

2021



When Communities Thrive We All Rise

National Roanoke Community Beautification Day

July 24, 2021

14th St. NW & Eureka Park and Recreation Center
Roanoke VA, 24017

VASH Developers LLC. through VASH Veterans Affordable Senior Housing Charitable Program Inc. created National Roanoke Beautification Day as an annual holiday.

National Roanoke Community Beautification Day is a day for Southwest Virginia residents, families and visitors to come together to beautify homes, parks, and neighborhoods for a better Roanoke. This day speaks to the love Southwest Virginians share for one another that should resonate around the world.

SCHEDULE

2021 NATIONAL ROANOKE COMMUNITY BEAUTIFICATION DAY HOST EMCEE HONORABLE COUNCILMEMBER JOE COBB [14TH ST. NW]

9:00am – 4:00pm	<p>National Roanoke Community Beautification Day is a day for Southwest Virginia residents, families and visitors to come together to beautify homes, parks, and neighborhoods for a better Roanoke. This day speaks to the love Southwest Virginians share for one another that should resonate around the world.</p> <p><i>VASH Developers, through The VASH Veterans Affordable Senior Housing Charitable Programs created National Roanoke Beautification Day as an annual holiday to come together.</i></p>
9:00 am	Welcome Address – Honorable Mayor Sherman Lea City of Roanoke
9:10 am	Community Prayer – Rev. Sean Burch Spirit of Unity Baptist Church Singer/Shamyila Dungee
9:15 am	Song “Can’t Stop the Feeling”– 2021 National Roanoke Community Beautification Day Theme Song Song “Thinking Out Loud” By Ed Sheeran.
9:25am	Keynote Address – Jojo Friday Guest of Honor /Founder, President Sisters of Change
9:30 am	Scottie Booker – CEO, Divine Fog Realty, National Real Estate Developer
9:33 am to 12:00 pm	Beautification Activities- Designated Homes and Eureka Park/ Recreation Center Musical Director - DJ Bryan Hancock Beautification Playlist
12:00 pm	<p>AWARD CEREMONY <i>VASH Champions Among Us Awards Ceremony recognizes leaders, companies and individuals that excel at leadership. The 2021 Champions Among Us Award is the premiere annual award that recognizes honors and celebrates the outstanding contributions and achievements of those that lead and demonstrate results in their workforce, workplace, marketplace and communities. Recipients of the awards set the standards of excellence in leadership in community.</i></p>
AWARD HONOREES	
12:00 pm	<p>Awards Ceremony, accompanied by DJ/Musical Director Bryan Hancock</p> <p>2021 Top Corporation <i>VASH Champions Among Us Community Leader Award</i> This prestigious honor recognizes the top corporations that has made a significant and sustained impact and contribution that foster revitalization and beautification in all communities.</p> <ul style="list-style-type: none"> • Lowes Home Improvement Store 0419 Store Manager Lauren Thomas • Kroger Family of Stores • BJ’s Warehouse Store Roanoke VA • Sam’s Club #8220 Roanoke VA • Food Lion Roanoke VA

12:15pm

12:30 pm
12:35 pm
1:00 pm
1:30 pm

Tiffany Jordan
Associate Director of Student Opportunities and Achievement Resources (SOAR),
Office of Inclusion and Diversity at Virginia Tech
2021 Spirit of Excellence Community Leader Award
Inspirer, Motivator and Leader inside and outside of the Community

Rev Sean Burch - Spirit of Unity Baptist Church
2021 Clergy Champion Among Us Community Leader Award
Ministry Leader Community Outreach & Supporter

Jojo Friday, Founder and President Sisters of Change
2021 Community Innovator Champion Among Us Community Leader Award
Community and International Activist

Joshua Payton Elliott
Published Author “A Boy and His Dog: Adventures of Joshua and Masego”
Owner J’s Lemon Squeeze
2021 Young Entrepreneur Champion Among Us Community Leader Award
Entrepreneur and Philanthropist

Andrew Grider
Owner Southern Sun Landscaping
2021 Sustainable Business Champion Among Us Community Leader Award
Entrepreneur, Community Developer

Allyson Davoll
Inspired to Enhance Beauty & Grooming Consultants
2021 Women-Owned Business Achievement Award
Entrepreneur, Mentor, Connector

Andrew Nackley
Nackley’s Landscaping, LLC
2021 Small Business Champion Among Us Community Leadership Award
Entrepreneur, Community Stakeholder

Myra Davis
Ruby’s Cakes & More
2021 Emerging Business Achievement Award
Entrepreneur, Desserts Tastemaker

VASH COMMUNITY LEADER RECOGNITIONS – Honorable Councilmember Joe Cobb
This prestigious recognition honors those who have taken a leadership role in National Roanoke Community Beautification Day and in serving the community.

Community Leadership Recognitions

- Kim Mattson
- Honorable Councilmember Moon Reynolds
- Noel Anderson
- Gregory Thompson/ City of Roanoke Parks & Recreation
- Honorable Councilmember Joe Cobb
- Stan Spiewak
- Decca Knight
- Antonio Hash/ 2021 Sheriff Elect City of Roanoke
- Neitcha Nikki Holmes
- Alyssa Harris
- Courtney Carter Plaster
- Tiffany Lee Jones & Jay Thomas
- Shellanee Marie
- Shamyila Dungee
- Stephanie Varney Williams
- Scottie Booker
- Dr. Toni Vinciguerra
- Bryan Hancock

Community Service Commendations

Honorable U.S. Senator Mark R. Warner
Senior United States Senator from Virginia, first elected in 2008. Member of the Democratic Party, Vice Chair of the Senate Democratic Caucus and Chair of the Senate Intelligence Committee.
Commendations presented by Isaac Sarver | Regional Director Senator Mark R Warner

Closing Remarks – Honorable Councilmember Stephanie Moon Reynolds
Raffle – Michael Anderson
Community Dance Off
Community Music Video



HOST/EMCEE



HONORABLE COUNCILMEMBER JOE COBB - HOST/EMCEE

Roanoke City Councilmember

Joe is a leader and advocate for social justice and brings strong public relations, development, fundraising, and collaborative experience in building community collaborations and partnerships. He has a Master of Divinity degree from Perkins School of Theology in Dallas, Texas, USA, and a Bachelor of Philosophy degree from Southwestern College in Winfield, Kansas, USA. He is currently working toward a Doctor of Ministry degree with Columbia Theological Seminary in Decatur, Georgia.

Joe is co-author of *Our Family Outing: A Memoir of Coming Out and Coming Through*, written with his former spouse, Rev. Leigh Anne Taylor. The book is a unique, two voice narrative of a gay man and straight woman and their journey through marriage, children, coming out, divorce, healing, reconciliation, and creating a new way of being family. Through his life-long work in equality, Joe works every day to create a city where all are welcome and can thrive regardless of gender, gender identity, race, ethnicity, sexual orientation, health, physical ability or religion.

PRESENTERS



WELCOME ADDRESS

HONORABLE SHERMAN P. LEA, SR.

Mayor, City of Roanoke

Sherman P. Lea, Sr. was elected mayor of the city of Roanoke May 3, 2016. Mayor Lea began his political career as a member of Roanoke City council on July 1, 2004, and served 12 consecutive years, holding the position of Vice-Mayor between 2008 and 2010.

Mayor Lea has been involved in numerous civic and volunteer activities as well as committees, programs, and initiatives including:

Member, Virginia Probation and Parole Association (VPPA)
Member, National Association of Blacks in Criminal Justice (NABCJ)
Member, Virginia Correctional Association (VCA)
Chair, State Board of Directors, Virginia CARES, Inc

On September 20, 2019, Mayor Lea was inducted into the Virginia Union University Athletic Hall of Fame.

Personally, Mayor Lea is an Associate Minister of Garden of Prayer No. 7. He is married to Clara S. Lea; proud father to Erica L. Rosser and Sherman P. Lea Jr; and loving grandfather to twin granddaughters Jaylen and Mya and grandson Jonathan Jr.



COMMUNITY PRAYER

REV. SEAN BURCH

Spirit of Unity Baptist Church

Rev. Sean Burch was abandoned by his birth parents on a hotel balcony along with his two younger brothers. He was placed in an orphanage at the age of three years old and became a ward of the district (District of Columbia) until he was twenty-one years old. Pastor Burch was blessed to live in one long term foster home until he was about fourteen years old, then he started going to various foster homes and one group home.

Rev. Burch graduated from the Prince George's County Public Schools in Greenbelt, Maryland. He attended college and holds a Master of Divinity degree from the Samuel DeWitt Proctor School of Theology of Virginia Union University located in Richmond, Virginia. Rev. Burch married the love of his life of seventeen years, M. Anita Burch, and from their union they have two wonderful daughters, Amore' and Selena.

Rev. Burch is the pastor of Spirit of Unity Baptist Church located in Cloverdale, Virginia. He loves the Lord and commits to sharing the gospel of Jesus Christ in his ministry context and wherever the Lord may send him to lead people to Christ. Guided by God, Rev. Burch and Spirit of Unity Baptist Church family work together in Christian unity to uplift and serve several localities (Roanoke City, Roanoke County, and Botetourt County).



GUEST OF HONOR: KEYNOTE ADDRESS

JOJO FRIDAY

Founder, President Sisters of Change

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MOTIVATIONAL SPEAKER

SCOTTIE BOOKER

*Founder, Principle Broker and CEO of Divine Fog Realty Company
National Real Estate Developer*

Founder, Principle Broker and CEO of Divine Fog Realty Company, the Fastest Growing Real Estate Firm based in Central and Southwest Virginia.

Scottie Booker, brings over a decade of experience in residential, commercial, and multi-family real estate, sales, and development.

Scottie Booker has a wealth of knowledge and expertise and was a member of Century 21 All-Service's Platinum Club (the highest award for sales volume) for 6 years in a row.

In 2015-2016 Scottie had a sales portfolio of over \$100 million in off-market Class A inventory that consisted of over 730 Apartment Units in Central Virginia. His experience across all of the real estate sectors, as well as owning his own real estate investment firm, which has provided rehabilitation, construction services, and resale, has also allowed him to be one of the premiere real estate investment advisors in our region.

Today Scottie is taking Divine Fog Realty to higher heights expanding its real estate development side to a national level.

He credits his strong faith in God, adherence to biblical principles while doing business, as the source of his success.



CLOSING REMARKS

HONORABLE STEPHANIE MOON REYNOLDS

Roanoke City Councilmember

Stephanie M. Moon Reynolds has served as a member of the Roanoke City Council since January 2021. Prior to being elected to the Council, she was employed with the City of Roanoke for approximately 42 years, during which time she rose to one of the most prominent positions in local government – the Roanoke City Clerk.

Stephanie served as the Roanoke City Clerk and Clerk of the Council for 14 years prior to her retirement in December 2019.

Stephanie's civic engagement and community spirit have resulted in recognitions by the Roanoke Branch NAACP, the Roanoke Chapter of the Southern Christian Leadership Conference (SCLC), and Total Action for Progress and the Roanoke Alumnae Chapter of Delta Sigma Theta Sorority, Inc.

Stephanie serves on several government and non-profit boards, such as the Kiwanis Club of Roanoke, The Salvation Army, Total Action for Progress Project Discovery, Roanoke Alleghany Regional Commission, Roanoke Redevelopment and Housing Authority Council Liaison, Family Services of Roanoke, Roanoke City Council Legislative Committee, and the Roanoke Valley Sister Cities Committee.

Stephanie is married to Earl Reynolds, Jr., and together they have four adult children, four grandchildren and two great grandchildren.

Both Stephanie and Earl are active members of Shiloh Baptist Church in Salem, Virginia.



RAFFLE COORDINATOR

MICHAEL ANDERSON

Licensed Realtor, and VP of Operations for VASH Developers LLC.

Anderson manages and oversees all aspects of development and his responsibilities include sourcing, negotiating and managing acquisition opportunities, site acquisition, and obtaining entitlements.

Mr. Anderson has a M.S. Quality Assurance, B.S. in Industrial Engineering, ISO 2001 Auditor Certification, and University Southern California Marshall School of Business Certification in Advanced Business Management and is a certified notary public.

Mr. Anderson has held extensive management positions during the past twenty-years in the private sector including Operations Manager for an international firm which allowed completion of specialized training in Japan.

Executive Facilities Manager of multi-million dollar firm in California specializing in commercial and residential new construction and rehabilitation projects throughout California, Arizona, Georgia, North Carolina and Utah.

Mr. Anderson has been featured in award winning DyNAMC Leaders for a Changing World Magazine™

Mr. Anderson serves as the National Association of Minority Companies Inc. Chair of the Events/Award/ Nominations Committee.

ENTERTAINMENT



BRYAN HANCOCK

Founder, President Blaque Light Productionz

Bryan "Harvest Blaque" Hancock is an actor, DJ, Slam poet and musician. Bryan works at The Jefferson Center music lab as their lead Hip-Hop studies teacher. His acting credits include the webseries "Tuned Out T.V." and Showtimers production of "12 Angry Men", Hollins Playwright's festival "Pheromones". He is currently a cast member of The Big Lick Conspiracy Comedy Troupe. Harvest also is the Host/ Curator of the bi-weekly poetry show Soul Sessions. For 6 years Soul Sessions has been the peaceful,creative hub for all walks of life. Soul Sessions is an open space for one to let their soul be free and their voice be heard through open mic poetry. We are housed in Morning Brew Coffee located 110 Salem Ave SE Roanoke,Va.

The Official Harvest Blaque Website is up with exclusive Album previews, Merch section and my "Unapologetic Blog" which won't be for the soft culture. My mindset as of late has been take it or leave it so it will be very blunt and unfiltered. Also check for exclusive original music videos and band updates <http://officalharvestblaque.com/>



SHAMYILA DUNGEE

Singer/Local Talent Entertainment

Shamyila Dungee is a 15 year old student at William Fleming High School, in Roanoke, Virginia. Shamyila has been singing since the young age of 3, and has a lot of vocal experience. Specifically, at the age of 13, she had her very first solo in the Christmas play at her home church, Family Life Roanoke, at 14, she sang the National Anthem at the Spooky Sprint Marathon sponsored by her after-school program, and won 1st place at the 2018 Henry Street Festival Talent Show, in Roanoke, Virginia. Also, while attending Breckinridge Middle School, she was a part of the All District Choir for 2 years. Shamyila has been asked to sing in weddings, as well as other community programs, and although she still has some practicing to do on performance, she really loves singing!

CAN'T STOP THE FEELING

Got this feeling inside my bones
It goes electric, wavey when I turn it on
All through my city, all through my home
We're flying up, no ceiling, when we're in our zone

I got that sunshine in my pocket,
Got that good song in my feet
I feel that hot blood in my body when it drops, uuh
I can't take my eyes up off it, moving so phenomenally
You gon' like the way we rock it, so don't stop

Under the lights when everything goes
Nowhere to hide when I'm getting you close
When we move, well, you already know
So just imagine, just imagine, just imagine

Nothing I can see but you when you dance, dance, dance
Feeling good, good, creeping up on you
So just dance, dance, dance, come on
All those things I should do to you
But you dance, dance, dance
Ain't nobody leaving soon, so keep dancing

I can't stop the feeling!
So just dance, dance, dance
I can't stop the feeling!
So just dance, dance, dance,
Come on

Uuh, it's something magical
It's in the air, it's in my blood, it's rushing on
I don't need no reason, don't need control
I fly so high, no ceiling, when I'm in my zone

'Cause I got that sunshine in my pocket
Got that good song in my feet
I feel that hot blood in my body when it drops
I can't take my eyes up off it, moving so phenomenally
You gon' like the way we rock it, so don't stop

Under the lights when everything goes
Nowhere to hide when I'm getting you close
When we move, well, you already know
So just imagine, just imagine, just imagine
Nothing I can see but you when you dance, dance, dance
Feeling good, good, creeping up on you
So just dance, dance, dance, come on
All those things I should do to you
But you dance, dance, dance
Ain't nobody leaving soon, so keep dancing

I can't stop the feeling
So just dance, dance, dance
I can't stop the feeling
So just dance, dance, dance
I can't stop the feeling
So just dance, dance, dance
I can't stop the feeling
So keep dancing, come on
I can't stop the
I can't stop the
I can't stop the
I can't stop the
I can't stop the feeling

Nothing I can see but you when you dance, dance, dance
(I can't stop the feeling)
Feeling good, good, creeping up on you
So just dance, dance, dance, come on
(I can't stop the feeling)
All those things I should do to you
But you dance, dance, dance
(I can't stop the feeling)
Ain't nobody leaving soon, so keep dancing

Everybody sing
(I can't stop the feeling)
Got this feeling in my body
(I can't stop the feeling)
Got this feeling in my body
(I can't stop the feeling)
Wanna see you move your body
(I can't stop the feeling)
Got this feeling in my body
Break it down
Got this feeling in my body
Can't stop the feeling
Got this feeling in my body, come on

2021

National Roanoke Community

BEAUTIFICATION DAY

Theme Song

CAN'T STOP THE FEELING

CAN'T STOP THE FEELING
WRITERS-TIMBERLAKE, JUSTIN R.; SANDBERG, MARTIN KARL; SCHUSTER,
JOHAN KARL; 2016 UNIVERSAL MUSIC PUBLISHING

AWARD HONOREES

2021 TOP CORPORATION COMMUNITY LEADER AWARD



LAUREN THOMAS
Store Manager
Store #419
Roanoke, VA

LOWES HOME IMPROVEMENT STORE

As a home improvement company, Lowe's is uniquely suited to make an impact where it counts: our homes and communities!

This is Lowe's Home Improvement Roanoke second Top Corporation Community Leadership Award

Lowe's Companies, Inc. doing business as Lowe's, is an American retail company specializing in home improvement. Headquartered in Mooresville, North Carolina, the company operates a chain of retail stores in the United States and Canada. As of February 2021, Lowe's and its related businesses operates 2,197 home improvement and hardware stores in North America.

Lowe's is the second-largest hardware chain in the United States (previously the largest in the U.S). It is also the second-largest hardware chain in the world.

The current CEO is Marvin Ellison.



KROGER FAMILY OF STORES

The Kroger Company, is an American retail company founded by Bernard Kroger in 1883 in Cincinnati, Ohio and whose current CEO and Chairman is Rodney McMullen. It is the United States' largest supermarket by revenue, and the second-largest general retailer. Kroger is the fourth largest American-owned private employer in the United States.

Kroger maintains markets in 35 states and the District of Columbia, with store formats that include hypermarkets, supermarkets, superstores, department stores, and 154 jewelry stores. Kroger-branded grocery stores are located in the Midwestern and Southern United States.

The Kroger Co. Family of Stores includes: Baker's, City Market, Dillons, Food 4 Less, Foods Co, Fred Meyer, Fry's, Gerbes, Harris Teeter, King Soopers, Jay C Food Store, Kroger, Pay-Less Super Markets, QFC, Ralphs, and Smith's Food.



BJ'S WAREHOUSE STORE ROANOKE VA

BJ's Wholesale Club Holdings, Inc., commonly referred as BJ's, is an American membership-only warehouse club chain.

BJ's operates 216 BJ's clubs in 17 states and employs approximately 25,000 team members (both full- and part-time). Clubs are found in Maine, New Hampshire, Massachusetts, Delaware, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida, Ohio, and Michigan.

BJ's clubs offer special services to members, such as car rentals, gas stations, home heating oil, propane filling, and vacation packages. These services vary from location to location.

The current CEO is Bob Eddy.



SAM'S CLUB #8220 ROANOKE VA

Sams Club was founded in 1983 and named after Walmart founder Sam Walton.

Sams Club is an American chain of retail warehouse clubs who provide merchandise and services for business owners and consumers. It is run by Walmart Inc. The line of products sold by this company includes jewelry, designer goods, sunglasses, crystal and collectibles, electronics, floral, apparel, food, and meats. Sam's Club manufactures and distributes items under a variety of private labels like Simply Right, Member's Mark, Bakers & Chefs, Daily Chef, and Sam's Club, and Richelieu Foods. It has over 100,000 employees working and handling nearly 600 locations.

Current CEO is Kathryn McLay.



FOOD LION ROANOKE VA

Food Lion is an American grocery store chain founded in 1957 headquartered in Salisbury, North Carolina, that operates over 1100 supermarkets in 10 states of the Mid-Atlantic and Southeastern United States, employing over 63,000 people. The current President is Meg Ham.

For 20 consecutive years, Food Lion has been named Energy Star Partner of the Year and has received the Sustained Excellence Award for 18 consecutive years for its sustainability efforts.

In partnership with parent company Ahold Delhaize USA, Food Lion aims to commit to heightened sustainability efforts, which include greater food transparency by 2025; reducing food waste by 50% by 2030 via composting, recycling and animal feed; and a 50% reduction in carbon emissions from its operations and supply chains by 2030.

Food Lion stores can currently be found in Delaware, Georgia, Kentucky, Maryland, North Carolina, Pennsylvania, South Carolina, Tennessee, Virginia, and West Virginia.

Food Lion's sister chains include Giant-Carlisle, Giant-Landover, Hannaford Brothers, Martin's Food Markets and Stop & Shop.

"This is Our Home. That's Our Food Lion":



TIFFANY JORDAN

2021 SPIRIT OF EXCELLENCE COMMUNITY LEADER AWARD

Associate Director of Student Opportunities and Achievement Resources (SOAR), Office of Inclusion and Diversity at Virginia Tech

Tiffany Jordan is a native of Roanoke, Virginia and a proud graduate of William Fleming High School. She graduated from Wake Forest University in 2012 with a Bachelor's degree in Sociology and a minor in Women and Gender Studies. After college, she joined Teach for America, an organization dedicated to improving the education of children from low-income communities, where she taught high school history in Charlotte, NC. In 2014, she began her Master's degree at Cornell University in Ithaca, NY, where she focused on the pipeline from schools to prisons and efforts to decrease the mass incarceration of African-Americans in the United States. During her time at Cornell, she took a sabbatical to work at D.C. Public Schools and the White House under President Barack Obama. In 2016, she graduated from Cornell University with a Master's in Public Administration. In August of that year, she became a 2016 Teach for America Capitol Hill Fellow where she worked for Congresswoman Niki Tsongas on education policy, healthcare, criminal justice reform and civil rights issues. In 2017 she returned home with a desire in her heart to impact change. Since then, she has been involved in numerous projects, including bringing Upward Bound back to Roanoke City, serving on multiple boards throughout Roanoke Valley and working to bring--and keep-- minority teachers in Roanoke. She is also a proud member of the Roanoke Alumnae Chapter of Delta Sigma Theta Sorority, Inc. Tiffany currently serves as the Associate Director of Student Opportunities and Achievement Resources (SOAR), a division of the Office of Inclusion and Diversity at Virginia Tech. The primary goal of her work is dedicated to helping to recruit and retain traditionally underrepresented minority students at Virginia Tech. Tiffany lives by a quote from former New York Congresswoman, Shirley Chisholm, that "Service is the rent we pay for the privilege of living on this Earth."



REV. SEAN BURCH

2021 CLERGY CHAMPION COMMUNITY LEADER AWARD

Spirit of Unity Baptist Church

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JOJO FRIDAY

2021 COMMUNITY INNOVATOR COMMUNITY LEADER AWARD

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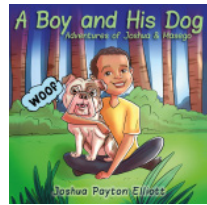
JOSHUA PAYTON ELLIOTT
2021 YOUNG ENTREPRENEUR COMMUNITY LEADER AWARD

*Published Author "A Boy and His Dog: Adventures of Joshua and Masego"
Owner J's Lemon Squeeze*

Joshua Payton Elliott is a vibrant eight-year-old with a lot of energy. He is the son of Byron and Charnika Elliott and is a student of Noah-Christian Academy (named after his two deceased brothers), owned and operated by his mother. He has two older siblings, Devante & Promyssa. He enjoys karate, singing, dancing, playing the drums, football and building with his hands. He is an active member of his church, New Life Christian Fellowship of Salem and participates in the youth choir and praise dance team. Those who know Joshua can share stories of his wit and charm along with his joy to entertain. He knows every Michael Jackson song and dance move and is always eager to put on a show for his family. He also became successful as a young, karate student receiving up to the blue belt before he decided to take a break and participate in his passion sport, football. Like most children, Joshua wants to be a lot of things when he grows up a few being a police officer, business owner, NFL football player, YouTube star, engineer and even President of the United States. With his drive and ambition, the sky is the limit.

Due to the pandemic, Joshua, like all children, was unable to attend school daily and venture out freely as before. Joshua and his family had to discover fun and creative ways to still enjoy life but safely. The adventures the family had with their new bulldog, Masego, became Joshua's highlight and those stories sparked the vision of his children's book, A Boy and His Dog: Adventures of Joshua and Masego, which released April of this year. Joshua also spent his summer making a difference. His observance of others in need ignited a spark in him to want to sell lemonade to help feed the homeless. This drive and idea initially originated in young Joshua's heart and mind when he was four years old. Ending the 2019-2020 school year with a required project to create a business idea, he proposed J's Lemon Squeeze. Being the son of a mother who is an educator and entrepreneur, he's had a glimpse of what it takes to start and run your own business. Joshua had a professional lemonade stand set-up at his grandparent's home seeking the community to stop by and get a fresh 16oz cup of lemonade for a \$2.00 donation. His mission was to raise monies to feed those in need. Through his efforts, Joshua raised a little over \$1800 and on multiple occasions fed the homeless with his family. He will continue J's Lemon Squeeze to raise money for those less fortunate while also building his savings account.

Joshua's heart and compassion for others is to be admired and praised. He has a bright future ahead of him!



ANDREW GRIDER - OFFICIAL LANDSCAPING SPONSOR
2021 SUSTAINABLE BUSINESS COMMUNITY LEADER AWARD

Southern Sun Landscaping LLC/ Owner

Andrew Grider, born in 1998, grew up in a military family and had the privilege of living in many different areas of the world while growing up. In 7th grade his family finally settled down in Roanoke, VA. Graduating from Cave Spring High School in 2016 as valedictorian, he began studying Building Construction at Virginia Tech. While in his second year of college, Andrew started Southern Sun Landscaping in 2017. After finishing his second year of college, Andrew dropped out to focus on his business. Priding himself on offering his customers excellent service, he has won awards such as being named top 10 "Best Local Company for Home Services" by WSLS in 2019. His entrepreneurial spirit continues to leave him hungry leading to the creation of other companies such as Global Disinfecting, where Andrew acts as CEO. Andrew continues to use his ingenuity and leadership skills to manage and grow his current businesses while also planning to launch other companies under the Southern Sun brand.



ALLYSON DAVOLL
2021 WOMEN OWNED BUSINESS ACHIEVEMENT AWARD

President.CEO Inspired to Enhance Beauty & Grooming Consultants

Allyson Davoll has been in the beauty industry since graduating from high school with a cosmetology accreditation. After completing studies in business and marketing at Virginia Union University, Davoll continued to follow her passion in cosmetology and began her career assisting in a hair salon in Silver Spring, MD. She quickly advanced into management positions in Washington DC, motivating her to start her own beauty business consulting agency, appropriately called "Inspired to Enhance Consulting Group". Davoll, dedicated the years that followed to both furthering her education in the beauty industry and mentoring others; which included independent contractor and stylist. Inspired to Enhance brand features services for all hair textures and styles, as promoted by Davoll's passion for diversity and inclusion.

Inspired to Enhance Beauty and Grooming Consultants is located in Salem VA, and in Valley View Mall in Roanoke VA and Inspired to Enhance Lexington is located in Lexington VA.



ANDREW NACKLEY - LANDSCAPING SPONSOR
2021 SMALL BUSINESS LEADERSHIP AWARD

Nackley's Landscaping, LLC/Owner

Born and raised in the Roanoke valley, Andrew Nackley is the owner and operator of Nackley's Landscaping. Andrew started Nackley's Landscaping in 2017 while attending Virginia Western Community College in an integrated environmental science program. Through the years Nackley's Landscaping has expanded to a licensed and insured full service Landscaping/ Hardscaping company. Andrew is proud and grateful to run a locally owned and operated small business in the beautiful Roanoke Valley.



MYRA DAVIS
2021 EMERGING BUSINESS ACHIEVEMENT AWARD

Owner, Ruby's Cakes & More

Myra Davis born and raised in Roanoke VA to Gwendolyn Jones and the late Jerry Trigg. Myra is the Mother of two handsome boys Rjai 12 and Malachi 11. She started her career business in 2016 just as something fun to do; however she started seeing how much others enjoyed her delectable desserts. In 2017 she decided to honor the legacy of her Grandmother hence the name Ruby Cakes & More. She is now working on phase two of her business.

COMMUNITY LEADERSHIP RECOGNITIONS



KIM MATTSON

Director of Programs/Clean Valley Council

Kimberly has a diverse background in ecology and environmental science. Her interest in the natural world began when she learned about animal habitats in elementary school. This curiosity about ecosystems and the natural cycles that sustain them eventually brought her to Virginia Tech to study the impacts of human activities on freshwater streams. Her diverse background in conservation-based research and a lifelong passion for learning have provided a foundation for involvement in community education and citizen science programs. She has experience in science education as well as project management, and enjoys working with diverse communities toward common goals. Her role as Director of Programs focuses on promoting partnerships and programs that support sustainability and environmental education.

Kimberly has a degree in Biology from Temple University, and graduate degrees in Fish and Wildlife Conservation from Michigan State University and Virginia Tech. She currently volunteers with the Boy Scouts Association as an Assistant Scout Leader and is a member of the North Cross Parent Teacher Association. She lives in Roanoke with her family and three dogs. When she is not working, you will find her enjoying the great outdoors-hiking, camping, or kayaking.



HONORABLE STEPHANIE MOON REYNOLDS

Roanoke City Councilmember

Stephanie M. Moon Reynolds has served as a member of the Roanoke City Council since January 2021. Prior to being elected to the Council, she was employed with the City of Roanoke for approximately 42 years, during which time she rose to one of the most prominent positions in local government – the Roanoke City Clerk.

Stephanie served as the Roanoke City Clerk and Clerk of the Council for 14 years prior to her retirement in December 2019.

Stephanie's civic engagement and community spirit have resulted in recognitions by the Roanoke Branch NAACP, the Roanoke Chapter of the Southern Christian Leadership Conference (SCLC), and Total Action for Progress and the Roanoke Alumnae Chapter of Delta Sigma Theta Sorority, Inc.

Stephanie serves on several government and non-profit boards, such as the Kiwanis Club of Roanoke, The Salvation Army, Total Action for Progress Project Discovery, Roanoke Alleghany Regional Commission, Roanoke Redevelopment and Housing Authority Council Liaison, Family Services of Roanoke, Roanoke City Council Legislative Committee, and the Roanoke Valley Sister Cities Committee.

Stephanie is married to Earl Reynolds, Jr., and together they have four adult children, four grandchildren and two great grandchildren.

Both Stephanie and Earl are active members of Shiloh Baptist Church in Salem, Virginia.



NOEL ANDERSON

Founder and Director of Anderson Music Therapy Services

Noel Anderson is a board certified music therapist, neurologic music therapist, and certified teacher of music who has been empowering children through older adults through the power of music for over 14 years. She is the founder and director of Anderson Music Therapy Services, a private practice serving individuals with developmental disabilities, neurologic disorders, and children in foster care. Before founding her private practice, she established and developed a full-time school-based music therapy program for children through adults. She's passionate about partnering with community leaders to bring awareness and accessibility for people with disabilities.



GREGORY THOMPSON

Park Management Coordinator Roanoke Parks and Recreation

Greg came to the Roanoke Parks and Recreation Department in July of 2016 as an Athletics Program Supervisor and transitioned into his new role as the Park Management Coordinator in April of 2020. Greg has been working in the field of Parks and Recreation since 2007 and graduated from North Carolina State University with a degree in Parks, Recreation and Tourism Management. Greg is also a Certified Parks and Recreation Professional through the National Recreation and Parks Association. He is an avid fan of all North Carolina State University sports and enjoys spending his free time with his wife and two children; doing anything from playing on one of the local playgrounds to running on the greenway, fishing or walking his two dogs. Greg is looking forward to continuing his work within the City of Roanoke Parks and Recreation Department and providing all citizens with a positive and rewarding experience within the park system.



HONORABLE JOE COBB - HOST/EMCEE

Roanoke City Councilmember

Joe is a leader and advocate for social justice and brings strong public relations, development, fundraising, and collaborative experience in building community collaborations and partnerships. He has a Master of Divinity degree from Perkins School of Theology in Dallas, Texas, USA, and a Bachelor of Philosophy degree from Southwestern College in Winfield, Kansas, USA. He is currently working toward a Doctor of Ministry degree with Columbia Theological Seminary in Decatur, Georgia.

Joe is co-author of *Our Family Outing: A Memoir of Coming Out and Coming Through*, written with his former spouse, Rev. Leigh Anne Taylor. The book is a unique, two voice narrative of a gay man and straight woman and their journey through marriage, children, coming out, divorce, healing, reconciliation, and creating a new way of being family. Through his life-long work in equality, Joe works every day to create a city where all are welcome and can thrive regardless of gender, gender identity, race, ethnicity, sexual orientation, health, physical ability or religion.



STAN SPIEWAK

*Licensed Realtor
Berkshire Hathaway Home Services*

Stan has an ABR designation and holds a Bachelor's Degree from Anna Maria College in Criminal Justice. Growing up in Massachusetts with two brothers, Stan is close to his family and moved to Roanoke in 2013 to be closer to his parents in Moneta and his brothers. He has had an impressive 165 career home sales and over 5.5 million in sales last year. A member of the RVAR, VAR, and NAR, he currently lives in Roanoke. Stan enjoys the outdoors, driving his Jeep, the Salem Red Sox baseball team, his cat Munchkin, attending local concerts, and travel! Member of Roanoke Valley Association of Realtors Community Service Committee, he has also served for 5 years on the Community Service Committee. He credits his success and work ethic on his strong faith.



DECCA KNIGHT

Founder, Standing for Equity in the Roanoke Valley (SERV)

Decca Knight is a Licensed Professional Counselor, Licensed Professional School Counselor, National Certified Counselor, and a Certified Clinical Trauma Practitioner. Decca has 15 years of experience in the mental health field and has worked in the school system, private practice, and as a consultant to various agencies, organizations, and school systems. Currently Decca works as the Coordinator of Trauma-Informed Care and Elementary Counseling for Roanoke City Schools while managing her consulting firms, Blue Ridge Parenting and Connected Child Consulting. Decca is also a 10 year breast cancer survivor and volunteers extensively as a medical and legislative advocate with numerous cancer non-profits including Susan G. Komen, Young Survivor's Coalition, and the National Breast Cancer Coalition. Decca is the founder of Standing for Equity in the Roanoke Valley (SERV), a non-profit that promotes equity and inclusion in the Roanoke Valley. Decca serves on various Boards of Directors and has been awarded the "Golden Halo" award by Children's Trust for preventing child abuse in the Roanoke community as well as the Humanitarian and Caring Person Award for the Virginia Counselors Association.



ANTONIO HASH

*Founder, You Be You Gospel Entertainment
2021 Sheriff Elect City of Roanoke*

Antonio Hash is the son of Gloria Baker and Jack Hylton. He is a proud graduate of William Fleming High School, class of 1998. At an early age, he started his leadership skills with directing various choirs and youth groups in the community. Antonio has been employed as a Deputy Sheriff in the Roanoke City Sheriff's Office since 2008. His desire is to have a positive influence on the community where he lives and to help those who face hardships with the criminal justice system.

In 2011, Antonio Hash founded You Be You Gospel Entertainment. He dreamed of establishing a business that would utilize all of the talents God has given him. It was his desire to create an organization that is best known for doing things "out of the box." This business is guided by a spiritual belief that everyone has a purpose on earth, and we are all called to serve in some capacity. In September 2015, he launched the T-shirt brand, UBU and I'll Be Me. Which states, "you have the right to be who God has created you to be." You Be You is intent on meeting their obligations to be engaged within the community, local businesses, and churches to create a positive corporate force in the Roanoke Valley and surrounding communities.

While working in the law enforcement role, UBU has been given the opportunity to partner with the Lea Youth Basketball League. For the last three years, UBU has been able to make sure the youth in our community are fed while attending this summer league. UBU's goal and mission is to make sure a hundred or more families are fed during the Thanksgiving holiday. Also, every Christmas, UBU and the community at large, provide toys, clothing, shoes, and food for 150 families that may need the support during these troubling times. In 2019, Antonio was awarded a Ceremonial Key to the City to honor his contributions to his local community and surrounding areas. In the City of Roanoke, the act of receiving the Key to the City is the highest form of municipal honor. It is symbolic and was presented by Mayor Sherman Lea on behalf of the City Council. Antonio is a philanthropist, motivational speaker, and entrepreneur, whose trove of accomplishments is as big as his heart.

Hash said, "Giving back to the community was how I grew up, and it defines me. My goal in life is to inspire others to give back any way they can, not because they have to, but because they want to." UBU and I'll Be Me!



NEITCHA NIKKI HOLMES

Community Service Advocate

Nikki started her love affair with the environment and animals from birth. She loves being involved with so many like-minded people that share the same passions. Nikki grew up being a part of her family's vocation, animal rescue. The Sanctuary for Animals and the sister company Dawn Animal Agency as a head trainer before moving to Virginia 10 years ago. when she is not working she can be found out somewhere, whether camping, competitive shooting, kayaking, playing paintball, or spending time With The Roanoke Kennel Club. Nikki lives with her husband in Old Southwest and has a daughter living in California.



ALYSSA HARRIS

Volunteer Lead/Community Advocate

Alyssa is a Danville native and has lived in the Roanoke area for the past 5 years. She is a licensed CNA and medication assistant. She is dedicated to the health care field and has focused on working with the elderly for the past 7 years.

Although young herself, Alyssa has been actively involved with special needs children over the last 15 years. She has volunteered with the Roanoke Special Olympics and numerous community service causes.

She is a member of the Galilean House of Worship and has been a part of the liturgical dance team since age 11.

She is currently completing the birthing doula certification.



COURTNEY CARTER PLASTER

Executive Director Clean Valley Council

Courtney grew up playing in the creeks and woods of Martinsville, VA. Environmental stewardship has been a part of Courtney's life since she was old enough to catch her first ladybug, frog, toad, and salamander. In elementary school, she remembers winning a Keep Virginia Beautiful poster contest and still believes wholeheartedly in the "Don't Be a Litterbug" slogan.

While attending Randolph-Macon Woman's College (now Randolph College) in Lynchburg, she majored in biology. During that time, she was a member of a club that installed the first can crushers in dorms in an effort to get more students involved in recycling.

Roanoke has been Courtney's work home for 20 years while residing in Smith Mountain Lake with her husband, two daughters, and a menagerie of pets.

For 31 years she has worked in four non-profit museums in research, collections, publications, and education. She has also served on the Roanoke STEAM Day Committee for the past six years.



TIFFANY LEE JONES

Owner, Legacy Photography

Owner of Legacy Photography, a company based out of Roanoke, Virginia.

Her life's joy is creating photographs that tell stories of moments and happenings in her clients' lives. She is grateful everyday to have such a fulfilling career, where she gets to use her creativity to enhance people's lives. She loves to be challenged and will embrace any opportunity to grow and hone her skills as a photographer.

Whether her shoot is portrait, event, corporate, wedding, product, or family, Her approach each session is with attention, honesty, and love. She puts her heart and soul in her work, and it shows in her photographs.

When not shooting, she loves to travel, and spend time with her large family, partner, and three bunnies.



SHELLANEE MARIE

Motivational and Community Advocate

Shellanee Marie is a San Diego native now living in North Carolina to pursue developing environmental sustainable living alternatives including shipping container homes. She uses her voice and presence to inspire, encourage and motivate others whether through her podcast Chit My Chat, inspirational videos via Instagram and by being present authentically.

Her goal is to encourage others that life is not a race and that every pit stop or detour in life has a lesson to teach. As a writer, narrator, podcaster, and all-around creative, Shellanee believes that you can always create your own opportunities and she always has.

Shellanee also is creative and passionate about being the source to bring the media. In a field where the possibilities are endless she strives to capture the fragments in time that will never be relived but with her craft can be remembered. With experience ranging from intimate moments such as childbirths, and weddings to concerts and portfolio sessions she is yet still humble. She has had the pleasure to capture Jamie Foxx, Tony Rock, Jill Scott, Kelly Rowland, Tyrese, and many other talented artists in 2011 alone.

Shellanee Brock is the President of SheMarie Photography.

Shellanee is a photographer for NAMCO and DyNAMC Leaders for a Changing World Magazine.



SHAMYILA DUNGEE

Singer/Local Talent Entertainment

Shamyila Dungee is a 15 year old student at William Fleming High School, in Roanoke, Virginia. Shamyila has been singing since the young age of 3, and has a lot of vocal experience. Specifically, at the age of 13, she had her very first solo in the Christmas play at her home church, Family Life Roanoke, at 14, she sang the National Anthem at the Spooky Sprint Marathon sponsored by her after-school program, and won 1st place at the 2018 Henry Street Festival Talent Show, in Roanoke, Virginia. Also, while attending Breckinridge Middle School, she was a part of the All District Choir for 2 years. Shamyila has been asked to sing in weddings, as well as other community programs, and although she still has some practicing to do on performance, she really loves singing!



STEPHANIE VARNEY WILLIAMS

Managing Broker Divine Fog Realty

If you are looking for experience, integrity and dedication to customer service – look no further. Stephanie has been a licensed Realtor since 2008, and is proud to manage an exceptional team of the best Realtors Divine Fog Realty Company in the Roanoke Valley. 540 725-7777 4097 Electric Rd, Roanoke, VA 24018.

With a background in marketing, finance and property management, Stephanie has the skills and experience to help you make the right decisions – whether buying or selling a home. Her commitment to personal service and utilization of the latest technologies will ensure the best experience possible, as her clients will attest. In fact, since beginning her career as a REALTOR she has won multiple awards, including Rookie of the Year. Stephanie is most proud of the Service Awards that she has won as a result of customer satisfaction surveys! She has been a licensed broker since 2012.

Prior to becoming a REALTOR Stephanie worked for a property management company in Seattle WA where she was responsible for leasing apartment homes, contracts and collections, leading the maintenance team to win "Most Improved Property" in the Pacific Northwest, as awarded by FOR RENT Magazine. She also worked with furniture and home design companies to stage vacant properties for tours. After moving from the Northwest Stephanie spent 9 years working with a finance management company left there as the Senior Regional Account Manager, and still maintains contacts with her colleagues and clients.

On a personal note, Stephanie is married to her husband of 27 years, Curtis. They have one daughter in elementary school and live on a country road in Franklin County, VA. Stephanie and Curtis have lived in various states due to job transfers and Curtis' service in the United States Navy. But they are both native to Virginia, and chose the beautiful Roanoke Valley as the place to "settle down". Stephanie enjoys boating on Smith Mountain Lake, scuba diving, cooking and interior design.



SCOTTIE BOOKER

*Founder, Principle Broker and CEO of Divine Fog Realty Company
National Real Estate Developer*

Founder, Principle Broker and CEO of Divine Fog Realty Company, the Fastest Growing Real Estate Firm based in Central and Southwest Virginia.

Scottie Booker, brings over a decade of experience in residential, commercial, and multi-family real estate, sales, and development.

Scottie Booker has a wealth of knowledge and expertise and was a member of Century 21 All-Service's Platinum Club (the highest award for sales volume) for 6 years in a row.

In 2015-2016 Scottie had a sales portfolio of over \$100 million in off-market Class A inventory that consisted of over 730 Apartment Units in Central Virginia. His experience across all of the real estate sectors, as well as owning his own real estate investment firm, which has provided rehabilitation, construction services, and resale, has also allowed him to be one of the premiere real estate investment advisors in our region.

Today Scottie is taking Divine Fog Realty to higher heights expanding its real estate development side to a national level.

He credits his strong faith in God, adherence to biblical principles while doing business, as the source of his success.



DR. TONI VINCIGUERRA

*Librarian, Branch Manager
Williamson Road*

For three years, Toni has worked for the Roanoke Public Libraries as the branch manager of the Williamson Road Library. She loves being a member of the Williamson Road community and believes the library is a critical link, providing resources and supporting community development. Prior to being a librarian, Toni served as a high school English teacher working to provide an equitable education to students from lower socioeconomic backgrounds. Throughout her career, Toni has found meaning through encouraging resiliency among teens and families. As a librarian, she has been afforded the opportunity to be immersed in a diverse community, be a source of knowledge, and assist in uplifting the neighborhood.



BRYAN HANCOCK

Founder, President Blaque Light Productionz

Bryan "Harvest Blaque" Hancock is an actor, Dj, Slam poet and musician. Bryan works at The Jefferson Center music lab as their lead Hip-Hop studies teacher. His acting credits include the webseries "Tuned Out T.V." and Showtimers production of "12 Angry Men", Hollins Playwright's festival "Pheromones". He is currently a cast member of The Big Lick Conspiracy Comedy Troupe. Harvest also is the Host/ Curator of the bi-weekly poetry show Soul Sessions. For 6 years Soul Sessions has been the peaceful,creative hub for all walks of life. Soul Sessions is an open space for one to let their soul be free and their voice be heard through open mic poetry. We are housed in Morning Brew Coffee located 110 Salem Ave SE Roanoke,Va.

The Official Harvest Blaque Website is up with exclusive Album previews, Merch section and my "Unapologetic Blog" which won't be for the soft culture. My mindset as of late has been take it or leave it so it will be very blunt and unfiltered. Also check for exclusive original music videos and band updates <http://officalharvestblaque.com/>



Community Service Commendations

ISAAC SARVER REGIONAL DIRECTOR

Representing Honorable US Senator Mark R Warner

Senior United States Senator from Virginia, first elected in 2008. Member of the Democratic Party, vice chair of the Senate Democratic Caucus and chair of the Senate Intelligence Committee. Commendations presented by Isaac Sarver | Regional Director Senator Mark R Warner

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