

Wonderful WEST VIRGINIA

SPECIAL EDITION 2010



Genuine
west virginia

Expect the Unexpected

Genuine West Virginia...

It can be found in the authenticity and uniqueness of place. It is the friendly and hard-working people who call our state home. It is the attention to detail and quality work we put into everything we make – from handmade quilts to human DNA sequences. And more than anything, Genuine West Virginia is pride in the Mountain State's rich history, culture and accomplishments – in being a West Virginian.

This special issue is filled with profiles of unexpected companies that prosper here and people of all backgrounds who value the affordable, high quality of life they've found in our welcoming communities.

West Virginia is building on these assets to create a culture that can attract the country's best talent. The commercialization of our universities' research is generating new products and jobs undreamed of a decade ago. We are a green state in many ways – breathtakingly scenic, while at the forefront of advanced energy research and its applications. We have the nation's first operational carbon capture and sequestration plant, plus the new E3-WV program to help our traditional industries reduce their impact on the environment and become more efficient.

We are a state that truly understands the value of the individual. We know that people want to go to where they feel they will be appreciated and successful – where they can explore new paths. This translates into higher productivity and better products. It sparks innovation.

Discover how West Virginia's values can add to your life's bottom line. Learn more about our exceptional companies and products by visiting www.genuinewv.com.

Sincerely,



Gov. Joe Manchin III

Show your pride.
Get your own
"Genuine West Virginian" T-shirt.

www.genuinewv.com



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Expect the Unexpected...

2 Genuine West Virginia Places by Hoy Murphy

An ancient Indian burial mound. A house built entirely out of coal. The world's largest fully steerable radio dish. These are just a few of the wild and wonderful places that help make West Virginia a great place to travel and live.

10 Being West Virginian by Kim Harbour

From expatriates who return and rediscover their roots to employees of the state's global companies, diverse voices praise living and working in the Mountain State.

18 The Eureka! Factor by Catherine Zacchi

An array of high-tech organizations work to expand the state's innovation capabilities. Tackling key issues such as education, research and funding, they play a critical role in economic growth and diversification.

24 Real-World Classrooms, Hands-On Experience

by Leslie Fitzwater, Jama Jarrett and Tricia Sizemore

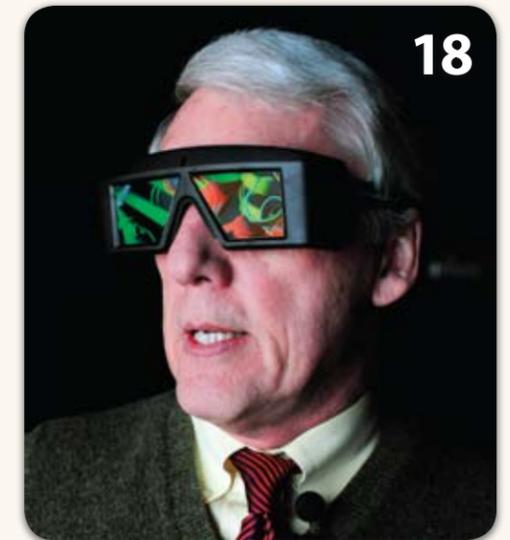
Courses on cooking, nutrition, art and crime-scene investigation immerse students in the work through a hands-on approach, taking learning to all-new levels.

30 Unexpected Companies by Jama L. Jarrett

Many already know West Virginia for its unique adventures and sights; but nestled among our mountains and along our rivers are equally unique companies and people offering more to the world than just the obvious.

34 Mountains of Talent by Andrea B. Bond

The West Virginia Music Hall of Fame, "Mountain Stage" radio show and a host of colorful venues showcase West Virginia's world-class musical heritage.



Contents Page, clockwise from top left: Lilies growing along Cherry Fork in Nicholas County, Marshall University's visualization lab, ramps and Doris Fields (Lady D) performing with Bob Thompson by Steve Shaluta **Front cover, inset photos, left to right:** The Glass House Studio, Romney by Ron Snow, Green Bank Radio Telescope, Green Bank by Steve Shaluta and The West Virginia International School Students courtesy of The West Virginia International School **Background:** Central City Quilt Trail, Huntington by Steve Shaluta **Back cover:** Sunrise at Table Rock in Tucker County by Steve Shaluta

For a small state, West Virginia has more than its share of interesting places to visit.

The state's unique places range from Green Bank's sophisticated radio telescopes to virtually untouched, natural areas, like the wind-swept plateaus of Dolly Sods and nearby Canaan Valley, the highest large valley in eastern North America, sheltering 7,000-acres of wetlands.

The New River Gorge Bridge in Fayette County is the third-longest steel-arch bridge in the world and offers a new bridge walk platform for tourists. Moundsville boasts of interesting sights ranging from the country's largest cone-shaped prehistoric burial mound, to a haunted penitentiary and a Palace of Gold. And in Williamson, you'll find a house made entirely out of coal.

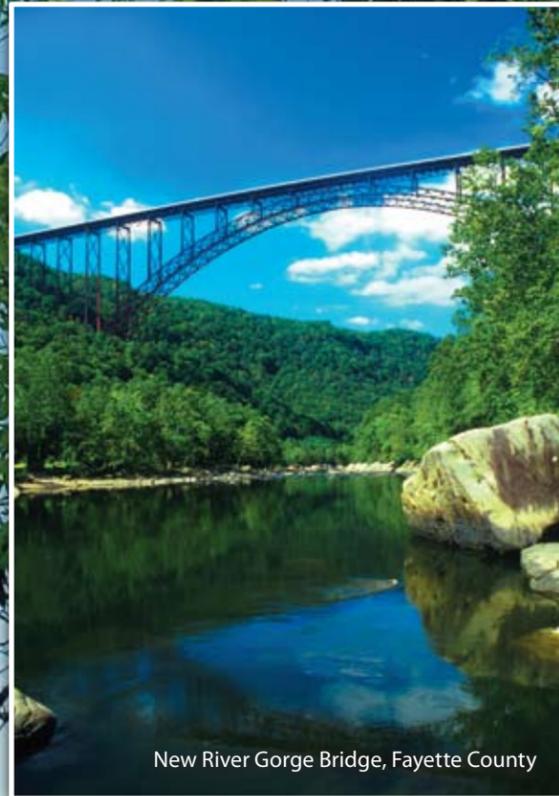
The Mountain State's must-see museums include the Clay Center and the new West Virginia State Museum in Charleston, plus the Huntington Museum of Art, Huntington. Visitors encounter history first hand at Blennerhassett Island near Parkersburg, Harpers Ferry and Matewan. And let's not forget the pleasures of shopping and dining in historic downtown ambiance in Shepherdstown, Wheeling or Morgantown.

We invite you to discover these Genuine West Virginia places, and more. Tell us about your favorites, online: www.wvcommerce.org/hangouts.

Kelley Goes,
West Virginia Secretary of Commerce

Background: Roane County Quilt Trail

All photos by Steve Shaluta except
New River Gorge Bridge by David Fattaleh



New River Gorge Bridge, Fayette County

Genuine west virginia Places

By Hoy Murphy



Palace of Gold, Marshall County



Clay Center, Kanawha County



Mannington Main Street, Marion County

View 360° tour online: www.genuinewv.com/places



Ron Snow

The West Virginia State Museum

June 20, 2010, marks West Virginia Statehood Day and the first anniversary of the opening of the renovated West Virginia State Museum, housed in the lower portion of the Culture Center at the Capitol Complex in Charleston. The museum is designed to take visitors on a journey from the state's pre-history through the modern day, using an innovative show path that gives visitors the experience of starting out on a dirt trail beginning at 300 Million B.C. and continuing chronologically, ending on asphalt in the present.

Along the path, many West Virginians contributed to the collection or the construction of the displays themselves, including:

- In 1986, Oren Thornhill of Alum Creek made the wooden West Virginia State Seal currently on exhibit at the entrance to the State Museum. Mr. Thornhill uses a process called marquetry where individual pieces are used and laid by grain and texture to create colors.
- The wood benches in the museum were made at Gat Creek Furniture located in Berkeley Springs.
- The original chairs and mirror from the Keith-Albee Theater in Huntington are on display in the West Virginian Theater. The Keith-Albee opened May 8, 1928.
- Several pieces of the Scott Brothers Drug Store are included in one discovery room, including the mirrored panels, globe light, table and stool, as well as perfume, cosmetic and medicine bottles. The store operated as a Charleston pharmacy and soda fountain shop from 1886 to the mid-1950s.
- The trees in the early areas of land development and settlement are made from molds taken from trees on Meadowwood Farms in Ellenboro, owned by the Barton Family.
- The double reverse glass seal painting is from the ceiling of the House of Representatives chamber in the United States Capitol where it was installed in 1867 shortly after West Virginia became a state. It was removed and transferred to the state in 1949.
- The cabin in the museum is the Vance Family Cabin, built in the mid 1800s in Monaville, Logan County. Floyd and Nancy Vance later donated it to the Board of Education for use as a one-room school. It was later moved to a new location in Monaville, where it became the home of Paris and Dessie McCoy, whose daughter Opal Lewis donated it to the State Museum.

“I enjoy walking through the museum and listening to adults talking with children about what they see in the museum and how it relates to their personal and family histories. The museum is one of those special places where they can share their memories and bridge the generations, connecting those who came before us with those who come here now.”

Randall Reid-Smith, Commissioner
West Virginia Division of Culture and History, Charleston

- Edward Moran Sr. made a miniature prototype car for the Kanawha Mine Car Company, which later became Kanawha Manufacturing of Charleston. A local store, the J.H. Vickers and Buggy Shop, supplied the tires. The vehicle dates from 1910 and is still operational.

With 6,000 items on display and nearly 63,000 artifacts in storage to feed continually-changing exhibits, no two trips are ever the same. Operating hours for the museum are Tuesday through Saturday from 9 a.m. to 5 p.m. and Sunday from noon to 5 p.m. Admission is free. For more information, visit www.wvculture.org/museum or call 304-558-0220.

Tracing Your West Virginia Roots

Start the journey into your family's past with a search of the West Virginia Vital Research Records Project. Your genealogy research may not lead to a family tree with branches of royalty, but you may learn who first had the family name that has been passed down through the generations.

A collaborative effort between the West Virginia State Archives and the Genealogical Society of Utah, the West Virginia Vital Research Records Project allows three types of online database searches: births, deaths and marriages.

Marriage records date as far back as 1780 for Berkeley County, when what we now know as West Virginia was the new nation's

western frontier and still part of Virginia. Birth and death records prior to 1853 are rare because Virginia did not require counties to record births or deaths until then. Although not all records are available through the website, it is an excellent starting point. More information, including microfilmed newspapers, county records such as wills, deeds and court records, census records, military records is available on-site at the Archives and History Library.

Regardless of what you want to know about your West Virginia roots, take the first steps to uncovering your own history online. Visit www.wvculture.org/vrr.

National Radio Astronomy Observatory

You can look at the stars from just about anywhere, but the only place you can study them with the world's largest fully steerable radio dish is at the National Radio Astronomy Observatory in Green Bank, deep in the quiet hills of Pocahontas County. From here, scientists can study radio waves from space that help them learn about stars, novae, quasars and other celestial bodies that cannot be studied any other way.

"The Green Bank Observatory is the place where discoveries are made every day," said Dr. Felix Lockman, a radio astronomer who works at NRAO. "The telescopes are not replications but the real things, and as visitors are looking at them, the telescopes are receiving natural radio emissions from somewhere out in the universe. Many people find that experience quite moving."

Thousands of visitors, including many school and tour groups, visit the Observatory year round for free tours. When they arrive, they can participate in a free guided bus tour of the facility, including a presentation of how the Green Bank telescopes work, what radio waves are and how scientists use the information to learn about the universe. The Observatory

also attracts thousands of scientists from all over the world to West Virginia, many who have waited years for their turns at using the telescopes.

"There are always new exhibits in the Science Center," Dr. Lockman said. "This year, 2010, is the 50th anniversary of the first modern Search for Intelligent Life in the Universe (SETI) which was made at Green Bank by Dr. Frank Drake using one of the Observatory dishes in 1960. We will have special events throughout the month of September to commemorate this occasion. We hope to have some of the pioneers of SETI in residence to discuss their 50-year – but so far unsuccessful – search for signals from other civilizations.

"We host the West Virginia Governor's School for Math and Science and run workshops and learning experiences for teachers and students throughout the year," said Dr. Lockman. "Our goal is to have every student in the state participate in at least one program at the Observatory before they graduate." 🍷

Hoy Murphy has lived in West Virginia all his life, currently in Kanawha County. He enjoys camping with his family, especially at Audra and North Bend State Parks. Contact: hoy.r.murphy@wv.gov

National Radio Astronomy Observatory, Pocahontas County

"The Green Bank Observatory is the place where discoveries are made every day ... Many people find that experience quite moving."

Dr. Felix Lockman, astronomer
National Radio Astronomy Observatory, Green Bank



David Fattaleh

Sunlight over Earth as seen by STS-29 crew.

Photo courtesy of NASA

From Rocket Boys to Space Grants: West Virginia trains a new generation of engineers

"Science is beautiful. Science is exciting. Science is fun," says Majid Jaraiedi, the director of the West Virginia Space Grant Consortium, Morgantown.

"Little kids love to talk about two things: dinosaurs and space. I can't bring the dinosaurs back," Jaraiedi laughs. "But our K-12 outreach talks about space and what it takes to become a scientist.

"A first grader tells the world he or she will be an astronaut. But ask the same kids in the eighth grade and they've let go of that dream. It doesn't seem possible. Our goal with Space Grants is to make space accessible. If you catch kids' imaginations by the sixth or seventh grade – then you've got them as scientists or kids who will excel in math."

Similar to Land Grant colleges, there is one Space Grant program in every state. West Virginia University (WVU) is the flagship in our state's consortium of universities and colleges, organizations and companies that support research, scholarship and workforce development in STEM subject areas (science, technology, engineering and math.) Through grants and NASA fellowships, faculty and students have the chance to participate in the best research NASA is conducting today.

"If you are doing research of interest to NASA, you are eligible to compete for these dollars," Jaraiedi explained. Last year, about 200 college students received grants of up to 12 thousand dollars each.

The program also places students in internships with NASA centers. "We send our students to NASA's Jet Propulsion Lab (JPL), Ames Research Center, and Kennedy or Johnson space centers. They call us and say, 'Where have you been hiding these students? They're great!'

"We know our kids can compete with the world's brightest – we just need to give them the chance." In fact, one of the JLP operators controlling one of the Mars rovers is a West Virginia graduate.

Meanwhile, you don't need to leave the Mountain State to have a NASA career. NASA's Independent Verification & Validation (IV&V) Facility employs 150 in Fairmont. Its role is to ensure that NASA's mission-critical software does what is expected – and nothing unexpected – even under adverse conditions.

"They are trying to break the software to make sure nothing goes wrong on a real mission. It is an interesting component of NASA to be housed here," said Dr. Deb Hemler, Coordinator of Geoscience Education, for Fairmont State University, which operates the IV&V Educator Resource Center (ERC). ERC provides teachers resources and learning academies where teachers explore earth sciences, rocketry, robotics and astronomy, taking their discoveries back to the classrooms.

"In a rural state like ours, kids may not have role models who work in STEM disciplines. So, they need to be exposed to the fact there are plenty of jobs in these fields, right here at home," she said.

"It's about thinking outside of the rural box," Hemler said, working from home on her wireless connection and watching her horses graze on her Preston County farm. "West Virginia is an ideal place to combine both quality of life and a challenging career."

For an expanded version of this article, go online, www.genuinewv.com/space.



Fringed Polygala by Steve Shaluta



Egret by Steve Shaluta



Blue Crayfish by Zach Loughman



Bobcat by Jeff Craig



The *Wild* Parts of Wonderful

Nearly 1.6 million acres of West Virginia's land is reserved for public use, including state and national parks, forests and wildlife management areas.

Because of this high percentage of protected lands and the state's variations in climate, topography, geology and ecology, many biologists believe West Virginia is one of the most biodiverse areas in the world, based on a concentration of globally rare species. The state has a high species diversity of plants, bats, salamanders, crayfish, fish and mussels, especially in places like the New River Gorge area.

Where to Go

Thanks to private and public efforts to restore and repair damaged ecosystems, it is much more likely you will see a black bear, white-tailed deer, wild turkey, beaver, otter, paddlefish and peregrine falcon in the wild than it was even 20 or 30 years ago.

Some places to explore the state's biodiversity include the New River Gorge National River, Bluestone National Scenic River, Gauley River National Recreation Area, as well as dozens of state parks, forests and wildlife management areas.

Some state parks schedule wildlife diversity and bird watching weekends throughout the year. The Cranberry Wilderness Area near Richwood is a wild-but-accessible wonderland for nature lovers. Wildlife viewing areas have been mapped along highways across the state (a trail listing is on our website). There are even festivals that celebrate the state's biodiversity and encourage participation, such as the New River Birding and Nature Festival, held in late April each year.

Learn more: www.genuinewv.com/recreation

Diverse voices praise living and working in the Mountain State

By Kim Harbour

Minority Owned, High Tech, and Young

“Rowdy Orbit is the polar opposite of what people think they know about West Virginia. We are minority-owned, high-tech and young,” says owner Jonathan Moore.

“And I like to tell them that West Virginia is unexpected, too!”

Started in 2009, Rowdy Orbit is an online network that airs more than 140 Web shows, including 28 episodic series – everything from a Hispanic horror show called “Lockout” to “Soul Delicious,” the soul food cooking show, and a series about a black female superhero called “Chick.” Each episode runs about two to five minutes. Moore’s audience is African-American, Asian and Hispanic viewers who are looking for something fresh, outside of the mainstream media.

“People want to be seen and heard. They want an unfiltered process where they have more control over the product they’re creating. Rowdy Orbit promotes and helps the artists reach new markets ... We deliver great original shows to a thirsty, traditionally under-served audience.”

Up until a few years ago, Moore and his wife lived in Baltimore. When they started looking for an affordable home, someone suggested West Virginia. On their very first visit to the state, they found a house they loved.

Top left: Visitor enjoys a zipline canopy tour of the New River area. (Photo by Ron Snow)

Bottom left to right: Students on West Virginia State University’s campus, Institute. (Photo by Dave Fattaleh) Itsuki Hide skiing at Timberline Resort, Davis. (Photo by Masaki Hide)

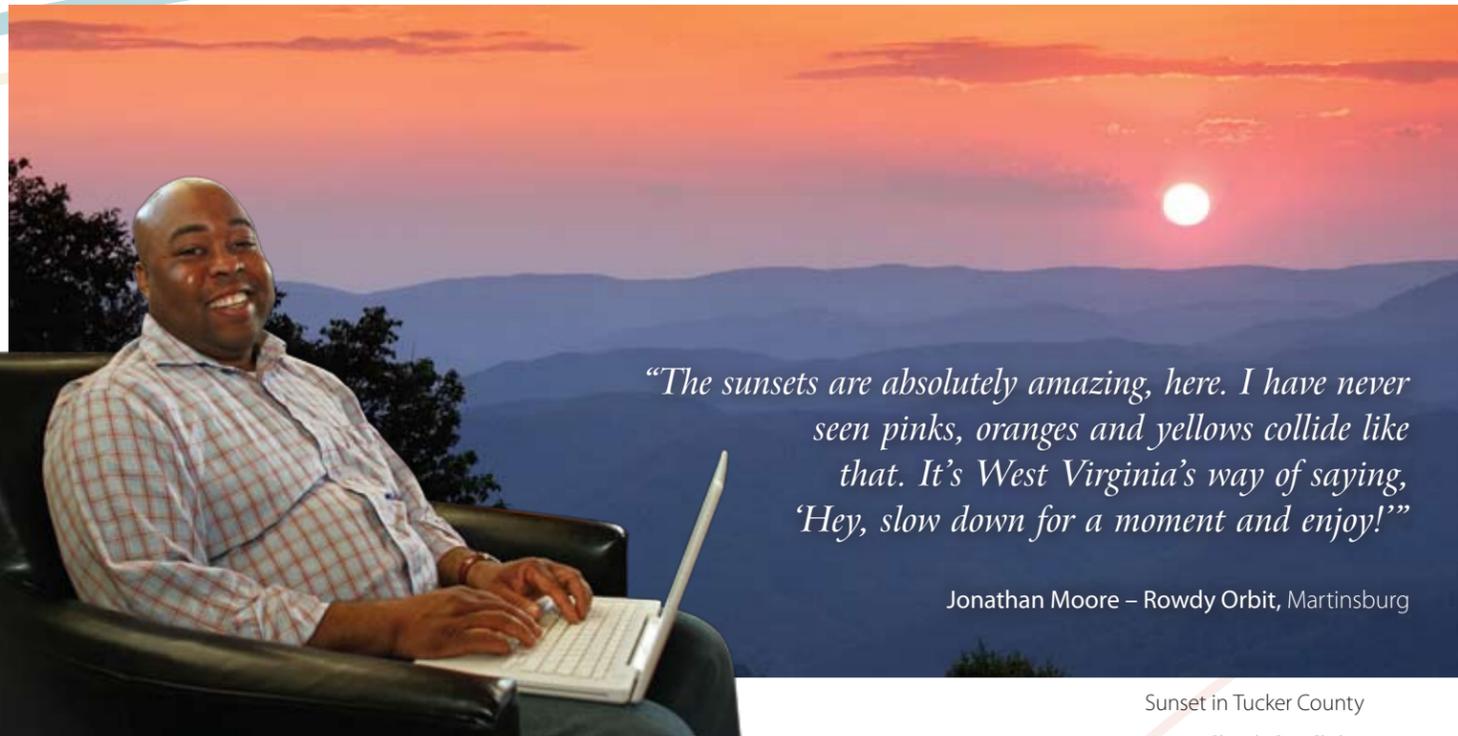
Background: Greenbrier River (Photo by Steve Shaluta)

being West Virginian:

“I, too, am a coal miner’s daughter.”

Dr. T. Ford-Ahmed
professor, communication/media studies
West Virginia State University, Institute





“The sunsets are absolutely amazing, here. I have never seen pinks, oranges and yellows collide like that. It’s West Virginia’s way of saying, ‘Hey, slow down for a moment and enjoy!’”

Jonathan Moore – Rowdy Orbit, Martinsburg

Sunset in Tucker County
Photo by Steve Shaluta

“It was a leap of faith. But you have a better chance of being successful in a smaller market than a larger one. It costs you less to enter the market and compete. With the Web we can collaborate virtually, but we can broadcast nationally or internationally.”

Plus, Moore says he enjoys the slower pace of life in West Virginia. “When you live in a big city, life is so rushed. And those little moments where you can sit back and reflect are gone....”

“The sunsets are absolutely amazing, here. I have never seen pinks, oranges and yellows collide like that. I pull my car to the side of the road, sit on the roof and just watch. It’s West Virginia’s way of saying, ‘Hey, slow down for a moment and enjoy!’ And I’m stopped dead in my tracks.”

Natural Wonders, Friendly People

Imagine if you were a Japanese student and your dad transferred to West Virginia for three years, bringing you and your mom along with him. First, you’d have to get into the routine of West Virginia schools and deal with making friends and practicing or learning English. Then, in addition to your

new school’s lessons and activities, you’d have to spend every Saturday at a special school, taking home a week’s worth of Japanese homework to do.

“It is demanding. But most of the kids are willing to study, because they understand that they will return to Japan,” explained Mami Itamochi, the coordinator of the West Virginia International School, hosted at Scott Teays Elementary School, Scott Depot. Operated by the West Virginia Department of Education with materials from the Japanese Ministry of Education, it is one of only 100 of its kind in the country.

Many Japanese companies with offices in the United States have policies of rotating staff to other divisions for three to five years, after which the families return to Japan. Because the students must re-enter their home schools, the International “Saturday” School is designed to give supplemental education in Japanese language arts, math and social studies so they won’t have gaps in their Japanese education.

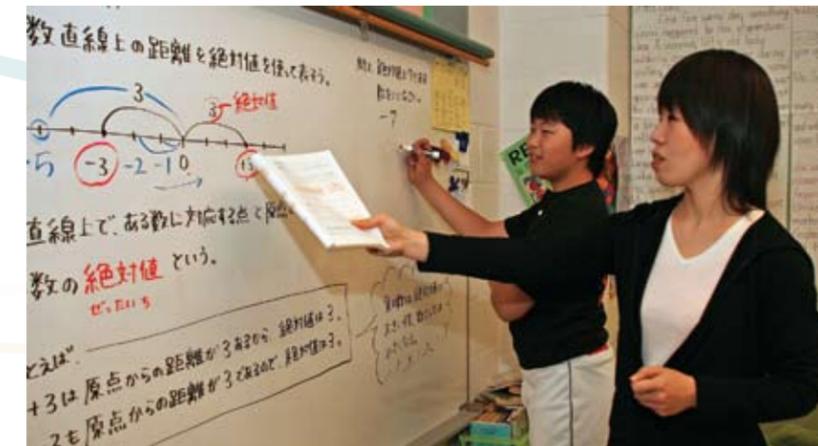
To Tatsunori Noiri, senior advisor to Toyota Motor Manufacturing, West Virginia, Inc., the presence of the International School supports his ability to work in the United States.

“The most important thing is our children’s education. It would have been different if I were single and took a job in America – but family is very important,” he said. Noiri is the head of the school’s PTA.

Noiri’s family moved to Hurricane in January 2008 for a three-year rotation. Before coming, he was worried about the language barrier and feeling isolated. But Noiri recalls that on his son’s first day at school he brought home a new American friend – and he knew the move would work.

“My family loves the West Virginia life. We love West Virginia people – they’re very kind,” he said.

Itamochi agreed, adding, “In West Virginia, people are friendly and try to comfort you when you are a newcomer. People are open and understanding. They said, ‘Oh, you’re new, different – but that’s OK. How can I help?’”



Itsumi Hide and instructor Tomoyo Yasuda practice math at the West Virginia International School, Scott Depot.

Noiri learned a lot of U.S. history and culture by living here, visiting historic sites and enjoying uniquely-American holidays like Halloween and Thanksgiving. His family went whitewater rafting and his wife likes to browse the antique stores, looking for West Virginia glass or decorative plates.

The Noiris buy Fiesta dinnerware as gifts to family and friends in Japan. Meanwhile, Itamochi sends her Japanese

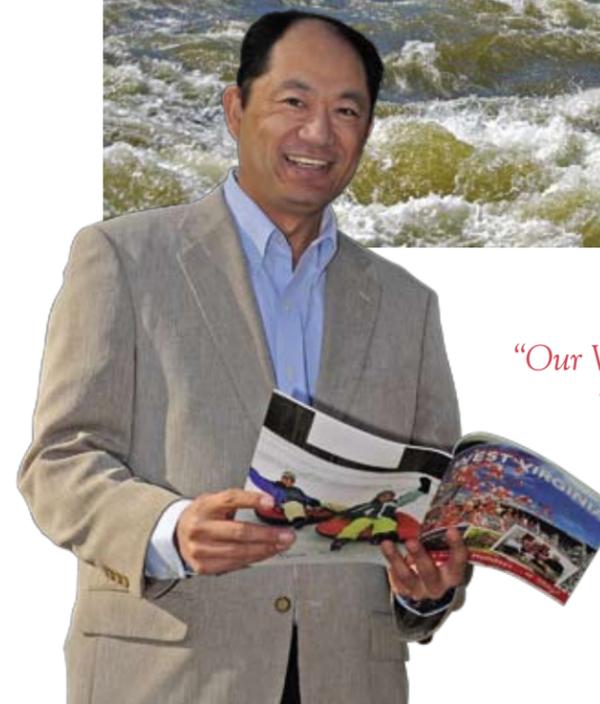
friends care packages filled with American foods they can’t buy in Japan: macaroni and cheese, corn bread mix, tortilla chips and salsa.

During her time here, Noiri’s wife, Yoshiko, also discovered West Virginia’s quilting tradition. Japan has its own quilting heritage dating back centuries. It is interesting for her to gain a new perspective on a familiar art form during quilting lessons she is taking in Hurricane.

At work, Noiri finds the native West Virginia coworkers to be hard working, honest and loyal.



Keeny rapid on the New River



“Our West Virginia plant has an excellent work force. They learn quickly and they try to do a better job every day. I’m glad I’ve had the chance to live in West Virginia.”

Tatsunori Noiri, senior advisor
Toyota Motor Manufacturing, Buffalo

Global

Emphasizing Cultural Awareness

West Virginia's public schools are becoming more diverse, with many counties having more than 60 languages spoken in their schools, says Amelia Courts, executive director, Office of International Schools, West Virginia Department of Education.

As a result, every year Court's office hears amazing stories of West Virginia teachers who go above and beyond the call of duty by doing home visits, custom translations or transition support to accommodate foreign students and help them fit into our educational system.

Courts described a new initiative called Go Global that emphasizes international education, connecting with schools overseas, teaching foreign languages

and integrating cultural literacy into the curriculum. The two-year pilot project, sponsored collaboratively by the WVDE and the Center for Professional Development, selected teams of teachers from eight schools across the state. Four focused on Japanese education, while others focused on Afghan, Mexican, Chinese and African cultures.

"We wanted the program to give students a real-world, cultural experience – not something fluffy or stereotypical," Courts said. "So, we encourage the teachers to be original and authentic."

For instance, Hurricane Town Elementary is doing a recycling project inspired by observing how little waste the average Japanese person creates

and encouraging Hurricane students to emulate some of the practices.

Another Go Global school, Bridgeport High School, was one of only 20 U.S. schools to receive the Hanban-Asia Society Confucius Classrooms honor for its model Chinese language program.

"The teachers are working very hard to bring the world to their classrooms," said Courts. "This will open up the perceptions and connections that their students make locally and globally. It's an amazing process to witness."

Efficient, Green and Prosperous

You can be green and prosperous, too," explained Dr. Bhaskaran Gopalakrishnan, professor and director of the Industrial Assessment Center at West Virginia University's College of Engineering and one of the founders of the Industries of the Future-West Virginia (IOF-WV) program.

Started in 1997, IOF-WV is housed at the National Research Center on Coal and Energy. The idea behind the program's title is one of bringing traditional industries into the future through energy efficiency. This spring, a new EPA-designed and state-funded program called E3-WV is being added to IOF-WV's offerings to help manufacturers save energy and reduce their impact on the environment.

"If a company starts saving energy and it starts improving environmental emissions – then it starts reducing its operating costs. The company becomes more competitive and it can reinvest the savings in expanding its business and in retaining or creating new jobs. Being green is being prosperous," he said.

Gopalakrishnan grew up in Chennai (formerly Madras), India, and came to West Virginia by way of Texas and Virginia. But after 21 years, teaching at WVU is close to his heart.

"West Virginia's best kept secret is the niceness of the state, its people, and the affordable way that one can raise a family in this place. I like the Morgantown area. It is a good growth area," he said.

Gopalakrishnan sees a lot of international students in WVU's graduate programs. In fact, he said he runs the energy efficiency assessment work with mostly international students, many who come from India, China, and Vietnam. Often it is their first time living in the states.

"West Virginia has very little crime. Prejudice is very low here. The people are so friendly and nice – and that is a big advantage to living here. I have 400-600 clients, many in small, rural places. I've met a lot of people and made a lot of friends – and I feel truly blessed because of that."

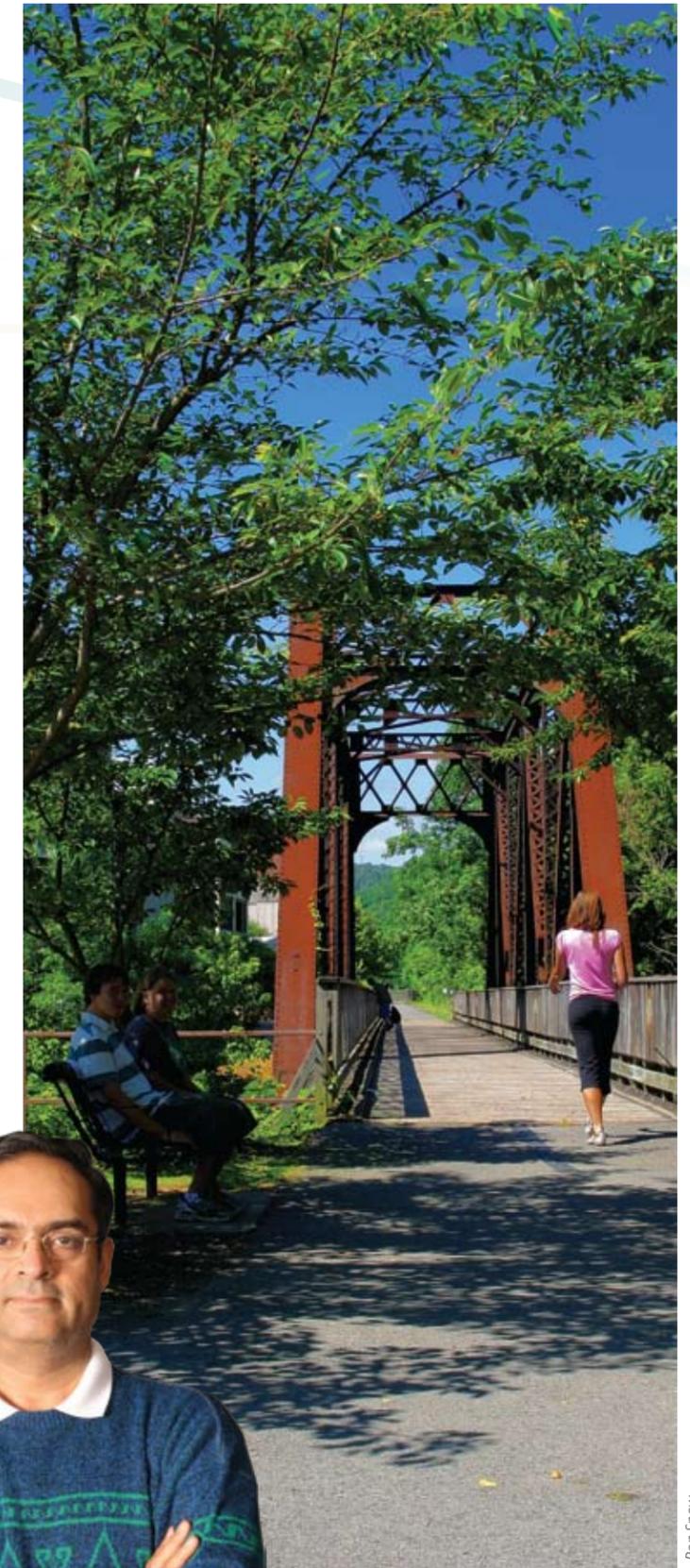
Knowing Where You're From

Although of different generations, Crystal Good and Dr. T. Ford-Ahmed grew up in West Virginia, but couldn't wait to leave and see the rest of the country. Now, both have returned to work on projects celebrating the state's diversity and African-American history.

At age 12, Crystal Good travelled between the worlds of modeling for Ralph Lauren and Calvin Klein in New York and twirling her baton as a St. Albans majorette. She graduated early and used Atlanta as her base for catalog modeling. When circumstances forced her to come home, her grandfather sat her down and told her: "You don't even know where you're from," she recalled.

"If a company starts saving energy ... then it starts reducing its operating costs. The company becomes more competitive and it can reinvest the savings in expanding its business ... Being green is being prosperous."

Dr. Bhaskaran Gopalakrishnan, professor Industries of the Future, Morgantown



The Caperton Trail, Wharf District of Morgantown

“He was jabbing me for not appreciating what I had right here in West Virginia.”

To prove him wrong, Good started exploring the state. She learned about the history that had passed through Charleston: the jazz history and all the greats who walked downtown.

“By learning about our local history, I developed a great sense of pride in where I’m from . . . little pieces of information and connections to a community can make you fall in love with it.”

Crystal Good, Diversity Lead
Create West Virginia

Today, Good leads the Create West Virginia’s diversity team. As part of that work she developed a project to connect students in Rand with their peers in Harlem, N.Y. Using Skype™ video conferences, Good had the students meet online and develop stories about their lives. Then, they traded stories.

The Harlem kids narrated what living in Rand was like and the kids learned from one another.

Good called the project “The Block” in honor of artist Romare Bearden’s 1970s series of vibrant streetscape collages of the same name. “It’s our block, too,” she said. “There is a real connection between the rural and urban and how they meet.”

Good’s project could have jumped off the pages of Ford-Ahmed’s book, “Building Diverse Communities: Applications of Communication Research,” which examines research into bringing communities together. Ford-Ahmed, a professor of communications at West Virginia State University (WVSU), Institute, uses the classroom to actively engage students with the diverse history of the state.

Recently, Ford-Ahmed’s public relations students promoted an African-American heritage trail by creating a media kit and website. The trail follows Route 60, which was once part of the Underground Railroad. It starts at Booker T. Washington’s



John Henry statue, Talcott

Steve Shaluta

home in Malden, goes through Hawks Nest, Anstead, Charleston and ends in Institute, at the university.

Ford-Ahmed loves to tell students how WVSU got its motto.

In 1954, the United States Supreme Court outlawed segregation. As a consequence, West Virginia State College would transition from being a historically black school to serving the whole community. As the deadline for integration arrived, numerous out-of-state reporters descended on campus, expecting trouble. Instead, there were lines of new students wrapping around the block. In awe, a reporter proclaimed it “a living laboratory of human relations!” The motto stuck.

Sometimes expectations are wrong and history surprises you, according to Ford-Ahmed.

“I, too, am a coal miner’s daughter.” 🍏

Kim Harbour edited multicultural children’s books for Penguin USA and Rizzoli International in New York, including *John Brown: One Man Against Slavery*, set in Harpers Ferry. Contact: kim.l.harbour@wv.gov



A HistoryMaker Comes Home

With “Take me home country roads...” playing and scenes of his life flashing on the large video screen, Professor Henry Louis Gates Jr. walked onstage at the West Virginia Culture Center in Charleston.

Gates – an author, authority and professor of history and literature, as well as the producer of the PBS TV series “African-American Lives” – was the latest subject of The HistoryMakers, a videotaped oral history project. He told the audience: “Being West Virginian is just as important to who I am as being black.”

“I’m a Mountaineer... and Mountaineers are always free. Being quirky or being a rugged individual all comes from growing up in these hills. I grew up hunting and fishing. I liked the camaraderie of being with my uncle and cousins. I love to fish.”

Born in 1950 in Piedmont, Gates said it was the center of his world. “I loved growing up in West Virginia. My family on both sides has lived in this area – Mineral, Hardy and Grant counties – for over 200 years.” But Gates said he didn’t know much about his ancestors until he produced “African-American Lives” for PBS and the show’s genealogist researched his family.

“They were able to restore my family tree back all the way to 1753. I learned about my ancestor John Redman, a Free Negro who fought in the Revolutionary War. He mustered into the Continental Army on Christmas Day in 1778 and mustered out in 1784.” Redman married another Free Negro, and the couple settled in Moorefield, where they owned property.

Gates explained that the economy of West Virginia did not need slaves. There were no big plantations like in the Carolinas or Virginia. Meanwhile, freed slaves in Virginia received property and money. So, Gates’ ancestors had property of their own – some of which the Gates family still owns today. The professor said proudly, “I came from seven sets of ancestors who were all free by 1823 in West Virginia.”

“Being West Virginian is just as important to who I am as being black.”

Henry Louis Gates Jr., professor
Harvard University, Harvard, Mass.

Read extended version of these diversity profiles, and others, online: www.genuinewv.com/diversity.

The Eureka! Factor

Creating Technology Jobs in West Virginia

By Catherine Zacchi

Once upon a time – perhaps in your lifetime – a computer filled an entire room. Today, a flat-screen laptop fits easily into a briefcase.

Such innovation improves daily life. Increasingly, they play a critical role in economic growth as well. Studies show that high-technology businesses lift the economy and diversify it as well.

“You take an idea that has been birthed in a classroom or laboratory, and build a business around that idea,” said Andrew Zulauf, executive director of West Virginia Jobs Investment Trust (WVJIT). “Wealth gets created out of that. So do jobs. The state benefits from additional employment and taxes. That’s why every stakeholder in West Virginia – whether businesses, educational communities or citizens – should be interested in innovation and commercialization.”

A phalanx of West Virginia organizations works to expand the state’s innovation capabilities. Singly and in concert, they tackle key issues such as education, research and funding.

Better-equipped Universities Win More Projects

The West Virginia Higher Education Policy Commission develops the public policy agenda for the state’s four-year colleges and universities. Dr. Paul Hill, vice chancellor for the Commission’s Science and Research Division, works

with university research, one of the foundations of growing a technology economy. The National Science Foundation, the National Institutes of Health and other federal agencies provide funding for basic research in areas such as physics, math, astronomy, biology, chemistry or biotech/biomedical research.

“Historically, West Virginia has not fared well in receiving funding from those federal agencies,” he said. “It wasn’t for lack of good ideas. It was lack of the infrastructure – laboratories, equipment, faculty and students – to carry out the research.”

Today, said Hill, West Virginia competes with researchers from across the country – and is beginning to win an increasing share of federal research dollars.

Even better performance may be ahead, with the former South Charleston Technology Park added to the Commission’s assets. Now named the West Virginia Education, Research and Technology Park, it will serve as a business incubator for developing and commercializing innovative ideas in technology-related fields.

“It will be a unique campus, offering opportunities we do not have elsewhere in the state,” Hill said. “One major asset is space – large laboratory space that our other campuses do not have. The technology park has two buildings, each with about 130,000 square feet, large bays, two stories high, complete with equipment such as air hoods for working with chemicals or biological products. That allows companies the room to conduct advanced levels of research preparing for commercialization.”

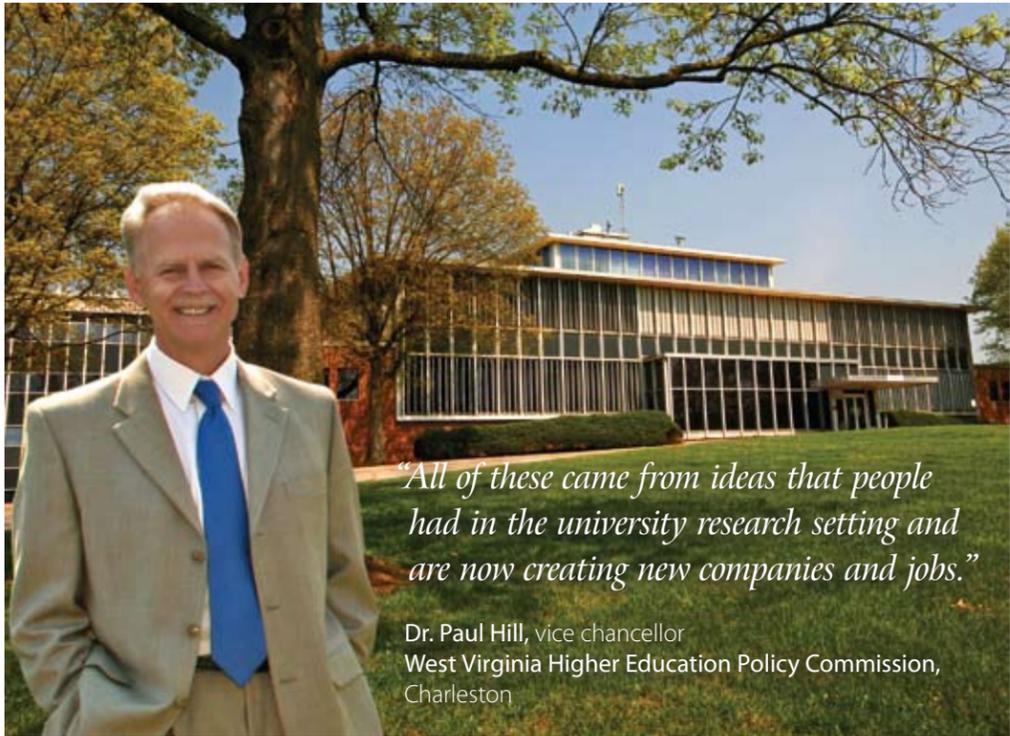
Research Results in Greater Market Potential

Basic research can lead to products or intellectual property that can be commercialized in spin-off companies or licensed to corporations.

“We’re seeing new companies in West Virginia that we’ve helped to develop such as Progenesis Technologies in

▶ Marshall University’s Virtual Interactive Simulation Environment blends virtual and real worlds to create an interactive environment for applications in industry, education and government.

Photo by Steve Shaluta



“All of these came from ideas that people had in the university research setting and are now creating new companies and jobs.”

Dr. Paul Hill, vice chancellor
West Virginia Higher Education Policy Commission,
Charleston

South Charleston, Protea Biosciences in Morgantown and Vandalia Research in Huntington,” said Hill. “All of these came from ideas that people had in the university research setting and are now creating new companies and jobs.”

The West Virginia Coalition for Technology-Based Economic Development – TechConnectWV for short – is a coalition dedicated to creating high paying jobs by growing the state’s technology sector.

TechConnectWV, aided by Battelle Technology Partnership Practice, produced the West Virginia’s Blueprint for Technology-Based Economic Development. The comprehensive plan addresses how to retain, attract and grow technology-based businesses. The Blueprint identified the state’s competitive advantages such as the

presence of a large number of federal research institutions; growing academic research base; growing technology sector (particularly in the north-central region of the state) quality college graduates and growing entrepreneurial support infrastructure.

“Innovation alone will not result in economic activity,” said TechConnectWV Executive Director Kevin DiGregorio. “It is turning that new idea into something that others can purchase and use that spurs economic growth.”

Progenesis is a spin-off from Marshall University’s discoveries about growing alginate in the laboratory. Alginate is used to stabilize products such as cosmetics, food and beer. Currently, alginate is normally harvested only from large brown seaweed and only in season. From its development base in the business incubator wing of the Chemical Alliance Zone in the technology park, Progenesis verges on entering the commercial market with its Genetically Engineered Alginate, trademarked GEA™.

A spin-off of Marshall University, Progenesis prepares its Genetically Engineered Alginate (GEA™) for commercial use.

Photo by Ron Snow



“Progenesis has scaled up from Petri dishes to the five liter bioreactor, and identified the conditions that maximized production,” said Deepay Mukerjee, president. “That took most of the money we raised in the first round but resulted in our being able to file for three additional patents and proceed to the next stage. At this point, it looks good for Progenesis being in the commercial market in 2011. Our biggest thrust for the next six months is to generate capital.”

Investments Help Recruit New Companies

A fortunate intersection of entrepreneurship, research capacity and agency resources came together in the formation of one of the state’s leading biotechnology companies.

In 2001, native Californian and experienced founder of successful biotechnology firms Stephen Turner visited West Virginia University.

“I was impressed by the quality of the scientists at WVU,” Turner said. He decided to start Protea Biosciences Inc., in collaboration with a team of scientists at WVU.

Protea provides products and services that improve the speed, quality and reproducibility of protein mass spectrometry data obtained from biological samples. Its work helps researchers identify new protein “targets” in the human body that can help in the development of new, more effective pharmaceuticals.

Working in the company’s state-of-the-art bioanalytical laboratory, Protea scientists have made important advances in the field, which the company combines with technology exclusively-licensed from leading academic research centers to create a strong base of cutting edge proteomics science.

“We worked with the West Virginia Jobs Investment Trust and the West Virginia Development Office and Economic Development Authority to secure financing that has allowed us to purchase sophisticated laboratory equipment that has

directly translated into the creation of high tech jobs,” Turner said.

Today, the Morgantown-based company employs 34 full-time staff, including eight Ph.D.s, and sells more than 200 products to over 300 customers worldwide.

WVJIT also gets more value for its investment dollars by cooperating with other organizations. In 2009, WVJIT collaborated with the West Virginia Development Office and Economic Development Authority (EDA) to recruit a STaSIS Inc., an automotive performance-enhancing company from California. The company wanted to raise capital to relocate and for growth.

“They needed to acquire a facility, so we approached the EDA about a debt transaction for the construction of their new facility in the Eastern Panhandle,” Zulauf said. “We were successful in putting together an attractive financial package that made sense for the company to relocate to West Virginia. That required a lot of coordination.”



Protea used financing secured with the aid of state agencies to buy lab equipment that resulted in more high tech jobs.

Businesses Access Capital, Resources

Access to capital is a key strategy identified in the Blueprint study.

WVJIT, the state's venture capital fund, looks for investment opportunities in small and middle market companies. When WVJIT invests in a company, it takes a seat on the board of directors, works with management to handle operational issues and helps to grow the company. The \$26 million fund manages 19 active portfolio companies.

"We have a double bottom line," said WVJIT executive director Zulauf. "Venture capital typically seeks a return on its investment. We also want these companies to create or retain jobs with sustainable wages, flowing taxes and other revenue back to their communities and West Virginia tax payers."

For West Virginia's innovation industry to grow, the state needs a variety of equity capital sources, Zulauf said. All venture funds face the challenge of getting capital resources, especially in today's economy.

Capital resources in West Virginia include WVJIT; INNOVA, a business support and investment capital initiative of the West Virginia High Technology Consortium Foundation; Natural Capital Investment Fund (NCIF), a non-profit organization that provides debt and equity financing to small and emerging natural resource-based businesses; and Mountaineer Capital,

A partnership of state agencies presented the automotive performance-enhancing engineering firm STaSiS with compelling advantages for moving its headquarters from California to West Virginia.

Photo by Ron Snow

licensed as a Small Business Investment Company (SBIC) by the U.S. Small Business Administration.

Now West Virginia entrepreneurs have a new investment resource: the West Virginia Angel Network (WVAN). Spearheaded by the efforts of the I-79 Development Council, the Angel Network officially launched in January 2010. "Angel" refers to high-net worth individuals who typically invest in and support start-up companies.

Two new non-financial incentives were introduced this year as well: the Operating Assistance (OA) pilot program and the Innovation Lab (iLab).

OA was formed by NCIF, WVJIT, the Mid-Ohio Valley Regional Council and the Four-County Economic Development Authority and funded by a grant from the Claude Worthington Benedum Foundation. OA provides start-up and early-stage businesses with technical assistance in market assessments, energy audits and cost accounting system design.

Global Science & Technology, Inc. (GST) opened iLab in Fairmont in April 2010. The iLab provides workspace where customers, partners and employees can exchange ideas and create new commercial offerings in social and new media networks, mobile observing platforms, personalized content production, and collaborative business structures.

"The Industrial Revolution is over. The Information Age is done," said Progenesis President Mukerjee. "For the next several decades, we are in the biotechnology revolution. This developing industry provides opportunities for young talent to remain in West Virginia." 🌱

Catherine Zacchi lives in Mineral Wells and works for Commerce Communications. She enjoys biking on the North Bend Rail Trail in Cairo. Contact: catherine.m.zacchi@wv.gov

World's First Carbon Capture-and-Storage Plant Powers Up in West Virginia

The world's first project to both capture and store carbon dioxide (CO₂) from a coal-fired power plant has been successfully demonstrated at the American Electric Power (AEP) Mountaineer plant in New Haven, Mason County.

Now the Carbon Capture and Sequestration (CCS) program prepares to expand to commercial scale.

More than half of the nation's electricity is generated by coal, a fuel which the U.S. has in abundance. However, burning coal produces CO₂, identified as a contributor to global warming. The new CCS technology will enable coal users to reduce the amount of CO₂ emissions released into the atmosphere.

In 2007, AEP announced plans to invest more than \$70 million for its share of a project to explore and validate a process to capture CO₂ by Alstom Inc, and to permanently store the captured CO₂ in deep geologic formations.

AEP's Mountaineer Plant was selected for the project because it was already equipped with state-of-the-art air environmental control systems and had the right geology – permeable

formations with impermeable cap rock – for underground carbon storage.

The coal-fired Mountaineer power plant was retrofitted with Alstom's chilled ammonia process installed to capture carbon dioxide from a 20 megawatt slipstream of exhaust. In October 2009, federal and state government officials and media from around the world gathered to watch the official commissioning of the validation project.

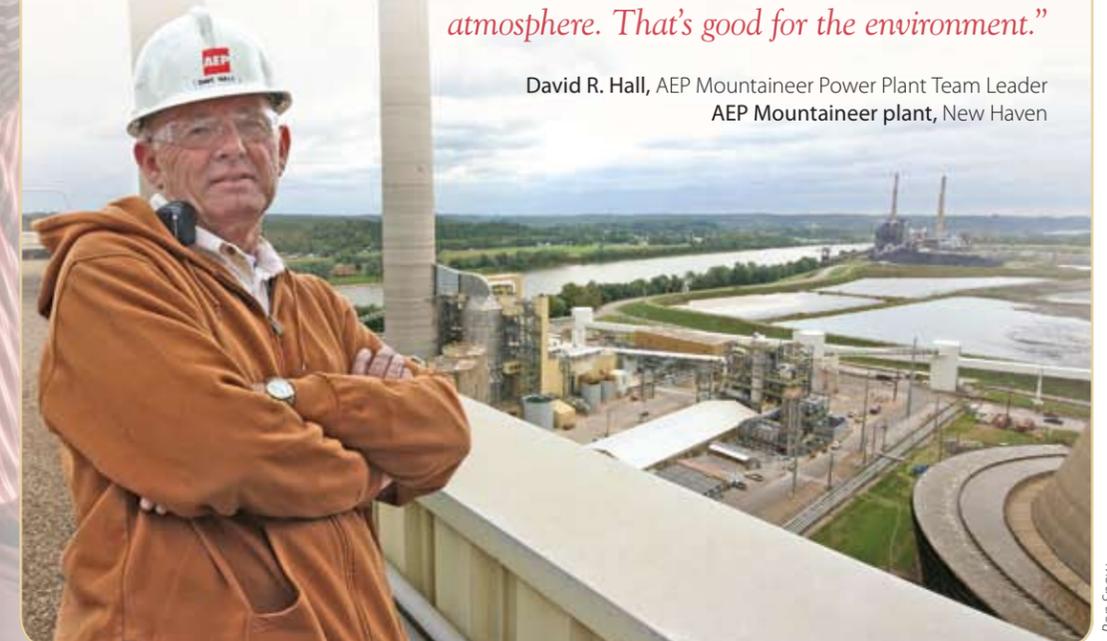
In December 2009, the U.S. Department of Energy (DOE) selected the Mountaineer project to receive up to \$334 million to pay part of the costs to advance carbon dioxide (CO₂) capture and storage to commercial scale.

The DOE funding represents about half the estimated cost for installation of a chilled ammonia process that will capture at least 90 percent of the carbon dioxide from 235 megawatts of the plant's 1,300 megawatts of generating capacity. The project is expected to begin commercial operation in 2015.

Learn more about the process at www.genuinewv.com/CarbonCapture.

"New technologies such as the carbon capture and sequestration process make coming to work every day exciting. The new CCS process will reduce the amount of CO₂ we put into the atmosphere. That's good for the environment."

David R. Hall, AEP Mountaineer Power Plant Team Leader
AEP Mountaineer plant, New Haven





Real-world Classrooms, Hands-on Experience

By Leslie Fitzwater, Jama Jarrett and Tricia Sizemore

Traditional classrooms are essential to the education process, but certain careers call for knowledge that can only be gained through hands-on activities.

West Virginia offers an assortment of real-world classrooms that take learning to all-new levels: from indoor opportunities like cooking, nutrition and art to crime scene investigation. West Virginia's real-world classrooms open doors to hands-on opportunities that give students advantages they will not find anywhere else but in the Mountain State.

Good-tasting food should be good for you. That is why world-renowned chef Jamie Oliver brought his reality television show, Jamie Oliver's Food Revolution, to Huntington in 2009. After the city was named one of the unhealthiest cities in the nation, Oliver decided to set up shop in Huntington to help Tri-State residents fight chronic diseases through better food choices.

After Oliver and his crew left town, the filming location was turned into a community kitchen, appropriately named Huntington's Kitchen. Administered by Ebenezer Medical

Once part of reality television show "Jamie Oliver's Food Revolution," this filming location turned into a community kitchen that continues to focus on wholesome cooking and living.

Photo by Steve Shaluta



Wholesome meals start with basic raw ingredients.

Photo by Steve Shaluta

Outreach (EMO) as part of their Healthy Lifestyle, Healthy Life program and sponsored by Cabell Huntington Hospital and U.S. Foodservice, Huntington's Kitchen continues to focus on wholesome cooking and living.

Kitchen manager Jillian Moore, along with program director Ashley Thompson, teach students how to make tasty and healthful meals. "We offer hands-on cooking lessons that focus on getting people to cook using basic raw ingredients." Approximately 40 people take part in the one-hour-a-week, 10-week course. The goal of EMO is to work with "one person, one household at a time for a healthier West Virginia."

On Thursdays, students and the public can purchase fresh, quality, locally-grown produce for a low price at the on-site produce market. Proceeds from the market help fund



Fresh ingredients make for healthful foods.
Photo by Steve Shaluta

Depending on the time of the year, each class centers on a theme, including seafood, grilling, barbecue, beef, gourmet pizza, Mediterranean cuisine and Oktoberfest. Participants study alongside Chef Odeh, gaining knowledge from his many years of experience in the restaurant industry. Odeh said the three-hour classes, which take place about once a month from

May through October, spark both interest and confidence in participants. "People learn a lot from my classes." He said that approximately 12 to 20 students enroll in each class. "When

the Healthy Lifestyle, Healthy Life program and provide healthcare to patients.

"We hope to kick off a revolution that takes off in other communities around the country to get America cooking again!" Moore said. "We also hope to be able to reach the members of the community who need it the most and would like to focus on the eating habits of children."

Ingredients to Succeed

For those who think they might be interested in pursuing a career as a chef or just want to learn how to make a delicious meal for themselves, Canaan Valley Resort's Culinary University offers a hands-on approach to cooking.

"The students who attend the culinary classes are all hands-on; everyone participates in preparing all aspects of the menu for the day," Executive Chef Nemat Odeh said. "By working together hand in hand they create a social network. Each individual brings with them their own 'trial and error' story, and they all take home with them the instructions and recipes from the class."

"The most important factor [to cooking] is making sure you enjoy it and it tastes good."

Chef Nemat Odeh
Photo by Steve Shaluta



we started it, people were kind of surprised that we even had something like this in the valley."

When it comes to selecting ingredients for the classes, as well as for the resort's restaurants, Odeh believes in buying locally. "The resort and I support the local farmers. We try to help them and use as many all-natural products as possible." For instance, he seeks organic, farm-raised, all-natural beef and poultry from a nearby farmer, and area growers supply other ingredients such as lettuce and greens. "It's a really good opportunity to get involved with the local community."

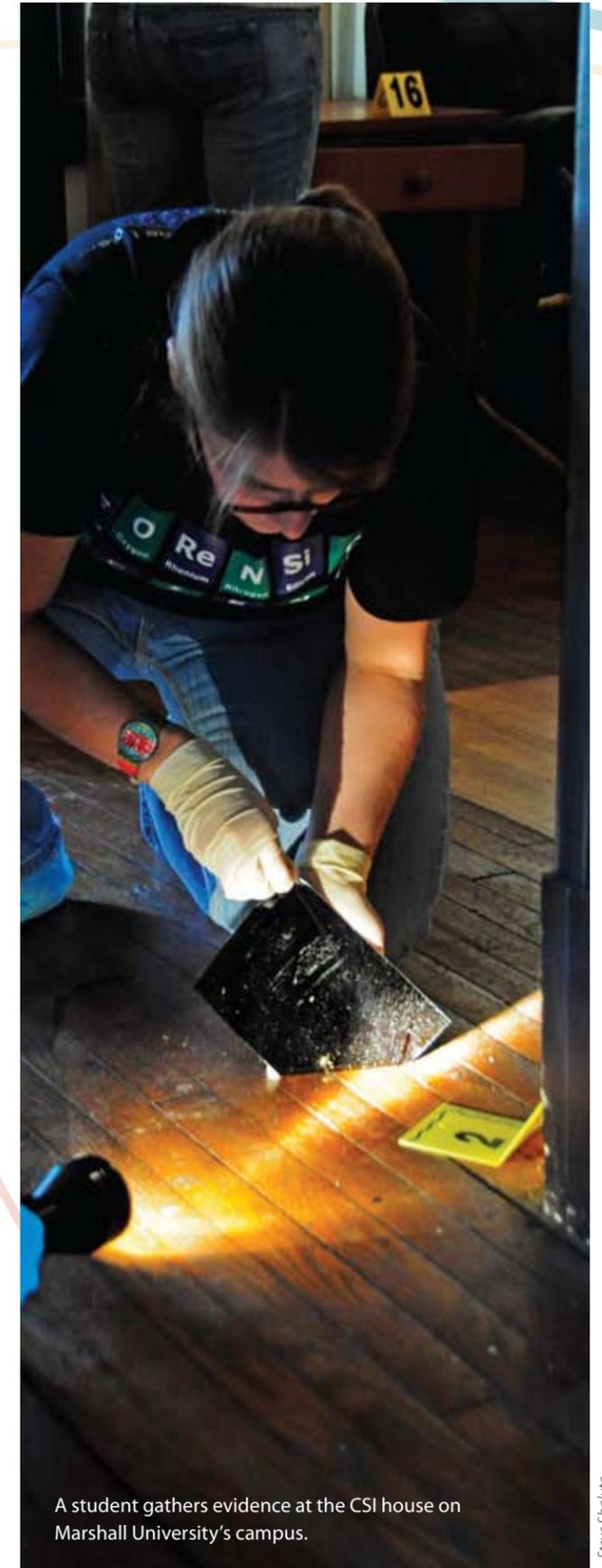
Odeh said future plans include a cookbook featuring recipes taught at the culinary classes, as well as local favorites. He also noted the resort, located in Davis, is keeping up with new trends and experimenting with molecular gastronomic cuisine. The term "molecular gastronomy" is applied to a cooking style that combines new ingredients, tools and cooking methods to create new dishes or recreate traditional ones.

In the end, though, Odeh said that no matter what you cook, "The most important factor is making sure you enjoy it and it tastes good."

CSI: Huntington

The popularity of television franchises like "NCIS," "CSI" and "Law & Order" has brought forensic science to the attention of mainstream America – creating interest in investigation techniques and technologies, as well as careers in areas such as DNA analysis, forensic chemistry, computer forensics and crime scene investigation (CSI). The Marshall University Forensic Science Center (MUFSC) in Huntington offers a two-year Master of Science program in forensic science; graduates often go on to work for the FBI, Secret Service and other federal, state and local agencies.

Experience in the center's CSI house is an integral part of the degree program. The site, which is located just blocks from the MU campus, includes a three-story house, two-story carriage house/garage and grounds that are regularly turned into mock drug dens, murder scenes and shallow gravesites.



A student gathers evidence at the CSI house on Marshall University's campus.

Steve Shaluta



Ron Snow

Glass House Studio owner Anne-Renee Livingston offers a wide variety of art classes.

Crafting New Talent

If you have ever entertained the thought of taking an art class but just never got around to it, there is no better time than the present or a better place to do it than at the Glass House Studio. “Either by taking a class and learning something they have always wanted to do, or by appreciating creativity and browsing the gallery space, Glass House Studio puts people in touch with their creative sides,” said owner Anne-Renee’ Livingston.

Glass House Studio was started in May 2007 with the idea of teaching art classes to the Eastern Panhandle community of Romney. Fast forward a few short years and include a move to a larger location, and you have a studio that is helping beginners find their creative niche, while providing a place where experienced artists can display their artwork.

Livingston’s studio offers a wide variety of art classes, including cake decorating, rug hooking, pottery and stained glass to all ages and skill levels. Classes even are offered to children as young as three. In addition to selling stained glass supplies, Glass House Studio also showcases artwork from 30 local artists.

Visitors can peruse the gallery for pottery, local books and music, handmade furniture, metal art, handmade soap, paintings, drawings, photography, fused glass, jewelry and more.

Whether you seek a career as a crime scene investigator, just want to know how to cook a nutritious meal for your family, or set free the artist within, West Virginia’s real-world classrooms provide unrivaled learning opportunities. Pursue a new career, refine old skills or learn new ones; with a little hard work you can reach new heights in the Mountain State.

Hours of operation and more information about these and other classes can be found at www.genuinewv.com/classes. 🍌

Leslie Fitzwater was born and raised in West Virginia and can't imagine living anywhere else. She enjoys learning about the state's heritage, folklore and mysteries. Contact: leslie.c.fitzwater@wv.gov

Jama Jarrett lives in Charleston with her family. She loves cheering on the Mountaineers in Morgantown and for a more relaxed setting, prefers canoeing down the Greenbrier River. Contact: jama.l.jarrett@wv.gov

Tricia Sizemore lives with her family in Kanawha County. She enjoys traveling West Virginia's mountains and discovering unique places. Contact: tricia.t.sizemore@wv.gov

Students process fingerprints, footprints, blood samples and other “crime scene” evidence as if the case is real, and their preservation of the chain of evidence is vital to the prosecution or defense of a suspect.

In addition to the course work completed at the CSI house, the program’s students conduct outreach activities for the community, including an adult workshop called CSI Huntington. The workshop, held periodically throughout the year, consists of classes that are split between classroom instruction and laboratory-type exercises. Mary Thomasson, MUFSC’s public information officer, says that the goal of the workshop is to give people exposure to the types of activities associated with popular CSI-related shows. “CSI Huntington takes students from the initial stages of investigation all the way through to what they would have to do to present their testimony in court.”



QUILT TRAILS

The images are breathtaking. Colorful quilt blocks grace country barns and urban buildings on West Virginia quilt trails in Mason and Roane counties and Huntington’s Old Central City.

The first quilt trail originated in Adams County, Ohio, but was inspired by Roane County native Donna Sue Groves. In honor of her mother, a fifth generation quilter, Groves promised to paint a quilt square on her barn. A field representative for the Ohio Arts Council, Groves realized that a series of painted quilt square barns might attract visitors to the county and stimulate the local economy. The first square was unveiled in 2001. Since then, quilt trails have spread to other states, including West Virginia.

Mason County

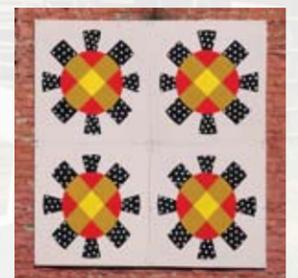
“Every quilt and every barn has a history,” said Mollie Yauger. Since 2008, volunteers have mounted 11 quilt blocks and have plans for another 10.

Roane County

The Roane County connection to the original quilt trail helped inspire Nancy Stoecker to develop one locally. The trail showcases 40 painted quilt barns so far, with plans for more.

Old Central City (Huntington)

The Old Central City Association gives quilt trails an urban update by displaying the quilt blocks on Huntington’s buildings instead of barns. As of May 2010, the association has placed 10 quilt blocks in a four-block area on 14th Street West.



Visit www.genuinewv.com/quilt to find out more about the state quilting guild’s Quilt Festival, the Culture Center’s juried quilt exhibition and the 10-year quest to document West Virginia’s quilt heritage.

Background: Mason County Quilt Trail Photos by Steve Shaluta



Many already know West Virginia for its unique adventures and sights. But nestled among our mountains are equally unique companies and people who are representing West Virginia and offering more to the world than just the obvious.

**Studio practices
a flexible
approach to
West Virginia
wellness**

Charleston residents April Woody and Megan Kozack are on a mission to make West Virginians healthier.

From gentle and restorative to a more vigorous routine, The Folded Leaf and its staff make every effort to create positive change in individuals – both inside and out. “We strive to distinguish ourselves from mainstream wellness programs by understanding the issues unique to West Virginians,” said Woody.

Lead by their expertise and skill, three therapists, 10 instructors and a registered dietician have made The Folded Leaf the state’s premier yoga studio.

“As loyal West Virginians we are motivated to help propel our state forward to achieve a higher level of health and wellness,” said Woody.

The studio offers massage therapy, nutritional counseling, therapeutic energy work and yoga to help individuals achieve a healthy lifestyle. Programs are designed to meet the needs of every individual regardless of where he or she is on the wellness spectrum.

The studio also has an expansive workplace wellness program, in addition to operating the state’s only registered yoga school, Om Seva School of Yoga.

For more information on The Folded Leaf, visit www.thefoldedleaf.com. To learn more about Om Seva School of Yoga, visit www.omseva.com.

Ron Snow

UNEXPECTED

companies

by Jama Jarrett



Ron Snow

Apprenticeship program ensures growth for Jeff Fetty Designs

At his forge in West Virginia, artist-blacksmith Jeff Fetty has been nurturing his craft and business for nearly 30 years. While coaxing hard, cold iron into delicately wrought objects, Fetty remains conscious of the need to develop his skills as a business person. He has utilized a variety of resources and attributes much of his growth as an artist to his extensive travels to trainings around the world and close to home.

Fetty has taken advantage of opportunities offered by the state and private agencies, as well as independent research, to develop a foundation of basic business skills.

Much of his initial business growth came through client referrals and marketing opportunities provided by Tamarack and other local galleries. Fetty achieved the second stage of growth by reaching a broader national market through more sophisticated marketing. The evolution of his craft required new business skills in the area of workflow management and cost accounting.

As his business grew, Fetty applied for and was awarded training funds from the Governor's Guaranteed Work Force Program, which enabled him to train new employees and develop an apprenticeship program that will ultimately provide the skilled assistance needed to continue expanding the business.

See more: www.jeffetty.com.

"The best way for me to learn is through interaction with others. West Virginia has a rich craft tradition, an artistic community and a network of skilled business people eager to share their knowledge. I doubt I could find a better place to pursue my craft."

Jeff Fetty, Artist-Blacksmith
Jeff Fetty Designs, Spencer

Relax, refocus and revitalize

While the 450 acres found at Mountain Quest Institute in Pocahontas County (MQI) may appear to be just farmland, there's more going on behind the doors of this quiet retreat, research and conference facility than one may expect to find.

Nestled in the Allegheny Mountains of West Virginia, MQI is a perfect destination to help you escape the daily stress of life, both personally and professionally.

MQI includes 12 unique rooms, a 23,000-volume library, a private Jacuzzi, a family-friendly community room, and a glass-roofed observation tower. But the Institute is much more than just a place to lay your head – it's also a learning experience.

Co-founders and internationally renowned management experts

Alex and David Bennet facilitate workshops for groups that help improve organizational efficiency and individual growth.

"The nature of the environment of MQI is simultaneously physical, psychological, social, intellectual and practical," said Alex Bennett.

Groups visit MQI to resolve specific issues or plan for their future. The research side of MQI is committed to enabling companies to react more quickly and fluidly in today's fast-changing business environment.

"MQI is dedicated to helping individuals and companies achieve growth, understand and sustain performance



Courtesy of Mountain Quest

in a rapidly changing, uncertain and increasingly complex world," said Bennett.

Whether seeking a pleasure trip with the family or a company retreat, Mountain Quest Institute is the place to go to relax, refocus and revitalize.

For more information on Mountain Quest Institute, visit www.mountainquestinstitute.com.

World-class tourist destination draws thousands of out-of-state visitors

In April 2008, three whitewater rafting companies – The Rivermen, Class VI River Runners and Adventure Mountain River – merged into a new company, Adventures on the Gorge.

The core strategy of the new company is to become a year-round adventure destination resort where visitors can choose to stay longer by utilizing the resort's multiple activities, lodging options and dining facilities. These opportunities will allow Adventures on the Gorge to become more competitive and marketable not only in the rafting industry, but in the vacation-destination world as well.

Adventures on the Gorge took a bold step in 2009, a time of economic uncertainty, to move The Rivermen to Class VI's existing 140-acre facility and spend more than \$3.5 million on a new lodge, bath house, basic rental cabins, deluxe rental cabins and operations garage. The company also added Tree Tops Canopy Tour, a world-class, year-round canopy tour that has already attracted thousands of out-of-state visitors. The canopy tour offers zip-lines, skylines, rappelling and hiking.

Adventures on the Gorge utilized the Governor's Guaranteed Work Force Program in three specific areas to become more competitive and marketable, as well as to increase revenue. Areas of focus included advanced medical education, swift-water rescue and specialized canopy tour guide training. As a result of this expansion, the number of seasonal and full-time employees has increased.

"The Governor's Guaranteed Work Force Program training award, along with investment in infrastructure, has helped Adventures on the Gorge grow its revenue in 2009 by 20 percent," said Paul Buechler, CEO of Adventures on the Gorge.

Learn more: www.adventurewestvirginia.com.



Ron Snow

"Taking Polly to a local or favorite spot is a great way to share stories with those who are not familiar with your hometown and state."

Debbie Stine, Traveling companion of Polly the Travel Frog



Courtesy of Polly the Travel Frog

Don't forget to pack the frog

What initially started as a single classroom learning project is now a popular travel companion for both kids and adults. When Candee Schneider and Debbie Stine decided to use a frog to help teach students about different cities and locations around the world, they never thought "Polly the Travel Frog" would be such a jet setter.

Why a frog? "Well, we liked the idea of a frog 'hopping around the world,'" said Stine.

Polly is a fun and exciting learning tool that helps build the foundation for skills in reading, writing, global literacy, photography, technology and communication. When Polly and her companions set out on an adventure, they are invited to share photos and stories about their travels on Polly's website, www.PollyTheTravelFrog.com.

"You don't have to go out of state or overseas to travel," said Stine. "Taking Polly to a local or favorite spot is a great way to share stories with those who are not familiar with your hometown and state."

Mountains of Talent

Hall of Fame, 'Mountain Stage' and other venues showcase
West Virginia's world-class musical heritage

By Andrea Bond





Steve Shaluta

West Virginia Music Hall of Fame

It's an educational exhibit that students are eager to peruse:

a 40-inch, interactive map of West Virginia's 55 counties. Touch the screen to select a county and a list of three to five musicians from that area pops up. Then select a musician to bring up a biography, photo and sound clip of that person's work.

The hands-on display is one of the most popular features of the West Virginia Music Hall of Fame's Traveling Music Exhibit, said Hall of Fame Director Michael Lipton.

"Kindergarten kids have tried it, and I've had adults sit there for two hours going through the map," he said. "To see the reaction when you start telling people what musicians were from West Virginia ... it's the same way I felt when I found out. It's a wonderful thing, and it lights them up."

The traveling exhibit is an offshoot of the West Virginia Music Hall of Fame, which was founded in February 2005 to honor the contributions West Virginians have made to

America's musical landscape. Each year, the Hall of Fame honors a new group of inductees.

"The museum represents every kind of music you can think of: jazz, classical, opera, soul, funk, rock, blues," Lipton said.

"We're a strange little microcosm here. It seems like when it



Photo by Steve Shaluta

Students at the traveling museum explore an interactive display of West Virginia musicians and their respective home counties.

gets filtered through the West Virginia mindset, it comes out a little different. But in the end, I think it's more interesting."

Last year a permanent exhibit opened at Tamarack in Beckley featuring album art, instruments and costumes. Plans call for eventually housing the museum, Hall of Fame, offices and archives there.

In the meantime, the traveling exhibit has been funded for one year through the state Department of Education to visit two schools in each county. Museum organizers are trying to coordinate school visits to hit some of the fairs and festivals as well, Lipton said.

"Ultimately, what we hope will happen is that – whether you're talking about Bill Withers or Little Jimmy Dickens or Brad Paisley – you tell these kids that 'They didn't start famous; they were just like you. But if you have this vision and you're willing to work, you can do it, and it doesn't matter where you live.'"

"Mountain Stage" promotes W.Va. on a global scale

If the Hall of Fame's purpose is to bring music to West Virginians, "Mountain Stage" is the state's musical ambassador to the world. The weekly two-hour radio show, produced by West Virginia Public Broadcasting, is distributed worldwide by National Public Radio and the Voice of America's satellite radio service.

"We're out there every week on 130 stations around the U.S., as well as on the Internet," said host and artistic director Larry Groce. "We have an audience of a quarter of a million people per week."

Groce, a native of Dallas, had lived in Los Angeles and New York before coming to West Virginia in 1972 on a Musician in Residence Grant for the National Endowment



Larry Groce

Courtesy of Mountain Stage



Steve Shaluta

West Virginia is home for globe-trotting jazz pianist

Jazz pianist Bob Thompson, a native New Yorker, arrived in the Mountain State in 1960 on a scholarship to West Virginia State College.

"I really liked the college [now West Virginia State University, WVSU], but then after I started playing and getting out into the community, I found that I enjoyed living here as well. The community was very supportive of my music, and I could travel from here to perform around the world," Thompson said.

He took piano lessons as a child, but then switched to trumpet in high school. At WVSU, he joined the jazz band and started playing piano because the band already had a trumpet player. "That's when I really got serious about piano."

In college, Thompson formed the Modern Jazz Interpreters. The trio appeared at the prestigious Notre Dame Jazz Festival in 1964. Shortly thereafter, Thompson took to heart some advice from Chicago saxophonist Bunky Green: "Whenever you sit down to your instrument, play as though it might be the last time."

That advice helped launch a career comprising two national record labels, a slew of critically acclaimed albums and permanent gig with West Virginia Public Radio's Mountain Stage Band – a job Thompson enjoys immensely.

"I've always been close to 'Mountain Stage.' In fact, I appeared on the pilot show," he said. "Then in 1991, they needed a piano player. I was just supposed to fill in until they found someone, but I'm still here."

for the Arts. He liked it so much that he took up permanent residence here.

He cites many advantages to living and working in West Virginia.

“It’s the lifestyle,” he said, “the pace of life, the quality of people, the affordability and the accessibility. In this state, pretty much anyone is accessible. There are no superstars who are unreachable.”

In the early 1980s, Groce, a Grammy-nominated musician, was one of those readily-accessible superstars when he was approached by Andy Ridenour and Francis Fisher of West Virginia Public Radio to host the show that would become “Mountain Stage.”

The pilot was taped in 1981 and show went live in December 1983. Today, “Mountain Stage” is one of the most respected musical venues in the country, featuring music that ranges from folk to funk.

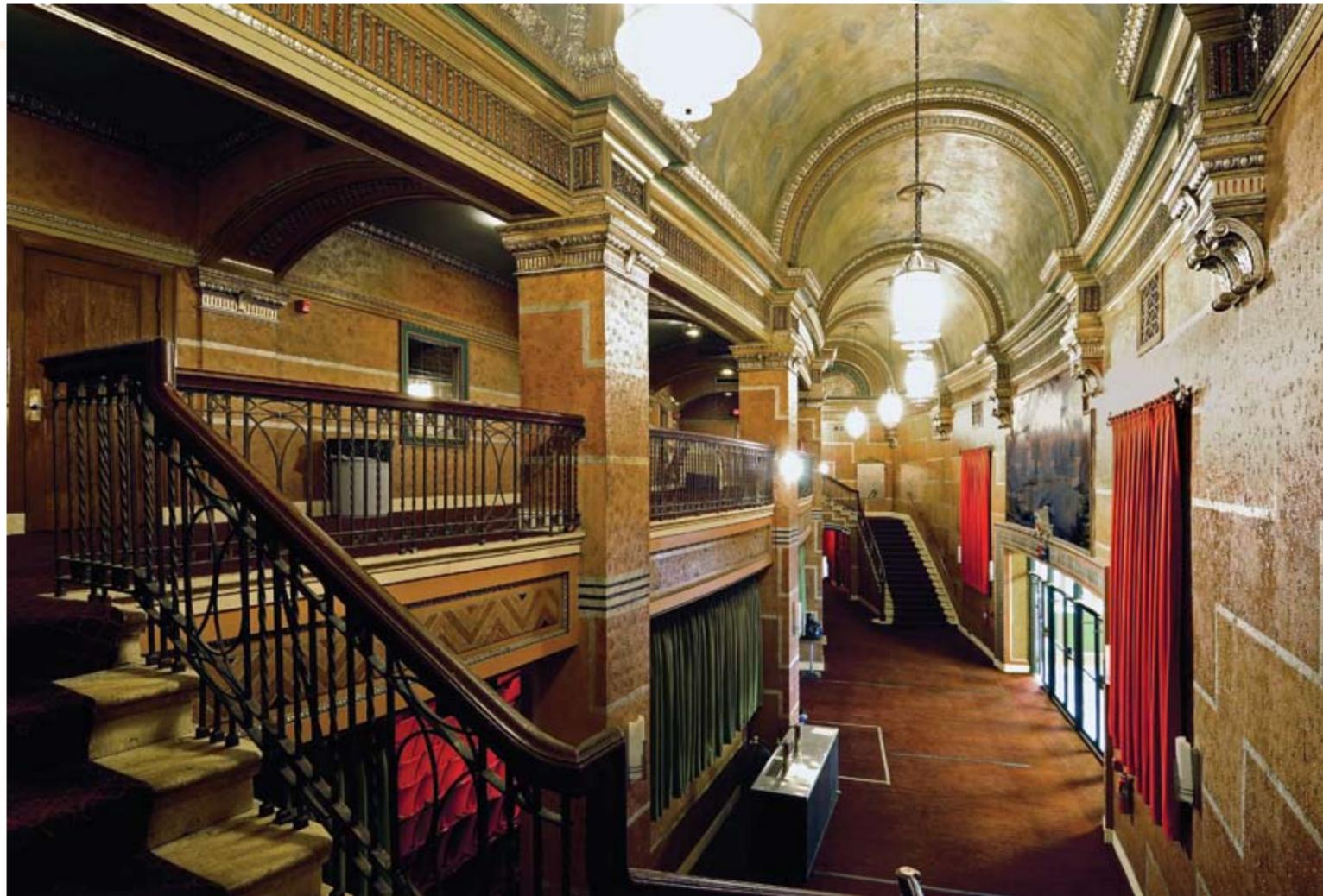
The show enjoys a reputation as an artist-friendly venue, Groce said. Its technical support team has been together for 10 to 20 years.

“That’s another characteristic of West Virginia,” he said. “A lot of things have evolved in a ‘family mode’ rather than a ‘corporate mode’. That’s how you stay in business: Keep the overhead low and keep people wanting to do it.”



Courtesy of WV Public Broadcasting/Mountain Stage

Mountain Stage showcases international stars and local talent like Bud Carroll and the Southern Souls.



Steve Shaulita

Renovation revitalizes Wheeling landmark

The restoration of the Capitol Music Hall in Wheeling is an example of how music holds a community together. Built in 1928 and listed on the National Register of Historic Places, the theater is the birthplace of WWVA Radio’s Jamboree USA. It serves as home to the Wheeling Symphony and is the stage where country music star Brad Paisley grew up.

The theater closed for renovation in May 2007, leaving the people of Wheeling without access to their Beaux-Art style architectural landmark.

“When the theater closed, the community took a psychological and emotional hit because it had been such an institution in their town,” said Hydie Friend, executive director of Wheeling National Heritage Area Corporation.

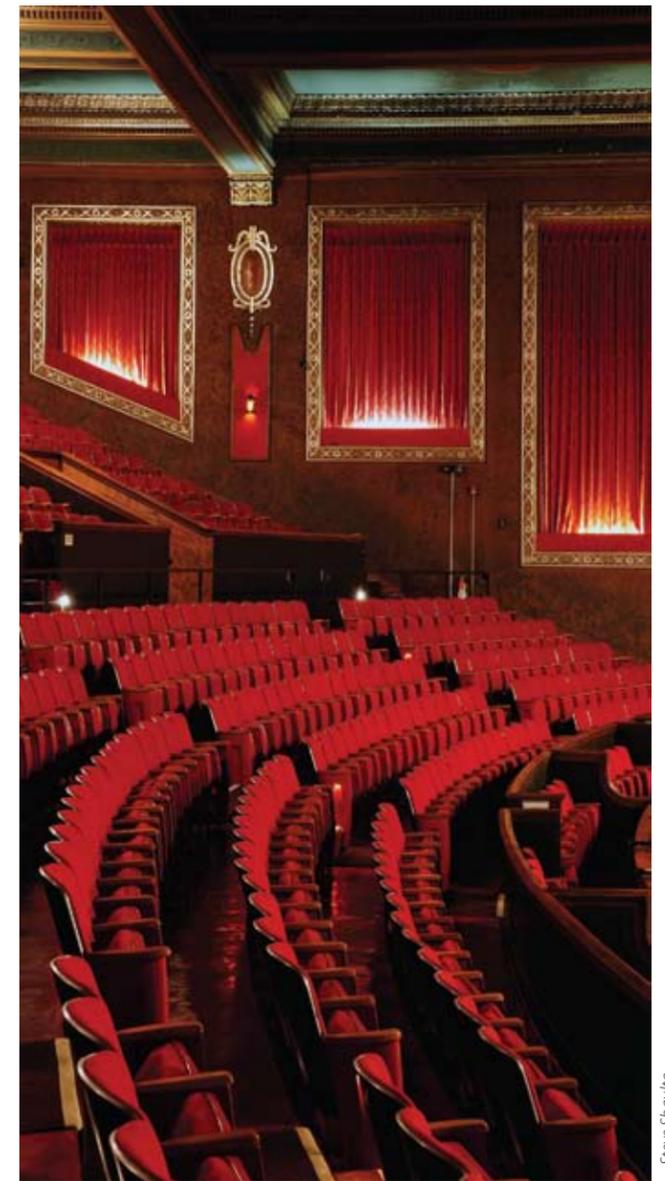
The venue re-opened in September 2009 under its original name, the Capitol Theatre, but the renovation is ongoing, according to project manager Jeremy Morris.

“The first phase is construction – focusing on life safety issues and making the building meet the code for the Americans with Disabilities Act. The next phase will probably look more at restoration such as paint and fixtures,” Morris said.

West Virginia is home to other respected musical venues, including the historic Keith-Albee Theatre in Huntington (circa 1928); Carnegie Hall in Lewisburg (circa 1902); and the Opera House in Shepherdstown (circa 1909). There also are the contemporary, state-of-the-art facilities, such as the Joan C. Edwards Performing Arts Center at Marshall University in Huntington, which opened in 1992.



Steve Shaulita



Steve Shaulita

The newly renovated Capitol Theatre in Wheeling retains much of the elegant décor from the 1920s and 1930s.



Steve Shaluta

The Troubadour Lounge and Park in Morgan County is decorated with memorabilia from the Grand Ole Opry.

Troubadour Lounge captures spirit of the Opry

Then there is the hybrid – a new venue that hosts old music. The Troubadour Lounge and Park in Morgan County is one such “new old” place. Its owner, Jim McCoy, is the recipient of the West Virginia Music Hall of Fame’s first Spirit Award.

“There are many musicians who have had performing and recording careers but who have also distinguished themselves and made their mark in other ways,” said Lipton in his address at the Hall of Fame induction in November 2009. “We decided to call this a Spirit Award, and in so many ways, our first recipient, Joltin’ Jim McCoy, personifies that unique spirit of West Virginia.”

McCoy, a guitarist and recording artist, was Patsy Cline’s first band leader. He’s managed several record companies. He owns a publishing company, and he operates the West Virginia Country Music Hall of Fame from within The Troubadour, which he opened 10 years ago after moving from Winchester, Va., back to the family farm in Berkeley Springs.

“I’m 80 years old, going on 81. I thought, ‘Boy, that’s a great way to honor me before I’m gone,’” McCoy said of the

Spirit Award. The Troubadour, named after McCoy’s late friend Ernest Tubb, “The Texas Troubadour,” is an old-time honky tonk housed in a modern building. The interior is adorned with memorabilia from the Grand Ole Opry’s heyday. Out back, visitors will find a barbecue fashioned in the shape of a giant six-shooter, a spacious patio and an outdoor stage for live music.

“I like some of the country music of today, but it’s just not the same,” he said. “To me it all sounds canned. Digital is different from analog sound.”

McCoy would know about vinyl. After all, he spent 28 years as a DJ at WHTL in Winchester, Va.

“I started in radio in 1947. Back then, a sponsor paid five dollars for a 30-minute spot. Today, that won’t get you one second,” McCoy said with a chuckle. 🍷

Andrea Bond lives in South Charleston with her family. An outdoor enthusiast and animal lover, she enjoys hiking in Kanawha State Forest with her two shelter-rescue dogs. Contact: andrea.b.bond@wv.gov

The Mountain State’s Latin music connection

Eduardo Canelón was born in Venezuela. At the age of 9, he moved to Elkins with his mother after she was awarded a scholarship to Davis & Elkins College.

“She liked the small town and she loved the mountains here in West Virginia. They reminded her a little bit of Mérida,” he said, referring to the city in the Andes Mountains from where they originated.

Canelón has played guitar since he was a child. He started with the cuatro, a four-stringed Venezuelan instrument. In high school, he pursued a standard musical route – rock and roll – playing backup guitar and singing lead in a garage band led by his older brother.

“I got out of it for eight years,” he said. “I worked lumber mills and several different types of jobs for awhile. That’s when I felt like something was missing and I went back to playing guitar.”

It was another Venezuelan – a student at Davis & Elkins – who introduced Canelón to classical guitar and the music of Venezuelan composer Antonio Lauro. He found he really enjoyed the style.

“I didn’t know classical, the whole finger-picking style; I knew what I knew by ear. So I just picked it up and started playing. He said, ‘You should get a guitar.’ That was 10 years ago. We decided to start a Latin band.”

Canelón met his wife, Beth Segessenman, through the music community, and the couple eventually settled in Charleston. She teaches music in Kanawha County Schools and plays flute and auxiliary percussion in the couple’s two bands: Comparsa, an acoustic world-beat ensemble; and Dúo Divertido, a Latin jazz duet.

Segessenman was born in Philadelphia and came to the Mountain State by way of West Virginia University. She had an aunt and uncle who lived near Morgantown, and she recalls fond memories of visiting them as a child.

“The first time I came to West Virginia, I was about 7 years old, and it made a big impression on me. I was just really infatuated with the mountains,” Segessenman said.

She graduated from WVU with a degree in music education and moved out of state to teach. “But I felt West Virginia drawing me back like a magnet,” she said.

Her roots lie in classical music, but it didn’t take long to expand her repertoire.

“I was turned on to Jethro Tull in high school; that’s when I became aware there was a whole world of flute outside of classical music,” she said, adding that once she began to experiment with other genres, she found a style of music that was a good fit.

“In Morgantown, I had played reggae and funk, and was looking for a non-classical outlet for performing. None of those worked as well as Comparsa does for me because they all used electric guitar, which was a lot harder to cut through with the flute,” she explained.

She found the flute fit better with the nylon strings of the acoustic guitar in Latin American music, and the rest, as they say, is history.

Comparsa has performed on “Mountain Stage” and recorded an original CD while Dúo Divertido remains active in the dinner-music setting.

Segessenman and Canelón also enjoy leading educational workshops and sharing their musical knowledge. Canelón has collaborated with the West Virginia Symphony to record a CD-ROM for the state school system in which he talks about Latin American music and composers and demonstrates different styles of music. In addition, he and his wife have developed an all-ages program, “Latin America: Music, Culture and Dance,” in which they share their knowledge of instruments such as the cuatro and styles of music and dance including the bolero, merengue and salsa.

“We want to expose them to something they don’t get to see a lot of,” he said.

Segessenman agreed: “There are so many varieties of rhythm and dance styles ... so many different countries and subgroups within the Latin American culture.”

“I love to travel, and to me the next-best thing to traveling is learning about different places,” she added. “I like to try and plant that seed for other people to be transported by the music.”

Beth Segessenman and Eduardo Canelón at a recent Comparsa performance.

Photo by Steve Shaluta





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