



Main Street News

Fall 2011

www.wraba.org

ROANOKE GREEK FESTIVAL'S 6TH ANNUAL EVENT

The Greek community of SW Virginia invites you to the 6th Annual Roanoke Greek Festival to be held on September 16th, 17th and 18th. The festival will be held at Holy Trinity Greek Orthodox Church, 30 Huntington Boulevard rain or shine.

Last year, over 24,000 people attended the three day cultural event. Although taking place in Roanoke, the festival boasts a regional draw with supporters from Blacksburg, Lynchburg, Harrisonburg and other nearby communities.

Our festival is a cultural event that shares our well-known cuisine such as souvlaki, gyro, pastichio, moussaka, dolmades, spanakopita, tiropita, baklava and other delicious pastries. We



also feature our Greek drinks including wine, beer and coffee. The Kosta Kas-

tanis Band will be our featured Greek band this year along with traditional dancing performed by our young dance group. Visitors are also able to purchase a variety of imported items in our "Agora" (marketplace) which has vendors selling fine gold, silver jewelry, clothing, pottery,



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CITY OF ROANOKE READDRESSES STORM WATER MANAGEMENT BY EDUCATING COUNCIL & THE PUBLIC ON AN UNFUNDED MANDATE

By Christopher Blakeman, Environmental Administrator, City of Roanoke

"Since the 1970's great strides have been made in cleaning up our nation's waters, but the unfortunate truth is that many remain polluted.

This residual impairment of our waters adversely affects communities through; increased costs for drinking and waste water treatment, restrictions on aquatic recreation and fish consump-

tion, and by reductions in the economic vitality of commercial fisheries and the related businesses that support that industry. While the sources of this residual pollution are varied, a primary contributor is the storm water run-off that comes from the municipal storm sewer systems that drain rainwater from urbanized population centers. Because the rainwater that flows to our storm sewer system is not

treated, any pollutants that it carries get routed directly to local waterways. With these facts in mind, business owners and operators should examine their facilities and operations to ensure that storm water is not likely to carry contamination from their sites into the storm sewers.

Because municipal storm sewers are a residual water pollution source, the City of Roanoke, like all

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2011-2012

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FROM THE DESK OF WRABA'S EXECUTIVE DIRECTOR

STORM WATER MANAGEMENT, AN ISSUE WORTH YOUR TIME AND EFFORT



Wendy J. Jones,
WRABA Executive Director

**Williamson
Road**

**Over 150
Businesses**

To Serve you!



Unfunded Mandates burden
localities

*Williamson Road - Over 150
Businesses to serve you!*

In 1972 the 92nd Congress of the United States passed the primary act governing water pollution in our nation, The Clean Water Act (CWA). Major amendments were made in both 1977 and 1987. The goal of this act is to eliminate releases of high amounts of toxic substance into water and thus eliminating additional water pollution. Major milestones were set to be reached in 1983 & 1985. Why, you ask, am I reviewing these facts? Simple, it is this act that has resulted in what we, not just Roanoke City but all of our area, facing today; an unfunded mandate from federal and state alphabet soup agencies beginning with the EPA.

The National Pollutant Discharge Elimination System (NPDES) is a permit system regulating what is termed "point sources" of pollution. Included in these point sources are industrial facilities, government facilities, agricultural facilities and municipal governments, such as Roanoke City, Roanoke County, Botetourt County and so forth. These point sources may not discharge pollutants to waters, such as the Roanoke River, without a permit. Point Source pollution has been improved dramatically. The next step for the EPA is to deal with non point source pollutants (storm water runoff).

NPDES is managed by the EPA in partnership with state environmental agencies. There are 46 states authorized to issue NPDES permits, which is another way to say that the states are paying for the mandate. Having said that, there was a system of grants for the construction of sewer treatment plants, but not storm water drainage which must be separate. Permits were done in phases. Phase I localities have populations that exceed 250,000. Roanoke and all surrounding areas are Phase II localities with populations between 100,000 and 250,000. These Phase designations also indicate the timeline in which each locality must be in compliance with regulations. It also seems to be of interest when comparing how similar size localities handle the implementation of the compliance. There are other Phase designations, but they do not affect the topic for our considerations.

In 1990 Virginia, in reaction to the EPA, began regulating storm water. This coincided with the extension of the CWA regulations to cover storm water discharge. 1991's General Assembly authorized localities to establish storm water utilizes with fees. In July of 2003 the City of Roanoke was issued a Phase II Municipal

Separate Storm Sewer System (MS4) permit; a 5 year permit that was renewed in 2008. December of 2010 found the EPA issuing a "pollution diet" for the Chesapeake Bay which increased the regulation of storm water. In October 2011 new Virginia Construction related Storm Water Management regulations go into effect, meaning the City will be issuing and enforcing all construction storm water permits and collecting fees the Commonwealth had been handling.

Moving forward to what we are facing, the City will have a new MS4 permit in July 2013 under which the City will assess and control for pollutants. By July 1, 2014 the City of Roanoke must take over programs that have been run by the Commonwealth. What this means to you and I, we need to be aware of our pollution. Our dog waste to our business practices. In addition to protecting your environment, there may be funding issues which will result in fees and/or taxes to pay for the program.

WRABA will continue to research and provide information on this important topic. Your attention and input is required for the best possible solution.



ROANOKE COUNTY PROJECTS UPDATE

Submitted by Chris Patriarca, Roanoke County Planning Department

PETERS CREEK/HOLLINS COMMUNITY PLAN

In early summer 2011 a series of meetings were held to discuss transportation related issues, economic development and general neighborhood concerns within the Peters Creek/Hollins community. Staff worked with citizens in attendance to identify issues in the community and discuss the planning effort in a focused topical sense. It should be noted this area does include the County portion of Williamson Road.

As part of these meetings, a survey was available to fur-

ther provide feedback about the existing transportation network. This survey allows for citizens to provide feedback about all modes of transportation in the community from road infrastructure to bicycle and pedestrian amenities. A visual preference survey was also available for citizens to react and respond to overall construction aesthetics for a wide range of building types. This survey will help in providing some guidance with regards to aesthetics and overall layout if design guidelines are updated or when a land use application comes before

the planning commission.

Both of the surveys are available on-line through early fall 2011 and can be reached through the following links:

<http://www.surveymonkey.com/s/PCTransportation>

<http://www.surveymonkey.com/s/PetersCreekVPS>

Please contact Chris Patriarca by email at cpatriarca@roanokecountyva.gov or by phone at (540)772-2068 extension 267 for more information on any of the above topics.



Both surveys are available on line through early fall...

"This simplified access is expected to eliminate the significant delays experienced especially by weekend traffic ..."

CITY OF ROANOKE READDRESSES STORM WATER MANAGEMENT BY EDUCATING COUNCIL & THE PUBLIC ON AN UNFUNDED MANDATE (CON'T)

Continued from page 1

other local governments in VA, is required to implement pollution prevention practices to clean-up storm water run-off. We recognize that this requirement may be new information to some, so we are working to inform, educate and partner with area business owners & operators, who are critical to our success. Most businesses are already doing the right things because they care, and it reflects well with their clients and customers. Some basic practices for consideration that can have an immediate im-

pact include: securing and properly storing all potential pollution sources and wastes (solid & liquid), conducting practices like equipment washing and fluid transfers in areas where run-off and spills won't reach the storm drainage system, and educating employees about the importance of projecting a positive business image by integrating pollution prevention into their daily duties.

We appreciate that storm water pollution prevention may bring some chal-

lenges to business operators, and we pledge to work productively with the business community to develop win-win solutions to those issues. The City certainly doesn't have all of the answers, and we welcome your input, innovation, and established local leadership in this community wide venture. Please visit the City of Roanoke website at: www.roanokeva.gov and click on the "Contact Us" link at the top of the page. Your comments and ideas will be routed the appropriate City staff."



"...we are working to inform, educate and partner..."



ROANOKE CITY FIRE DEPARTMENT NEWS

Submitted by Tiffany Bradbury RCFD Fire Prevention Specialist

BATTALION CHIEF BILLY OBENCHAIN HONORED

The annual Virginia Fallen Firefighters Memorial Service was held on Saturday, June 4, 2011 at the Richmond International Raceway Complex's Old Dominion Building. Seven firefighters who died in the line of duty or have been recognized by the Virginia Line of Duty Act in the last year were honored for their bravery and dedicated public service.

Battalion Chief Billy Obenchain from the Roanoke Fire-EMS Department was honored at this event. Members from

the Office of the Chief along with Obenchain's family were in attendance. The Honor Guard for the event was also made up of Roanoke Fire-EMS personnel. A State Flag was presented to Obenchain's family at the event.

Fire-EMS and four from Roanoke County Fire & Rescue. Recruits started the academy on March 21. During the Academy they became certified in subjects such as Firefighter 1 & 2, EMT, HAZMAT Operations and Emergency Vehicle Operations. Welcome to the family and best of luck with your new career!



Fallen Fire Fighters Memorial 2011

RECRUIT SCHOOL 14 GRADUATES

The Fourteenth Roanoke Valley Regional Fire-EMS Academy graduated on July 8, 2011 at the Roanoke Civic Center Performing Arts Theatre. The Academy consisted of 20 graduates – sixteen from Roanoke



twitter.com/RoanokeFireEMS
Look for us on Facebook -
RoanokeFireEMSDepartment

ROANOKE CITY POLICE DEPARTMENT NEWS

Written by Wendy J Jones for the RCPD

Roanoke City Schools begin the new year on Monday September 29th. The Roanoke City Police Department has asked WRABA to share that they will be strictly patrolling school zones before and during the beginning of the school

year again. Expect a zero tolerance policy and plan your drives through school zones accordingly. Take a few moments in the next day or so to note where school zones are and the reduced speed limits in those zones. Please do not be sur-

prised if you exceed those posted limits and are issued a summons. If you are stopped, show the Officer respect and courtesy. Remember the officer's job is to issue the summons. Any arguments should be saved for the judge.

ROANOKE GREEK FESTIVAL'S 6TH ANNUAL EVENT (CON'T)

(Con't from page 1)

artwork, music and a variety of foods in our mini Greek grocery store.

In addition, church tours are also offered. The Holy Trinity Greek Orthodox Church is the only place to see and learn about authentic Byzan-

tine iconography, the centuries old fresco painting seen in some of the oldest churches in the world today.

In a hurry? Please stop by our drive-thru located at 3815 Williamson Road. Orders can be called in at 362-3601 or faxed to 362-3038.

Admission is free. Portion of proceeds will benefit the Rescue Mission, Center in the Square and Apple Ridge Farms. Please visit our

website at www.roanokegreekfestival.com for more information.



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Williamson Road



Williamson Road Area Business Association

September 2011						
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November 2011						
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27	28	29	30			

December 2011						
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Dates To Remember:

September:

- 5th: Labor Day
- 11th: Patriot Day
- 16th—18th: Roanoke Greek Festival
- 20th: WRABA Monthly luncheon and Board Meeting

October:

- 6th & 8th: Adopt-a-Street Clean-up Day
- 10th: Columbus Day
- 18th: WRABA Monthly luncheon and Board Meeting
- 31st: Halloween

November:

- 11th: Veteran's Day
- 15th: WRABA Monthly luncheon and Board Meeting
- 24th: Thanksgiving Day

December:

- 6th: WRABA Annual Christmas Dinner
- 25th: Christmas
- 31st: New Year's Eve

WRABA Monthly MEETINGS

WRABA meetings are held the third Tuesday of each month (except December) at noon. A hot buffet lunch is served and there is always a speaker on an interesting topic. Meeting reminders are emailed to dues paying members prior to each meeting, and an RSVP is required as we must provide a headcount to the hotel. Become a dues paying member and join the meetings for networking and knowledge!

Speakers for the next few months are listed below. If there is a topic on which you would like a presentation, please feel free to contact me at (540) 362-3293 or via email at WRABA@ntelos.net!

September 20th:

Mark Jamison, Roanoke City to present the new intersection at Valley View Blvd and the Airport & Town S Square.

October 18th:

Lindsay Hurt, Roanoke City Economic Development & Travis Akins, Roanoke City PD will present Security Grant opportunity and Security Evaluations

November 15th:

CPA and Financial Advisor Year End Tax/Investment Advice Panel

December 20th:

WRABA Christmas Dinner - Angels Due Back



FINANCIAL FOCUS ROTH IRA:

A LIFETIME INVESTMENT

Submitted by Mike Pendleton, CFP, AAMS of the Hollins Branch of Edward Jones

Some investments are appropriate during your working years, while others are more suitable for retirement. But a Roth Individual Retirement Account (IRA) can provide you with benefits at virtually every stage of your life. Let's take a quick "journey" through some of these stages to see just how valuable a Roth IRA can be.

To begin with, you can open a Roth IRA at any age, provided you have earned income and meet certain income limits. So if you're just starting out in your career, put as much as you can afford into your Roth IRA and gradually increase your contributions as your income rises, up to the contribution limit. A Roth IRA is an excellent retirement savings vehicle because it can grow tax free and your contributions can be invested into just about any investment you choose — stocks, bonds, mutual funds, CDs and so on.

Of course, when you're young, you might not be thinking much about retirement. But the earlier you start contributing to a Roth IRA, the more you could

end up with — and the difference could be substantial. In fact, if you started putting money into a Roth IRA at age 30, and you contributed the maximum amount each year until you reached 65, you would accumulate more than \$766,000, assuming you are in the 25% tax bracket and you earned a 7% return, compounded annually. But, given the same assumptions, you'd end up with only about \$365,000 if you waited until 40 before you started contributing.

It clearly pays to contribute early and annually to a Roth IRA. (In 2011, the annual contribution limit is \$5,000, or \$6,000 if you're 50 or older.) There are additional benefits to funding a Roth IRA, such as its flexible withdrawal options, which are available to you even before you retire. Since you already paid taxes on the money you put into your Roth, you can withdraw your contributions at any time without paying taxes or penalties. Generally speaking, it's certainly best to leave your Roth IRA intact for as long as possible. But if there's an emergency and you need access to the funds, you can also withdraw your Roth's earnings tax free,

provided you've held your account at least five years and you don't start taking withdrawals until you've reached 59½.

Now, let's fast-forward to your retirement. Unlike other retirement accounts, such as a traditional IRA or a 401(k), your Roth IRA does not require you to start taking withdrawals at age 70½ — or ever. If you don't need the money, you can leave it alone, possibly to grow further, for as long as you like. This means that you might have more money to bequeath to your children or other beneficiaries, and they won't have to pay income taxes on withdrawals from either your contributions or your earnings, provided your Roth IRA account has been open for at least five years. Keep in mind, though, that your beneficiaries will be required to take distributions based on their life expectancy.

As you can see, a Roth IRA can be an excellent financial "traveling companion" as you go through life. So consider adding a Roth to your portfolio — and *bon voyage*.



"Roth IRA can provide you with benefits at virtually every stage of your life"

"It clearly pays to contribute early and annually ..."



"an excellent financial traveling companion as you go through life"



ATTAINING INDEPENDENT CONTRACTOR STATUS

*Submitted by Tim Murphy, CPT, Partner,
Kennett & Kennett*

Businesses that hire employees are responsible for payroll taxes, employee benefits, and the related administration and compliance tasks arising when wages are paid to employees. Businesses generally do not have these responsibilities for independent contractors; they need only file a Form 1099-MISC for the payments they make to the contractor.

For some businesses, the reduction in human resource paperwork and compliance administration is sufficient motivation to have work performed by independent contractors. If potential payroll tax and employee benefit savings are also factored into the equation, it is easy to see why many businesses prefer to hire independent contractors for specialized tasks and jobs of relatively short duration.

In today's economy, companies are looking for ways to reduce the cost of doing business. Understandably, the opportunity to cut total labor costs substantially often proves

irresistible. Classifying a worker as an independent contractor can simply be too good to pass up. However, the IRS is concerned that some employers are classifying true employees as independent contractors merely to avoid payroll taxes. As the IRS continues its relentless assault on worker classification, it becomes increasingly important that businesses take precautionary steps to ensure compliance with all IRS requirements in order to avoid a costly reclassification of workers from independent contractor status to employee status.

Independent contractor status generally is available if the business meets the following requirements:

1. Files all information returns (i.e., Form 1099-MISC) for the workers or classes of workers at issue.
2. Has not and will not treat the workers at issue (or classes of workers in substantially similar job positions) as employees on income tax returns, payroll tax returns, or other returns filed by the business.
3. Has a reasonable basis

for treating the workers as independent contractors. The law provides certain safe harbors to meet this requirement, or the business can rely on some other reasonable basis.

These requirements must be met each year. If the company fails to file Form 1099-MISC on a worker, it loses the independent contractor status for that worker for that year. More importantly, if the business fails to treat the workers (and workers in substantially similar job positions) as independent contractors during a particular year, it loses independent contractor status for the year of violation and subsequent years for the entire class. Thereafter, the company cannot obtain independent contractor status for that class of workers.

Changes in the business work environment, job positions, or the treatment of workers within particular classes may dramatically impact the business's eligibility to classify workers as independent contractors.

Independent contractor status is generally available if the business meets the following...”





Williamson Road Area Business Association
4804 Williamson Road
PO Box 7082
Roanoke, VA 24019

Return Service Requested

Phone: 540-362-3293
Fax: 540-362-5789
E-mail: wraba@ntelos.net

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WEBSITE!
WWW.WRABA.ORG**

PARTNERS FOR PROGRESS.

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Roanoke, VA
Permit 78

Membership Application

Name _____

Business _____

Mailing Address _____

Street Address _____

Phone _____ FAX _____

Email Address _____

Website Address _____

Yearly membership is \$150 per member. The membership year runs from July-June and will be prorated. If you have any questions please call Wendy Jones at (540)362-3293.



**Attention All
Readers!!!!**

We have changed our look but not our purpose! Please let us know what you think of the new format for The Main Street News! Call Wendy Jones today (540)362-3293 or send an email to wraba@ntelos.net.

Please join us every third Tuesday for our luncheon and meeting. This is a great opportunity to network and enjoy some really great food! Meetings are held at noon. Please watch your e-mail for meeting location details!