

TABLE OF CONTENTS

WORD OF MOUTH

The landscape artists;
Larry Sabato; "Cookie Lady"
June Curry; Keswick Hall

145 THE WINERIES

Have a vine time

147 HOTELS & DINING

Boar's Head and beyond

148 JEFFERSON

and his enormous legacy

153 EDUCATION

A culture of learning

156 HEALTH CARE

Local, but with a global reach

159 BUSINESS

Prime location—and workforce

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WORD OF MOUTH

LOOKING GOOD

It's up to John Mann and his staff of landscape artists to faithfully maintain 700 acres of PARKS AND GROUNDS throughout the city.

If you visit Charlottesville and instantly feel at home, it just might be because of the flowers.

The city's Parks and Grounds Department adorns dozens of gardens and public spaces with unusual plants, partly to welcome visitors and residents from far-away places.

"It's interesting to have varied plant material," says John Mann, landscape manager for Charlottesville. "It reminds people of things they've seen in other parts of the country."

Mann, aided by a staff of 38 people, oversees all landscaping for the city. His department maintains 700 acres, including two golf courses, 26 parks, about 15 public-building sites, the Downtown Mall, countless medians, a skate park, and 30 ball fields. Off the top of his head, Mann knows he's responsible for 49 flowerbeds.

All of this plays no small part in Charlottesville's consistent rankings as one of the healthiest cities in America. Residents seem to appreciate the outdoors and to advocate environmentally friendly practices. So Mann's department gives them what they want.

That means limiting the use of

chemicals and pesticides. It also means keeping and accentuating natural areas within parks, such as rain gardens, which act as bio-filters that trap pollutants before they can flow into waterways. In some of the parks, spray heads allow children to play in the jets and mists; the water is



then recycled in an underground filtration system.

"We have a system that monitors our activities and asks, 'What is the potential environmental consequence?' We're constantly on the cutting edge of environmentally friendly horticulture," says Mann.

His department combines the unusual,

regional plantings with drought-tolerant plants and those native to the Charlottesville area. They receive some help from local fraternities and other volunteers.

"People here do take notice of the flowers, the plantings, and the amenities in the parks," Mann says. "Many times people will call and compliment us on something. We've had landscapers say, 'We like the plant or the color you've used here. What is it?' It's nice to be in an environment where people appreciate the outdoors." —Greg A. Lohr

WHAT PEOPLE ARE TALKING ABOUT IN CHARLOTTESVILLE



Larry Sabato
He Knows
Politics



June Curry
She Knows
Cookies



Keswick Hall
They Know
Hospitality



Fruits of their labor

AIR TIME



CHO's terminal building

Situated midway between New York and Miami, the Charlottesville-Albemarle Airport (CHO) provides a strategic location and a gateway to a historic city.

The 51-year-old airport offers 60 nonstop flights each day to and from Charlotte, Philadelphia, New York (LaGuardia), Washington (Dulles), Cincinnati, and Atlanta. Located just eight miles north of Charlottesville, the airport also has general aviation facilities that include an executive terminal with flight schools, and aircraft-charter firms.

Travelers are taking note of what the Charlottesville-Albemarle Airport has to offer. Nearly 400,000 people flew in or out of the airport in 2005, a 6.5 percent increase over the previous year's levels. Meanwhile, work has begun on refurbishing the 60,000-square-foot terminal, expanding the south end of the runway, and widening the access road.—Greg A. Lohr

WORD OF MOUTH FOR THE LOVE OF POLITICS

When the press needs an expert on the matter, the University of Virginia's LARRY SABATO often gets the call.

Larry Sabato fell for politics when he was 7. John F. Kennedy was running for president, and Sabato, now a respected professor of politics at the University of Virginia, excitedly carried pro-Kennedy materials to school.

"I can't say I fully understood the process," Sabato recalls. "I remember over the summer, it took me a while to realize the bumper stickers referred to two people. I thought some fellow named Kennedy Johnson was running."

Sabato directs the school's Center for Politics. He also has become one of the most sought-after political commentators in the nation. *The Wall Street Journal* described him as "probably the most quoted college professor in the land." Since the 1970s he has appeared on a wide range of news outlets and television programs including "60 Minutes" and "Nightline."

What does he know that the rest of us don't?

"I suppose it's a combination of enthusiasm and experience," says the 53-year-old Sabato.

"Others will have to be the judge of how useful

what I provide is. But I think it's helpful to have someone outside of Washington ... offering commentary and perspective."

Sabato has written more than 20 books on U.S. politics, the titles of which convey his youthful passion for the subject. His latest offerings include *Divided States of America: The Slash and Burn Politics of the 2004 Presidential Election*, and *Peepshow: Media and Politics in an Age of Scandal*.

Sabato is much more than an author or talking head, however. He has served on national and state commissions, including the U.S. Senate Campaign Finance Reform Panel. He won a National Endowment for the Humanities Fellowship, and was a Thomas Jefferson Visiting Fellow at Cambridge University in England.

"My slogan is, 'Politics is a good thing,'" Sabato says. "That's what I try to convince my students of. It isn't easy in a cynical age. But politics truly is the means to improve our nation and our community."—Greg A. Lohr



Larry Sabato



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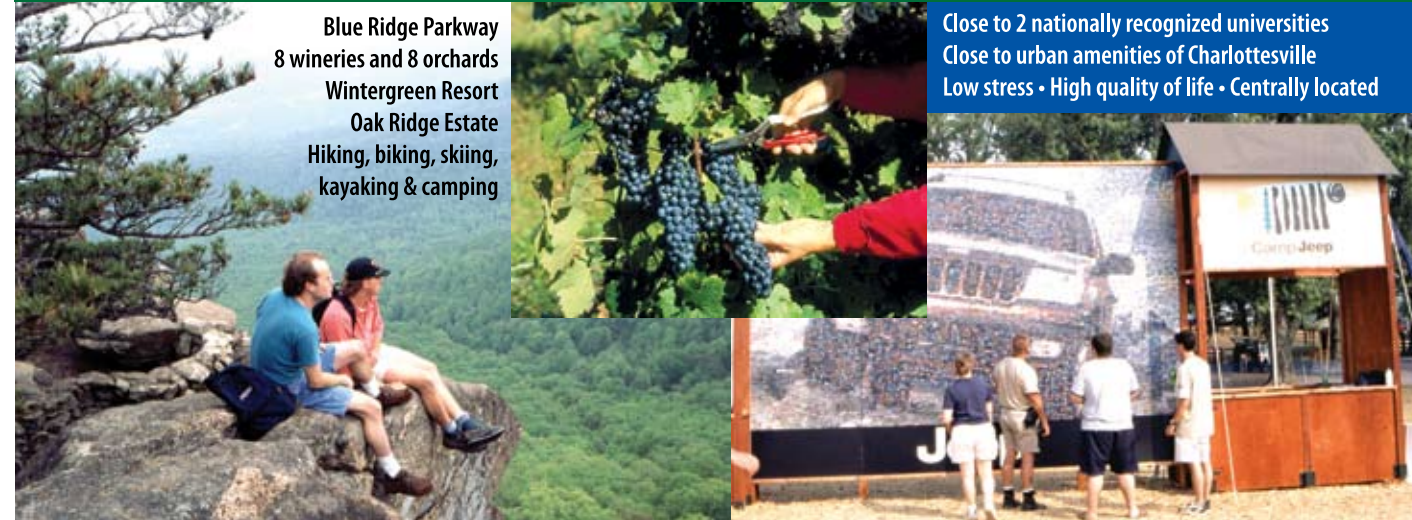


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WORD OF MOUTH



June Curry

“THE COOKIE LADY”

For cyclists along the TransAmerica Bicycle Trail, JUNE CURRY and her kitchen are a sight for sore thighs.

Thousands of people pedaling along the TransAmerica Bicycle Trail (Route 76) outside Charlottesville have found solace in Afton, Virginia, home of “The Cookie Lady.”

Also known as June Curry, she's something of a luminary in the cycling world, and it's not just because of her baking skills.

Since 1976, the 85-year-old Curry has provided water, food, and shelter to cyclists. Her home, where she's lived nearly all her life, is just off the trail at the top of a particularly tough climb. The area has always been a natural stop for cyclists heading into Afton for rest and supplies. When the grocery store closed, Curry's father started offering them the water hose. Eventually Curry baked

cookies. Then meals. Now her old house is the “bike house,” and she's moved next door into her parents' former home.

In 2005 more than 300 riders stopped to see her—16 on one particular night. The bike house kitchen is always stocked with food due largely to donations by cycling organizations. The rooms are filled with postcards, pictures, and mementos left by the appreciative masses.

Curry's hearing isn't as good as it used to be, and she doesn't like to talk on the phone. But she reports that she gets about 20 letters a week from cyclists who update her on their lives and wish her well. It's her family. And she replies to every one of them. —Suzanne White



ACTIVE IS A WAY OF LIFE

Ever tried to cram clothes back into your luggage along with souvenirs? That's like trying to do everything there is to do in Charlottesville.

Home to the Dave Matthews Band, the city combines the funky culture of a college town with increasingly varied athletic, nightlife, and performing-arts options.

Head to the historic Downtown Mall—eight, brick-paved blocks closed to vehicles—to sample trendy shops and bars, 30 restaurants, and live shows at the renovated Paramount Theater. Elsewhere, kids can play and learn at the Virginia Discovery Museum. And who couldn't use a little mental stimulation, á la public forums and lectures at the University of Virginia?

For fitness' sake, there are dozens of public parks in and around Charlottesville. Then there's skiing at the nearby Wintergreen Resort. The addition of the university's new John Paul Jones Arena, scheduled to open this summer, will only add to the area's sports and performance offerings. —Greg A. Lohr



Boar's Head Sports Club

READ ON



It may not have the glitz and glam of, say, the Sundance Film Festival. But the Virginia Festival of the Book—VABook! for short—held each March in Charlottesville, draws big literary names to town while putting a passionate spotlight on prose.

A record 22,874 people attended the 2005 event, which featured more than 300 writers in 149 free, public programs. Geared for both adults and children, the festival is produced by the Virginia Foundation for the Humanities, and includes readings by authors as well as panel discussions with writers, illustrators, and publishing professionals. Participants have included Nikki Giovanni, Stephen Ambrose, David Baldacci, and Russell Banks.

The 2007 Virginia Festival of the Book (the 13th, er, chapter in the series) is scheduled for March 21-25.—Greg A. Lohr

WORD OF MOUTH

HALL OF ACCLAIM

There's a good reason guests feel right at home at luxurious KESWICK HALL.

The folks at Keswick Hall (434-979-3440), a luxury hotel and resort outside Charlottesville, want guests to feel like they're visiting the home of a rich uncle—one who happens to be away.

That's why they've removed the large front desk from the foyer of the boutique property's main building. It's also why guests are handed a glass of wine or other beverage within minutes of arriving. As a fireplace crackles nearby, visitors head to their antique-filled rooms, whose doors open with actual metal keys.

"It's very romantic here," says Tony McHale, the hotel's general manager. "It has character, whether it be the wood floors or the individual décor of each room. It's only 48 rooms, so we can make the whole process noninstitutional."

Keswick Estate, home to the hotel, is just as attractive, however, for its sprawling countryside and the sporting activities it offers, including tennis, swimming, fly-fishing, a fitness center, and an Arnold Palmer—signature golf course. There's also an on-site spa.

Keswick Hall was built in 1912 as a private home in the Italianate architectural style. The hotel shares the estate with a gated residential community and a long-standing hunt club. A nearby rural highway, Route 22, marks the path Thomas Jefferson used to take between Washington, D.C., and his home, Monticello.

The hotel's current owner, Orient-Express, bought the 600-acre estate in 1999, and has since installed a swimming pool, upgraded the rooms, redone the golf course, and added a restaurant, Fossett's, which is open to the public. (The restaurant is named for Edith Fossett, a cook for Jefferson at the White House and at Monticello.) Chef John Brand creates innovative, contemporary cuisine, often featuring regional recipes and local ingredients.

Keswick prides itself on offering an environment that's high-end but not formal. "We get so many repeat guests," McHale says. "We really want this to be an extension of our own home."—Greg A. Lohr & Suzanne White



Keswick Hall

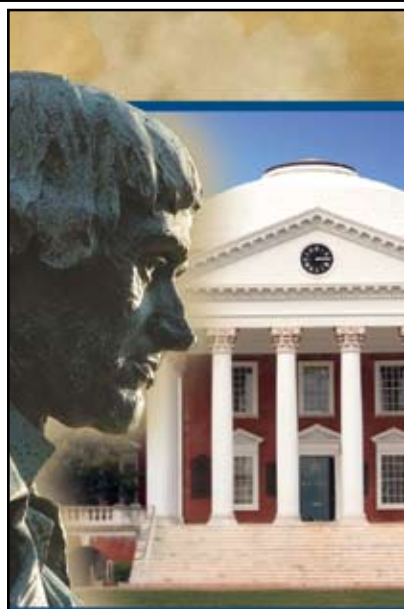


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IN DEPTH

HAVE A VINE TIME



Charlottesville may very well be the birthplace of American wine. It also may be a late bloomer. The region's nearly two dozen vineyards and wineries are attempting to make good on Thomas Jefferson's vision of a country that produces wines as exceptional as those he had imbibed in Europe. Nationally and around the world, his name still rings more bells than does the reputation of Charlottesville-area wines. But that's changing, slowly and surely. The region's burgeoning vineyards—most of them open to the public—continue plugging away, doling out in equal measures beautiful landscapes and award-winning vintages.

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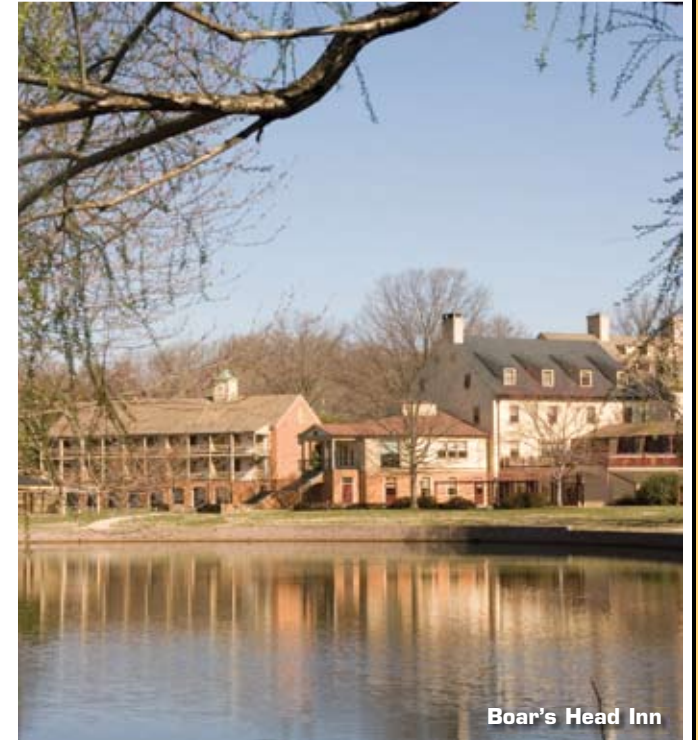
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IN DEPTH

STAY— AND EAT!

By Greg A. Lohr



Boar's Head Inn

There's history, culture, and scenery. There's the University of Virginia and Monticello, plus wineries and other tourist attractions. Whatever brings people to town, one thing is for sure: Charlottesville supports a remarkably vibrant lodging industry.

The area's 3,200 hotel rooms had an average occupancy rate of 71.2 percent in 2005; the national average was 63.1 percent for the year.

"U.Va. is probably the most significant draw for the region," says Mark Shore, director and CEO of the Charlottesville/Albemarle Convention & Visitors Bureau. "We see potential students, families of people at the university or the health system, people coming for special events. Visitors come here to relax, but also to be engaged. It's a stimulating environment."

The same could be said for the Boar's Head Inn (434-296-2181). Active visitors in particular will appreciate the full-service resort, owned since 1988 by the University of Virginia Foundation, which

has invested some \$20 million in renovations and continual upgrades.

Hand-cut timbers from an 1834 gristmill give a rustic-getaway quality to the Boar's Head property, but equally impressive are the grounds, the championship facilities for golf and tennis, the state-of-the-art fitness center, and the luxury spa. At the Old Mill Room, which has earned AAA's Four Diamond designation 19 years running, Executive Chef Doug Knopp reinterprets regional cuisine, often with produce and

meats from local farms committed to eco-friendly, sustainable practices. Other dining options at the resort include Bistro 1834, the Sports Club Café, and the Birdwood Grill.

History also abounds at Michie Tavern (434-977-1234), built in 1784 to provide lodging, dining, and a place for community members to socialize. Listed as a Virginia Historic Landmark, the tavern actually was moved 17 miles in 1927 to its current location less than a mile from



Doug Knopp

Monticello. Visitors to Michie can check out its museum and sample Southern cuisine based on 18th-century recipes. The tavern also can tailor its historic interpretations to families and school groups.

Another 18th-century attraction is Clifton Inn (434-971-1800), a 14-room luxury hotel nestled in the woods on the east side of Charlottesville. Although offering activities such as swimming, hiking, and clay-court tennis, the real appeal of Clifton is the chance to relax and dine in a secluded environment of antiques, fireplaces, and Oriental rugs.

Elsewhere in Charlottesville, the dining opportunities are plentiful, and first-time visitors may be surprised by the variety and quality.

Downtown especially, in and around the brick-paved pedestrian hub, the city prides itself on its collection of locally owned, rather than chain,

restaurants. Throughout the area, hungry travelers can find German, Korean, Cuban, and Middle Eastern food, as well as vegetarian restaurants and a Spanish tapas bar. Barbecue lovers head to the Blue Ridge Pig (434-361-1170) in Nelson County, while the White Spot (434-295-9899) hits the spot for anyone craving a burger.

One of the more conceptually intriguing additions to the scene is the Fuel Co. (434-220-0864), a gas station/café/bistro that opened a couple of years ago just off the Downtown Mall. Charlottesville is seeing other hip eateries open in a revitalized warehouse area called the Design District.

"I've been here for 11 years, and there's clearly been a surge in the number of restaurants," says JF Legault, managing director of the Clifton Inn. "It's creating a bit of a dining destination."

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A Man Named Jefferson

In and around Charlottesville, the legacy of “America’s da Vinci” is as immense as it is indelible.

By Greg A. Lohr & Suzanne White

Thomas Jefferson wrote his own epitaph, listing the three things for which he wanted to be remembered. They’re engraved into his tombstone: authoring the Declaration of Independence, writing Virginia’s statute for religious freedom, and creating the University of Virginia.

Clearly his wish came true, as Jefferson, 180 years after his death, is known around the world for these and many other achievements. But in the Charlottesville region in particular, Jefferson is recalled not only as a Renaissance man or historical figure, but as an ever-present force in the community—a thread woven into the modern fabric, still shaping ideas, behavior, education, and architecture to this day.

Consider the centrality of the university, combined with its standing as the area’s top employer. Jefferson’s nearby mountaintop home, Monticello (www.monticello.org), is the area’s biggest gated attraction. Related names pop up all around town, such as on street signs. And elements of the distinguished, neo-classical architecture Jefferson brought back from Europe appear throughout Charlottesville, on everything from pharmacies to apartment complexes.

“For some, this is a bit much,” says Dan Jordan, president of the Thomas Jefferson Memorial Foundation, the nonprofit that owns and operates Monticello. “People like to joke about Jefferson’s influence and presence. For others, it’s more about respect. His presence is undeniable.”

Jefferson is often called America’s Leonardo da Vinci. This significant compliment refers to Jefferson’s undying curiosity and talent in a variety of fields.

Jefferson read voraciously in several languages. He found time for architecture, winemaking, writing, politics, gardening, and even tracking minute changes in the weather. One has to wonder whether early America benefited from extra hours in the day.

Born in 1743, on a plantation near his eventual mountaintop home, Jefferson studied law before entering politics and becoming governor of Virginia. One of his first historic moments came after the second Continental Congress in Philadelphia, when he drafted the Declaration of Independence in 1776. During 40 years of public service, he also served as a U.S. secretary of state and U.S. minister to France, and was elected the third president of the United States in 1801.

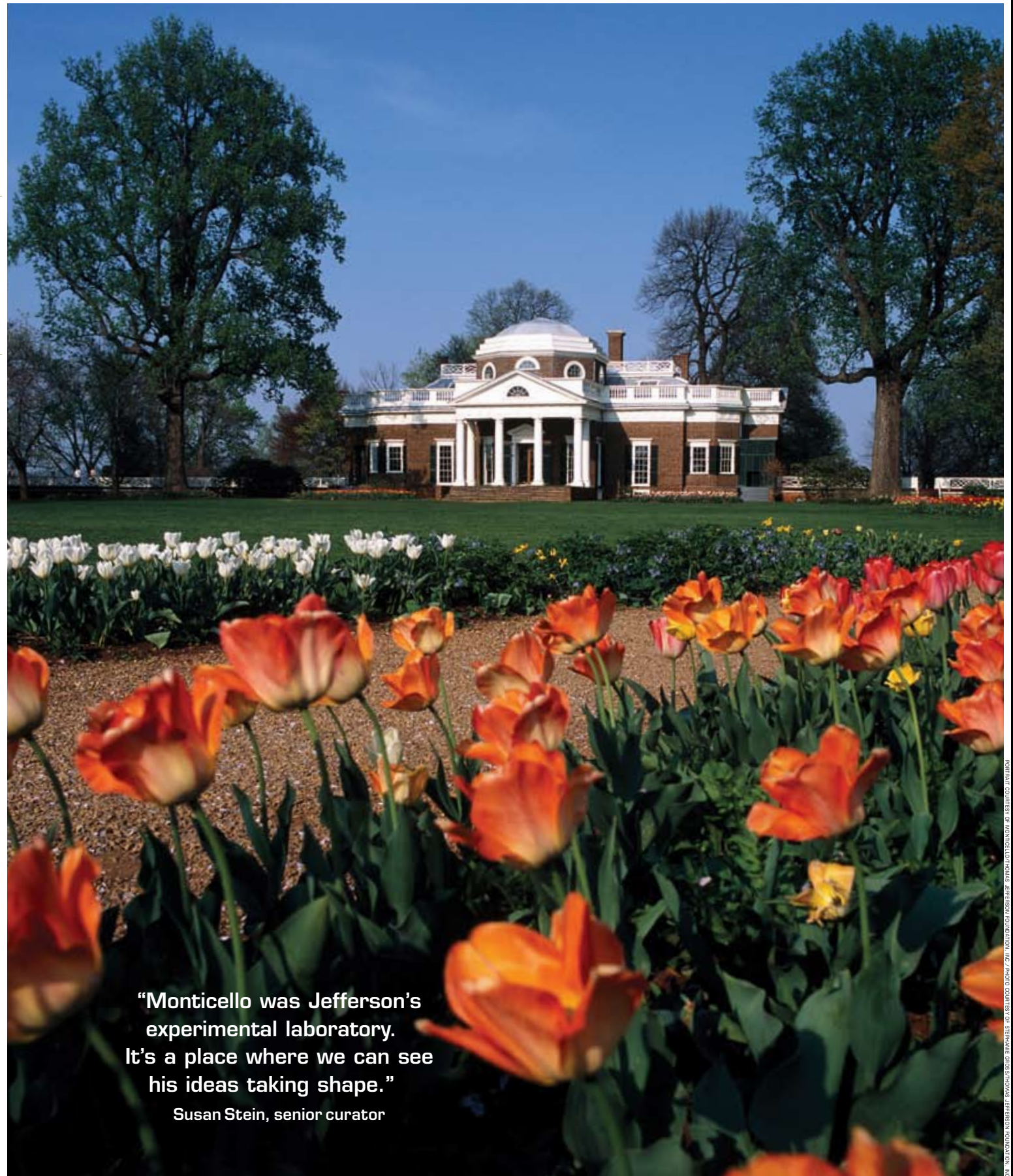
Even more compelling than the of-

ficial positions he held, however, are Jefferson’s lasting ideals.

“He wrote the fundamental American creed: that government rests on the consent of the governed,” Jordan says. “He wrote that at a time when people all over the world were ruled by tyrants and monarchs. He wrote about freedom of the press and freedom of speech. He’s universally recognized as a champion of religious freedom. And he founded a great university on the principal of ‘the illimitable freedom of the human mind.’”

We know Jefferson, the man, in part because more than 18,000 of his letters survive. He also wrote down countless thoughts, observations, and aspects of his daily routine.

Meanwhile, his home, Monticello, functions as a kind of three-dimensional diary, a window into Jefferson’s life and how he lived it. (He’s buried in a family cemetery on the grounds of the estate.) He spent 40 years designing and building Monticello to his exacting standards, with its signature dome, 33 rooms, and sublime panoramic views. Notably, it’s the only American house on the United Nations’ list of World Heritage Sites, a list that also includes the Statue of Liberty and the Great Wall of China.



“Monticello was Jefferson’s experimental laboratory. It’s a place where we can see his ideas taking shape.”

Susan Stein, senior curator



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Some half a million people visit Monticello each year. Related attractions are the nearby homes of two other presidents, James Madison and James Monroe.

"We're finding in our research that the presidents' homes are the cornerstone of our tourism industry," says Mark Shore, director and CEO of the Charlottesville/Albemarle Convention & Visitors Bureau. "We're also seeing the mindset of Jefferson, Madison, and Monroe. They were intellectuals and writers and had progressive thinking for their day; those philosophies still permeate the culture of Charlottesville for the visitor."

At Monticello, guided tours lead visitors up the steps through the east entrance, under family and political portraits, past Jefferson's desk and bedroom and into the parlor—his favorite room—where he played chess and conversed with guests. He put 13 skylights in Monticello, and the interior doors are pine painted to look like mahogany. About 60 percent of the furniture and other items in the house during his lifetime remain.

"Monticello was Jefferson's experimental laboratory," says Susan Stein, senior curator at Monticello. "It's a place where we can see his ideas taking shape. Visitors are really captivated by the physical beauty of the space. It's still all there. It's palpable. You sort of come to realize Jefferson was an amazing creative force—not only politically creative, but artistically creative, as well."

Increasingly, visitors also learn about the lives of Jefferson's slaves. The tiny servants' quarters and former stables are open to the public, as are the stone walkways slaves used in the basement.

"Of course, what he achieved was made possible in part by the many slaves who lived and worked at Monticello," Stein says. "Everyone struggles to come to terms with Jefferson as a slaveholder."

Jefferson himself never came to terms with the institution of slavery. He criticized the practice and once proposed that slavery should not be allowed to spread to the western territories of America.

"He struggled with it," Stein says, "and figured he could not really change it."

One might think historians had learned everything there is to know about the man. But that's not the case.

Monticello's large staff includes a historical gardener, a restoration architect, archeologists, and academics. The Thomas Jefferson Foundation, which purchased Monticello in 1923, also operates a separate scholarly campus called the Robert H. Smith International Center for Jefferson Studies, where 176 scholars from the world over are in residence. The center has published 25 books on Jefferson and plays host each summer to 60 teachers from around the country.

"Monticello has 360 individuals trying to keep up with one man who lived 200 years ago," Jordan says. "And Monticello will never catch him."

Two James to Remember

Monticello isn't the only former president's home in the Charlottesville area. James Madison and James Monroe—both of whom were good friends of Thomas Jefferson—also lived in Central Virginia.

Madison, who succeeded Jefferson to become the fourth president, is best known for drafting the Bill of Rights and staunchly supporting religious freedom. His family's estate, Montpelier (www.montpelier.org), is about 45 minutes from Charlottesville in Orange, Virginia. The house looks relatively modern, because the duPont family purchased it in 1901 and more than doubled its size during extensive renovations.

Monroe, the fifth president, lent his ideals and name to the Monroe Doctrine, a landmark moment in United States foreign policy. During his presidency, Monroe laid the cornerstone for the University of Virginia, where he would serve on the Board of Visitors, and Madison would serve as the school's rector.

Monroe's former house, known as Ash Lawn-Highland (www.ashlawnhighland.org), sits on 535 acres adjoining Monticello. The estate is now owned by the College of William & Mary.—*Greg A. Lohr*

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A visit to Central Virginia is not complete without a trip to Charlottesville's Downtown Historic District. Here you can see the original courthouse where Presidents Jefferson, Madison and Monroe once practiced law. There are a variety of walking tours available for the historic area, including one offered by the Historical Society every Saturday.

Located just two blocks away from the courthouse in the heart of the Historic District is the downtown pedestrian mall – the place for shopping, dining and entertainment. There are over 8 city blocks filled with locally owned specialty retail shops, theaters, museums and restaurants.

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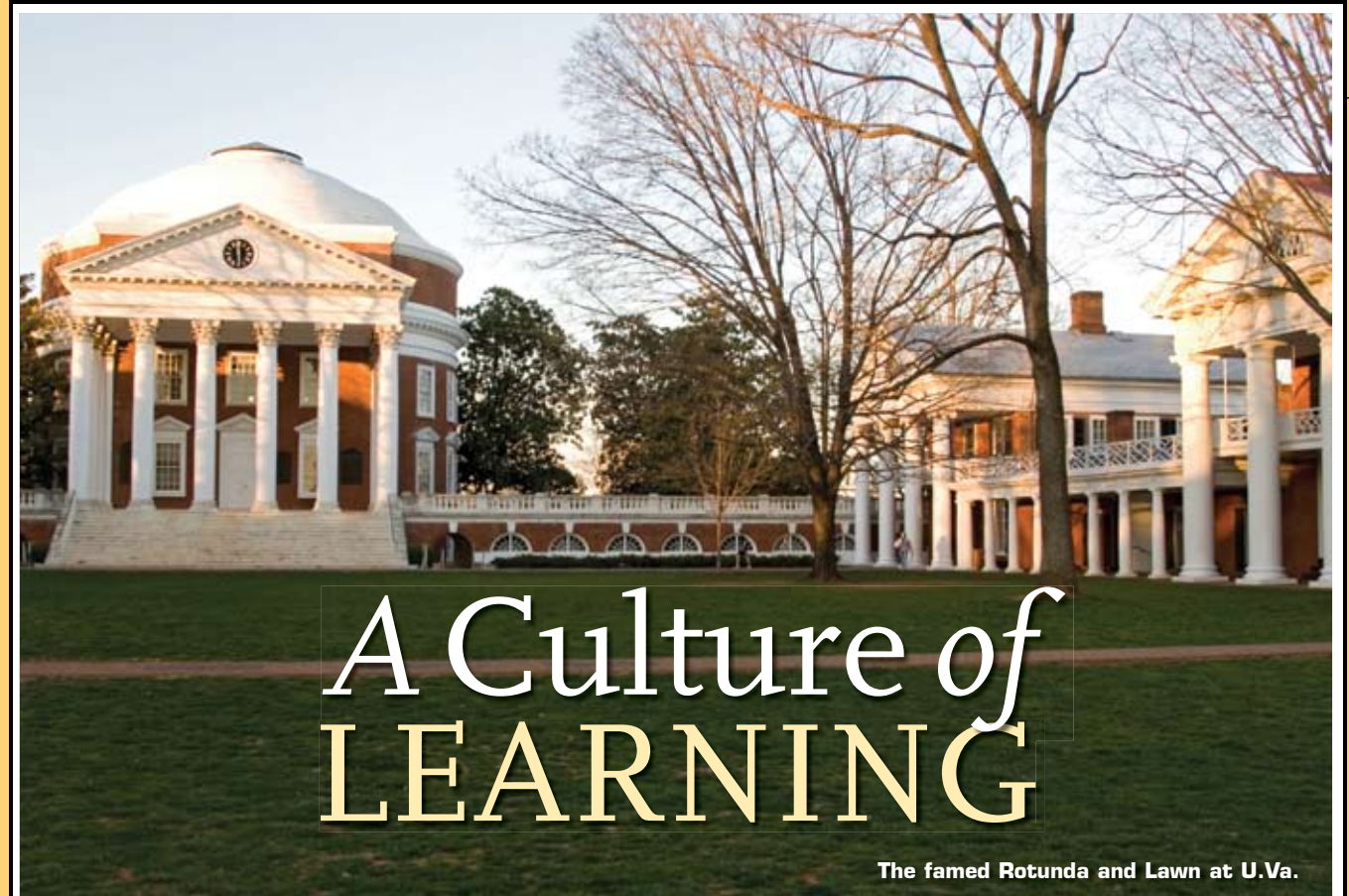
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A Culture of LEARNING

The famed Rotunda and Lawn at U.Va.

From grade school to the prestigious University of Virginia, this is one community that values education.

By Greg A. Lohr

Cities often take on the character of their top employers.

Major automakers turned Detroit into the Motor City. Los Angeles has the Hollywood glitz and glam. And nationwide recessions typically have less of an impact in Washington, D.C., where there's always a market for politics and law.

Likewise, about 100 miles southwest of the nation's capital, Charlottesville places a huge emphasis on education, largely due to its top employer, the University of Virginia. Created in 1819 by Thomas Jefferson, the school is a highly acclaimed state institution with prestigious schools of architecture, business, engineering, law, and medicine. It also sets high standards for the rest of the area.

"We're a company town, if you will," says Linda Seaman, program director of the Charlottesville Area School Business Alliance. "As a company town, the value

on education is very high. Education is our primary business, whether at the university or community-college [level] or the K-12 public and private systems."

Jefferson was a man whose curiosity and learning never waned. So it's no wonder his influence continues to spread beyond the university's famous Lawn and Rotunda to shape the region.

The region benefits from solid secondary schools. About 4,200 students attend Charlottesville City Schools, which are rated among the best in Virginia. Charlottesville High School, for instance, was ranked by *Newsweek* in 2003 as one of the top 500 high schools in the country.

Many students and companies turn to Piedmont Virginia Community College for academic courses, adult education, and employee training. In the vocational arena, the Charlottesville Albemarle Technical Education Center offers ap-

prenticeship certifications in 14 fields, plus customized business training.

In all, more than 27,000 people are enrolled in higher education in and around Charlottesville, with 6,000 degrees conferred each year, according to the Charlottesville Economic Development Department.

"There's something in the water here," says Gene Block, vice president and provost at the University of Virginia. "It's a remarkable community."

Part of the region's educational vibrancy stems from the various connections between schools and the community. The university runs a workshop for young writers, an early childhood reading program called Book Buddies, and a program that helps low-income families obtain computers.

About 1,000 adults take courses for credit each year at U.Va., Block says.



Piedmont Virginia Community College



U.Va.

Fork Union's Success Story



Hatcher Hall

The bugle sounds early each day at Fork Union Military Academy, a college preparatory boarding school about 20 miles from Charlottesville in neighboring Fluvanna County. As they have for 108 years, young men in grades six through 12, as well as postgraduate students, march to breakfast, beginning a day of academics, athletics, and activities building character, leadership, and self-discipline.

Fork Union's motto, "Success Stories Begin Here," is evident as each year approximately 150 graduates enter colleges and universities across the nation. Upper School students follow an unusual "One-Subject Plan" of study, concentrating on a single major subject every seven weeks.

The academy was founded by Dr. William E. Hatcher, a noted Baptist minister, and continues to be one of the nation's leading military boarding schools.

Others take advantage of noncredit or certificate courses for personal enrichment, on topics ranging from language and art to Jefferson and Monticello. The university also helps support the Jefferson Institute for Lifelong Learning, which teaches classes mainly for retirees.

Still, these ties to the Charlottesville area haven't lessened the university's own tight-knit community or its all-around stellar academic foundations. The school was named the No. 2 public university in the nation for 2006, according to *U.S. News & World Report*.

While the university is perhaps most often identified with educating future lawyers, architects, and CEOs, its School of Engineering and Applied Science (SEAS), with nearly 2,700 students, has been steadily increasing its public profile. Plans to enhance science and engineering research include a \$60 million commitment to recruit faculty, fund salaries, and build new research space. In the past five years alone, SEAS has raised money for three major buildings to support research programs in engineering.

"There's a culture here that's very attractive for students," Block says. "The schools of the university are within walking distance, and they work together well. That really adds strength to the university."

As does Piedmont Virginia Community College (PVCC), which serves Charlottesville and six surrounding counties. Many of its 9,500 students are earning associate's degrees before transferring to U.Va. or other four-year institutions. In fact, about a third of the university's transfer students each year come from PVCC.

Others turn to the community college for employment training or avocational classes in art, music, or philosophy.

Another major focus of PVCC is customized training for employees. Training can be over a day, a week, or a year. It might involve computer skills or conversational Spanish to help companies adapt to the growing Hispanic workforce.

"We truly see ourselves as part of economic development," says PVCC President Frank Friedman. "When a business is considering moving here, we know the availability of a skilled workforce is critically important. We're here to help provide that workforce. If they're going to need training, we're there. If they need a pipeline of workers, and the program to prepare those workers doesn't exist yet, we're ready to develop that program."

That's what happened a few years ago, when PVCC created biotechnology courses to prepare students to work in research and development in the area. More recently, the college launched courses in viticulture and enology—the science of soil preparation and winemaking—to support and enhance the region's burgeoning wine industry. "If it's going to become an economic engine for our region, we should be involved," Friedman says. "And we are."

These and other educational offerings seem to fuel local culture and draw people to the community, says Seaman. "We have tremendous resources in a community that values education and acts on that. And that's very attractive to businesses that want a well-educated workforce."

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IN DEPTH

GOOD MEDICINE

Another reason for Charlottesville's enviable quality of life?
A world-class system of health care.

By Suzanne White

The most advanced procedures are performed in hospitals daily. Millions are spent every year on ground-breaking research. And internationally renowned physicians are constantly relocating to the area from around the world.

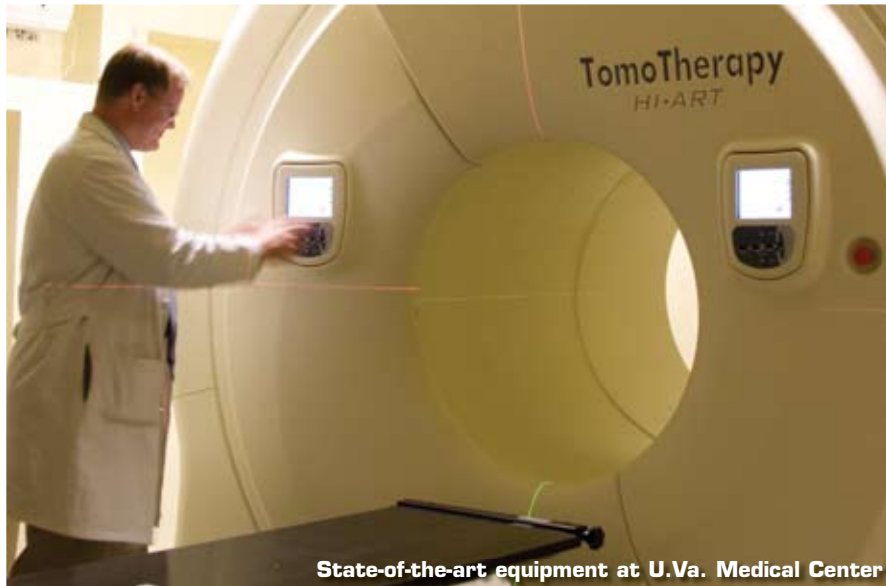
It's clear that Charlottesville's superb health-care system plays a vital role in the area's quality of life.

As the area's second-largest employer, behind only the school itself, the University of Virginia Health System has an extraordinary economic impact on the community, processing more than \$1 billion in health-care transactions every year. The School of Medicine alone brings in about \$170 million dollars in research and grants annually, and every \$1 million in research creates 36 new jobs in the community, according to R. Edward Howell, vice president and chief executive officer of the University of Virginia Medical Center—which includes the area's largest hospital, with more than 500 beds and a Level 1 trauma unit.

But ultimately the Health System's impact on the future of medicine is as significant as the dollars and cents.

"The fact that we have 21st-century medicine enhances the overall lifestyle [here]," says Howell. "We have to do today that which will be in practice tomorrow because we're creating future generations of health-care providers."

The Health System is in the final stages of a \$100 million hospital expansion project, which will eventually be enhanced with another \$60 million project to add more beds. And by 2009-10, construction of a new world-class cancer center will be complete.



State-of-the-art equipment at U.Va. Medical Center

Martha Jefferson Hospital offers the area's largest primary-care network. With an emphasis on community health care, the not-for-profit facility offers about 25 different health-education opportunities every month, monthly free health screening for blood pressure, and free diabetes and breast health screenings about twice a year. The hospital also donates more than \$366,000 in services to Charlottesville's free health clinic.

"We wake up every morning asking ourselves, 'How are we going to make our community healthier?'" says Steve Bowers, a hospital spokesman. "We think about bringing people into the health-care system who would not ordinarily seek out preventative screenings."

With its attention turned toward accommodating future needs, Martha Jefferson has plans for a new facility: a 176-bed, \$180 million hospital just two miles from its existing downtown location. Groundbreaking is scheduled for

2009, with completion by 2012.

The strength of Charlottesville's health-care system, and its aging population, is one thing that keeps residents coming to Westminster-Canterbury of the Blue Ridge, a retirement community.

"We call it cosmopolitan country living," says Kristina Pare, marketing manager for Westminster-Canterbury. "It's a community where people seek a very active, engaged lifestyle and the Charlottesville area provides that."

Much like Thomas Jefferson's retirement that included experimentation, writing, and exploring in his gardens, residents of Westminster-Canterbury are teaching and taking courses at the Jefferson Institute for Lifelong Learning.

Westminster-Canterbury opened in Charlottesville in 1990, and expanded in 2004 by adding 122 independent living apartments and cottages. Now it has more than 400 residents in its 66-acre campus on Pantops Mountain.

A UVa nurse established a national standard for removing patients from ventilators.

Uva Health System...

Nurses at UVa are redefining patient care. Last year alone, UVa nurses took part in sharing their life-changing research at 135 professional presentations across the nation and the world. And authored over 85 articles in professional journals. They're recognized leaders in research and clinical care. In addition, UVa's School of Nursing is among the nation's best. No wonder UVa is where answers are found.

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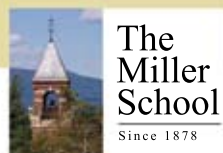
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IN DEPTH

WORK FORCES

A prime location and a highly skilled labor pool help Charlottesville keep its business edge.

By Suzanne White

When it comes to business and the workforce in Charlottesville, it's all about three things: location, location, location. The Blue Ridge Mountains, horse country, and college-town amenities draw people in and keep them here. They get big-city sophistication without the need for morning radio traffic reports.

"This is one of the few places where I can easily say quality of life is a function of economic development," says Robert De Mauri, executive director of the Thomas Jefferson Partnership for Economic Development.

An emphasis on emerging technology businesses is due in large part to the University of Virginia, which sees more than \$140 million every year in research and development funding.

The university has developed programs such as the Virginia Gateway, which provides private companies access to the school's latest research, and the Patent Foundation, which assists faculty through the patent process. Once that's under way, the university's for-profit subsidiary, Spinner Technologies, Inc., helps the new technology businesses get off the ground.

U.Va. is also a catalyst for developments such as the University of Virginia Research Park in Albemarle County that includes three million square feet of space. Tenants are in fields such as pharmaceuticals, biotechnology, national security, and aerospace. And Fontaine Research Park, adjacent to the university, has an 85,000-square-foot Advanced Research and Technology building.

While the technology emphasis has much to do with U.Va. and its spin-off companies, there are as many innova-

tors in Charlottesville who made their millions elsewhere and have come to town for an "early retirement."

Charlottesville is what Gail Milligan calls a "start-up company economy."

"A lot of really wealthy people come here to retire early, and they aren't ready to stay home," says Milligan, executive director of the Virginia Piedmont Technology Council. "They plug themselves into the economy." The result is a

ment specialist. "One of the ways we can create a good business climate is to encourage companies that don't take a good deal of space physically, that are friendly to the environment, and like a unique [setting such as] downtown Charlottesville where employees can live and work in the same place."

Debra Weiss, head of a web design company, drw Design, moved from San Diego in 1995 as a contractor for



Robert De Mauri

wide range of age and experience levels throughout the technology market.

The City of Charlottesville, including eight counties, has an unemployment rate of under 2 percent and a population of less than 300,000 people. And while not all of the numbers have been good in recent years—manufacturing now accounts for just 7 percent of the job base, down from 11 percent in 2000—the economy hasn't been devastated.

"In the grand scheme of things, it's a really small place," notes Chris Engel, Charlottesville's economic develop-

Microsoft Network. She now heads Neon Guild, a networking and support group for Charlottesville techies, and lives and works out of her home just four blocks from the Downtown Mall.

"I get a lot of inquiries from people who want to relocate here, asking me the best way to get a job," says Weiss. "I always tell them the same thing: Here, people hire people they know. If they don't know anyone, they call other people and ask them who they know. And then, if nobody knows anyone, they advertise in the paper."

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page 151

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page 143

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page 139

Charlottesville Pavilion
page 152

Delfosse Vineyards and Winery
page 151

Downtown Business Association of Charlottesville
Page 152

First Colony Winery
page 151

Fork Union Military Academy
page 160

Heather Griffith/Real Estate III
page 160

Jefferson Vineyards
page 151

Keeler Obenshain Attorneys at Law
page 144

Kluge Estate Winery and Vineyard
page 151

la bastide
page 160

Michie Tavern
page 160

Miller School, The
page 158

Order From Horder
pages 152 & 158

**Piedmont Virginia Community College
Division of Workforce Services**
page 157

Quilts Unlimited
page 158

Sage Moon, LLC Original Fine Art
page 152

**Thomas Jefferson Partnership
for Economic Development**
page 150

University of Virginia Art Museum
page 158

University of Virginia Health System
pages 151, 155 & 157

University of Virginia Engineering
page 144

Veritas Vineyards & Winery
page 151

Virginia Discovery Museum
page 152

Virginia Festival of the Book
page 158

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Westminster Canterbury of the Blue Ridge
page 146

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