hunt for eggs) Longwood Park, Come visit the Easter Bunny, hunt for Easter Eggs, enjoy children's activities, popcorn, ice cream and milk. (540) 375-3057.

James I. Moyer Sports Complex

Manager : Eric O'Brien,
eobrien@salemva.gov
Supervisor: Scott Scharnus,
sscharnus@salemva.gov,
1000 Union Street, Salem
(540) 375-4021

APRIL 20TH - 22ND

Chance Crawford Benefit Adult Slow Pitch Tournament

APRIL 27TH - 29TH

ODAC Women's Softball Championship

JUNE 8TH & 9TH

VHSL Division 1 State Softball Championship

JUNE 22ND - 24TH

ISF Senior World Cup Adult Slow Pitch Championship



NCAA Championships at the Moyer Complex

MAY 17TH - 22ND NCAA Division III Women's Softball National Championship

AUGUST 1ST - 5TH

ASA JO 14U & 18U Eastern Youth Fast Pitch National Championship

AUG. 31ST - SEPT. 2ND

ASA Men's Class "C" Eastern Fast Pitch National Championship

youth and adult athletics

Manager: Scott Hall,
shall@salemva.gov
Supervisor: Jed Roberts,
jroberts@salemva.gov
925 Union Street, Salem
(540) 375-4094

YOUTH SPORTS MISSION STATEMENT

The purpose of youth recreational athletic leagues is to provide an enjoyable

experience for each youth participant, while developing character, skills, sportsmanship and promoting good will among all teams and individuals. Although sports are competitive by nature, the City of Salem Parks and Recreation Department's intentions are to place less emphasis on winning, while promoting the building of lifetime physical activity and health for each participant.

ADULT LEAGUES OFFERED

The City of Salem Parks and Recreation Department offers a variety of adult athletic leagues aimed at increasing physical fitness and promoting social interaction between participants. Leagues are open to all adults 18 and up.

REGISTRATION DATES AT ACTIVENET

B. Soccer (6-11 yrs): Feb. 1st - 24th
Youth Baseball: February 1st - 24th

Youth Softball: February 1st - 24th
B. Soccer (12-16): May 14 - June 24th
Girls Soccer: May 14 - June 24th
Football: May 14 - June 24th
Cheerleading: May 14 - June 24th
Basketball: October 1st - 24th
Adult Softball: Ends April 29th
Adult Touch Football: Ends Aug. 19
Adult Basketball: Ends Sept. 9

GREAT BEGINNINGS WITH ED GREEN & STAFF

Make checks payable to Ed Green, Great Beginnings, and get application online at www.salemva.gov/depts/parks_rec/ For more information, call Ed Green at (540) 387-9516.

REGISTRATION DEADLINE IS ONE (1) DAY PRIOR TO FIRST SCHEDULED MEETING

Great Beginnings Basketball (ages 4 – 7), Sundays, January 15 - February 12, GW Carver Gym, 1:45 – 2:45 p.m., Cost: \$65

A LONG TIME AGO

John Long - Salem Museum Executive Director info@salemmuseum.org 389-6760



75 YEARS AGO

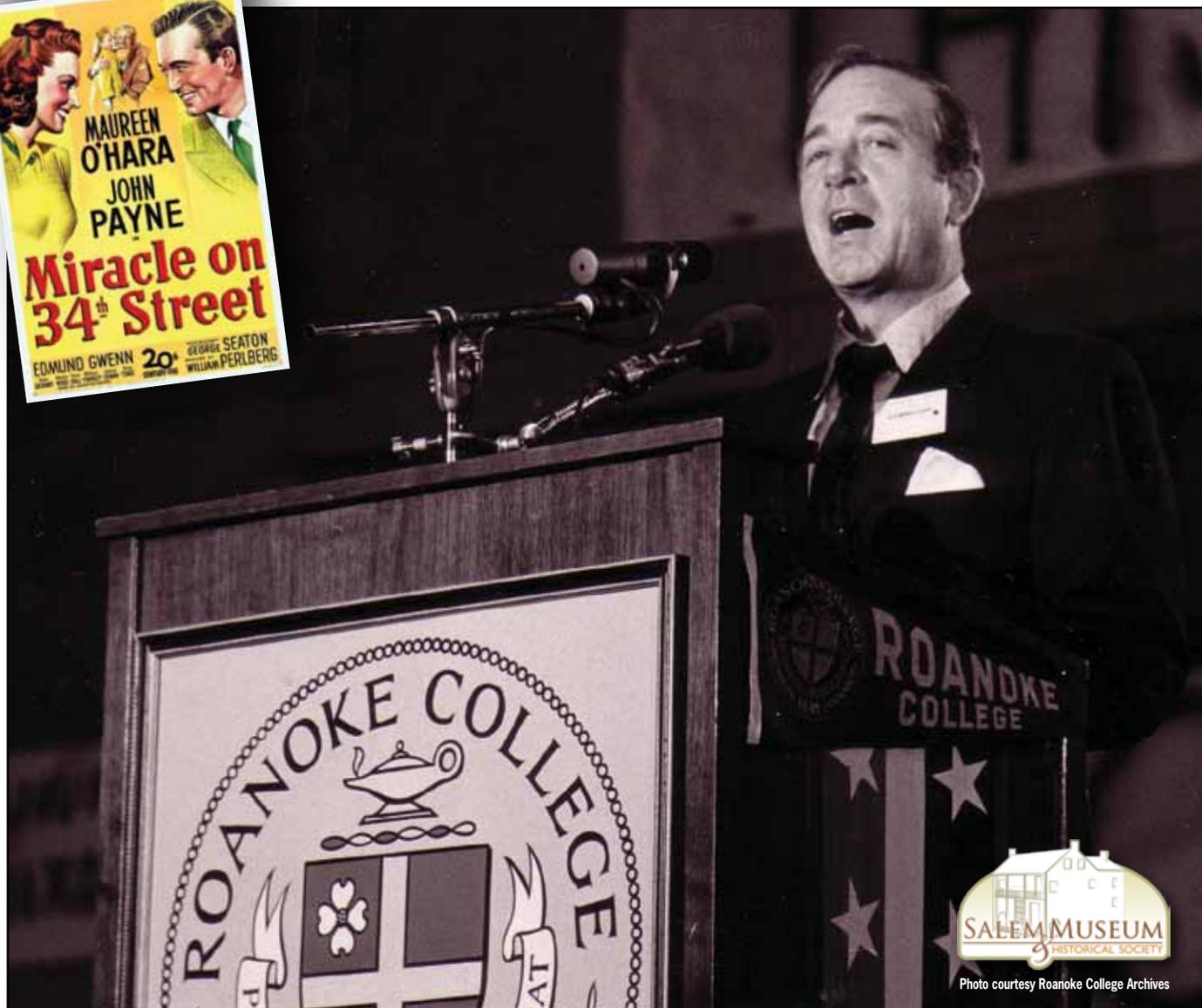


Photo courtesy Roanoke College Archives

Local native and favorite son John Payne received his first movie contract, beginning a storied career that would make him by far the biggest star from the Roanoke Valley. Born in Roanoke in 1912, his family later moved to the magnificent Fort Lewis mansion on West Main Street. His talent showed early, as John became a frequent singer on WDBJ radio in the early '20s.

He attended Roanoke College, then studied music at Julliard. But no sissy crooner of love ballads was John Payne. He actually made his mark as a professional wrestler before Hollywood came calling. After a few small stage roles in New York, he earned a contract with MGM and a supporting role in the film "Dodsworth."

Fifty more films would follow, including "The Boss," "Hello Frisco Hello," and "Kid Nightingale." But his best

known role was the soft-hearted attorney in "Miracle on 34th Street," a holiday classic to make the most cynical Scrooge believe in Santa. "Acting," he later said, "is hard work, and I was never addicted to it." His acting career faded accordingly, but Payne was a shrewd investor and lived comfortably out West the rest of his days. John Payne died in 1989, and in 1991 his ashes were scattered at the site of Fort Lewis, where he started his path to stardom. 🦅



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