

August 2011

WILLIAMSBURG'S

# Next Door Neighbors<sup>®</sup>

VOL.5, ISSUE 8

Discovering the people who call Williamsburg home

PRICELESS

## More On Our Military

General (Ret.)  
Anthony Zinni

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Marketing Busch Gardens

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Jackie Hartman

A Life of Swimming

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Kari Velandria

Reggae, Folk and Blues

### HEALTH

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Presented by Ed Golden, President

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Williamsburg is known for many things - tourism, the college of William and Mary, a significant retired population, its small town charm and much more. In addition, we would be remiss if we didn't also recognize the significant military population that has made Williamsburg home. In this issue, we've brought you some great stories from both active duty and retired military - from a four star general to a young man who has just begun serving in the Marines. I am certain you will feel a sense of pride and patriotism when you get to know a few of our "military neighbors".



Meredith Collins, Publisher

In this issue we also reacquaint you with United Way's new executive director, Sharon Gibson-Ellis, who gives you a personal invitation to reach out to our community through active participation in a Day of Caring. She also invites you to take a fresh look at United Way as she gets to know the many people who volunteer and serve, and those who benefit from the many non-profit organizations who are helping people in need every day.

We have also brought you a new monthly feature, Generations, where we will interview someone from a different age group each month to get a personal glimpse of their generation on a local level. Our first story is from an interview with Wilson Hale, a 20 year old William and Mary student from Williamsburg.

Thank you for your loyal readership. We continue to think of ways to keep your community magazine interesting, engaging and enjoyable. I appreciate everyone who took the time to complete the recent Readership Survey and share their thoughts. The winner of the \$500 gift certificate may be found on page 20. The certificate will be spent with Next Door Neighbor advertisers - the businesses who make it possible for you to receive this magazine free each month. **NDN**

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photography

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General (Ret.) Anthony Zinni

# A Steady Moral Compass

*By Linda Landreth Phelps*

It is not uncommon to find Generals in the Williamsburg area. Retired General Anthony Zinni, United States Marine Corps, stands out even in that stellar group. There are ten steps in the officer rank structure and earning the honor of four star general is uncommon. In fact, General Zinni is one of fewer than one hundred Marines to have achieved the four star rank since the first Marine Corps General Alexander Vandegrift's promotion in April, 1945.

Walk into his inner sanctum, his home office, and the first thing noticeable is stars - in startling groups of four, embellishing memorabilia that traces his 39 years as an active duty

Marine. His military career took him to over 70 countries and the dizzying pinnacle of power, culminating in leadership of the United States Central Command (CENTCOM) when he assumed charge of all troops in the Middle East from General Norman Schwarzkopf.

General Zinni is happy to be exactly who he is. He's a tough, no-nonsense man who is accustomed to speaking his saber-sharp mind.

His influence and effective leadership has covered the globe. He commanded at all operational levels - from Vietnam through the Gulf War - before he retired from the military in 2000. As a Marine, General Zinni led with a

well defined vision and he was not afraid to take a different approach to achieve better results.

Moral courage is often more difficult to come by than battlefield bravery. Long ago in Vietnam, General Zinni made a vow to a wounded Lance Corporal that he would never hesitate to speak the truth. He once told a classroom of midshipmen when he was invited to lecture at the U.S. Naval Academy's Center for the Study of Military Ethics: "Speaking the truth can be painful and costly, but it's a duty. Often those who need to hear it won't like it and may even punish you for it, but you owe the truth to your country, your leaders and your troops."



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General Zinni's unwavering moral compass was calibrated by his large extended family and the Catholic schooling he received, both of which emphasized elevated standards of conduct. His generation was also raised on expectations of honor and sacrifice regardless of the personal cost.

"The good sisters ran a tight ship," General Zinni says in his memoir, *Battle Ready*, co-written with author, Tom Clancy. He was taught by nuns throughout high school, and went on to study at Villanova University, a Catholic college.

"I was the youngest child of four, and by the time I graduated from high school my father finally felt that he could afford college tuition, so I had the privilege to commute to Villanova, Pennsylvania, to continue my education," he says. "As a joke, somebody told me on the day I arrived that everyone at Villanova had to join the military to be able to go there. I saw some fine-looking Marines in uniform standing around a table, so I signed up."

General Zinni has never had any regrets about that decision. When he graduated from Villanova University in 1965, it was with the benefit of his Marine platoon leadership training.

Military life was a good fit and came easily to him, but there was nothing easy about what came next: Vietnam. General Zinni served two tours, was wounded, and worked his way up the chain of command as a company commander, later followed by regimental commander and staff jobs.

"A lot of it was luck of the draw - being in the right place at the right time, getting the correct assignment at an opportune time. A lot of my contemporaries who did not become Generals were equally qualified," General Zinni says modestly.

The walls of General Zinni's home office bear pictures that offer glimpses into his long, distinguished career. Some of the pictures are of him with heads of state and captains of industry; others in a lighter vein show him smiling with a glamorous Zsa Zsa Gabor and posing with Sesame Street's cuddly Elmo. But the photos on his walls function as a synopsis of his heritage as well as his own life. Looking back, it seems he was destined to serve in the military.

In a prominent place of honor is a picture of his father, Antonio Zinni, wearing WWI Army Air Corps spats. Antonio was drafted soon after he arrived in the United States from Abruzzo, Italy in 1910, and wound up fighting with the 101st Aero Squadron in France, thereby earning his American citizenship in service to his new country. On a shelf on the other side of the room is a picture taken in Korea of General Zinni's much older brother in uniform. Hard work and service is a tradition in his family, and family is important to General Zinni's self-concept.

"I grew up in what was a blue collar mill town with Polish, Irish, and Italians as well as African-Americans and Mayflower Americans mixed in together. I came along in 1943, when my parents were well into their 40s. My mother made buttonholes in a garment factory and my father was a chauffeur and estate manager. We were a close-knit family with lots of relatives on both sides. After World War II, at every gathering I'd hear exciting stories from my older cousins who had fought in the Battle of the Bulge and all over the Pacific," General Zinni says.

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years, Williamsburg was high on the list of possible places for General Zinni and his wife, Debbie to settle down permanently. They came to Ford's Colony on the recommendation of a good friend who lived there, a man who is known to be a very thorough researcher. It was supposed to be the first of many stops on a long search, but they liked the town and neighborhood immediately. A swift decision ensued: they bought property, built their dream home, and moved in 11 years ago.

Their Williamsburg location is central to their extended family's distribution. The Zinni's youngest child, Tony, 37, has been a Marine for 11 years. He is on his 6th tour of duty in Afghanistan, while his wife, Michelle, and family await his return in Stafford County. Their daughter Lisa, 42, also lives in Northern Virginia, and their daughter, Maria, 41, is currently residing in Australia. Between them, their children have made the Zinnis grandparents seven times. Family reunions can be a bit of controlled chaos with the three oldest grandchildren all being 8 years old.

"We have a beach house on the Outer Banks

and everyone likes to gather there," General Zinni says. "Now that the kids are in school, it's harder to get together, but so far we still manage it at Christmas."

When he has time at home to himself, General Zinni prefers fishing to golfing even though the nearby golf course is tempting for so many.

"I'm a fisherman, so anywhere I can do that, I'm happy," he says. "I always told my kids to play sports because you enjoy them, and I was never much good at organized sports."

General Zinni has precious little time for fishing and hanging out with the grandkids. He has co-authored two books since his Tom Clancy collaboration. His latest is *Leading the Charge: Leadership Lessons from the Battlefield to the Boardroom*, which followed 2006's *The Battle for Peace: A Frontline Vision of America's Power and Purpose*.

In addition, he serves as Chairman of the Board of multinational defense giant, BAE Systems. He is also heavily involved with his church, St. Bede's, and his favorite charities such as the Jamestown and Colonial Williamsburg Foundations and the Marine Corps Heri-

tage Foundation's museum at Quantico.

General Zinni also maintains an active schedule of speaking. Teaching at the college level is one of his favorite roles, and the opportunity to help mold the minds of America's future leaders is a privilege he treasures. Ethics has become a specialty topic in his well-respected and popular courses, both in business and military circles.

"The difference between ethics and morality should be clear. Things that are legally permitted may be ethical, yet contrary to one's personal moral code," he explains. "My daughter once asked me a very deep question. She asked me what I would die for. I thought about it for quite a while before answering, but it came down to five principles for which I would lay down my life - Faith, Family, Friends, Freedom, and Flag."

From the battlefield to the boardroom, General Zinni's brand of leadership is all his own. He is guided by a steady moral compass, an enduring legacy from both hardworking immigrant ancestors and the good Sisters who taught him well. NDN



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Sergeant First Class (Ret.)  
Martin Billups

# Changing People's Lives

by Erin Kelly

Sergeant First Class Martin Billups knew from an early age what he wanted to be when he grew up. Unlike other youngsters who aspired to be doctors, lawyers or veterinarians, he knew that he wanted to be a soldier in the United States Army.

His reason for enlisting was simple. Some of the boys from his home town served in the Army and came back with all kinds of stories – stories about places they went, people they met, and sights that they had seen. Of course,

job experience and earning a living were important, but most of all the young Virginian wanted to travel. And travel he did; the King and Queen County native spent 22 years in the Army before retiring in 2006 with the rank of Sergeant First Class.

Over the span of his Army career, Sgt. Billups and his family lived all over the United States, from the south and westward to Texas, to points north of the Mason Dixon Line. He enjoyed many interesting experiences but

admits that it was tough – at times – moving around so much.

“Even though I love to travel, the Army has a very big turnover rate,” Sgt. Billups explains. “No two assignments are ever the same. Every time we moved we had to readjust all over again and start over from square one, so that was hard. So you settle down and have a few good laughs, then it’s time to pack up again and move on.”

While he was never called overseas to fight

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in any wars, Sgt. Billups dutifully served his country within its borders. Many of the years he served were spent training and preparing soldiers to go to war. His favorite part of the job was recruiting and his favorite place to live was Fort Lauderdale, Florida.

"The weather and the clear blue ocean were unbeatable," he said. "Having access to NFL and NBA teams like the Miami Dolphins and the Miami Heat didn't hurt either."

"When I was recruiting I was literally able to change people's lives," he says. "I saw people go from one extreme to the next. When I met some of them, they had no direction, and did not expect to acquire much out of life. Then I saw them come back with a pocket full of money and a big smile on their face; that is what really makes the job worth it."

Of course, there were challenging career aspects as well. For instance, Sgt. Billups served for many years as an Army trainer. He explained how difficult it was to train soldiers and get them to the point where they were ready for war, knowing all the while that he would see some off who would not be coming home.

"Members of our armed forces all want the same thing as everyone else, to make a decent living and be able to provide for themselves

and their families," Sgt. Billups says. "Soldiers enlist and go to war. Going into this business, you know what you are getting into. It is strictly voluntary, and it is your job, period. Some make the ultimate sacrifice."

After a long and distinguished career, Sgt. Billups retired from one career to embark on a new one. Exploring his softer side, he is diving into the fragrance business.

"I hope to get my business - called Martin's Famous Oils™ - up and running soon. I'll be selling incense, natural oils and scented lotions as well," Billups says.

It's an endeavor made possible by training at a different kind of boot camp: The Entrepreneurship Boot Camp for Veterans (EBV), developed in 2007 at Syracuse University, and designed to help disabled veterans with a drive, determination, and passion for business ownership take the first steps toward that goal.

Geared toward post-9/11 veterans who suffered disabilities as a result of their service, the program (which bears no cost to these veterans) can be found on seven college campuses: Syracuse University, Florida State University, Texas A&M University, UCLA, Purdue University, University of Connecticut and Louisiana State University.

The program is split into three different phases. During Phase One, veterans take an online course in which they work on developing their own business concepts. Phase Two includes a nine-day residency at one of the seven EBV universities. During those nine days, the veterans complete workshops and take lessons from entrepreneurial faculty from nationally ranked programs all over the world. In Phase Three, the veterans are able to gain ongoing technical assistance from the faculty experts at EBV universities as well as EBV partners.

"Once a soldier is a veteran and cannot serve, they need a way to provide for their families," said Martin. "This program is an excellent way to give them opportunities to provide, especially in this economy."

Martin says that his new passion lies in being an entrepreneur – and the best part about being retired is having the freedom to network with congressmen and other business owners as he launches his new endeavor. Over time, he plans to mentor others – soldiers and veterans alike – about the Entrepreneurship Bootcamp for Veterans and the many doors it can open as they enter new and exciting phases of their lives. NDN

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Major General (Ret.)  
Frank Faykes

# Perseverance *and* Patriotism

By Alison Johnson

As a young boy, Frank Faykes dreamed of flying planes in the Air Force – just like his father, a first generation immigrant and World War II pilot who eagerly volunteered to fight for his adopted country.

That dream didn't come true; due to timing and history, he never became a military pilot. He did, however, rise to become a two-star General, and for years he helped shape the multi-billion dollar Air Force budget at the highest levels of government.

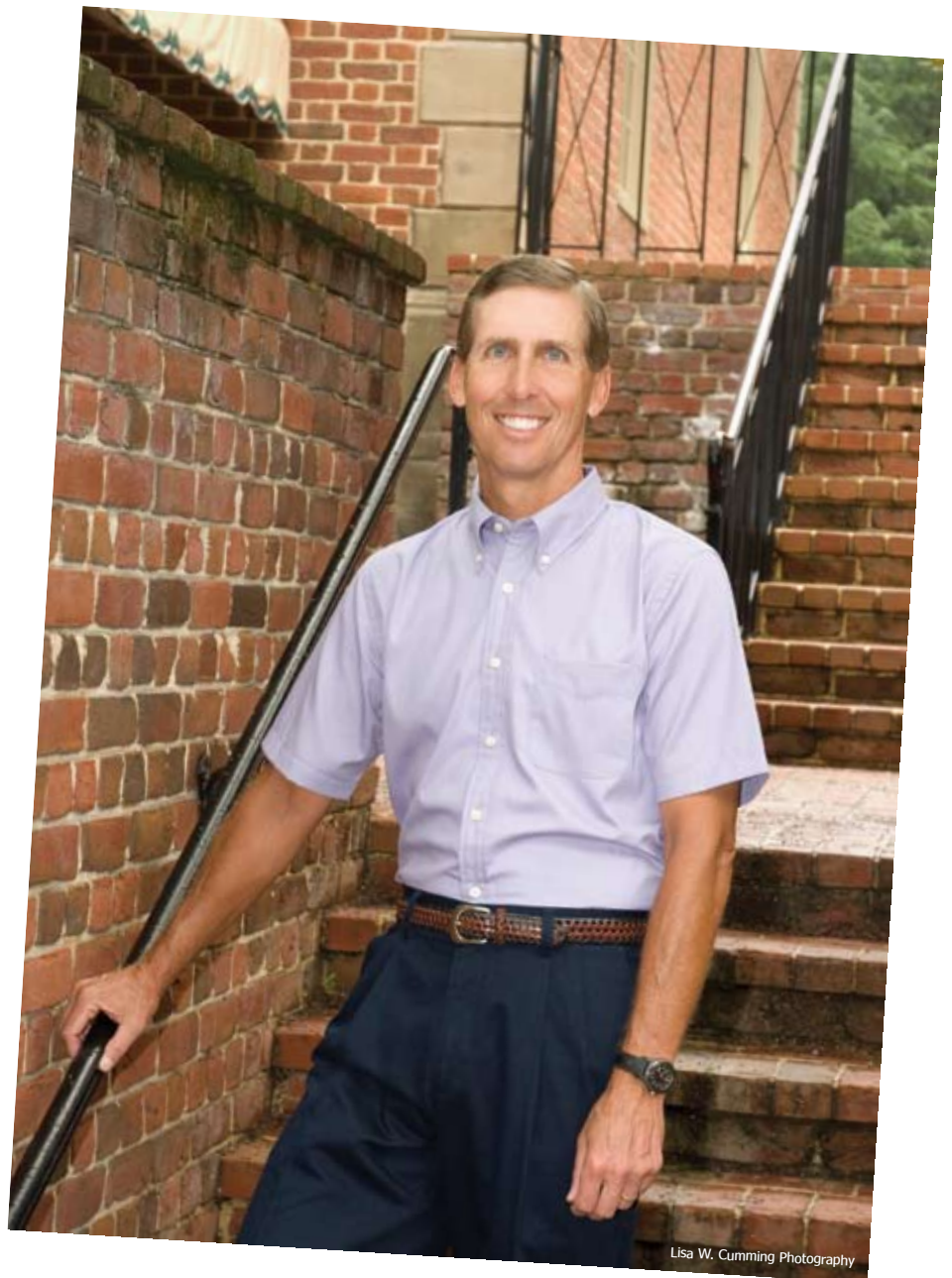
The James City County resident, now 56, briefed Congressmen and staff for the Secretary of Defense on Air Force priorities, including the importance of developing unmanned aircraft. He met two United States presidents, presided over press conferences and traveled all over the world.

"I feel lucky that I had lots of opportunities to impact the future of the Air Force," Major General Faykes says. "America has the greatest

military in the entire world, which means the onus is on us to always be ready to play a leadership role around the world. I wish I could do it all over again."

Originally from Mount Laurel, New Jersey, General Faykes lived near Air Force bases

throughout his childhood. His parents had emigrated from the Czech Republic; his father, also named Frank, worked in retail at a Chicago shoe store before heading to flight school as many American planes were falling prey to enemy fire during World War II. With just a



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high school education and without total fluency in English, Frank Sr. snuck into the bathroom to study after 9:30 p.m. lights out. He became an officer and flew B-17 and B-25 bombers during the war. Today, he is 92 years old and remains in good health.

"He was a great inspiration to me, particularly his perseverance and his patriotism," General Faykes says. "The values he inspired in me were big reasons for my success."

As a young man, General Faykes signed up for the 4-year ROTC program at Virginia Tech, where he majored in economics. He assumed he'd go to flight school right after his 1976 graduation, but the Air Force wasn't looking for more pilots in the aftermath of the Vietnam War. General Faykes and his fellow ROTC cadets had the option to leave the service, which most of his friends took.

He continued on.

"I had my whole life set on the Air Force," he remembers. "I asked, 'What can I do if I can't fly?' One of the answers was financial management, and that sounded interesting to me even though I didn't know much about it."

General Faykes' first position was as a cost analyst at Strategic Air Command headquarters in Omaha, Nebraska. He built up his financial knowledge with a Master's Degree in Business Administration from Atlanta-based Troy University. Ultimately, he and his wife, Kathy, moved 18 times, a path that included three years in Spain and seven in Germany. Germany was a favorite because the travel lovers were able to explore many surrounding countries and cultures.

During the last 10 years of his career, General Faykes worked out of the Pentagon in Washington, D.C. As the Air Force's Deputy Assistant Secretary for Budget, he led a staff of 150 people that developed the more than \$130 billion Air Force budget. An easy week involved 60 hours of work; during budget season, General Faykes often was at his office for 70 to 80 hours.

"There are a lot of deadlines, a lot of things that have to be done and redone," he says. "It could be very stressful, although I never felt overstressed. The biggest challenge for me was seeing how hard the younger guys had to work. I knew they were missing their kids' baseball games and school plays. I'd try to get them to as many of those as possible, but the job is intense."

The work required much more than crunching numbers. General Faykes and his team also had to understand what resources the Air Force required to stay combat-ready, present and future. "There was never enough money to do everything we wanted to do or even needed to do," he says. "Everybody felt their program was the best. It was our job to figure out what was best given the resources we had."

General Faykes is proud of advancing priorities such as unmanned aircraft, which can offer 24-hour surveillance and carry ammunition. In the aftermath of the 9/11 terrorist attacks, his team believed the planes would be crucial to operations in Iraq and Afghanistan despite original opposition from some high-level officials. Today, Predators and Reapers are in high demand.

"They've made a big difference in being able to see what's going on in battle and monitoring where improvised explosive devices (IEDs) are being planted," he says. "Hopefully we've saved a good number of lives."

In Washington, General Faykes briefly crossed paths with presidents Bill Clinton and George W. Bush. He came away more patriotic than ever. "Any personal flaws aside, these two individuals were both very



presidential,” he says. “You could feel the aura and sense that they were leaders – special people.”

General Faykes dealt with the stress of his work by running, a hobby he picked up in 1979. To date, he has run more than 61,000 miles – he keeps a log – and has completed 20 marathons. He covered 50 miles to celebrate his 50th birthday and now runs 30 to 40 miles a week; he also is an assistant cross country coach at Walsingham Academy in Williamsburg.

“I love running because of the feeling that I control my destiny,” he says. “I control how much I train and how hard I push myself in a race. It has kept me fit and gave me a lot of energy for my job.”

“We are very blessed to have such wonderful men and women in the military, wanting to serve in the best way they can. We owe it to them to do whatever we can to support them and their families.” ~ **Major General Faykes**


General Faykes retired in January 2008, not long after he and his wife, Kathy, moved to James City County in part to live near her relatives. “Because of military life, we’d missed lots of family events in the past,” he explains. He enjoys taking history classes at the College of William and Mary, playing golf and spending time with Kathy, a long time schoolteacher, and their Miniature Schnauzers, Mollie and Roxie. He also is a regular volunteer for Habitat for Humanity, which builds homes for families who commit some of their own money and labor.

“I don’t like giving anything away for free,” he says. “I like meeting inspiring, hard-working people who just need a break. It’s kind of like the American dream my folks had.”

General Faykes still gets daily updates on key Air Force issues and serves on the executive advisory council for the nonprofit, “Mission: Readiness, Military Leaders for Kids,” which advocates for early education programs and better childhood nutrition. A recent study found nearly 75 percent of youth ages 18 to 24 weren’t eligible to join the military because they lacked education or had a criminal record or health issues such as obesity.

“That’s terrible,” General Faykes says. “We’ve got to turn that around.”

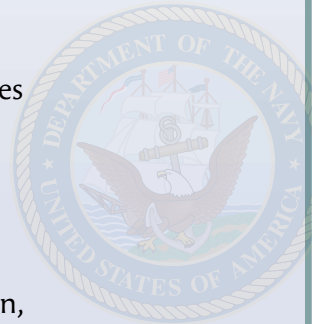
Another issue for the Air Force will be upgrading or replacing an aging fleet of planes, some of which are more than 50 years old. That likely will require both training people to fix older planes and incorporating promising new technologies such as lasers.

Like his father before him, General Faykes is confident America can rise to any challenge. “We are very blessed to have such wonderful men and women in the military, wanting to serve in the best way they can,” he says. “We owe it to them to do whatever we can to support them and their families.” 

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Senior Chief Carmen Paige

# Promoting A Global Force for Good

By Rachel Sapin

When Senior Chief Carmen Paige decided not to attend college, it turned out to be the best decision she ever made. Senior Chief Paige, a native of Wheeling, West Virginia, remembers how she learned about the Navy through her best friend. The two were entering the last semester of their senior year of high school, and Senior Chief Paige was uncertain about her next steps towards adulthood.

“My parents were expecting me to follow in my sibling’s footsteps and go on to college,” she explains. “Deep inside I knew I still needed to be in a disciplined atmosphere if I was going to be productive. My best friend, Janet, had signed up a few months earlier and talked a lot about the traveling she was going to experience and the pay she was expecting. I was intrigued, signed up and left before she did.”

Almost 30 years later, having served in the roles of Culinary Specialist and Officer Recruiter with the Navy, Senior Chief Paige reflects on her career with joy and gratitude.

“I’ve met people from all over the world, visited many countries, and had the privilege of becoming a member of the best fraternity there is - the Chief’s Mess,” she says. Her Naval resume is extensive; her tours have included the Naval Station Pensacola, the USS San Antonio, and the Naval Recruiting District in Richmond, just to name a few.

“Nothing compares to being on board a ship,” she says. “I have served aboard six of them, and loved each one.”



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Throughout her many years of navigating domestic and international waters, Senior Chief Paige has developed a profound relationship with the sea as well.

"It is no longer just a body of endless water," she reflects. "Now, I look out into the distance of the water and say a silent prayer, because I know that our sailors are out there on the ocean, beyond our eye sight, away from their families - putting their lives on the line to protect our country as well as others."

Senior Chief Paige's affection for her colleagues is evident in the effort she has put towards recruiting for the Navy. Her accomplishments were recognized in 2010, when she was named a Recruiter of the Year by the Navy for recruiting 48 officers, 60 percent of the district's active-duty total. Twenty-two of those attainments were marked as "diversity attainments," and received recognition from the Navy as being "a tremendous accomplishment and in direct alignment with the Chief Naval Operation's vision of the future Navy wardroom."<sup>1</sup>

Senior Chief Paige takes her role as a recruiter very seriously. What is the most challenging part of her job? "Making sure that I've recruited the most qualified Navy Officers to take on the demanding responsibilities of maintain-

able feeling," she says.

Senior Chief Paige is preparing to retire from the Navy this August. When she reflects on her time serving, her reverence for the experience is as expansive as the ocean itself.

"Every memory, good or bad, has truly been a blessing and a part of the molding that has made me who I am today: from the first day I stepped off the airplane in Orlando, Florida to the day they pipe me ashore for the last time."

As she prepares to enter civilian life, Senior Chief Paige has no plans to slow down.

"I plan to live in Maryland, finish my degree in Human Resources, and work in the Equal Opportunity field," she explains. "It's been an honor

and a privilege to serve in the world's finest Navy. As I approach retirement I know that I will model my civilian life by the same core values that the Navy instilled in me - to have honor, courage and commitment." NDN

[http://www.fox43tv.com/dpps/military/Williamsburg-Navy-recruiter-wins-national-award\\_3716581](http://www.fox43tv.com/dpps/military/Williamsburg-Navy-recruiter-wins-national-award_3716581)

**"As I approach retirement I know that I will model my civilian life by the same core values that the Navy instilled in me - to have honor, courage and commitment."**

**~ Senior Chief Carmen Paige**

ing our Navy's mission, 'A Global Force for Good.," she says. Senior Chief Paige looks at every recruit she meets as a potential leader for tomorrow.

As a recruiter, she has enjoyed helping others fulfill their goals with the Navy. "Just knowing that I had a small part in changing someone's life and fulfilling their dreams is an indescrib-

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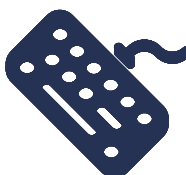
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Lance Corporal Daniel Evans

# FINDING HIS FUTURE

By Joe Collins



Lisa W. Cumming Photography

When a young person approaches high school graduation it is often an anxious time for both the graduating senior and parents. Most parents want their child to have a solid plan in place that will help them get a start in the world. There is excitement for the future of their son or daughter and a bit of nervousness over their child entering the next stage of life. Regardless of what these young people choose to do, they are moving forward into the unknown. The plans high school juniors and seniors begin formulating in their minds can only be created from what they have seen, heard or read – not from what they have experienced. This makes the decision process a difficult one.

Like many young people, Lance Corporal

(LCpl) Daniel Evans had a difficult time deciding on his future.

LCpl Evans spent his youth in Williamsburg and was a typical teenager. His parents, Dr. Pe-

ter Evans, a local dentist, and his wife, Donna, wanted the best for their son. They knew that he had to find his own way when it came to deciding what he would do after high school.

When LCpl Evans was a junior at Walsingham Academy, he thought about his future but knew his grades weren't where they should be to make it in college. This realization was a major factor in his decision to transfer to Hargrave Military Academy in Chatham, Virginia, for his last year of high school.

"It didn't look like I was going to make it in anywhere," LCpl Evans says. "I went there for my

senior year to help get my grades up because I wanted to go to college."

Upon high school graduation, LCpl Evans attended a small four year college in South

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Carolina. There he found more questions than answers about what he should be doing with his life.

"I spent two years at Coastal Carolina University in Myrtle Beach and I didn't do well," LCpl Evans says. "I didn't have any motivation and I didn't know what I wanted to do. I needed an outlet because I didn't want to sit around all day and not do anything. My friends looked like they were finding something but I couldn't figure it out."

While thinking about the lack of direction in his life, LCpl Evans returned to the one period in his past that was successful and rewarding for him: his time at Hargrave Military Academy. Attending a high school with a military structure suited him.

In fact, it was during that time that LCpl Evans felt really good about his life and he realized that he wanted to volunteer for military service. Once he fully reflected on the positive experiences he had at Hargrave Military Academy, his future fell into place.

"Picking a branch was very easy," LCpl Evans says with a grin. "If you're going to pick one, you pick the best one - the Marines."

Once he had made up his mind, LCpl Evans left college behind and made an appointment with Staff Sergeant Campbell, a Marine Corps Recruiter in the Armed Forces recruiting office in New Town.

"When I come home I feel like I'm taller. I have a little more pride."

~ LCpl Daniel Evans

"I didn't know what I wanted to do and he helped me out a lot. He helped me through that whole process," LCpl Evans says.

In January of 2010, LCpl Evans enlisted in the United States Marine Corps. This was the start of an exciting journey for LCpl Evans. He spent the next four months going through a battery of medical screenings, physical exams, and academic tests at Fort Lee near Hopewell,

Virginia, all of which were required of new recruits.

"You didn't know when you were going to have to go. I had to drive up there [Fort Lee], and I was sitting there with a big group of kids my age from all over who were all with different branches of the service," LCpl Evans explains. "We were there to get screened and to make sure we were eligible to even go to boot camp. There was a lot of waiting - waiting for your turn."

The indoctrination process was just the beginning of LCpl Evans's lessons in patience. Military life is typically ordered and systematic in many ways. There are rules, regulations and processes for almost everything. Occasionally, however, things

can be unpredictable as well.

"I was supposed to go to boot camp October 26th - a full six months later," LCpl Evans says, clearly impatient with so much lead time. "I said, 'No, I can't wait that long.' I didn't want to sit around and wait. I was really driven to go and knock it out."

Luck was on his side. LCpl Evans's recruiter called to tell him he had an immediate open-

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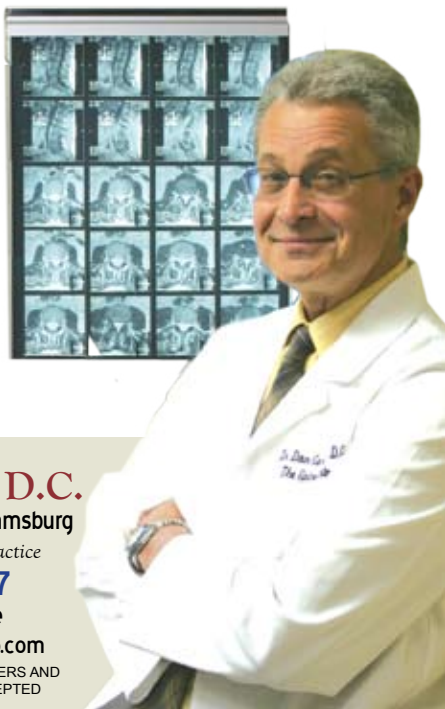
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ing. LCpl Evans was thrilled to learn he would be leaving the following week. By April 12, 2010 LCpl Evans was a new recruit at Marine Corps Recruiting Depot, Parris Island, South Carolina. He was immediately immersed in his indoctrination.

LCpl Evans laughs when he talks about his first rude awakening: "When you first get there you're in like a holding cell, a holding platoon, with everyone who just got there. You don't know who your drill instructor is going to be but there are drill instructors there telling you where to go and what to do. You get to your barracks and there are a couple of drill instructors there and I am thinking, 'Wow, they're not that bad. This is easy. I don't know what all the hype was about.' Then an officer came in and we were all sitting down on the quarterdeck and he says, 'Now it's time to meet your drill instructors.' And I'm thinking, 'Uh, these guys aren't my drill instructors?' They all walk into the room and salute and make their statements to us and from then on it is just hell."

While boot camp is physically demanding, particularly in the sweltering South Carolina summer heat, LCpl Evans quickly learns that it is far more demanding mentally than it is physically. "They scream in your face every day. It doesn't ease up and it doesn't get better," LCpl Evans explains. "It's not like you are ever in the right. In the first of the three phases you go through you wear cammies but you don't have name tapes and your boots are not bloused and you are wearing running shoes and it looks ridiculous."

As the phases progress, the physical demands intensify. You have to earn the right to become a Marine. Not everyone makes it out of boot camp. Along with the physical demands, LCpl Evans was also pressed with the demands of education.

"We do a lot of learning too," LCpl Evans says. "We had a lot of classes. We'd wake up early about 4 a.m., have breakfast, then physical training. It is just go! go! go! Non-stop. Then we come back and go to the classroom. When we'd get a five minute break they'd take us to these sandpits - push-ups, jumping jacks, crunches, mountain climbers - and all the time they are screaming and you have to scream too. If you aren't loud they'll keep pushing you harder."

LCpl Evans persevered and graduated from boot camp on July 9, 2010. While he did well in training and the experience transformed him into a well-disciplined, physically fit Marine, LCpl Evans admits he had his doubts along the way.

"There were plenty of those times when I would look over at my buddy next to me like 'what did we sign up for?'" LCpl Evans says. "But it is all worth it in the end. And I had so many people back home supporting me, like my family. And my friends were writing to me from college. So if I quit I would be letting everyone down and that would be worse than what was physically happening to me at that time."

From there, LCpl Evans was sent to combat training at Camp Geiger near Camp Lejeune in Jacksonville, North Carolina. There he was trained on the weapons he would be using.

"There was a lot of classroom time in the morning and in the afternoon we had practical application, getting hands on with the weapons. I learned about machine guns, the M249B semi-automatic weapon, and the AT4 rocket launcher," LCpl Evans explains, excitement creeping into his voice. "It was all new to me and it was good learning. We learned how to take them apart real fast and put them back together and learned how they operate. Then, towards the end we started shooting them."

After combat training, LCpl Evans was sent straight to motor transport school at Fort Leonard Wood, Missouri for basic indoctrination on



how to operate the Humvees and seven ton trucks. After nearly a year of intense training, it was time for his first deployment.

"I was sent to the fleet in Okinawa, Japan where I got my license for the Humvee, MCV, the seven ton, the MRAP, and the ITV. I can operate and perform first and second echelon maintenance on those vehicles," LCpl Evans says.

With our country involved in multiple conflicts around the globe, it's certainly possible that LCpl Evans may be operating those weapons and vehicles in combat. "I am part of a QRF or Quick Reaction Force as a mortar man," LCpl Evans states. "There are two teams and I am a gunner for one of the mortar teams. When other units are out in the field taking contact, we will be there for support. If a company goes out and they are taking heavy fire and need back up, a helicopter will drop us off in that zone and we will support them and help them out. We will see action where we are going for sure."

LCpl Evans was preparing to leave for a seven month deployment to Afghanistan shortly after this interview.

"It doesn't scare me," LCpl Evans calmly shares. "More than anything it pumps me up and motivates me. It's a weird feeling."

Part of that calmness comes from a sense of being well prepared since, as LCpl Evans explains it, the learning never stops. "Right now they're teaching us how to deal with the culture - how to interact with the culture and with the Afghani people - how to treat them with respect. For example, you go into a village and you find their senior man and you show them respect and they will give it back to you. For the past two months we have been living in the Mojave Desert conducting training for Afghanistan. It was hot all day and cold at night and then cold in the morning. At the end of the day you say: 'Wow, that's was some cool stuff we did'."

It is clear that LCpl Evans's experience in the Marine Corps has changed him.

"When I come home I feel like I'm taller. I have a little more pride," he says. "It's a good job. It's helped me out, and it has already benefited me, even though I have only been in for a year. It's good to know they take care of you. Even though I am 22 years old, it's matured me. It's put a good head on my shoulders and it is starting to make me realize who I am. Because before I didn't know. Nobody knew." NDN

**Publisher's Note:** On the day this issue was scheduled to go to press, Next Door Neighbors learned that LCpl Daniel Evans had been injured in Afghanistan when an Improvised Explosive Device (IED) exploded, impacting the vehicle he was in. Here are excerpts from his subsequent email to his parents:

*The vehicle did well, it was the terrain that was very bad (a crater to the right and a huge slope to the left) and because we had on all our gear, plus seatbelts...because of all that we survived. I slammed my head on this metal plate that stands behind me and the other guy. We were in the backseat. The driver and I recieved concussions, and the guy to my right broke his hand, and the gunner broke his finger..once the vehicle rolled completley 180 degrees i slammed my head again, this time on the roof..our vehicle commander pulled me out and then i turned around and pulled our gunner out. We then scanned the area and set up security until the other marines came to us..then i got under the vehicle and pulled out the 50 cal. and lifted over the cans of fuel that spilled everywhere...it was then that i realized that i didnt feel too well...I went to medical and got treated... everythings fine now...*

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Suzanne Thoman

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An essential part of pre-deployment preparation is careful estate planning. Estate planning may consist of a will, trust, advance medical directive, durable power of attorney and life insurance beneficiary designations. Careful attention should be paid to the individual's goals, objectives and family situation to assure there are no unintended consequences upon death. Sometimes, seemingly minor oversights can have tremendous consequences. Take life insurance, for instance. Most of us tend to name our beneficiaries when we buy a policy and then never give the matter another thought. That could be a mistake.

Here are two examples of a beneficiary nightmare:

**Example 1:** Tom had a \$500,000 insurance policy on his life. He named his wife, Karen, and his minor daughter as equal beneficiaries, to share and share alike.

When Tom died, his wife received \$250,000, enough to pay final expenses and retire the mortgage on their home. The additional \$250,000 was set aside for their daughter. Although Karen was named guardian of their daughter by the Court, the Court restricted distributions to a limited amount per year. Karen struggled for years to make ends meet. When their daughter turned 18, she received her share - \$250,000 plus earnings - without restrictions. The result was a nightmare of squandering of assets.

**Example 2:** If both spouses are active military personnel, if step-families are involved; or concerned if a spouse would remarry due to their young age, a parent may decide to name only the minor children as beneficiaries. What would happen to the surviving spouse if the insured died?

In this scenario, with the children named as beneficiaries and one spouse excluded, the sur-

ving spouse's financial needs could remain unmet, while a large sum of money is set aside for distribution at the children's 18th birthday. As a result, the surviving spouse could be disinherited, while minor children are heirs to a fortune.

In both instances, the final outcome would bear no resemblance to what the insured may have thought were his or her simple and clear intentions. It could also result in financial hardship for one or more people, often intended heirs, as well as legal wrangling that can go on for years.

For their own sakes, minors cannot receive or control proceeds from life insurance. State law determines when children are entitled to receive insurance proceeds (usually 18), controls how the surviving parent can use those funds as the guardian, and requires annual review of the parent's actions.

When minor children are involved, a trust can be set up to receive the life insurance proceeds. The advantage is that the insured establishes the trust, selects the trustee, and establishes the terms under which assets can be used and distributed from the trust. In this way, the life insurance proceeds will be used in the manner specifically selected by the insured. This works in the best interests of both the minor children and other dependents, such as a surviving spouse.

Think twice before naming minors as beneficiaries of your life insurance. Talk to an experienced estate planning attorney for the best strategy in your own situation, especially pertaining to the use of trust agreements.

For more information about trusts and the role they play in estate planning, please visit our website at [www.ferrisandassociates.com](http://www.ferrisandassociates.com) for our seminar schedule, or to schedule an in-office conference with one of our firm's attorneys.

Lt.Col.  
Timothy M. Chavez

# Officer, Contractor, Nomad...

## Dad

By Rosemary VanHouten

If your first introduction to Lieutenant Colonel (Lt.Col.) Timothy M. Chavez was his 9-page resume, you'd probably be impressed with his long list of achievements and wealth of experience and education. But if you ask him to single out what he considers his greatest achievement he will not hesitate to tell you it is his role as a father.

Chavez, a Lt. Col. (Reservist), spent 17 years on active duty in the US Air Force in the communication and information field and is also a single dad - "With four fantastic children," he boasts, smiling broadly. Balancing his military career and family life has always been important to Lt.Col. Chavez.

When he first decided to enlist in the Armed Forces the Air Force was an easy choice for him. "It was more technical in nature," the self-confessed computer geek says. "I didn't like getting

muddy and sleeping in tents unless it was for fun." The Air Force offered a wide variety of options for learning and growth in the technical and computer fields and the young Chavez quickly found a home.

"I have a great deal of respect for the familiarity and trust that exists between members of

the armed forces," Lt.Col. Chavez explains. "I was impressed by the amount of responsibility placed on even the most junior airman."

Lt. Col. Chavez also thought a military career would provide a way for him to serve his country. Referring to himself as a "Global Nomad" or "Third Culture Kid", Lt.Col. Chavez



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spent several of his formative years - from age 10 to 18 - growing up in Kuala Lumpur, Malaysia. He considers himself a cross-cultural blend (Malaysian and American) and admits that his experiences and travel in his youth helped to guide him towards the Air Force as a career.

"You know the saying," he says. "Join the military and see the world." And see the world he did! He has visited over 35 countries and has lived in 7 states and 3 foreign countries. His family settled here in 2006 making Williamsburg the second longest place he has ever lived.

Like many servicemen and women, Lt.Col. Chavez was deployed countless times. During his years of active service he collected many memories, some better than others. He remembers how his family suffered worrying about one deployment in particular in the Fall of 2000. Lt.Col. Chavez was with the unit that was the first-on-scene after the USS Cole was attacked.

"There was a temporary lack of communication with families because the ops [operations] tempo had suddenly and dramatically increased," he recalls. "It's that kind of silence

that can be unnerving."

Chavez and his family were in Mississippi when the repaired USS Cole was deployed again. "That launch inspired a great sensation of patriotism in many people, and I am exceptionally proud and pleased, to be able to say, 'I was there when...' That was definitely a day that I will not forget," Lt.Col. Chavez says.

After 17 years he had to make a decision: continue towards completing 20 years of active duty with the Air Force by being deployed for 365 days and leaving his family behind again or leaving active duty. Despite his love of the Air Force the choice was easy for him.

"It was a 'No duh!' decision not to go back to the sandbox again!" Chavez explains of his transition to a civilian job and the USAF Reserve and to remain with his family. Now a Department of Defense contractor for Advanced Technology International, Lt.Col. Chavez is not far removed from his military career and his lifelong passion for technology; he now helps assess new Command and Control systems being fielded for the Warfighter.

While Lt.Col. Chavez is very proud to be an American and to have served his country, he always feels a little humbled when people see

him in uniform and say: "Thank you for your service". The compliment is rewarding and it reaffirms his choice, but he knows that there are unsung heroes behind almost every service member who seldom receive any recognition.

"I volunteered to be a part of this profession of arms," Lt.Col. Chavez says. "I volunteered knowing there would be chaos and many moves. Truly, the thanks should go to those individuals who are often overlooked or taken for granted: the children and spouses. They did not volunteer."

While the services have taken great strides to improve conditions for military families there is still more to be done. "It's not easy, and we must remember that thanks should be given to the people behind the scenes who sacrifice as much, if not more, than the person wearing the uniform," he emphasizes.

One of the clearest indicators of the strain a military career places on the family is in the number of failed marriages. Chavez can attest firsthand to the hardship and strain the military can have on the family unit having gone through a divorce himself.

But the military has a mission it must put first and those who serve understand this and

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also understand the challenges that come with serving both the military and their family. Even after settling into his civilian job and his new family routine, Lt.Col. Chavez was called back to duty; he was reactivated to fill a critical vacancy with the Joint Deployment Training Center (JDTC) at Ft. Eustis as the Information Technology Department Head.

Despite the many challenges of military life, Lt.Col. Chavez says there is not much he would change. "I know I've done things I regret, but they have made me who I am today, and except for the extra 20 pounds I've put on the last couple of years, I generally like who I am."

Positive and cheerful, Lt.Col. Chavez tries to live by his motto: "Live, love, laugh, listen and learn" and tries to personify the "5Ls" on a daily basis.

He provides a candid self-assessment. "I do well with the first three, the last two, listen and learn, are often a challenge," he admits. "But I am hopeful."

Meanwhile he plans to continue to focus on his job and his passions: his children and when he has the time (which he says often eludes him) some amateur woodworking. NDN



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~ **Michelle Brown**

2011 Survey Drawing Winner

Michelle Brown's name was drawn by Richard Schreiber, President of the Greater Williamsburg Chamber and Tourism Alliance, from all of the 2011 Readership Surveys that were submitted - both electronically and by mail. She will spend \$500 in gift certificates with the *Next Door Neighbor's* advertisers she selects. You receive *Next Door Neighbors* free each month courtesy of the many businesses that advertise in this monthly publication.

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# AMY STUTT



## ON CHILD & FAMILY CONNECTION

Amy Stutt, Program Director for Williamsburg's Child and Family Connection, graduated from Christopher Newport University with a Bachelor of Science degree in Early Childhood Psychology. She received her Masters of Education degree from Regent University. Amy taught elementary school for eight years in Hampton before taking a year off to spend with her chil-



dren at home. Then she began working at Child and Family Connection, a program of the Center for Child and Family Services. This past January, Amy accepted the position of Program Director.

**When did you first become involved in the Child and Family Connection?**

*I started working part time in*



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September of 2007 as the Child Care Resource and Referral Coordinator where I assisted families in finding quality child care and worked with child care providers to increase the quality of care that was provided.

**What is the mission of Child and Family Connection?**

Child and Family Connection links families, children and caregivers to community resources that nurture children's positive development.

**How did Child and Family Connection become a reality?**

In 1982, concerned members of the Greater Williamsburg community recognized the need for services for working families that would link them to child care providers and established "The Council for Children's Services". In 1990, the agency changed

its name to "The Caring Connection". The agency worked on two fronts: families seeking child care and the child care organizations providing the services. The agency maintained a directory of family day care providers, child care centers and other options for parents. It also provided individual consultations and financial aid to parents. In addition, the agency worked with child care providers by offering training, helping them to become licensed, and following up with training and workshops. In 2002, the agency merged with the Center for Child and Family Services and changed the name to Child and Family Connection. In 2004, Child and Family Connection increased the scope of services offered by adding mental health counseling.

**What services are provided?**

Child and Family Connection provides child care information, referrals and financial assistance to families. Staff members deliver training and support to child care professionals to include enhancing the healthy growth and development of infants and toddlers along with recognizing and addressing their social, emotional and behavioral development. The program also offers multicultural counseling services for children, families and child care professionals in both English and Spanish.


**Who are the clients?**

Our clients are parents who may be looking for child care, child care providers in both centers and family child care homes who are looking for training and support. It also includes individuals, children, families and child care professionals who may need

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### How do you measure success?

Success for Child and Family Connection is not just about numbers but about the people we interact with and can be measured in a variety of ways. It is helping parents find child care providers who meet their needs, being able to assist low-income, working parents with the cost of child care, helping child care providers offer the highest quality care possible, and empowering an individual, fam-

ily, child or caregiver to improve their lives through mental health services. It is feeling like we have made a difference in the life of one of our clients.

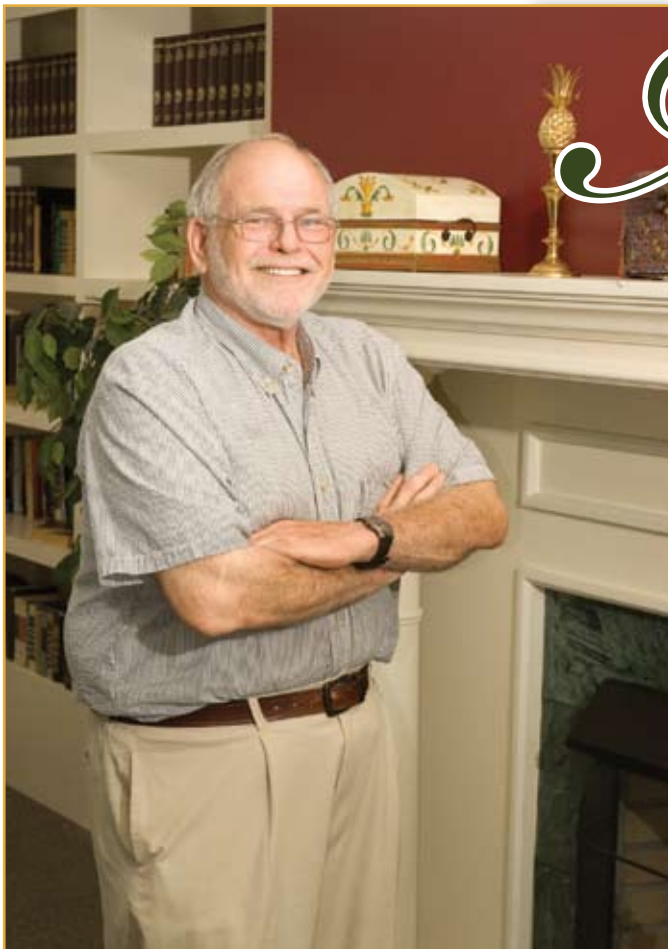
### What are some of your fundraising events?

The Center for Child and Family Services participates in numerous fundraising endeavors. Our biggest fundraiser is the "Country for Kids" concert, which we have been hosting for 12 years. "Country for Kids" has raised over \$400,000 for our agency. In addition, we sponsor the "Celebrating Friends of Children" gala which is an annual celebration that recognizes the child care providers and community partners in our area. The gala also includes a silent auction to help raise funds for our children and family programs. Additionally, we partici-

pate in the "Human Race – Celebration in Lights" fundraiser organized each year by the Volunteer Center of Hampton Roads. Non-profits are able to raise funds and have participants walk the mile journey of Newport News' "Celebration in Lights" the Tuesday before Thanksgiving.

### How can the community help?

We love our volunteers. Volunteers are always needed at our agency. Our volunteers do everything from helping with general office duties, to assisting with special events, to lending a hand with day to day activities. I personally invite people to visit us. Tour our agency at 348 McLaws Circle and see what we are about. Word of mouth is the best advertisement we can get and when you see how many children and families are helped at our agency, we are confi-



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dent you will spread the word. Child and Family appreciates any donations big or small. Donations are put right into our children and family programs that allow us to see clients either for free or on a sliding fee basis. Sixty-nine percent of our clients are uninsured, leaving them paying out of pocket. Donations can be sent to our parent agency, Center for Child and

Family Services, 2021 Cunningham Drive, Suite 400 Hampton, VA 23666. We thank you for your support.

**What are the plans for the near future for the organization?**

Part of our comprehensive service organization plan is to continue to enhance and expand some of the services we offer in Hampton to the

Williamsburg area. Child and Family Connection would like to provide additional services for the whole family which would include services such as credit and financial counseling and job placement for youth and adults.

**What are some personal experiences you have had that renew your commitment to Child and Family Connec-**

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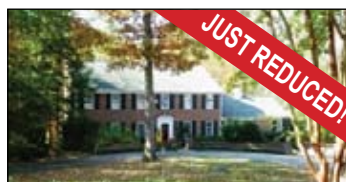


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**Ron Campana**  
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**tion?**

After working in the world of child care while going through school and then teaching children for eight years, I have been able to use my previous experiences when working with child care providers and children. Seeing the improvements in the children and the growth in the providers, I believe whole heartedly in the work we do at

Child and Family Connection, and that is why we strive every day to offer quality programs and support services.

**How has your work affected your personal life and outlook?**

I have seen the positive outcomes that resulted from people volunteering in community agencies. This has

encouraged my family and me to volunteer and give our time to help others and try to make a difference in the lives of people in our community. 

For more information about Child and Family Connection, visit:

[www.ctrchildfamilyservices.org/childandfamilyconnection](http://www.ctrchildfamilyservices.org/childandfamilyconnection)

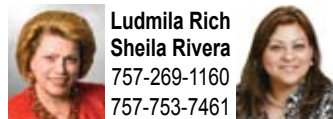


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Sharon Gibson-Ellis

"I want to personally invite you to participate in this year's **Day of Caring**. The United Way of Greater Williamsburg's annual **Day of Caring** is September 15th. Over 800 volunteers will be working in our community to help non-profit organizations, schools and many others within our community. We have something you can do too!

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Even though a **Day of Caring** is only one day a year, it can have a more far reaching impact of kindling or rekindling your relationship with United Way and our community. As you may remember from May's issue of this magazine, I am new to the Williamsburg area. Now in the beginning of my fourth month as Executive Director, I get more excited each day as I meet new people and forge new relationships. I am looking forward to having a year-round relationship with volunteers, donors and the community we serve - maybe even you!

My pledge to you is to put the same excitement, energy and commitment we put into the annual **Day of Caring** into our everyday work and activities. Please join me in reinvigorating our excitement about United Way in Greater Williamsburg.

If you are unable to participate in this year's **Day of Caring** but are interested in finding out more about United Way, email me at [sharon.gibson-ellis@UWGW.org](mailto:sharon.gibson-ellis@UWGW.org) or call 757-253-2264. Let's make every day a **Day of Caring** with our thoughts and actions!

- Sharon Gibson-Ellis, Executive Director

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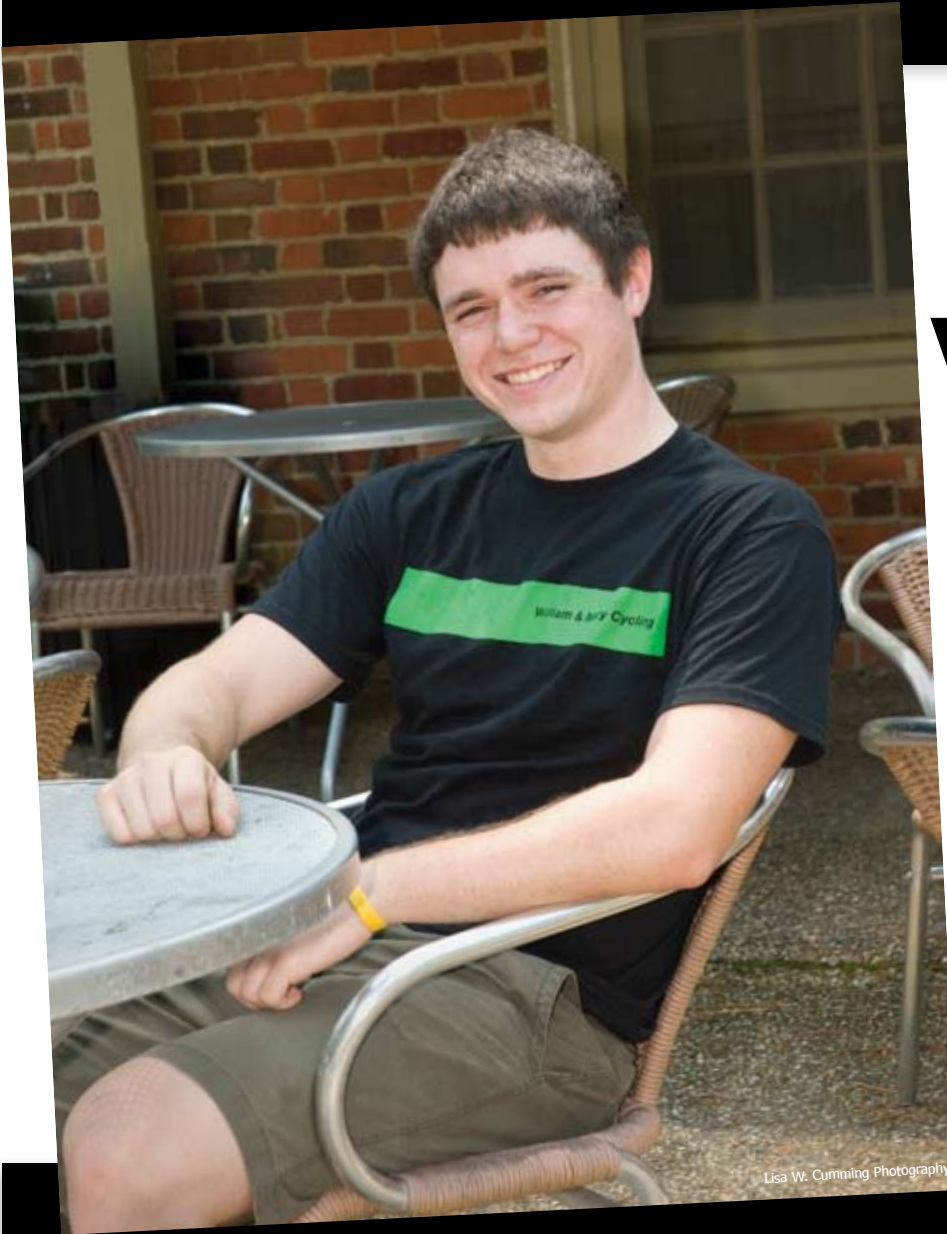
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# Generations

by Erin Kelly



Lisa W. Cumming Photography

## Wilson Hale

Age 20

Many people would call Wilson Hale an all-around Williamsburg guy. He is a third generation local with a slew of local friends and a job at Bike Beat. He is also pursuing a degree at the College of William and Mary, where he is a rising junior. Every aspect of his life takes place right here, and he wouldn't have it any other way.

At 20, Wilson has lived in the area since he was six years old, long enough to remember when Williamsburg had only one high school – and Route 199 West ended at John Tyler Highway. He has seen everything from the birth of New

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Town on what used to be farm land across the street from Berkeley Middle School – to the giant Griffon rollercoaster being built across town at Busch Gardens.

After his 2009 graduation from Jamestown High School, Wilson made the decision to remain here and attend college just a few short minutes from his parents' home. Several members of his family are William and Mary alumni, including his father who graduated with the class of 1982. William and Mary was a logical pick for Wilson.

"It is nice that I don't have to drive far to see my family. And when the holidays come, I'm already in town," Wilson says. "Plus, I am able to go home for dinner or to do some laundry – a luxury many college students don't have."

Majoring in economics with hopes to add another major in philosophy, public policy, or possibly design his own major, Wilson says that the person who inspired him the most to study economics was Richard Ambler, his AP microeconomics teacher at Jamestown High School.

"Mr. Ambler is such a cool guy and he really knows his stuff," said Wilson. "He introduced me to the field of economics and it was an experience I'll always remember. I thoroughly enjoyed the subject, so that prompted me to study it in college."

In addition to spending time with his family, studying at William and Mary, and holding down a part-time job, Wilson has immersed himself in the biking culture in Williamsburg. His love for biking started when he began his job at the bike shop but has grown immensely in the past four years.

"I ride bikes all the time, it is kind of my thing," Wilson says. "Williamsburg has an incredible bike culture and there is just so much going on that people don't know about!"

Wilson also serves as the Vice President of Tribe Cycling – William and Mary's bike team which competes in mountain bike events each fall and road racing in the spring.

"In my role on the cycling team, I have

gotten to be an event promoter. This has allowed me to interact with the community in an entirely different capacity," Wilson says.

Wilson is eager for those in the community who think of Williamsburg as just a sleepy retirement town – or a haven for tourists – to change their minds and realize just how much is really going on here.

"There is really every aspect of life here in Williamsburg, especially when it comes to cycling" he said.

With bike trails perfect for any level of rider, Williamsburg boasts easy trails through the Historic district for a leisurely sight-seeing excursion – to more difficult biking paths for those looking for an extreme adventure. Additionally, the Historic Triangle offers a 20 mile route past Williamsburg, Yorktown and Jamestown along the bike path of the scenic Colonial Parkway, a beautiful ride perhaps unparalleled on the east coast.

Wilson's love for his hometown stems from his family. His grandmother lives here,

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as do both of his parents.

"My grandmother has always been active in the community," he says. "She has lived here since the late 1970s and has made so many friends and connections. She loves the area."

Wilson's father works in information technology for Northrop Grumman, while his mother is a consultant for non-profit organizations in the area and throughout the Peninsula.

Although he is not particularly worried about the job market he faces, Wilson admits that after graduation it is likely that he will branch out and move away from Williamsburg to get a taste of another area.

"Everyone needs an economist," he says. "There are usually a lot of government jobs open. I know people who [have] already graduated and are working for the govern-

ment in the Washington D.C. area, so that could be a path I may follow. I also think a degree from William and Mary will give me a leg up."

every age here."

Meanwhile, Wilson enjoys college life and is having fun as a student – and he finds it humorous when some of his friends refer to

**"It is funny because people are really surprised when I tell them I am from Williamsburg. It is something they don't expect, especially since so many of my peers are from other areas. All in all I like it a lot, and I am proud to be a 'townie.'"** ~ Wilson Hale

However, once he is ready to settle down and start a family, Wilson hopes to raise his children right here in his hometown.

"I really loved growing up in Williamsburg," he reflects. "I enjoyed many good times and can honestly say I never had a bad experience. I love that the town is quiet and that so many people come here to raise their children. There are people of virtually

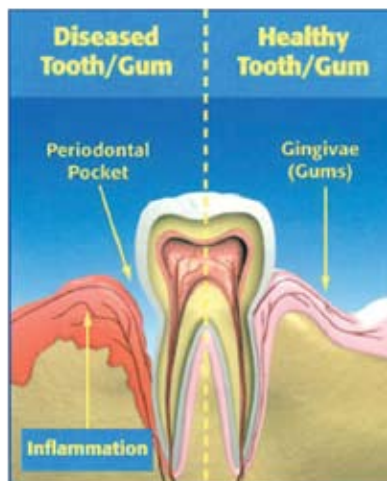
him as a 'townie.'

"It is funny because people are really surprised when I tell them I am from Williamsburg," he says with a laugh. "It is something they don't expect, especially since so many of my peers are from other areas. All in all I like it a lot, and I am proud to be a 'townie.'" Wilson will always consider himself as just a Williamsburg guy. NDN

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# Next Door Neighbors Business

Dan Dipiazza

## Connecting *the Dots*

By Greg Lilly, Editor

“The real basic rule of marketing, doesn’t matter if you are Busch Gardens or a dry cleaner, is you have to connect the dots between what you have and what the consumer wants,” explains Dan Dipiazza. “Always remember that it’s not about what you are selling, it’s about what they are buying.”

As Vice President of Marketing for Busch Gardens and Water Country USA, Dan Dipiazza knows how to connect the dots between a business and its customers. Busch Gardens,

as Dan puts it, has roller coasters, rides, shows and animals, but that isn’t what the consumer is buying.

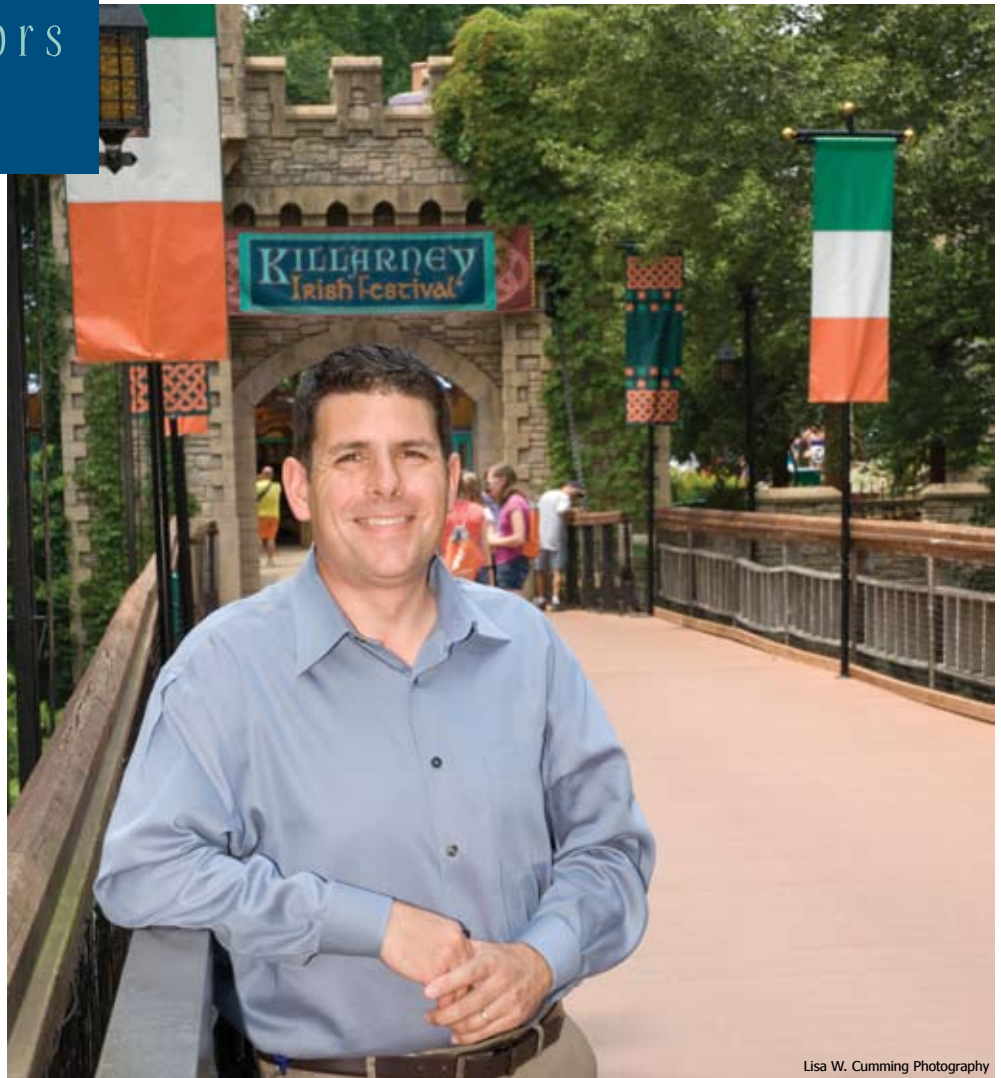
“They want escape. They want entertainment, family time, relaxation,” he lists. “You have to take all of what we have and make it that.”

Dan is a St. Louis, Missouri native and he started his career there. He was affiliated with a public relations agency 16 years ago.

“Busch Entertainment was a client of mine,”

Dan says. “When I left the agency, I was a consultant to Bush Entertainment for their public relations. After a few years, I was hired as a Busch Entertainment employee where I worked in corporate marketing there in St. Louis.”

In 2007, an opportunity at Busch Gardens Williamsburg opened up. “I was intrigued having always been on the corporate side, and working with all the parks around the country – a great overview. I thought it would be neat to be in an actual market, in the business, deal-



Lisa W. Cumming Photography

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ing with it on a daily basis,” he explains. “The opportunity came open, and I got it. I’ve been here for over four years. I’m very happy. In the meantime, they moved the corporate office to Orlando, so I would have been moving anyway. I’m glad I ended up here.”

Dan had been to Williamsburg many times before on business trips, and he’d brought his wife and children here on vacation before he took the job. He and his wife had always lived in the St. Louis area, and when they thought about transferring somewhere else, Williamsburg seemed to be a place they felt they would fit in.

“It’s a great place for a family and to raise our kids,” he says. “This park has always been known in the company to be one of the more innovative ones, a real pioneer on a lot of projects. Professionally, I knew it was going to be a good team. Personally, it was going to be a great fit, which is important when you’re moving two teenage girls.”

Marketing a business based in Williamsburg, big or small, has a dual consumer audience: locals and visitors. Appealing to both groups

isn’t easy. “It’s a struggle,” Dan admits. “We struggle with it every year. Nobody has enough resources, no matter how big you are. You have to figure out what your priorities are and how to split the resources between them.”

“In the simplest form, marketing is making sure what you have to sell is relevant to somebody.”

~ Dan Dipiazzo

Busch Gardens develops their marketing plans with those two tracks in mind. “We develop a resident plan and we develop a tourist plan,” Dan adds. “You really have to get your frame of mind around that channel and not think how to make a certain promotion work for everybody. Think what will work for these folks and what will work for these others. If you can figure out how they complement each

other or use a piece for both groups, that’s great, but you really have to go down each road.”

He uses an example of a long holiday weekend like Labor Day. “For residents, what does that mean? For a tourist who might be coming here for three or four days, what does that mean?” He and his team discuss what kind of ticket prices a park guest would look for; how long would that person be in town; would they come to the park multiple times? What if it rains? The resident could come back, but tourists may not. “You really have to go through that whole process,” Dan says. “From there, it takes on extensions. Even on our website, we send people down different paths because we know they are interested

in different admission products and deals.” He starts the marketing plans by getting into that frame of mind and developing two parallel plans. “Easier said than done,” he admits.

Dan explains that there are some things constant across all audiences, like value. “How you define value may be different because for someone who lives here, the value is probably that they can come multiple times throughout



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the year," he says. "If I'm coming here from Philadelphia for a week, my value proposition is different – can I visit the park more than once, can I visit both Busch Gardens and Water Country? Those things factor into a plan more. You appeal to value, but that comes into play in different ways." He stresses that value is not just discounts. Value is a combination of what you are offering and the price. The challenge is providing a value to the customer that doesn't erode profitability. "But," Dan interjects, "it may not be a discount, but still be a great benefit to the consumer. Convenience is great value booster – to buy tickets on-line, in advance, and not stand in line at the park, that's convenience and valuable to our customer."

Connecting the dots from the consumer's wants to the offerings of the business involves research. Today, research and product development have expanded beyond the classic surveys and focus groups. Dan explains that for Mäch Tower, the new attraction at Busch Gardens, his team held several focus groups, showing different concepts and ideas. They didn't stop with that, they dug deeper to discover what the customer liked about it, what was the value they saw in it. With those focus groups and e-mail surveys to their customers, Dan added social media like Facebook. "Our Facebook page and the feedback we get from our fans, that is something we put into consideration," Dan explains. "We do surveys there as well."

Social media is a research and marketing tool that Dan and his team have embraced. "You really have to be committed to it. I think of it as a relationship," he explains. "If I'm going to have a friendship with someone, I can't expect to send them a message every six months and think we're going to be great friends."

When they started the interaction on-line, Dan wasn't exactly sure how to incorporate the new tool. "We thought we needed to start somewhere," he says. "We have associates to post status updates and answer questions. The more fans you have, the more chance for interaction. We have over 220,000 fans on Facebook now. That's 220,000 people who might have an issue, a question or concern that we can deal with." He likes that the people on Facebook have come to his page to ask for information or comment on Busch Gardens, offering their opinions and expressing what they value about the park.

"The great thing about social media is that it personalizes your business," Dan explains. "You get someone responding to your question. We're not just pushing out press releases. If ten people are on there with confusion about something, we can respond to it, not just a formal policy statement from a company, but a personal interaction. People are looking for that." Facebook has been a great marketing tool for Dan, especially for the one-to-one interaction it encourages. "It's primarily a communication vehicle and a feedback mechanism, but we have offers like everyday discounts for fans," he says. "Also, Twitter is set up as our deal center where we do limited-availability and time sensitive special offers." Twitter sends out short messages to people's Internet-enabled devices like computers and smart phones. Dan and his team send out messages on special offers on things such as that day's behind-the-scenes tour with a couple of slots available. He uses Twitter as a vehicle of notifying customers of deals and discounts.

"In the simplest form, marketing is making sure what you have to sell is relevant to somebody," Dan Dipiazza says. "Then, put your product in those terms." High-tech or low-tech, understanding what you can about your audience helps you know what is relevant to them. Connect the dots and watch what happens. NDN





Lisa W. Cumming Photography

Jackie Hartman

# Life Lessons from the pool

By Greg Lilly, Editor

"I learned how to win and I learned how to lose," Jackie Hartman explains of her life in the water. Jackie is the coach of the Manta Rays swim team at the Williamsburg Community Pool. The pool is tucked behind Ace Hardware on Richmond Road. Jackie says they like to call themselves "Williamsburg's best-kept secret." The heat and humidity of mid-summer drive school-aged children to the pool, and many of them learn how to be good sports and how to be part of a team while having a blast at the pool.

Born and raised in Williamsburg, Jackie started swimming when

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she was six years old. "My next door neighbor swam here at the Williamsburg Community Pool and was on the Manta Rays team," Jackie explains. "I decided I wanted to try swimming on a team too."

She had taken her initial swim lessons at the Williamsburg Aquatic Club (WAC). "I came to the Williamsburg Community Pool and started swimming," she says. She continued to swim at WAC then switched to the Coast Guard Blue Dolphins (CGBD) team. "I was on the CGBD from the time I was eight until last year," she adds, "that's fourteen years with the Blue Dolphins." Jackie also swam on teams at Queens Lake.

"I was usually on three teams at once," she says. "For example, I would be on a summer team, on my high school team at Bruton, and on the Coast Guard Blue Dolphins swimming year-round." She kept swimming, never stopping, moving up to the next level. After graduating from Bruton High School, she went to James Madison University (JMU) and swam on the swim team all four years while

there. This past spring, Jackie graduated from JMU with a degree in Health Sciences.

During her college summer breaks, Jackie has coached the swim teams of Williamsburg. In 2008 and 2009, she was the head coach of

"I learned hard work and dedication - to be tough, how to compromise, how to get along with other people - so many things."

~ Jackie Hartman

the Kingspoint team. This is her first year as head coach at the Williamsburg Community Pool and the Manta Rays.

"Coaching," Jackie says, "was the next step for me. I was offered a head coach position with Kingspoint's swim team after my freshman year at college. Coaching turned out to be a great summer job and the next step in swim-

ming. By experiencing the coaching side, I understood the dynamics of leading a team and all that goes on behind the scenes. It helped a lot with my college swimming, by experiencing that other side of the sport."

The Manta Rays team ranges in age from 4 to 18. Besides the techniques of swimming and competition, Jackie hopes the kids learn some of the same skills she did, abilities as useful on dry land as in the water.

"I learned hard work and dedication," she says, "to be tough, how to compromise, how to get along with other people - so many things." She sees the early involvement in sports contributing to a lifelong path of healthy living. "Kids learn how to be athletic, how to be healthy, how to

be fit," she adds.

The best age to start a child in team swimming, according to Jackie, is six or seven years old. "Older than that, a child is more aware of any fear of the water they might have and that makes it a little more difficult," she explains. "If they're too young, their attention span is all over the place. It's hard for them to pay atten-

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tion to learning strokes.”

Summer morning practices are by age divisions, where each group has time and individualized attention from the coaches – Jackie and assistant coach, Jay McCormick. The kids concentrate on proper swim strokes plus the additional techniques they will need in a swim meet.

“We spend about 70 percent of the time on swimming,” Jackie says, “and a good 30 percent on the mechanics, such as turns and starts.” She states that the mechanics of a meet can be the hardest part for many swimmers.

A swim meet starts with warm-ups. “Each team gets thirty minutes,” Jackie says. “It’s kind of crazy, really hectic, everyone is in the pool. Then we run in heats with five lanes in the pool. We start with the youngest group and move up from there for each event.”

Near the end of the meet, the relays occur. “That’s my favorite part because that’s where the team aspect comes in,” Jackie says. “Everyone is loud and cheering. If we win, the coaches get thrown in the pool.” Jackie continues other

traditions with the team. “We go over to Sal’s after every meet. I remember doing that when I was seven, so it’s cool to still do that. Also, we still do the same cheers at the meets that we did when I started at six years old.”

“Being an athlete, I really like the body and trying to fix things, not so much with medicine, but with movement. I love the science of the body and how everything works together.”

~ Jackie Hartman

One of her favorite things about the swim meets is how everyone gets involved.

“At the meet, it’s a lot of the older kids helping the younger ones,” Jackie says. “All the parents are involved too, whether timing, getting the kids behind the blocks, or cheering – it’s very loud during a meet.”

Jackie says the Manta Rays have a lot of

young talent, ready to grow and get faster. “I’d like to see the team move up a division. We’re Division II now, and Division I is the biggest and fastest.” Divisions are based on the size of the teams and their records. “If we win our meets this summer, we’ll probably move up.”

Jackie will continue her education this fall at Sacred Heart University in Connecticut. “I’m going to physical therapy school,” she says. “Being an athlete, I really like the body and trying to fix things, not so much with medicine, but with movement. I love the science of the body and how everything works together. It seems like a really great field for me. I like people: dealing with them and helping them.”

The people aspect of sports is more than the statistics of wins and losses: it’s the spirit of the sportsmanship. Jackie sees the team as a family, not defined by a neighborhood or a single section of Williamsburg. The team is open to every child who wants to have fun in the water and learn basic lessons about teamwork to carry him or her through life. NDN



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Kari Velandria

# Cool Summer Music

By Greg Lilly, Editor



Lisa W. Cumming Photography

“It’s like reggae, folk and blues,” singer and song-writer Kari Velandria says of her sound. “Those are the three main styles. My major influences are people like Bob Marley; Pink Floyd – I love the melodic flow; Jack Johnson – that’s a vibe in my music, kind of beach-like,

really mellow, kicked back. Everyone tells me, ‘Dude, you’re like a girl Jack Johnson.’ To be honest, if I had to describe what I sound like, that’s it.”

Kari goes on to mention people like Ben Harper and other singers in the reggae and folk

genres. Her music is happy, up-beat and laid-back. It’s a perfect complement to a summer evening with friends.

Kari grew up in Williamsburg.

“I attended Walsingham Academy through 8th grade, moved to Virginia Beach, then re-



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turned here. I definitely consider myself a local," she says. "The farthest I've been away was attending a music school in Florida. I always come back. I went to Full Sail University in Florida, a private arts school that specializes in computer animation, film, digital media and recording arts."

Her interest in music started when she began piano lessons in third grade. The music seemed to come naturally to her because, even though she could read music, she picked up a song faster by ear. One day her father gave her a guitar to see if she might like playing it.

"That was in seventh grade, and I loved it. The guitar is my main instrument today."

From playing music to performing was a natural progression, but not an effortless one. "It wasn't easy," Kari says. "I had the worst stage fright. The first thing I ever did, live, by myself, was an open mic at College Delly, and I was terrified." Today she is more comfortable, but the nervousness still makes an appearance as she readies herself for the stage. "Always after the first song, I'm doing better," she admits. "I'll look down during that first song, just looking up a little, searching for the energy from different parts of the room. I feed off where I see people really enjoying the music."

Her strategy involves searching the crowd as she sings to see who connects with her music. "You can tell who gets into it," she adds. The performance becomes singing to one person at a time, going from one friendly face to the next, a one-on-one experience that makes stage fright disappear since there is no anonymous crowd, just a collection of smiling individuals.

Her performances are both solo and a duo with her friend, Wes Forehand. She and Wes have a band they call Humble Beets. "Wes and I have been playing music together for about five years now," Kari says. "Folk mixed with reggae, really a lot of genres like my personal style. It's so hard to put a label on it. We've played all around the Hampton Roads area plus around the region from Virginia Beach up to Charlottesville and down to the Outer Banks of North Carolina." Some artists find working together a clash of ideas and styles, but Kari and Wes seem to meld their vision and approach to the music. "It just clicks between us," Kari says. "He's the lead guitar and I'm the rhythm."

The aspect Kari likes about the collaboration of a duo is the exuberance created when working with another artist. "You can feed off each other," she says. "That's awesome. Having the companionship is great because we pump each other up; we give each other motivation. That helps a lot, because when you play by yourself, sometimes I don't feel as confident. Wes makes me feel me comfortable."

Being on a stage alone can be intense. "A duo has more of a dynamic," Kari says. Stage banter between the two helps relax both of them and the audience. "We argue like family. We're together so much, practicing and performing; sometimes we have four or five gigs a week."

The other side is Kari's solo performances. "I can choose what I want to do and how I want to do it," she explains. "There aren't any issues, right or wrong, it's all my decision."

She knows that anytime there is collaboration among band members, there is compromise. "I can do what I want," she says with a laugh. This artistic freedom also affects her sound. Both Kari as a solo artist and the duo Humble Beets do a mix of reggae, folk and blues, but when Kari performs alone, she says her vocals are stronger. "My voice shines

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through more when I play by myself," she says. "I guess I hold back more with a duo to mix with the guitars."

She plays her own original songs and what she calls "original cover" songs. "When I play covers," Kari states, "I play them differently – original covers. I don't want to sound just like the artist who originally recorded it, that's their thing."

Kari was asked to play this September's Bay Days in Hampton. "That's a huge thing for me," she says. Around Williamsburg, music enthusiasts can find Kari at local venues on a regular basis. "I play Center Street every other Friday – that's where the Bay Days people saw me," Kari says. "I'm playing on the patio at Center Street now, that's always fun. I play every Wednesday at Green Leaf in New Town. I host the open mic at Paul's Deli every Monday; it's a great place for musician to come out and share their music. We just jam out." She does a few gigs in Charlottesville and in Newport News as well.

At one of her performances, a man listened carefully for a while then approached her at a break. "This guy was from New York," she explains. "He asked me if I had heard of John

Brown's Body." That's a reggae band big in the music festival circuit. "These festivals are two and three days at a time, all over the United States," Kari explains. "My goal is to get into those types of jam scenes or festivals. I'm going to talk with this guy's company about getting into the music festivals. That's a great opportunity for me."

The festivals bring together many different types of music and people. "It all becomes one big melting pot of music at these events," she adds. "I want to travel, maybe across country, playing random spots. That would satisfy me."

The lure of the road tempts musicians. Kari tries to explain it, "I guess it would be the unexpected. There are so many beautiful places I haven't seen yet. Wherever you go, you meet people who are different. But music always brings everyone together – that's a common thing that everyone has. The people, the places, the environment inspire me so I know I would be crazy inspired for writing."

Happy, melodic, up-beat music brings people together, and Kari Velandria's music sets the hot soundtrack for enjoying cool Williamsburg nights. **NDN**

# Next Door Neighbors

Publisher.....Meredith Collins  
 Executive Editor.....Joe Collins  
 Editor.....Greg Lilly  
*greglilly@cox.net*  
 Copy Editors.....Al White, Ginger White  
 Photographer.....Lisa Cumming  
 Graphic Designer.....Sue Etherton

## Writers

Linda Landreth Phelps, Rachel Sapin, Brandy Centolanza, Sandy Rotermund, Alison Johnson, Ryan Jones, Rosemary Van Houten, Lillian Stevens, Erin Zagursky, Erin Kelly

## Advertising Information

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Dr. Gerald DeWitt

# Navigating Your Child's Early Years

By Greg Lilly, Editor

When discussing children's development from infancy to school-age, Dr. Gerald DeWitt brings up a point about a baby's early development. "First, I tell parents that you cannot train a baby to sleep through the night until he's around four to six months old, but the thing I try to emphasize to them is that sleeping through the night is not the child sleeping a solid eight hours."

Dr. DeWitt says the expression "sleep through the night" is an incorrect term.

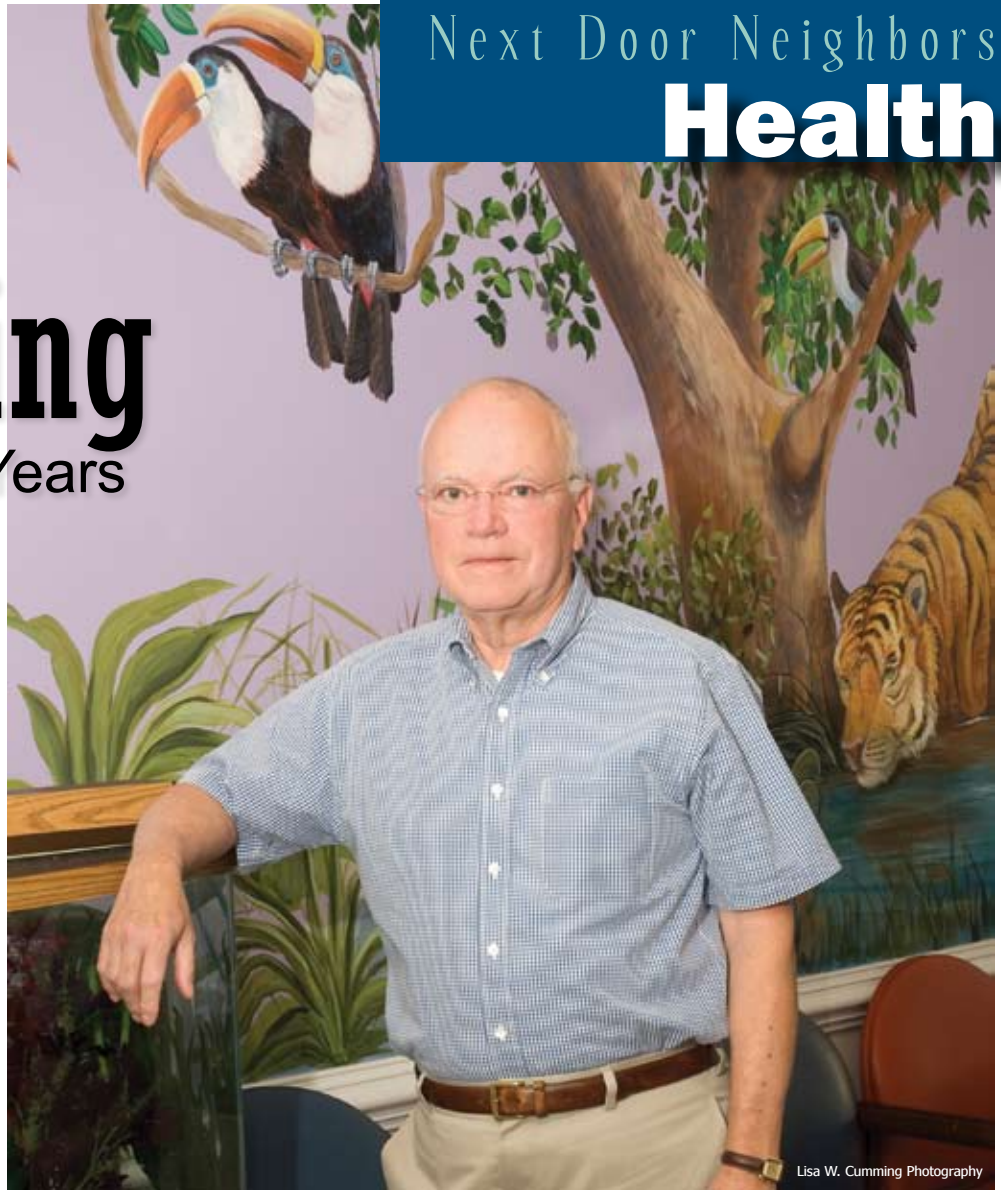
"For a parent, 'sleeping through the night' is that the child does not wake up the parent during the night." Dr. DeWitt explains that most people do not sleep continuously through the night, but actually wake up, look at the clock,

roll over and go back to sleep, sometimes not even remembering.

"Children do the same thing," he adds. "If the baby is in the parent's bedroom, and they hear the child stirring around, they think he's not sleeping through the night. He's going to do that. You want him to learn how to get himself back to sleep. You want to teach a child

to comfort themselves, teach them to go back to sleep when they wake up because they are going to wake up."

Dr. DeWitt grew up in Lynchburg, Virginia and headed to school in Charlottesville. "I was in Charlottesville for 15 years," he says. "All at the University of Virginia: undergraduate, medical school, residency and faculty. I spent



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five years on the faculty at the University in the Department of Pediatrics.” He received an offer to work in Pediatric Education and Neonatal care at Riverside in Newport News. After a few years living in Newport News, he decided Williamsburg would suit his family better.

“We moved to Lightfoot and then to Toano,” he says. “After 17 years at Riverside, I decided I wanted to be in a practice for more long term contact with patients and families. I joined Dr. Georgia Prescott here in Williamsburg, which was 17 years ago.”

With so many years in pediatrics, Dr. DeWitt had seen earlier generations of babies bringing in their own babies for his advice on raising a healthy child. That process starts at the beginning.

“A healthy pregnancy is the foundation of raising a healthy child,” he says. “Choose a pediatrician who shares your philosophy about feeding, behavior and overall health. We are partners with parents on getting this baby from infant to a child then to an adult in the healthiest way possible.”

Parents are advised to talk with several pediatricians. Dr. DeWitt says, “Discuss with potential pediatricians how patients are managed, philosophies, immunizations, what visits

are like.” Unlike some medical specialties, pediatrics doesn’t focus primarily on the physical examination. “That is the smallest part of the visit,” Dr. DeWitt explains. “Talking about what’s happening with the child adjusts with each visit. In pediatrics, there are continuous changes happening. Every time the patient comes in, there are different aspects of the child’s life to examine. When do we start solids in his diet? When do we try to get him to sleep through the night? When do we try to toilet train him? When do we teach him to ride a bike? That’s the bulk of ‘well child’ visits: talking about what he’s doing, if he’s doing all the things he is supposed to, how to help him do the things he needs to do, and how to keep him safe.”

Knowing what to expect is part of the journey to a healthy lifestyle, but setting an example is a major component too. “The biggest thing a parent can do is modeling,” Dr. DeWitt advises. “Parents with unhealthy habits, whether eating habits or inactive lifestyles, transmit those to the kids. Parents, who ride bicycles, while that’s good, should wear a helmet. I see children with helmets and the parents without helmets. That teaches the child that by a certain age he can ride without a helmet. Same

with parents letting children ride in the car without a seatbelt or car seat. That’s part of what the pediatrician talks with parents about, the modeling behavior.”

Children learn more by example than by what they are told. Parents, who drink soda all day and are big fast food fans, will see their children mimic those habits. “I see that when parents ask why their child is overweight,” Dr. DeWitt states.

Mimicry, Dr. DeWitt explains, is something we do all our lives, usually unconsciously. “It’s the experience of feeling – ‘oh, my mom used to do that.’ The way you react or handle a particular situation, it’s natural. We learn as we grow up how to relate to people, handle situations, deal with problems by what we see and experience. Those internalized reactions come out later. The more parents can model behaviors that they want, the more the children will do it later on.”

As a baby grows and changes, pediatricians offer more information for parents in the form of classes and workshops. “We have a lactation consultant who can help parents with breast feeding,” Dr. DeWitt says of his practice at Pediatric Associates of Williamsburg. “We have baby care classes offered here called ‘Baby Care

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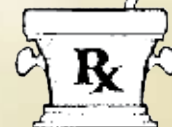
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101.' And we have 'Baby Massage' classes for babies who are a little bit irritable or fussy.

"One of the things most frustrating for parents and gets them into bad situations with their children," he explains, "is when kids are fussy." Many times, parents are unsure how to calm or soothe a crying baby.

"Babies cry a lot in the first few months," Dr. DeWitt explains, "and some parents think there must be something wrong. That's what babies do. That's part of what we talk about at the visits: here's what to expect the baby to be doing, here's how often he should sleep and eat. We try to get them to understand. Most young parents have not had child care experience or nearby extended family as was the case in the past."

During Dr. DeWitt's time with parents and their child, he evaluates the child's development. "Is his speech coming along? Is he starting to scribble and draw pictures?" Dr. DeWitt lists. "Is he learning letters, numbers and colors? Those are some of the basics that he needs to achieve to be on the road to attending school."

Heading to school also involves socialization for the child. Dr. DeWitt encourages parents to start having children do things without the

parent, like a mother's morning out, where the child gets used to not being with the parent. "Children going to school need to be able to separate, tolerate not having their mother with them," he explains. "So if you start earlier, say at three or four years old, even a babysitter or switching with a neighbor for a few hours each week gives the child some experience with other situations and other caretakers, more experiences than just being with the parent. Those are the kinds of things that get a child ready for school. Start early and do small pieces."

The field of pediatrics stays exciting for Dr. DeWitt with the changes he's seen over the years. "Some of the biggest advancements I've seen," he describes, "are immunizations. When I started in practice, we would see a child with meningitis frequently. Now, we haven't seen one in several years." He says he used to see children with polio or children dying from measles. "Those things, in this country, are almost gone. It allows us and the parents to focus on other things like development and healthy lifestyles because we're not treating those illnesses that are being prevented by immunizations."

A new vaccine that has him excited about the future is the human papillomavirus (HPV)

vaccine for cervical cancer. "This new development will change people's lives," Dr. DeWitt states. "If you have a vaccine that will prevent 90 percent of a certain type of cancer, that's a big deal. I think there will be more of those types of things coming."

From first accomplishments to starting school, a child develops rapidly during his earliest years. Parents may find keeping up with the changes a challenge, but Dr. DeWitt advises to use a child's pediatrician as a resource.

"Parents need to ask questions," he says, "not to be embarrassed to say they don't understand or know how to do something. They should come in with written questions so that they don't get home and think 'I meant to ask this.' I give parents handouts on what to expect. It's hard to remember everything from a doctor's visit."

Also, he advises to use reliable sources for answers, especially when using the Internet. He suggests well-known institutions like the Academy of Pediatrics ([www.aap.org](http://www.aap.org)) or the Center for Disease Control ([www.cdc.gov](http://www.cdc.gov)). From understanding exactly what constitutes "sleeping through the night" to preparing a child for the first day of school, a child's pediatrician helps the parents navigate the journey. NDN

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CHAMBREL WILLIAMSBURG

Laura Kinsman

## The Transitioning Mindset

By Greg Lilly, Editor

Transitioning to a smaller home or retirement community is a difficult decision for many seniors. Add to that the possibility that your adult children are living in distant towns or cities, and then the easiest option is to do nothing. But that is putting off the inevitable. Williamsburg's Laura Kinsman specializes in helping seniors transition to new lives. Whether downsizing, moving to an assisted living community or to another family member's home, or liquidating estates, seniors and families sometimes need local, third-party assistance.

"My in-laws went to clean out a house of a relative," Laura says, explaining the genesis of her business, Williamsburg Estate Services. "They were exhausted when they came home."

Not only were they physically tired, but they had spent a considerable amount of money on airfare, hotel and rental car expenses, plus a week of their vacation time.

"I asked if there was not someone who could have done that for them, someone who lived

in that town. That's where my idea started; helping people with the home clean-out and working with estates."

As part of Laura's process, she found that an interesting step in cleaning out a home for an estate sale was the intermediary piece of a senior moving to a retirement community.

"Where my in-laws had helped ready a house for an estate liquidation after the death of a relative, another situation requires more time and consideration – transitioning to a new home," she says.



Lisa W. Cumming Photography

Seniors who are downsizing, moving to a retirement community, or moving to another area are not liquidating everything. They usually need help deciding what to take and what to sell or donate. In the years since she started her service, Laura has acquired techniques, contacts and methods to help both the senior and the

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adult children make the process as straightforward as possible.

"It's never easy," she says.

Laura grew up in Middleburg, Virginia and graduated from the University of Virginia (UVa.) in Charlottesville. "[That's] where I met my husband," Laura says. "We both attended UVa. He's originally from Williamsburg, and that's how we ended up here. We have lived here for all but two years since we married in 1998."

She began her career working in recruiting and human resources at Newport News Shipbuilding, and then moved to the Information Technology area of the company. Laura earned her Masters of Business Administration at the College of William and Mary.

"Then I left the shipyard and started working for a consulting firm for a few years," she explains. "I became a mom in 2005. My oldest went to kindergarten this past year, and a little bit of time was freed up. My thought was that when my second one goes to kindergarten, I'd have my business up and running full-time. Well, the idea jumped and [it] took my time faster than I expected. I have a growing business, but still try to be a stay-at-home mom. It's a little crazy."

Laura realizes that she does more than coordinate moves and estate sales for seniors. The psychological impact of leaving the family home for a new adventure is complicated for both parents and children.

"Although, by the time I get called, the decision has been made to move," she says, "I know it's really tough."

She has worked with senior couples where one has had more trouble with the transition than the other. "Give it time," she advises. "Especially when one spouse has transitioned well and the other still has trouble. You have to let them go through their own process."

The new home must still feel like home even though not all the possessions will move to the new place.



# Q & A

## An Interview with Nan Piland

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### What are some ways Realtors® build relationships with buyers and sellers?

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Social media is only one marketing activity that is a portal to the start of a relationship or simply a relationship builder. It allows individuals to relate to you through your conversations. They allow you to locate, attract and

connect with a mass of people with similar interests, opinions and thought processes. Some social media sites allow you to do both personal and specific marketing. "Posting" a listing on Facebook or on Craigslist might just catch a buyer's eye.

With sites like Homes.com, Realtor.com, Trulia and Zillow you can look for homes to buy or rent, compare your home to those on the market, ask questions of Realtors® and research the qualifications of a Realtor®.

However, caution should always be applied when relying on Internet information. Automated-Value-Models (AVM's) are not based on human intellect and perspective. They do not allow for location, condition or plan design in their "pricing". That is how your local Realtor® brings value to you. And, those are the benefits that your local Realtor® offers you. Their knowledge of the market and their ability to convey the information to you will solidify that important trusting relationship.

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Realtor's® name and contact information, signs may now display websites that buyers can visit to get detailed information about the property and information boxes containing printed details about the property.

Another feature on signs that's growing in popularity is Quick Response codes (QR). QR codes are square barcodes that can be read by camera telephones or barcode readers that take you to a website which contains details about the property. All of this is done to help you learn more about a particular property and the Realtor® - building a relationship that will serve you.

The traditional open house is also an opportunity to build a relationship. One-on-one conversation is important. If you are visiting an open house, you may or may not find your dream home. But what you might find is the right Realtor® to help you through the process of buying or selling a home.

What all of this comes down to is relationships - trusting the advice of your Realtor®. While excellent marketing is crucial for buying and selling homes, all of the best marketing in every venue possible will not, by itself, sell a home. That continues to be the price, position, location and the condition.

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"We try not to take too much," Laura says. "I help the client look at the space they will have and decide how much they can take. Maybe that favorite leather chair will not fit in the new home, but let's find something that will. At the same time, don't get rid of it all. I say take a few things, we can always remove excess items later."

Another aspect that helps a transition is having friends who have already downsized and moved. "That's why a lot of people move to a retirement community," Laura explains. "They move because they just don't want to keep up the house anymore and their long-time neighbors and friends have already moved. They want to have those options of the extra social activities, leave the over-sized, lonely house behind. When you make the move, jump in, explore the new community, get involved." The social interaction of a retirement community helps to ease the change.

For out-of-town children of a senior, Laura says they should be part of the planning, but not the actual work of sorting, packing and moving.

"The parents and the children need to come to grips that the children are busy with their own lives," she stresses. "They can come and as-

sist with the process, but really can't take the lead. They can't take two weeks out of their life to help Mom go through Dad's closet. That's hard for the adult children to admit. The children need to realize this for themselves. That's tough. Just from personal experience, I know that's a tough truth to acknowledge."

She suggests adult children talk with their parents about the reasons for a move. "Help them understand that this is to make life easier," she says, "to keep them from over-exerting. That discussion can move the process along to where they are happier - not lonely in the home or struggling to do too much around the house."

Once the decision is made, the next step is to sort through the home to see what should be given to family or charity, what could be sold to help off-set the costs of the move or what just needs to be disposed of.

"I always suggest that the adult children make sure the family has everything out of the house that they want," Laura explains, "anything from childhood that is a memento or something special to your parent that you want to keep."

Some people want to do the sorting themselves; some don't have the time or energy. Laura and her team, being a third party, can help

make decisions easier.

"People are a little hesitant to have a stranger go through their mom's clothes," she admits. But since she has been through the process several times, she has more experience knowing what items might sell rather than what should be donated. She can see the value that family, being too close or too emotionally connected, might not see.

Laura's advice to seniors is to start going through closets, the drawers in the china hutch, the attic to see what you want to keep.

"Ask your children what they want," Laura says. "I hate to say it, but a lot of the time, they don't want many things. Most adult children, at the age where their parents are going into a senior living situation, those kids are settled, they have their own family, furniture and china. Some might want a particular item, but usually not a lot of things are on their list."

She says to begin discussing it with your children to find out what they really want. Once that is done, you can start cleaning out. You don't even have to act on it yet; just start thinking about it, getting into that mindset.

In the process of change, Laura Kinsman knows the right mindset is the first and biggest step. NDN

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July 23, 2011

Free Legal Consultation is provided to those who meet financial criteria and who live in Williamsburg, James City County and Upper York County. This effort is partnered by Williamsburg Bar Association and Williamsburg-James City County Community Action Agency. Services will be provided at William & Mary Law School, 613 S. Henry St., in Wil-

liamsburg, 10 a.m. to 1:00 p.m. Law services include: uncontested divorce, landlord/tenant and real property, employment law, immigration law, child custody and support, consumer law, will/estate law, bankruptcy, Medicaid, protective orders, social security, wills and estate planning, restoration of driving privileges, restoration of civil rights, domestic relations and voting rights. Call Yvonne or Linda for an appointment at 757-229-9332. You will be asked for information concerning your wages and other property that you have. Your information is confidential. Walk-ins will be accepted, but there is no guarantee that walk-ins will be seen on that day.

## Hey Neighbor!

### EARLY CHILDHOOD MUSIC SCHOOL

July 25-29, 2011

Morning or evening classes are available for ages 4-35 months (with parent) and ages 3-5 years (without parent). Age appropriate activities are offered in a balanced program of singing, movement, listening, and playing instruments. Introduction to Keyboard is available for ages 6-7. The Early Childhood Music School is located at Williamsburg United Methodist Church, 500 Jamestown Road, Williamsburg, VA 23185. Tuition is \$36-\$58 depending on age of child. There is an additional fee for materials. For information contact Cindy Freeman, Director, at 757-229-1771 X 108 or [cfreeman@williamsburgumc.org](mailto:cfreeman@williamsburgumc.org).

## Hey Neighbor!

### SECOND ANNUAL CARDBOARD BOAT REGATTA July 30, 2011

10:00 am - 3:00 pm. Come join the Williamsburg Jaycees for their Second Annual Cardboard Boat regatta at The Watermen's Museum

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# Hey Neighbor!

Please visit [www.WilliamsburgNeighbors.com](http://www.WilliamsburgNeighbors.com) and click on **Hey Neighbor!** for a complete list of current community announcements. To submit your non-profit event to Hey Neighbor! send a paragraph with your information to: [heyneighbor@cox.net](mailto:heyneighbor@cox.net)

in Yorktown. All proceeds benefit Big Brothers Big Sisters of Greater Williamsburg. They will be handing out prizes for everything from best time to the Titanic award (most dramatic sinking!). Visit them at [www.williamsburgjaycees.org](http://www.williamsburgjaycees.org) for event details. Questions or need more information? Contact them at [president@williamsburg-jaycees.org](mailto:president@williamsburg-jaycees.org) or at (757) 243-6695. Hope to see you there!

## Hey Neighbor! 12TH ANNUAL VT DAY - SCHOLARSHIP RECOGNITION & HOKIE SENDOFF August 13, 2011

The Williamsburg Area Chapter of the VA Tech Alumni Association will be hosting its 12th Annual VT Day - Scholarship Recognition & Hokie Sendoff for New and Returning Hokie Students. Join fellow Hokies for a Back-to-School Hokie Send-off for area Virginia Tech students. Alumni and friends will recognize this year's scholarship recipients. Please bring canned food goods to support the Hokie Bird Fights Hunger Campaign. All canned goods will go to our local FISH organization. We hope to see you there! For registration and details, visit: <http://williamsburghokies.com>. If you need more information, please contact Jim McKown, President, Williamsburg Area Chapter (WBAC) - VTAA, [WBAC-VTAA@cox.net](mailto:WBAC-VTAA@cox.net) Web: [WilliamsburgHokies.com](http://WilliamsburgHokies.com)

## Hey Neighbor! THE VINEYARDS OF WILLIAMSBURG 5K August 13, 2011

Sentara presents a family event to

benefit Child Development Resources. Children's games and activities, a picnic supper and Ben & Jerry's ice cream are included in the registration fee. This is one event that attracts walkers and runners of all ages. This scenic 5K through The Vineyards of Williamsburg boasts 800+ attendees, including 5K finishers, fun runners, volunteers, and enthusiastic families and has become one of the most popular races around. Register online at [cart.cdr.org](http://cart.cdr.org). Race details at [vineyards5k.cdr.org](http://vineyards5k.cdr.org).

## Hey Neighbor! BRUTON PARISH CHURCH ANNUAL BOOK SALE September 1-4, 2011

Thursday Noon - 7 pm, Friday 9 am - 5 pm, Saturday 8 am - 5 pm, Sunday 9 am - 3 pm. Dates & Times above are for book sale only. "The Biggest & Best Book Sale in Town" - baked goods and beverages for sale by the Bruton Parish Cookbook Committee.

## Hey Neighbor! BRUTON PARISH PRE-OWNED JEWELRY & ACCESSORIES SALE September 2-5, 2011

Featuring gently used jewelry, scarves, ties, etc. all at amazing prices! This Sale will be in The Bruton Parish Gift Shop at the same address during gift shop hours. Bruton Parish Church, Lewis Hall (229-2891).erback Books \$1.00 CD, DVD & Puzzles \$2.00

## Hey Neighbor! EARLY CHILDHOOD MUSIC SCHOOL FALL CLASSES September 12, 2011

Early Childhood Music School

fall classes for children ages 2 months through 8 years will begin the week of September 12. Morning and evening class times are offered. The school nurtures children's natural musical instincts while encouraging creativity, motor development, and literacy through singing, movement, listening, and playing instruments. Keyboard classes for children 6-8 years old and adults will also be offered. Childcare at a nominal fee will be offered for siblings of Thursday morning infants. The Early Childhood Music School is located at Williamsburg United Methodist Church, 500 Jamestown Road, Williamsburg, VA 23185. For information contact Cindy Freeman, Director, at 757-229-1771 X 108 or [cfreeman@williamsburgumc.org](mailto:cfreeman@williamsburgumc.org).

## Hey Neighbor! 2ND ANNUAL WILLIAMSBURG LANDING 5K FOR ARC AWARENESS September 24, 2011

Williamsburg Landing is hosting a 5K run/walk competition and 1-mile fun run/walk to benefit the Arc of Greater Williamsburg, their programs and services. The course is nestled in the gentle tree covered hills surrounding Williamsburg; this out-and-back course traverses the 137 acre campus of Williamsburg College Creek. All proceeds to benefit The Arc of Greater Williamsburg. Registration: <http://www.thearcgw.org> . Contact: Andy Switzer, [aswitzer@williamsburglanding.com](mailto:aswitzer@williamsburglanding.com), Phone: 757-565-6547, 3000 The Mall, Williamsburg VA 23185.

## Hey Neighbor! COLONIAL ROAD RUNNERS GRAND PRIX EVENT October 15, 2011

James City Stadium in Warhill Sports Complex, 8:30/9:00 start time. 4725 Stadium Drive, Williamsburg. Fees: \$20.00 to \$35.00. Registration closing date: Wednesday, October 12, 2011 @ 11:59 PM. A challenging combination of roads and beautiful nature trails through the Warhill Sports Complex and adjacent roads. Walkers welcomed. Online registration closes at midnight on October 12. There will be race day registration until 8:00 a.m. Checks and cash only accepted. Supporting Beyond Boobs! Inc., a Williamsburg based 501(c)3, non-profit organization dedicated to saving lives by providing support for young women diagnosed with breast cancer and breast health education for all.

## Hey Neighbor! is a free service of Next Door Neighbors magazine.

*It provides non-profit organizations, civic groups and churches with a way to communicate events and happenings to the public. To have your event considered for publication, please email the name of the event, date of event and five or six descriptive sentences describing the event. Only submissions received in paragraph form (similar to what is on this page) will be accepted. PDF files of flyers or other graphic files will not be accepted. Send your emails to: [HeyNeighbor@cox.net](mailto:HeyNeighbor@cox.net). If you have any questions, please call Meredith Collins at 757-560-3235.*



**Bark in the Park**  
Sat., Sept. 10 | Chickahominy  
9am to 5pm | Riverfront Park  
[www.heritagehumanesociety.org](http://www.heritagehumanesociety.org)  
(under the auxiliary tab)

**A WALK FOR THE DOGS**  
PLEDGE SHEETS AVAILABLE NOW!  
\*\*\*\*\*  
**SLAP WATER**  
PERFORMS LIVE AT 4:00PM



# Williamsburg's IN THE NEIGHBORHOOD photo challenge

**PATRIOTISM AT THE  
FARMERS' MARKET**

Find the 12 differences  
between the original  
photograph (top) and  
the altered photograph  
(bottom).

**Enjoy!**

**Look for the answers  
in the next issue of  
Next Door Neighbors.**



July 2011  
In the Neighborhood  
Photo Challenge





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### 110 HERMITAGE ROAD Williamsburg

Masterfully built using reclaimed brick, this Colonial 3 BR, 2.5 BA home has the character of old and the convenience of new. Recently renovated kitchen with lots of cabinets, wood floors & granite counters. Wood floors, new windows. Large LR w/FP. Large corner lot in a well established neighborhood, minutes away from New Town and CW. \$325,000.



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### FORDS COLONY

Exceptional Golf Course Home. This 3,600 sqft custom home has views of the scenic 11th and 12th holes on the Blue Heron course. Spacious, open floor plan with first floor master suite. Huge deck, walkout basement and private cul-de-sac location. Owner says, "Bring all offers."



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**Lorraine Funk**  
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### STONEHOUSE AT MILL POND 3539 Splitwood Road

Meticulous custom home on the 13th fairway of the Traditions Golf Course. 4 BR's with first floor master suite with trayed ceiling and 3 full BAs and 1 half BA. Beautiful columned formal DR w/detailed ceiling. Open plan to the great room, built in bookshelves. Formal LR/study. HW floors throughout main level. Plantation Shutters on all windows. 3,315 sqft. \$519,000.



**Charlotte Turner**  
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### GOVERNOR'S LAND 1904 Nathaniel's Close

Stately lakefront home on one acre lot w/ golf views. Marble floored entry w/curved staircase, two story office/club room w/ floor to ceiling windows. Formal DR and LR each with FP. 5 BR with ensuite BAs. Family room opens to gourmet kitchen, bonus/exercise, and game room. Southern comfort and entertaining opportunities like no other. \$1,650,000.



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