

January 2009

WILLIAMSBURG'S

# Next Door Neighbors<sup>©</sup>

VOL.3, ISSUE 1

Discovering the people who call Williamsburg home

PRICELESS



## BUSINESS FORECAST 2009

WILLIAMSBURG'S BUSINESS LEADERS GIVE US THEIR INSIGHT INTO WHAT WE CAN EXPECT ON A LOCAL LEVEL IN REAL ESTATE, CREDIT UNIONS, ECONOMIC DEVELOPMENT, WEALTH MANAGEMENT, TOURISM, BANKING AND AUTOMOTIVE.

*Linda Kinsman, Frank Smith, Dr. James Golden*

Visit our website at [www.wburgndn.com](http://www.wburgndn.com)

Cover Photo by Lisa Cumming



Meredith Collins,  
Publisher

We've all heard or read enough news to get a sense of how the economy is fairing, but even the national experts can't seem to agree on what lies ahead. There are so many economic variables in flux that even the most experienced business people are left scratching their heads trying to predict the future. I have had a number of recent conversations about the business climate with highly respected local business people and understandably, not one of them could provide a confident forecast of what exactly we can expect in the months ahead.

What these experienced business people do say is that downturns are a part of normal business cycles and that recovery is always somewhere on the horizon. No one, including the people we interviewed for this issue, can predict how long it will be before there is an upturn in the marketplace. Most agree, however, that a certain amount of what happens locally depends on what we do. As consumers, we impact our local economy one purchase at a time. As businesses, we stay

viable by finding ways to be more innovative and efficient. We must work harder and smarter to keep our customers engaged in our products and services.

In the pages ahead, you will read what a handful of our experienced business leaders say about what they believe we can expect in their industries on a local level in 2009. I hope the following interviews will give you positive resolve in challenging times.



*Next Door Neighbors* is taking the next step in its evolution by improving its current format. We will be



Greg Lilly  
Lifestyle Editor

bringing you two new features each month that are not directly tied to the theme of the issue and new talent to create this portion of the magazine.

I'd like to introduce you to Greg Lilly, writer, novelist, graphic designer and former managing editor of *Sedona Home & Garden* magazine, and now *Next Door Neighbor's* new Lifestyle Editor. Greg's writing has appeared in magazines and media outlets such as *Southwest Art* magazine and *Art Talk*. He recently relocated from Sedona, Arizona to Williamsburg.

Beginning with the February issue, Greg will bring you timely human interest stories about locals relating to Home and Health, our two new departments.

We value your input and will continue to evolve to meet the challenges of today's economy and to keep you engaged in your community with positive stories about your friends and neighbors.

**Thank you for reading**  
*Next Door Neighbors!*

**MAKE IT, TAKE IT, BAKE IT!**  
**For a healthy lifestyle, try our**  
**Extreme**  
**Fitness Meals!**  
**10% off with this ad**  
 or use promo code "NN10" when registering online.

- Developed by **Supper Thyme USA Corporate Chef**
- **325 calories or less**
- **Low in fat**
- **Emphasis on higher protein and lower carbohydrates**

Pre-assembled meals that are designed for individuals seeking a low calorie and/or healthy eating lifestyle. Includes 10 home-made meals, 3 servings in each pan, for a total of 30 servings. **Call (757) 229-1262**




4854 Longhill Rd., Williamsburg [www.supperthymeusa.com](http://www.supperthymeusa.com)

## Inside

PAGE 3  
**Linda Kinsman**  
REAL ESTATE

PAGE 6  
**Christopher Burgess**  
CREDIT UNIONS

PAGE 9  
**Dr. James Golden**  
ECONOMIC DEVELOPMENT

PAGE 12  
**Frank Smith**  
WEALTH MANAGEMENT

PAGE 15  
**Richard Schreiber**  
TOURISM

PAGE 18  
**Larry Dillon**  
BANKING

PAGE 21  
**Jim Hernandez**  
AUTOMOTIVE

PAGE 23  
**Hey Neighbor!**  
COMMUNITY ANNOUNCEMENTS



Lisa Cumming  
Photography

lwcphoto@cox.net commercial  
757-532-4037 industrial  
www.lwcphoto.com architectural  
portrait

Cover Photo by Lisa Cumming



# Real Estate

LINDA KINSMAN

*By Natalie Miller-Moore*

Sometimes economic forecasts are like weather forecasts: no matter what you predict totally unexpected events can blow in and change everything. In last year's real estate forecast, several top brokers expected a stabilization of the market in Williamsburg, but the reality in 2008 was not as sunny.

Although Williamsburg is often thought to be insulated from some of the national factors affecting the real estate market, it continues to experience soft sales. Home sales in the feeder markets of Northern Virginia and the Northeast have slowed considerably and that has prevented people who would like to move to the Williamsburg area from being able to. On the bright side, Williamsburg has been less affected by subprime mortgages and therefore has had fewer foreclosures impacting the market than many other cities across the country.

According to Linda Kinsman, Chief Executive Officer of the Williamsburg Area Association of Realtors (WAAR), all real



estate is local. She thinks Williamsburg will weather the next storm. "History says that Williamsburg doesn't go with the national trend - it usually does better," she said.

WAAR is a local trade association for real estate agents. The designation of Re-

altor is actually an additional accreditation, which Kinsman says is important.

"When times are slow, it's the best time for agents to get educated. I always tell people who are looking to buy or sell that they should ask an agent about the letters after their name. It says a lot about the time they've taken to educate themselves," she said.

That alphabet soup of letters can be confusing, but it's also one of WAAR's goals - to provide education for real estate agents. It can mean taking classes to become a senior housing specialist, a specialist in new home sales, focus on representing buyers, or other special designations, and they are worth looking into. Kinsman said that just like any non-profit or trade association, the economic

squeeze puts the pressure on for them to offer more to their constituents.

In order to lead WAAR with no conflict of interest Kinsman does not have a Realtor's license; however, she's had plenty of experience in the real estate industry. Kins-

man and her husband came to Williamsburg in 1976 from Northern Virginia. She started working part-time for WAAR in 1981. As the area's real estate opportunities grew, so did the organization and her role within it. Kinsman now supervises a staff of five full-time employees as the CEO.

"When my husband and I bought our house, it was the late 1980s and we were flying high because we'd gotten an interest rate of 11¾%. What a deal, we thought. Then, when the interest rates were around 16%, it was. But today I see people waiting for the rates to go down before making a decision and I wonder about that."

Kinsman is taking the long-term view on real estate, especially because it's cyclical. After one of the longest housing booms ever for sellers, it's a buyer's market again. She

encourages people to get a deal for themselves. "I think that fence-sitters should beware...this is a good time to buy, and the interest rates are good, but the concessions

**"I think that fence-sitters should beware...this is a good time to buy, and the interest rates are good, but the concessions are really what could be valuable."** - Linda Kinsman, WAAR

are really what could be valuable. And, there are a lot of houses on the market, so you can find just what you want. Or, if you find almost what you want, tell the seller and see what you can work out," she said.

How is the real estate market affecting the people her organization serves? "Well, we've seen a decline in non-renewals as some people leave real estate, but I think that it says that the people who stay are serious about the profession," Kinsman said.

WAAR was chartered in 1956 and has grown significantly. "When I first started, we had a total of 100 members and we now service approximately 700 to 900," she said.

Personally, Kinsman says she's proud of the work that WAAR does in the community and that the members are generous - with their time and money, no matter what the market. "We've done Angel Trees and golf tournaments and Housing Partnership projects and rung bells for the Salvation Army. It's important to us and it's important that we are visible in the community," she said.

Newly-elected president of WAAR, Frank Hughes, also sees opportunities in

100%  Upgrade for 33%

WN120108

REGISTER NOW FOR SPRING!  
Classes Begin January 10, 2009.

Upgrade your skills. Thomas Nelson offers upgrades for the entire community at about one-third the cost of four-year colleges and universities.

The new Historic Triangle Campus located at Opportunity Way coming in 2009.

Hampton Campus  
99 Thomas Nelson Drive  
P.O. Box 9407  
Hampton, VA 23670  
(757) 825-2700

Historic Triangle Campus  
Busch Corporate Center  
161-C John Jefferson Square  
Williamsburg, VA 23185  
(757) 253-4300

Southeast Higher Education Center  
located at  
An Achievable Dream Middle and High School  
5720 Marshall Avenue  
Newport News, VA 23605  
(757) 283-7820 ext. 63532

www.tncc.edu

 **Thomas Nelson**  
COMMUNITY COLLEGE

Explore. Excel. Succeed.

## Ready for New Years?

Phil Recommends:  
Canard-Duchêne  
Champagne

GREAT VALUE FOR  
FRENCH CHAMPAGNE!

\$29<sup>99</sup>

Join us for our  
Champagne  
&  
Sparkling  
Tasting  
Sat., Dec. 27<sup>th</sup>  
4pm to 7pm



**THE WINE SELLER**  
government wines & cheeses

4680-15 Monticello Marketplace,  
Williamsburg  
(757) 564-4400  
www.grapesbythecrate.com

the 2009 market. "I think the spring will continue to bring challenges to sellers until the inventory is more in line with the number of buyers. That said, there hasn't been a better time to buy in my 13 years [as an agent.] Interest rates are very low, there is sufficient inventory for even the most discriminating buyer, prices have dropped and there are more seller concessions available. If prospective buyers take advantage of the market, we could see a more rapid return

to a balanced market, which is good for everyone."

The local association also provides state and national affiliations. Kinsman just returned from the National Association of Realtors Conference in Orlando and brought news from the NAR's Chief Economist, Lawrence Yun. "He said that it looked like the second quarter of '09 we'd see stabilization, but then revised it to the fourth quarter of '09," Kinsman said. She reminds buy-

ers and sellers that Williamsburg tends to do better than the national average, so it could happen a bit sooner here.

No matter who looks into their crystal ball, 2009 is going to be a tough year to predict. The storm may not have passed, but it is likely that it won't be as severe for the housing industry in Williamsburg as it may be in other areas of the country. NDN



# a sign of certainty in a time of uncertainty



## Here's what's really happening on Main Street ...

1,000 local Chamber & Alliance members are displaying this sign of **continued confidence** in their Customers, their Businesses, and their Community.

When shopping, dining, or using any of the personal services in life, be assured that businesses displaying this sign care about their customers, are reputable business people, use good business practices, and give back to the community through active involvement.

 Greater Williamsburg  
CHAMBER & TOURISM ALLIANCE



# Credit Unions

CHRISTOPHER BURGESS

By Meredith Collins

Christopher Burgess is the President and Chief Executive Officer of Baylands Federal Credit Union. Baylands serves eight counties in the Williamsburg area: James City, New Kent, King William, King and Queen, Middlesex, Essex, Mathews and Gloucester. Like most local business leaders, Burgess is unsure how to predict the future of our local economy and admits he has never lived during a period with uncertainty quite like this. However, his outlook is an optimistic one and he has confidence that the local credit unions will be doing their part to support their communities.

Burgess was born in England in 1947 right at the end of WWII. He spent the first years of his life in Essex - an area along the Thames Valley, where the river Thames runs up through London. Burgess remembers it as an economically challenging time period. The area

had suffered greatly from consistent bombing. As a young boy, Burgess experienced the

kind of hard times that many people have only read about in history books.



“There was a housing shortage the first six years of my life I lived with my parents,” he recalls. “I was the firstborn. We lived in two rooms. One in the basement of a house – they were rented - and one on the second floor which meant you had two flights of stairs to get up. The whole house had available to us – a flush toilet outside. It was connected to the house but you had to go outside to get to it. There were three groups of people that lived in this house. We all rented different rooms. To have a bath, we brought in a galvanized tub and set it in front of the fire and used a tea kettle to boil water to put in that tub. As a child I got to bathe first and then my mom got to bathe and then my dad got to bathe, all in the same water. We only had one tub. It was just a performance. Food was still rationed. I don’t know about

SUNDAY IS  
**Family Night**  
**1/2 PRICE POOL**  
**4PM to 10PM**  
\* Children must be 8 years old to play pool.  
4805 Courthouse St. - NewTown  
**(757) 220-0808**

**THE CORNER POCKET**  
[www.thecornerpocket.us](http://www.thecornerpocket.us)

**Proactive or reactive. Which one best describes your insurance agent?**

*Don't just think you're covered. Let someone who cares help make sure you're covered.*

**MICHAEL ROCK AGENCY, INC.**  
**Mike Rock**  
Your Local Nationwide Agent  
[rockm1@nationwide.com](mailto:rockm1@nationwide.com)  
1303 Jamestown Rd. Unit 119  
Colony Square Shopping Center  
**(757) 564-8900**

©2008 Nationwide Mutual Insurance Company and Affiliated Companies. Nationwide Life Insurance Company. Home office: Columbus, Ohio 43215-2220. Nationwide, the Nationwide Framemark and On Your Side are federally registered service marks of Nationwide Mutual Insurance Company. Not available in all states. We offer non-Nationwide homeowners insurance products only in FL.

**PRICE REDUCED!**

**518 Newport Ave.**  
READY TO MOVE IN. 3 BR IN THE CITY. ONE BLOCK TO W&M. CW OR THE LAW SCHOOL.

**Robert Marakos**  
Cell Phone **(757) 570-4076**

**William E. Wood**  
and Associates  
REALTORS

this country but in England there was rationing up until about the early '50s. My parents, when I was born, got to get two eggs a week instead of one egg a week because I was allocated one egg. You could not buy eggs unless you had your ration book with a certificate in it. You tore it out, handed it in and you got to buy two eggs."

Burgess looks back on this experience as a testimony to the strength of the human spirit and as a way of illustrating the similarity in the cooperation that unfolds between people during tough times with the foundation of cooperation that credit unions were built upon.

Credit unions were first started in 1844 in Rochdale, England where a group formed the Society of Equitable Pioneers. They sold shares to their members in order to be able to purchase goods at better prices, and then they sold the goods to their members at a savings. The concept later spread to Germany and then to the United States in 1908. Today, about 85 million Americans belong to a credit union.\*

According to Burgess, the cooperative structure of credit unions is what allows them to fair better during tough economic times than some other financial institutions. Credit unions are not for profit, which means they don't pay taxes. While he admits that community banks offer local services similar to those offered by credit unions, generally credit unions are less affected by the problems we read and hear about on a national level.

"There are a few credit unions that do have issues in down economic times, but generally speaking credit unions fair better during poor times than banks do," Burgess says. "Part of the reason for that is credit unions have different goals. The interests of the credit union are aligned with our members. You have to be a member of a credit union rather than a customer. Some people think that you have to pay a membership fee. Well you don't. In our case, we ask that you put \$25 in a savings account. It's your \$25. All we're saying is that in order to be a member you must have twenty five of your dollars

in your savings account. Some credit unions only require \$5. That's the only requirement. Now there is eligibility. Some people don't understand how you can be eligible to be a member."

Eligibility varies among credit unions. Some credit unions are established as a Single Employer's Group (SEG) and others have a much broader membership. For example, Baylands Federal Credit Union began as a SEG credit union for employees of the mill, now Smurfit-Stone. Today, you can become a member of their credit union if you live, work, worship or go to school in the geographic community that includes the eight counties they serve. There are a number of credit unions serving the Williamsburg area, each with their own membership policies: First Advantage Federal Credit Union, Bay Port Credit Union, Langley Federal Credit Union, Chartway Federal Credit Union, Navy Federal Credit Union and more.

Credit unions operate by using the money of their members. "It's our members' money that we lend out and it's our members that

# Happy Holidays



Front: Gus and Marina Fotiadis  
Inside: Chris and Helen Fotiadis  
Back (LtoR): Ae Niyomkham, Travis Loving,  
Nick Ferenc, Shelby McDannold, Cedric Wilson

from  
**EUROPEAN CARS  
OF WILLIAMSBURG**  
SALES & SERVICE

421 East Rochambeau Drive next to Pierce's Pitt Bar-B-Que • (757) 220-9660  
[www.eurocarsofwmsbrg.com](http://www.eurocarsofwmsbrg.com)



borrow our members' money," Burgess explains. "We don't have stockholders like a bank has. We don't have stock that's on the market like a bank has. So we don't care if our stock price would go up and down because we don't have any stock. We're not capitalized through selling stock. We're capitalized through our members' money."

Burgess' business experience is rich and varied and he draws his insight from multiple careers he has enjoyed. He originally came to the area from England when he was 26 years old to accept a position at the mill in West Point, VA. He has a Bachelor's Degree in Engineering from the City University in London, England and in 1988 he earned his MBA from the Mason School of Business at the College of William & Mary. Burgess has worked in operations and production, as a finance and business analyst, and in strategic business development executing mergers and acquisitions all over the world – Mexico, China, South Africa and several European countries.

"I got to fly on the Concorde once," Burgess reminisces with a smile. "I flew around the world during a week of work one time...what do they call it here? Bucket List things?"

His career with Baylands Federal Credit Union began when he served on their volunteer board. "Board members for a credit union are volunteers – they are not paid directors," Burgess clarifies. He ultimately became Chairman of the Board and volunteered to perform strategic planning responsibilities for the group which was his forte. Ultimately he was hired to put the plan in place and when the former CEO retired, Burgess was promoted to his present position.

According to Burgess, for the most part credit unions are operating today the way they have in the past. "We still have money to lend," Burgess emphasizes. "If people want to borrow money we will lend it to them. We'll still do mortgages, we'll still do home equity lines of credit, we'll still do used cars, new cars, signature loans - whatever you

want to do." He sees consumer confidence as a real issue right now and with layoffs and unemployment concerns this is understandable. He encourages people to look at what credit unions might be able to do to lessen their personal burdens. "If you're looking ahead and you are worried, don't lay awake at night worrying about it," he advises. "Do something about it. Come and talk to us."

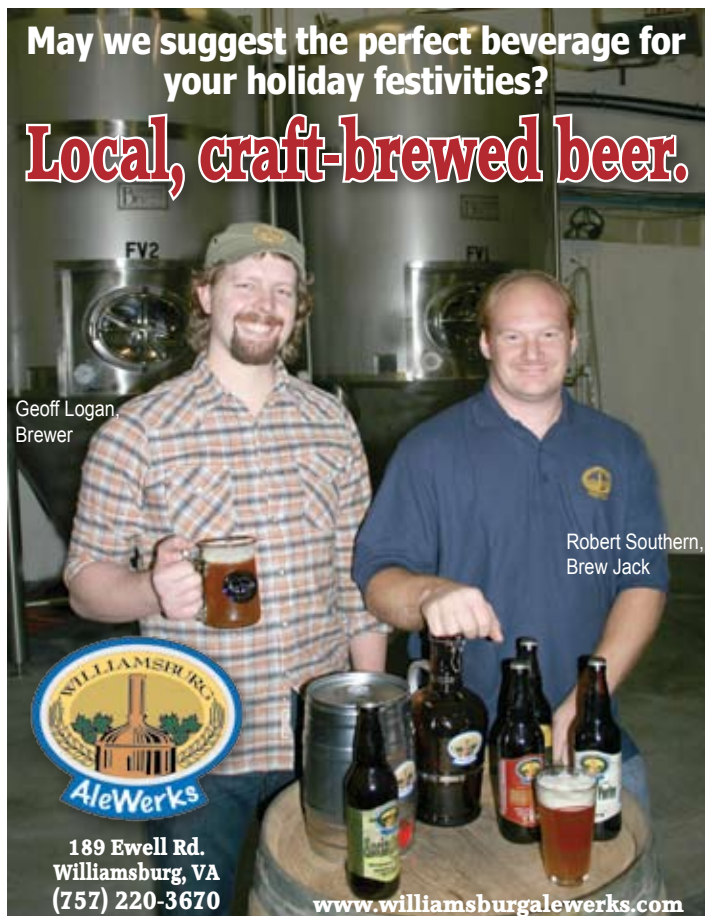
Burgess does not know what the future holds, but he is confident that Baylands Federal Credit Union is prepared for it and that credit unions as a whole are an avenue that some people may want to explore as they make their way through these challenging times.

"I will promise you, if it gets worse credit unions will get more and more attention because they will be holding up their communities," Burgess emphasizes. "They will be supporting their communities and doing more for people." NDN

\* [www.creditunion.coop/history](http://www.creditunion.coop/history)


**May we suggest the perfect beverage for your holiday festivities?**

**Local, craft-brewed beer.**



Geoff Logan, Brewer

Robert Southern, Brew Jack



189 Ewell Rd.  
Williamsburg, VA  
(757) 220-3670

[www.williamsburgalewerks.com](http://www.williamsburgalewerks.com)

## We Just Do It Better!

Do you want a safe, private environment to work out where you don't feel like you are on display?

Our fitness professionals will help you achieve new found confidence along with a healthier body and lifestyle. Don't just think about looking and feeling better - get started today!



Jodie Johnson, IFTA Certified Fitness Instructor for Yoga and Pilates, with Frank Rosalie, Owner.

**Now Offering One-to-One Yoga and Pilates**

**3 Free sessions with a 36-session package or more!**

Offer Expires 1/31/09



**757-345-2246**

**4854 Longhill Rd. in the Olde Towne Square Plaza**

[www.ftwilliamsburg.com](http://www.ftwilliamsburg.com)



# Economic Development

JAMES GOLDEN, Ph.D.

*By Greg Lilly*

Diversifying Williamsburg's economy plays a major role in Dr. James Golden's goals. Golden is Vice President for Strategic Initiatives in the College of William & Mary's Office of Economic Development. His office facilitates public and private university partnerships to strengthen the university and contribute to local, regional and state economic development. "We link faculty to businesses in the area primarily to do collaborative research," Golden says, "and to go after grant and federal funding opportunities. We also provide



## *Did you know...*

That we have a SWEET deal for Christmas for you?



The sweetest way to help you afford the Christmas of your dreams might just be through the equity you've built up in your home! Rates are pretty sweet, too! Call us today for more information about a Home Equity Line of Credit!

*Merry Christmas and Happy New Year  
from your friendly BayLands Staff!*



**BayLands**  
Federal Credit Union

**(888) 843-2520**  
7031 Richmond Rd.  
in James City-Norge  
[www.baylandsfcu.org](http://www.baylandsfcu.org)

This credit union is federally insured by the National Credit Union Administration.



# Need a Ride to the Airport?

You Ride in Comfort.  
We Get You There On Time.



Ali Erkan,  
Owner

**TRIANGLE TAXI**  
"Serving Williamsburg and Surrounding Areas"  
**(757) 564-6969**

## UPCOMING ISSUES

### Our William & Mary

In Home Date: January 22nd  
Advertising Deadline: January 6th

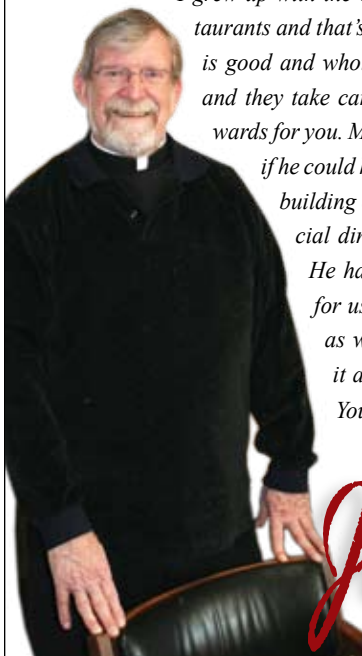
### Our Youth. Our Future.

In Home Date: February 26th  
Advertising Deadline: February 10th

## Next Door Neighbors

For more information call (757) 560-3235

## "We like it at Jimmy's."



*"I grew up with the old fashioned neighborhood restaurants and that's really what Jimmy's is. The food is good and wholesome. Their service is friendly and they take care of you. They bend over backwards for you. Moe came to our church and asked if he could have a fund raiser to help with the building of our new church. He had a special dinner and the place was mobbed. He has had several more fund raisers for us and he does it for other groups as well. He's very generous. We like it at Jimmy's because they like you. You feel good going in there."*

- Father Peter Creed  
Pastor of St. Olaf  
Roman Catholic Church

**Jimmy's**  
Oven & Grill  
Since 1976

7201 Richmond Road • (757) 565-1465

Open for Lunch & Dinner! Also serving Breakfast on Sat. & Sun.

[www.jimmysovenandgrill.com](http://www.jimmysovenandgrill.com)

assistance with business planning and financing through the Mason School of Business."

The Office of Economic Development is also involved in the Hampton Roads Research Partnership which includes the universities from William & Mary to ODU and the two major research labs: NASA Langley Research Center and Jefferson Laboratory. "We work with them to promote research and link that research to companies in the area," he says. "We have a coordinating effort in several technology areas, especially sensors. We're focused on helping the region expand in sensors, modeling and simulation, and bioscience." These three clusters of local scientific expertise are the focus of the region's technology development.

Golden is especially interested in how the expansion of technology companies in the area benefits the Williamsburg community. "I see an opportunity to grow a knowledge-based industry that would be linked to the kinds of research we do at William & Mary," Golden says. "That would help provide diversity to the economy that is very much needed." The current heavy tourism-based economy leaves little cushion for Williamsburg when visitors cut back on their travel plans. Golden explains that a key objective for economic diversity for Williamsburg is the attraction of knowledge-based professionals.

As Golden guides faculty and technology companies to partnership in research, the result is win-win for all involved. William & Mary looks for internship opportunities for their students and research collaborations for the faculty. The growing companies create an environment that is conducive to young professionals plus draws and retains seasoned employees to the area. "Our students see this as a vibrant place to go to school. We're interested in creating opportunities for spouses – an increasingly important aspect of recruiting and retaining faculty," Golden adds. "Today, some spouses commute to Richmond or down to Norfolk and that's a stretch, so we're looking for more opportunities for them."

Golden says his position at the college is the convergence of all his interests. Cultivating university and private sector partnership initiatives combines elements from his past careers. "I had a long time in the Army, a lot of that at West Point where I chaired the Department of Social Sciences," he explains. "I'm comfortable in an academic environment and I understand a lot of the challenges of delivering high quality education. As an economist, I'm also interested in the finance issues and strategic planning issues – I did some of that in the Army. After my military retirement, those interests led me to my next job at Tenneco. I was the Executive Director for Technology and I also got involved in the strategic planning for the company." Two areas of significance developed for Golden: technology (new product development and how to leverage the research at universities to help develop new technologies and new products) and the strategic planning process (how to allocate funds across a corporation to the areas where they produce the highest return).

Golden and his wife Elaine moved to Williamsburg in 1999. He cites the college, the area's rich history, and the temperate weather as major factors in the decision to settle here. The community feel of Williamsburg attracted the Golden family too. "Although it's been growing substantially in the last few years," Golden says, "Williamsburg is

[WWW.WBURGN.COM](http://WWW.WBURGN.COM)



still very much a small town community. People do know each other. Most folks are glad they're here. It's a friendly community with the right scale. There are issues about growth; some say we'll lose that small town quality, but it's certainly still here now. I think it's a vibrant community. A lot of folks are really engaged in community service, it's a clear value when you ask for help with a project and the answer is always 'yes'."

Controlled growth with an eye for the future can make all the difference as the area expands. Golden uses NewTown as an example of successful development. "I think this 300 acre development conceived with a new urban design is consistent with where the community is," Golden explains, "and it meets a real need. Plus it extends it to become a little friendlier to knowledge-based companies. It's a lifestyle that is more attuned to what young professionals would expect. It has entertainment opportunities and different kinds of residences close to each other. There is vibrancy to this kind of environment that is a positive addition to the community."

For 2009, Golden sees diversification, attraction of more knowledge-based professionals, and continued college and private sector partnerships. The economic downturn offers an opportunity for businesses according to Golden. "William & Mary is doing what we can to reach out to businesses in the area by offering access to our faculty through planning sessions to help the businesses think through how they might adjust to the downturn. We have forums and professional outreach classes from the professors of the Mason School of Business that will work with companies in the area to help them manage in these difficult financial times."

The positive outlook for the coming year is that now is the time for businesses to work with the faculty to discover new ideas and strategies for their companies. "We know the economy will recover," Golden says. "These things are cyclical. I've been around long enough to have seen a lot of these and we'll come out of it. A downturn is an opportunity to review your operations to ensure you focus on your core priorities and that your business plans are sound. It is a time to think about education and workforce training, and how to improve the efficiency of the workforce and our core processes so we can manage more effectively."

One of the big advantages the Hampton Roads area has is the presence of the military installations. Golden explains that the military is generally unaffected by the slowing economy. "Defense spending could decline in the future," he says, "but right now it's not affected by the downturn. That provides a core of income to help sustain the local economy."

Golden refers to the area's history of great resilience. "We all understand that this is a cycle and the underlying strengths of this community are extremely sound. Institutions like William & Mary provide intellectual leadership and capabilities for the community."

The confident nature of Golden and his affection for Williamsburg shine through the cloudy economic horizon. "We're very well serviced," he states, "by the institutions that are here, the strong civic commitment of the people, and a tradition of pulling together and supporting each other in difficult times, so I think there is a lot to be optimistic about. I know I am." NDN

[WWW.WBURGNDN.COM](http://WWW.WBURGNDN.COM)

# Guaranteed 3.30% APY\*

## Money Market

Act now to take advantage of this great rate on an FDIC-insured Money Market account.



**VIRGINIA COMPANY BANK**  
OPPORTUNITY LIES AHEAD

**New Town Banking Office**  
Williamsburg  
5360 Discovery Park Blvd.  
Suite 102  
(757) 206-1904

**Oyster Point Banking Office**  
Newport News  
601 Thimble Shoals Blvd.  
Suite 102  
(757) 327-0150

[www.vacompanybank.com](http://www.vacompanybank.com)

\*APY (Annual Percentage Yield). Promotional APY of 3.30% effective as of November 4, 2008. The bank requires the Money Market account to be opened with funds currently not on deposit with Virginia Company Bank and the minimum balance to earn APY is \$10,000. The Money Market Account is a variable rate account and rates are subject to change to the bank's standard Money Market tiers after April 30, 2009. The current standard Money Market account with a balance of \$10,000 is an APY of 1.75%. Fees may reduce earnings.

## If Electricity Runs Through It...

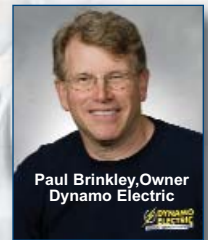
## We Do It!

- Install electrical equipment
- Replace electrical appliances
- Installation of new lighting
- Electrical Panel Up-Grades
- Relocation of Meter Bases
- Wiring for new construction
- Commercial new construction
- Warehouse Maintenance & Upgrades
- X10 Installation
- Parking lot lighting
- Pull cat. 5&6 computer cable
- Add an electrical outlet



### Generator Sales, Service & Repairs

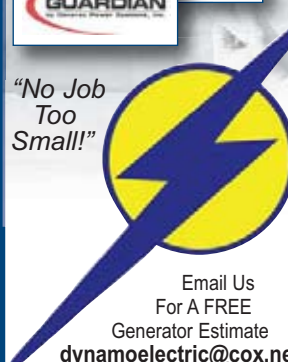
We sell, install, and service automatic whole-house standby generators.



Paul Brinkley, Owner  
Dynamo Electric

Call Today for a Free Quote!  
757-220-2067

"No Job Too Small!"



# DYNAMO ELECTRIC

INCORPORATED

Email Us For A FREE Generator Estimate  
[dynamoelectric@cox.net](mailto:dynamoelectric@cox.net)

PO Box 5511, Williamsburg, VA 23188  
757-220-2067 FAX: 757-220-3125

[www.dynamoelec.com](http://www.dynamoelec.com)



# Wealth Management

FRANK SMITH

By Greg Lilly



The world of financial services grabs headlines in the national press. In the Williamsburg area, local companies continue to work with small businesses and individuals to achieve realistic goals and objectives says Frank Smith, president of Sphinx Financial Group. The key to surviving the current economy is focus and trust. Focus on your goals and establish trust with your financial advisor.

Frank Smith and his wife Charlene moved to Williamsburg in 1998 and established Sphinx Financial Group to provide guidance in wealth management. Wealth management includes wealth accumulation, asset protection, and wealth transfer – the full cycle of a company or individual's financial life. Smith recommends that a financial advisor should stress the basics and rational thinking. He's a no nonsense type of man who can explain finances in a way that has you thinking you should have thought of that solution yourself. "I enjoy helping people tremendously," he says, "not only managing their financial resources, but based on my client's goals and objectives ensuring that when they need the money they've got it."

He emphasizes managing expectations. "Don't try to beat the market, time the market, or guess the market," Smith explains. During an initial consultation with a potential client, a good advisor establishes the client's risk tolerance and uses that as a guide for growth benchmarks. The advisor should note the client's life milestones that affect investments and ensure the money is available when needed. "When they're ready to send their child to college," Smith says as an ex-

ample, "they have the funds; when they're ready to upgrade to their next home, they have the funds."

The current economy hasn't panicked his loyal clients. Smith says he's had as few as six calls about current portfolios. "I work hard to cultivate relationships so my clients believe in me and trust me and know I work in their best interest," he explains. "Clients know I have them in something within their risk tolerance and not involved in something they shouldn't be. Everybody is going through the downturn now. I've been around the corner once or twice. We don't give our clients a lot of high-flying stuff trying to grow their assets in astronomical ways when it doesn't make sense." This

desire for rapid growth created risky investments; a tactic Smith says contradicts most financial professionals' mantra of strategic long-term planning.

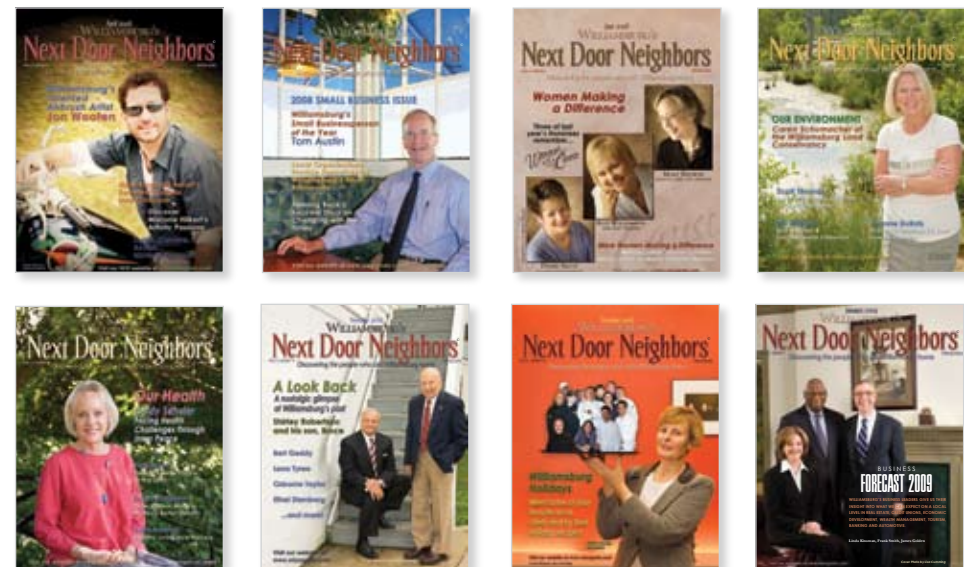
With the downturn in the economy, a lot of people ask him for advice. They are concerned about the money they've set aside or about the hit they've taken on their portfolio. The inevitable questions are tossed his way at social gatherings or professional groups: Where should I put my money? What is

# What are people saying about Next Door Neighbors?



"Williamsburg's Next Door Neighbors magazine has been the source of at least thirty seven percent of our service requests for four months... We owe a good measure of our success this year to this magazine."  
- Pete Childs, Carpet Pro

"Congratulations on your publication, Next Door Neighbors. I hear more and more people talking about it and saying how nice it is to see the talented people in our community highlighted. So hats off to you for making the progress you're making."  
- Glen Byrnes, Golden Horseshoe Golf Club



"I just wanted to tell you how much attention we've gotten from your article in Next Door Neighbors. If you wonder if anybody reads it I can definitely tell you, 'Yes!'  
- Janet Smith

"I just got the latest edition... I thoroughly enjoyed it. It was like walking down memory lane. I've been here since '57 and enjoyed reading all of the stories you had in there."  
- Ron Campana, GSH Real Estate

"The article you did - I have had one thousand people comment to me about that

article and your magazine. It's funny the amount of people who read it. You are really penetrating the market."  
- Vickie Nase

"I can always tell when the Next Door Neighbor magazine hits people's mailboxes because my phone starts ringing. This is the best marketing money I have spent. People even stop me on the street and recognize me from the magazine. I would highly recommend this to anyone who is looking to increase traffic to their business."  
- Elaine Obie, Nationwide Insurance

**Direct mailed monthly to 98% of the homes in the Williamsburg market.**

To learn more contact Meredith Collins at (757) 560-3235 or [meredith.collinsgroup@cox.net](mailto:meredith.collinsgroup@cox.net)

Visit [www.wburgndn.com](http://www.wburgndn.com) to read all of these back issues on line!



safe? When will things turn around?

He leans forward and says there are three options: "Get out. Or make sure what you have is what it should be, and sit and watch it. Or make sure what you have is right, and stay in and continue to invest." That would be 'fold, check, or raise' in poker terms, but Smith stresses not to look at investments

months, he explains, has been years in the making. "We moved from an economy driven by manufacturing and technology to one that is actually driven by financial services," Smith says. "Financial services are predicated on debt. Lee Iacocca said it very well when he said that there's something wrong when we can make more money selling money than

agement professional should deal with the near-future. He tells of an experience with a recently widowed 82 year old woman who moved to the area to be closer to her daughter. Although still physically able to care for herself, she sold her home and moved into a continuing care facility.

"I sat down with her and we looked at her assets and liabilities, what's coming in and what's going out," Smith explains. "We talked about some expenses she might not need now, because she sold her house." They also reviewed things she could pay off, but discovered she had a monthly shortfall. Focused on her assets, Smith reviewed the proceeds from the sale of his client's home and found that they could utilize it in an annuity. That investment gave her a monthly check starting the next month, and it provided enough income to cover all her expenses and left her with a monthly surplus.

"I got a lot of satisfaction out of that," Smith says. "I helped her to sustain herself. That's what it's all about. Now she has enough income to cover her bills, and she doesn't have ongoing worries about what's happening with the economy." He sits back in his chair and smiles. "That's beautiful, that's really beautiful. That gives me a lot of satisfaction."

The current economy necessitates the basics in financial services: Focusing on objectives and building trust with your advisors. As Smith says, that can bring real satisfaction. NDN

## "It will take two to three quarters to pull out of this. There aren't any quick fixes."

- Frank Smith, Sphinx Financial Group

as gambling. There is risk, but that is why he takes the time to help establish a client's comfort for the ebb and flow of returns.

As far as predictions for sunnier times, Smith admits no one has a crystal ball, but he adds, "It will take two to three quarters to pull out of this. There aren't any quick fixes." But he says the Williamsburg area experiences less of the turbulence from Wall Street because of the military's presence and the steady foundation for the economy it provides. Plus, he recognizes the support of the growing retiree population in lessening the impact of rising unemployment. "Those two big factors help us," he says. But the national and world economies still affect the Historic Triangle, and Smith likes the idea of diversifying the local economy with light industrial, research and development, and a focus on new industries like 'green' energy.

The financial crisis of the past several

we can selling cars. He was absolutely right. That set the stage for all kinds of creative financing."

The fallout of 'selling money instead of cars' is one reason Smith likes companies with solid products and industries that tap into new trends like green energy research and development. These are long-term investments to explore.

A client's goals and objectives should guide an advisor's recommendations, and not be a reaction to the volatile market. Smith talks to his clients about their situation and walks them through a simple budget of assets and liabilities, "what's coming in and what's going out" as he likes to describe it. With that assessment, he helps to develop a plan of asset allocation.

Smith says that the Historic Triangle has a growing population of retirees and pre-retirees, so some advice from a wealth man-

**What is Your Home Worth?**



**We Provide Appraisals For:**  
First & Second Mortgages  
Sellers  
Estate Planning  
Divorce Settlements  
Insurance Companies and more.

Vickie Nase  
Appraiser

**(757)  
645-2515**



4700 HICKORY SIGN POST RD.  
[www.appraisalsofwsbg.com](http://www.appraisalsofwsbg.com)




You are  
**WOMAN**

Let the world  
hear you roar!

**HAUSER'S**  
JEWELERS  
1808

CITY CENTER IN OYSTER POINT-NEWPORT NEWS-757-595-6006

**NEW HISTORICAL FICTION BY  
LOCAL AUTHOR GREG LILLY**

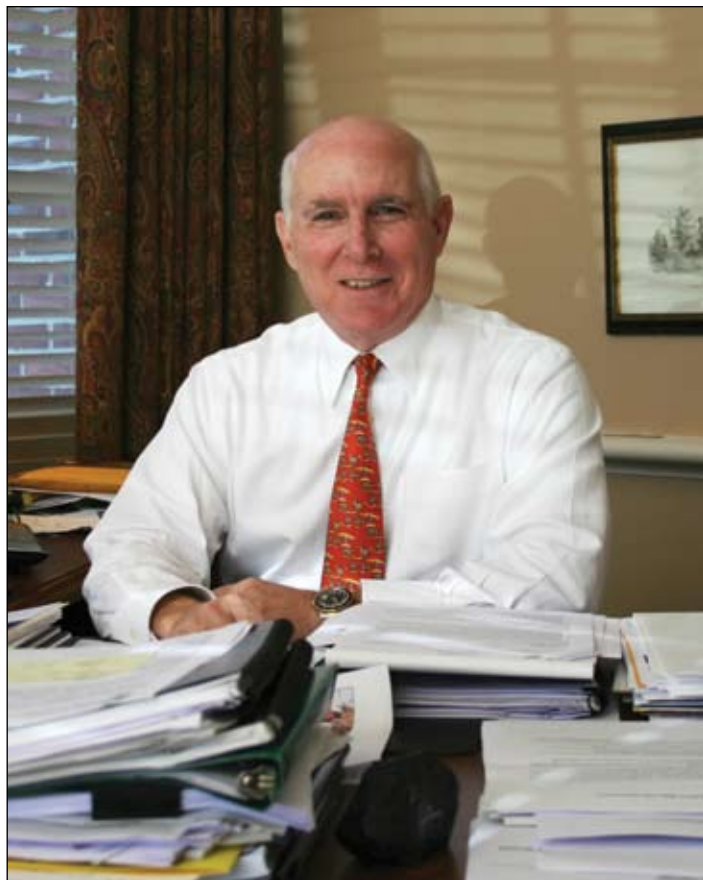


**WWW.GREGLILLY.COM**

# Tourism

RICHARD SCHREIBER

*By Greg Lilly*



As President of the Greater Williamsburg Chamber & Tourism Alliance, Richard Schreiber plans for the future. Throughout his career, Schreiber has focused on operating statements for his companies and the tactical efforts of hitting monthly and quarterly goals. "Here," he says, speaking of the Chamber, "we deal primarily in the future."

Current Chamber involvement includes input into the James City County Comprehensive Plan. "This is a precursor for our involvement in 2012," Schreiber adds, "when all three municipalities (James City County, York County and the City of Williamsburg) do their comprehensive plans at the same time. The comprehensive plan

## We Build EarthCraft Certified Homes to Save You Money!

We think it's important to have a blueprint for healthy, comfortable homes that reduce your utility bills and conserve our resources.

servation and more.

We build high quality homes with attention to every last detail. Our EarthCraft certified homes are some of the most energy efficient new homes available on the market today.

That's why we are certified by EarthCraft, a nationally recognized green building program that means higher standards in all aspects of home construction - energy efficiency, durability, indoor air quality, resource efficiency, waste management, water con-



*"Jeremy builds a fine home with an incredible attention to detail. His customer service was extremely impressive."*

- Howard & Mildred Reardon



*J. Lloyd Builder*  
inc.  
FINE CUSTOM HOMES  
757.220.6810  
JEREMY L. FINDLAY, PRES.

*Call me to learn more about how you can save green by building green.*

Jeremy L. Findlay



is intended to guide the economic development and overall quality of life aspects of the area for 20 years. The elements put into that plan are going to help those who govern the plan and form ordinances that will oversee how the area develops.”

The direction of the area’s economy and quality of life are two important interests for Schreiber. He and his wife Lynn moved to Williamsburg when a recruiter telephoned him about a position with Colonial Williamsburg (CW). After 14 years at CW, other opportunities called them to the Eastern Shore of Virginia where Schreiber partnered with the Nature Conservancy on the area’s sustainable economic development. This allowed him to explore ways that Eastern Shore residents could use their natural resources to expand their economy while preserving the quality of life.

Work then took the Schreibers to Hilton Head, SC but Williamsburg beckoned them back in 2005. “Lynn wanted to be closer to the grandchildren, as did I. After those 14 years in Williamsburg,” he admits, “I had a

great affinity for this place.”

At that time, the Chamber of Commerce and the Convention & Visitors Bureau were undergoing some changes that the members considered vital to the future of the organizations. “They were going to merge the two organizations into a new structure,” Schreiber explains, “and they needed someone to pull it together, to give direction. It sounded like one last opportunity to do something valuable before it was ultimately time to really retire.”

Schreiber and the Greater Williamsburg Chamber & Tourism Alliance are the voice of the business community. The organization has the distinct benefit of a view over county and city lines. “Because we are involved in all three municipalities,” Schreiber explains, “we try to do things others aren’t. We hope our voice bridges differences and urges what’s best for the economy and for the people that live here.”

With over one thousand members, the Chamber & Tourism Alliance wants a plentiful workforce, a balanced economy and

healthy businesses. One way to achieve this is working with the local governments in planning. “The level of commitment and talent of the Chamber members allow us to take on a unique role with the governing bodies,” Schreiber says. “We work with them to be their partners, to step up when there is something that we can do to help, or when an issue affects more than just their jurisdiction. We want them to look to us to help with that. The beauty of this organization is that we don’t have any other ambition than to be of service. When we’re invited in, we share goals with them.”

Workforce housing and diversifying Williamsburg’s economic base are areas of concentration for Schreiber’s subcommittees and task forces. The developing technology companies on the Peninsula and in Suffolk create an opportunity for diversification. “We need to take advantage of it,” Schreiber says. “These are chances for this community to add more businesses that balance tourism.”

Our economy is driven by tourism. That fact is never disputed, and according to Sch-

*Celebrating 70 Years*  
**GIVING BACK TO OUR COMMUNITY**



*“We’re honored to have served the Williamsburg area for seven decades. Our tradition of creating exceptional floral designs and providing consistent service is what has made Schmidt’s what it is today. Thank you for being a part of our success!”*

- Dave & Patti DeBlass

**PASHN FLORAL BOUQUET**  
 To Order Call (757) 229-1665

**PASHN - Providing housing opportunities for individuals with intellectual and developmental disabilities**

**This year our anniversary celebration will include eight local non-profit organizations.**

JAN - PASHN, FEB - Child Development Resources, MAR - The ARC of Greater Williamsburg, APR - Blooms that Brighten, Inc., JUN - Grove Christian Outreach Center, OCT - Beyond Boobs, Inc., NOV - Dreamcatchers, DEC - Heritage Humane Society.

*Profits from the sale of these floral arrangements will benefit each organization during one month in 2009.*




**schmidt's**  
*flowers & accessories*  
 A Williamsburg Tradition Since 1939

6596 Richmond Rd. • [www.schmidtsflowers.net](http://www.schmidtsflowers.net) • (757) 229-1665

**Plan Your Financial Journey with Steve Shonka**

Retirement Income Planning  
 Asset Allocation Strategies  
 Tax Reduction Strategies  
 Portfolio Management  
 IRA, 401(k), 403(b) & Pension Rollovers



**Stephen Shonka**  
 Family Retirement Planning and Wealth Management

Estate Planning  
 Education Planning for Children & Grandchildren  
 Financial Planning  
 Long Term Care Strategies

Please call Ann Carnifax at 757-258-1063 to schedule a complimentary meeting with Stephen.

Securities and Financial Planning are offered through LPL Financial, a registered broker/dealer. Member FINRA/SIPC.

115 Bulifants Blvd., Suite B, Williamsburg, VA 23188 [www.stephenshonka.com](http://www.stephenshonka.com)

reiber, our residential tax rates are lower than other parts of the country thanks to tourism. "The reason," he explains, "is the money flows in from the millions of tourists who come here, who go away, and don't need services. It's a wonderful model as long as tourism is working well. It has functioned very well for a very long time in this community." But, the economy can affect tourism, and it has. In a recession, people take fewer vacations, and they don't drive as far or stay as long. "We need to acknowledge that 2009 will be less for tourism than 2008," he says. "It's not because of anything local businesses do or because of marketing. It's because of the economy."

Schreiber's role is to ensure the local economy provides the opportunity to succeed. When he surveyed the Chamber members, the most important aspect of this area was the quality of life. "That means that even though we're a business organization," he says, "we're not going to encourage unbridled growth because that can have a negative

influence on the quality of life. Everything has to be balanced. Our approach to all issues is to achieve that balance for the long term good of the economy."

Even with the downturn in the economy, Schreiber still sees opportunity to succeed. The Chamber offers a series of workshops and seminars in conjunction with William & Mary's Mason School of Business which cover subjects from analyzing your business to dealing with your finances, sales and marketing. Chamber networking events allow businesses to exchange ideas and generate leads. "If you try," Schreiber advises, "you can affect your own destiny. You can improve your business if you network, you can become a better business person."

Two pieces of advice Richard Schreiber has for 2009: Support your local community businesses and be heard in planning for the future.

"We will get through this economy – we always do. These (Chamber) business people live here with you, and you need this econo-

my to succeed," he explains. "In times like this, trust the people who care about the area. The members are putting their money up to support those long-term activities in which we're engaged. It is an indication that they want to be here for the long term, that they love this area as much as we do, and they're investing in it. Support these people."

An important part of living in the Williamsburg area is the opportunity to participate with the local governments' processes for caring about and planning for the future. "We can build a stronger economy, an economy respectful of the quality of life that brought virtually everyone here," Schreiber adds. "We can't just leave it to the people who are politically active or issue oriented. All of us who moved here wanted this quality of life." He looks across his desk filled with stacks of paper in orderly rows, "We had all better be involved or somebody else is going to make the decisions for us and for our future." NDN

# Why replace when you can restore?

Allow us to restore your commercial or residential carpets to their original beauty and functionality at a fraction of the cost of replacing them.

**We repair buckled, worn, stained and unattractive carpets by refurbishing them and extending their life.**

Our color correction services will address your concerns over carpet that is stained, discolored, affected by bleach spots, sun fading, food and drink stains or simply discolored from high traffic.

**Before you go to the expense of replacing your carpets, allow us to give you a free estimate on restoring them.**

**(757) 566-1469**

[www.carpetpro.org](http://www.carpetpro.org)



## CarpetPro

7218 Merrimac Trail,  
Williamsburg

### Other Services We Offer That Can Save You Money:

- Carpet Cleaning
- Upholstery Cleaning
- Tile & Grout Cleaning & Repair
- Area Rug Cleaning
- Carpet Restretching
- Vent & Duct Cleaning
- Oriental Rug Cleaning
- Water Damage Response



Pete Childs, Owner



# Banking

LARRY DILLON

By Alison Johnson

Like many leaders in the banking industry, Larry Dillon can sum up his company's current strategy in just two words: "hunkering down." The country's tough economic times will require some adjustments and hard work, according to Dillon, the Chairman, President and Chief Executive Officer of C&F Financial Corporation and Citizens and Farmers Bank. The corporation is the holding company for the West Point-based bank, an 18-branch operation that also offers full investment services.

According to Dillon, some of what banks will need to do this year and in the near future, both locally and nationwide is: maintain a good supply of excess capital, trim overhead costs, focus on non-aggressive lending and high-quality loans, work to collect on outstanding loans and offer great

customer service.

"I'm not worried about surviving, because

we will survive this thing," Dillon says. "The goal is to come through it as unscathed as possible – and not just us, the bank, but the customers as well."

Dillon, 55, has plenty of faith in C&F Bank, a 225-employee operation with branches in a region stretching from Newport News to Richmond. He has worked there more than 31 years since pursuing a career in banking almost by chance.

A Portsmouth native, Dillon was always good at math but had planned to pursue a Master's Degree in Computer Science after college. During his senior year at the University of Virginia, where he earned a degree in commerce, a finance professor mentioned a job that would cover hotel and meal costs whenever he traveled for work – a big perk for someone



Helping to add financial certainty to your future...



Bill Forloine,  
CLU, CLTC  
Agent, New York Life  
Insurance Company

- Long-Term Care Insurance
  - Fixed Annuities\*
  - Life Insurance
- (757) 303-7609



\*Issued by New York Life Insurance and Annuity Corporation (A Delaware Corporation)

Spring Arbor  
*Residential Assisted Living*



757-565-3583  
935 Capitol Landing Rd,  
Williamsburg, VA 23185  
[www.springarborliving.com](http://www.springarborliving.com)



The Place That's Different.

International Art Shows  
Unique Atmosphere  
Outstanding European Food

art  
café 26

5107-2 Center St., NewTown  
(757) 565-7788

Tues -Thur 8:30am - 5pm  
Fri 8:30am - 9:30pm  
Sat 8:30am - 3pm & 6pm - 9:30pm  
Sun 10am - 2pm

[www.artcafe26.com](http://www.artcafe26.com)

from a modest background.

Dillon accepted a position with the Bureau of Financial Institutions, a regulatory division of the Virginia State Corporation Commission, where he worked for three years. However, he was still considering computer science until the night he paid \$25 to attend a retirement dinner for the Commissioner of Banking.

“At the time, that was like \$300 to \$500 for me, but I went out of respect,” he says. “I look back at that night and think, ‘What would I be doing today if I hadn’t gone?’ because I had never planned for a career in banking.”

At that dinner Dillon met W.T. Robinson, then the president of C&F Bank. The bank was looking for new young talent, and Dillon impressed Robinson during their conversation. After politely declining a couple of offers, Dillon agreed to start working at the bank while going to night school at the Col-

lege of William & Mary. Working full time, he earned a Master’s in Business Administration in what he calls “five very long years.” He liked the bank so much that he never left.

When Dillon was just 36, he took over as bank president. “At the time, it was scary as

as a demanding but forgiving leader. Mistakes don’t bother Dillon, so long as they’re not repeated. “I don’t mind when something goes wrong, because that’s how people learn,” he says. “I do mind if things go wrong a second time.”

**“Now I think there’s a feeling of, let’s get back to the basics and have these more exotic products go away.”**

*- Larry Dillon, C&F Bank*

the devil,” he says. “Now when I look back at it, on the trust they had in me, it’s humbling. I’ve been through good times and bad times, and it’s put me in a position to really help other people. That’s a blessing.”

Indeed, one of Dillon’s favorite parts of the job is helping people work toward their dreams. He still gets excited when customers show him plans for a new home. He also has enjoyed supporting C&F employees as they advance in their careers, describing himself

C&F Bank has performed well partly because it is like a real family, Dillon says. In existence since 1927, the bank has had just three presidents, himself included. During his tenure, one focus has been expanding services and hours to meet the needs of local customers.

Still, the job has its stresses. The current economic crisis is the worst Dillon has seen in his career. The government bailout, in his eyes, was necessary because big banks were

**What can your printer do for your business branding?**



Our commitment to quality workmanship, meticulous attention to detail, and competitive pricing have helped you, help us, become who we are today. In case you didn't know, we're locally owned and operated, and have served the area since 1991. Thanks to your continued support, we've recently made a few changes. In addition to our spot color offset printing, digital color and black and white printing, our innovative graphic design, wide format printing, most bindery and fulfillment services, and the recent expansion of our operation another 1800 sq. feet, we've added a new and productive tool to our ever-growing capabilities: in-house four color. Now short run four color process is an affordable, convenient and prosperous way to brand your business. Stop in any time, Ralph or Chris would love to show you around.

3407 Poplar Creek Lane  
Williamsburg, VA 23188  
757.564.3302

**Printwell, inc.**  
creators of quality printing  
printwell@widomaker.com

**Tracy Ovitt,**  
Master Aesthetician  
Facials, Microdermabrasion, Waxing



Gift Certificates May Be Purchased for Any Dollar Amount.

**Great Gifts for the Holidays!**

The perfect last minute gifts... Clarisonic Skin Care System, Jane Iredale Skin Care Makeup, Dermaware Skin Care and more!

FACIALS • WAXING • IONOTHERMIE • MICRODERMABRASION • MASSAGE • NAIL SERVICES • SPA PACKAGES • HAIR SERVICES • COSMETICS

**Serenity Nail & Spa Studio**

**Stop by or call us today! (757) 220-8510**  
1781 Jamestown Rd., Williamsburg  
www.serenitynailandspa.com



**LEGACY  LAWNS**  
**291-4379**

**10 % OFF**  
**GUTTER CLEANING, LEAF REMOVAL**  
**& DEBRIS CLEANING**  
**legacylawns@gmail.com**

**WmsbrgGrafix**  
**Great Signs & T-Shirts**  
**565-5200**  
**sales@wmsbrggrafix.com**  
**Fast Turnaround • Responsive**



**LOOK BETTER FEEL BETTER**  
**BE BETTER**  
 age management & aesthetic medicine



**Renee Moss, MD**  
 Natural Weight Loss  
**Free Consultation**  
**Now thru January**  
 Book your appointment today!

**Lose 3 to 7 pounds per week**

- Physician supervised
- Weekly follow ups
- Easy 4-step protocol
- Maintains muscle mass and energy while burning fat

Give yourself a gift that will last a lifetime. Achieve your weight goals.

Call for an appointment  
**757-345-3064**

**Reneau  Medical**  
 Center for Age Management & Aesthetic Medicine  
 www.reneauimed.com

120 King's Way • Suite 2550 • Williamsburg • 2nd Floor of Riverside Health Care Center

not interacting financially, which is crucial for the world's markets to work.

"The way I describe it is this: there are 100 people in a room, and two are infected," he says. "Nobody knows who the two are, but they know that if they touch one, they will die. So immediately, nobody will touch each other. Banks were like that because they didn't know who would be going under."

Dillon is hopeful that the worst is over, and that the region's economic set-up – particularly its government installations and personnel – will shield this area from too much damage. "This fairly constant in-flow of revenues should help prevent as much of a slow-down in the local economy as what other parts of the country may experience," he says.

Local banks will have to adapt to tough times still ahead. Profits will be lower than in recent years, for example, and banks will need to work out non-performing loans. Dillon also predicts a return to more traditional real estate lending, with basic bank loans and down payments replacing subprime lending, no-money-down deals and variable rate real estate loans that have led to so much trouble.

"It hasn't been the banks that have been irresponsible," he says. "It's some of the mortgage companies who gave loans without even verifying income, or who loaned to people who put no money down. Now I think there's a feeling of, let's get back to the basics and have these more exotic products go away."

In the years ahead, Dillon foresees some bank consolidations, foreclosure reform from Congress and a time of higher regulatory scrutiny – even though he says banks already are one of the country's most heavily regulated industries, particularly after the misdeeds of Enron and other large companies. "At times, it can take the fun out of trying to help people," he says.

As for personal financial advice, Dillon urges everyone to understand what they're investing in, including all of the risks, and to be wary of deals that seem too good to be true. He also encourages diversified investment portfolios that include cash, bonds, stocks and real estate. "You don't ever want to put all of your eggs into one basket," he says.

One common mistake people make, he adds, is that they don't become more conservative with their investments as they grow older. While people in their 40s can afford to take a big hit on a stock portfolio, those in their 60s and 70s may not have time for the market to recover between downturns.

Outside of his long career in banking, Dillon is proud of his work in the West Point community, where he lives with his wife, Renaye and their son and daughter, Ryan, 27 and Cara, 24. In his down time, he's happy to be back playing basketball, one of his lifelong loves, despite recent knee replacement surgery. NDN

**FORECAST 2009**

# Automotive

JIM HERNANDEZ

By Brandy Centolanza



As 2008 winds down with talks of a federal government bailout of the automotive industry, it appears that the immediate forecast for car dealerships throughout the area is bleak. "It's been tough," admits Jim Hernandez, general manager of Charles Barker Lexus in Newport News, "especially within the past few months. Things have slowed down quite a bit. People are afraid to buy a car because they don't know what tomorrow will bring."

Hernandez, who lives in Williamsburg, has been in the business since the 1970s. A friend hired him to wash cars at the largest Toyota retail store in the nation in Tom's River, NJ, and Hernandez quickly worked his way up. He soon traded in towels for keys to deliver vehicles to customers.

"I was always a big fan of cars, and was real excited about driving them to the customers and getting them excited about the cars as well," Hernandez recalls.

Within months, he became a salesman, and eventually, a manager.

[WWW.WBURGNDN.COM](http://WWW.WBURGNDN.COM)

WINE • BEER • CHEESE • GOURMET DELI

## Appetizers On Us!

Stop in and relax...sample our awesome food...hundreds of wines & beers for sale or on premise enjoyment!

**FREE**  
Hors D'oeuvre  
Plate

Roasted Red Pepper  
Hummus & Bread Crisps

No purchase  
necessary.

Coupon Expires  
Jan. 31, 2009

**(757) 229-6939**

[www.squiresgourmet.com](http://www.squiresgourmet.com)

Williamsburg  
Market Center  
Mooretown Road  
Across from  
Sentara Hospital



**SEASONAL  
HOURS**  
10 - 8 M-TH  
10 - 9 F-SA  
12 - 4 SUNDAY

**Squires**  
EVERYDAY GOURMET

## We're Your Link to Business Connectivity



"We know how demanding it is to run a business - whether it's a new or fully established one. That's why we work with you to provide the communication systems you need to be as productive and efficient as possible."

- Duke Diggs, CEO

Local and Family Owned  
Since 1980.

- BUSINESS TELEPHONE SYSTEMS
- COMPUTER NETWORKING
- INTERNET SERVICES
- VOICE & DATA WIRING
- SALES, SERVICE & RENTALS

**DUKE  
COMMUNICATIONS**

TELEPHONE & INFORMATION SYSTEMS

**(757) 253-9000**

1781 Jamestown Rd. • Williamsburg

[www.duketel.com](http://www.duketel.com)



Hernandez later held numerous positions at several different dealerships in Connecticut, Rhode Island, New York, and Alabama. In 2000 he settled in Newport News as a general manager at Hall Automotive. He became head of the Charles Barker Lexus team just last year.

Hernandez says his biggest challenge is keeping everyone satisfied. "I always strive to work to keep 100 percent of our customers happy." Perhaps even more challenging now, however, is the impact the recent credit tightening has had on business.

"Dealers were left with a lot of inventory because customers couldn't get financing," he says. Hernandez favors working to offer more low-interest loans to bring back customers.

As for a potential government bailout, Hernandez thinks mostly of the families that those jobs provide. "So many people depend on the auto industry for jobs," he says. "They need the support to get through these times."

Falling gas prices are helping with some

sales, particularly of the larger sports utility vehicles. "Now that gas has dropped, people are starting to come around again," Hernandez says. "People are buying the SUVs and feeling they can afford them again."

He also notes that hybrids are becoming more popular as well. "More and more folks are starting to look at hybrids as an option," Jim says. "I think there will be plenty of hybrids, and they will be more affordable."

Advances in technology in vehicles, such as integration of car radios with i-Pods, built-in navigation systems with traffic conditions, and hands-free phone systems, are also attractive to buyers.

"There is a lot of gadgetry coming out in the new cars," Jim remarks. "We are doing a lot more to keep up with the market."

Still, he is frank about what is ahead in the New Year. Hernandez feels 2009 "will be a flat year. We may see a slight increase, but I think it will be a flat year. I think 2010 is when we will start to see an upward trend, and we will hopefully keep going up from there." NDN

## Next Door Neighbors

### Publisher

Meredith Collins

### Managing Editor

Joe Collins

### Copy Editor

Al White

### Lifestyle Editor

Greg Lilly

### Cover Photographer

Lisa Cumming

### Writers

Linda Landreth Phelps, Suzi Drake, Rachel Sapin, Brandy Centolanza, Sara E. Lewis, Muna Killingback, Natalie Miller-Moore, Charlene Smith, Alison Johnson

### Advertising Information

(757) 560-3235

Please email your questions, comments and ideas to: [meredith.collinsgroup@cox.net](mailto:meredith.collinsgroup@cox.net)

*Next Door Neighbors* is a monthly, direct-mailed magazine serving the residents of the Williamsburg area. Circulation: 34,759

[www.wburgndn.com](http://www.wburgndn.com)



PO Box 5152, Williamsburg, VA 23188

## In-Home COMPUTER TECH SUPPORT

No drop off or pickup required!

If your internet still works...  
we can fix it without a physical visit.

## On-Line

Starting at

# \$19.75

Mobile PC Rescue

No Internet?

We can send a tech to you.

Residential & Small Business  
In Home or Pickup Service

First time customers  
**25% discount**

Call Today  
**757-561-2116**

Why lose your  
computer  
for a week  
when 9 minutes  
will do?



10+ years  
of service to the  
Hampton Roads  
Business  
Community

[www.NetTrekInc.com](http://www.NetTrekInc.com)

Independent Thinking Made You Successful.

## Financial Independence Will Make You Secure.

- Comprehensive Financial Planning
  - Asset Allocation
- Resource Management Accounts
  - Insurance
  - Employee Benefits
  - Executive Benefits
    - Annuities
    - Mutual Funds
  - Stocks and Bonds
- Portfolio Management
- Trust Management Services



299 McLaws Circle • Williamsburg, VA 23185  
(757) 221-6639

[www.sphinx-financial.com](http://www.sphinx-financial.com)

Sphinx Financial Group is not a subsidiary of nor controlled by ING Financial Partners, Inc. Registered representative of and securities through ING Financial Partners Member SIPC

Frank J. Smith  
President & CEO



Frank J. Smith is President and Chief Executive Officer of Sphinx Financial Group. He has almost three decades of experience in the financial services industry in marketing, finance and investment management.

Frank's professional affiliations include membership in the National Association of Insurance and Financial Advisors, Financial Planning Association, Greater Williamsburg Chamber of Commerce, Greater Richmond Chamber of Commerce, The Metropolitan Business League, Hampton University's School of Business Advisory Board, William & Mary School of Business Executive Partners, Board of Williamsburg Landing and Williamsburg Rotary Club.

# Hey Neighbor!

There are more community announcements for this issue that did not fit on this page.

Please visit [www.wburgndn.com](http://www.wburgndn.com) and click on **Hey Neighbor!** for a complete list of current community announcements.

## Hey Neighbor!

### FIRST NIGHT WILLIAMSBURG 2009 December 31, 2008

Downtown Williamsburg, the College of William & Mary plus churches and City buildings provide stages for 60 performing arts groups. Food available for sale, and buses give free rides to all sites. Kids' Show starts at 5 pm at Matthew Whaley School, Main Stage Entertainment begins at 5 pm. Grand Finale Fireworks included in admission price. Buttons are on sale at 20 retailers. [www.firstnightwilliamsburg.org](http://www.firstnightwilliamsburg.org) 757-258-5153.

## Hey Neighbor!

### VOLUNTEERS NEEDED

The Arc of Greater Williamsburg is seeking volunteers in three program areas: fitness, education, and recreation. If you have some time to spend with some of the nicest adults you will ever meet - please call The Arc's Programs Coordinator, Bette Faye at 229-3535. Our Bingo activity is low on nominally priced prizes - if a business/church or youth group is interested in collecting some new or gently used items, please contact us at the above mentioned number for more information on how you can help. Happy Holidays!

## Hey Neighbor!

### FUNDRAISER FOR GROVE CHRISTIAN OUTREACH

"Neighbor in Need" is a program where you can order an anonymous bouquet of flowers any time of year to send to a neighbor in need. The bouquets are \$15. Everyone needs to feel special and know someone cares. Go to our website at [www.groveoutreach.com](http://www.groveoutreach.com) to order your bouquet.

## Hey Neighbor!

### WOMEN'S OPPORTUNITY AWARD January 5, 2009

Soroptimist International of Williamsburg, a volunteer organization for business and professional women, seeks applicants for their Women's Opportunity Award. Recipients receive a cash grant for educational expenses. The award is for women who are the primary wage earners for their families and are accepted to or enrolled in a vocational training course or college program. To obtain an application please call Karen Snowden Roberts at 757-566-1534, or e-mail at [Karen@prestonbroberts.com](mailto:Karen@prestonbroberts.com). Deadline for applications is January 5, 2009.

## Hey Neighbor!

### "PASHN FLORAL BOUQUET" FUNDRAISER

January 2009

PASHN (Parents & Advocates for Special Housing Needs) is dedicated to providing housing opportunities in the Greater Williamsburg area to individuals with intellectual and developmental disabilities. In an effort to spread awareness and raise funds, PASHN will be taking orders for the "PASHN Floral Bouquet" throughout the month of January. The cost is \$35.00 with a percentage of the proceeds being donated to PASHN. To find out more about PASHN, check out their website at [www.pashn.org](http://www.pashn.org). To place an order for the "PASHN Bouquet", please call Nancy Kowaleski at (757)-564-7624 or email [pashn@cox.net](mailto:pashn@cox.net).

## Hey Neighbor!

### BOWL FOR KIDS SAKE 2009 February 28, 2009

The 29th annual Bowl for Kids Sake event is right around the corner. This exciting, fun filled family event will be held on February 28,

2009 at the Williamsburg AMF Lanes. Anyone and everyone can get involved as a bowler, a team captain, a sponsor- or all three! Bowl for Kids' Sake is our main fundraising campaign. All money raised goes directly toward supporting a unique one to one relationship between a mentor and a child, here in the Greater Williamsburg Area. If you care about kids, and can "spare" a little time for fun, you're the perfect Bowl for Kids' Sake supporter. To learn more about how you can get involved; contact us at (757) 253-0676 to help us provide "little moments...big magic" in the life of a child.

## Hey Neighbor!

### WILLIAM & MARY'S SATURDAY ENRICHMENT PROGRAM

February 14, 2009 - March 28, 2009

The Saturday Enrichment Program is preparing students for learning in the 21st century by developing research, problem-solving, scientific inquiry, and critical thinking skills! Don't miss this opportunity to experience science, technology, engineering, and math (STEM) as students learn by doing! A number of courses will be taught by specialists in the field to include instructors from William & Mary, Virginia Department of Forensic Science, the Virginia Institute of Marine Science - to name a few. Courses are available for students in Kindergarten through 9th grade. Registration has begun. Visit our website: [www.cfge.wm.edu/sep.htm](http://www.cfge.wm.edu/sep.htm) to download a registration brochure of course offerings or call (757) 221-2458.

### ATTENTION

#### NON-PROFIT ORGANIZATIONS!

Please email [heyneighbor@cox.net](mailto:heyneighbor@cox.net) on or before Tuesday, January 6th to be considered for inclusion in the January 22nd issue of *Next Door Neighbors*.

## We Need a Home!

(We promise to be the best friends you'll ever have...)

The Heritage Humane Society (HHS) is full to capacity with lovable adoptable dogs and cats, puppies and kittens. Please consider adopting a pet and saving a life so our animals can have a home for the holidays! View our animals at [www.heritagehumaneociety.org](http://www.heritagehumaneociety.org) or at our new shelter at 430 Waller Mill Road. We all look forward to meeting you and helping you find your new best friend! (757) 221-0150

[WWW.WBURGNDN.COM](http://WWW.WBURGNDN.COM)

AD SPONSORED BY NANCY ATKINS



NEXT DOOR NEIGHBORS JANUARY 2009



# How Low Can They Go?

## Are You Playing the Interest Rate Limbo?

We know interest rates will never be "0%" - the Limbo Stick will never go that low. However, rates have been at a historical low - fluctuating throughout the year but still low.

Now the buzz is that Congress is planning on pushing them lower - maybe even as low as 4 1/2%.

They can't go there with a wave of a wand and there is still uncertainty. What we do know is that rates are low, housing prices have moderated. Waiting for the rates to fall may leave you disappointed as the selection of homes diminishes. You can preview all the available homes in our community by visting our web site.

**A good time to buy is now.**

**- Angela Dougherty, Managing Broker**

The best way to shop for homes is online.  
The best website to go to is...

[www.williamewood.com](http://www.williamewood.com)

**757-229-0550**

5208 Monticello Ave., Williamsburg, VA 23188

Next Door Neighbors

Collins Group, LLC

PO Box 5152

Williamsburg, VA 23188

(757) 560-3235

PRESORTED  
STANDARD  
U.S. Postage  
**PAID**  
NORFOLK, VA  
PERMIT NO. 33