



Department's Prospect Activity—November:

- Responded to 314 general information requests
- Distributed 48 marketing packages and 20 business guides
- Conducted 18 business appointments
- Worked with 3 new and 84 on-going prospects
- Received 28,437 hits on biz.loudoun.gov, with 3,328 user sessions
- Received 122,019 hits on www.loudounfarms.org, with 5,397 user sessions

Conference Highlights Evolution in Medical Care

World-class speakers and more than 200 prominent hospital administrators, physicians, staff, and medical business owners converged in Loudoun for the Medical Automation International Conference October 27-30. The event, sponsored by Loudoun County, the Town of Leesburg, Inova and others, was held at the National Conference Center at Lansdowne and included participants from Abbot Laboratories, Microsoft, the Centers for Disease Control and Prevention, and other worldwide leaders in medical automation and research.

For example, Michael Crouse, Director of Worldwide Health for Microsoft, offered the first plenary lecture of the conference with “5 Healthcare Trends that will Shake the World and Reshape Your Organization.” According to Crouse, the declining numbers of general medical practitioners, the availability of online medical information, the “retailization” of medicine at nontraditional locations such as Wal-Mart, the move from paper to computer medical files, and the globalization of healthcare is already profoundly affecting healthcare financing, access, research, and the delivery of medical services worldwide. The county will host the event again next fall.

Loudoun Celebrates Opening of 14th Winery



With a panoramic view of the Loudoun Valleys’ fall colors from their 950 foot elevation, the owners of Bluemont Vineyard celebrated their grand opening with a ribbon cutting ceremony November 17. The winery, adjacent to Great Country Farms off Foggy Bottom Road in Bluemont, is co-owned by brothers Bruce and Mark Zurschmeide of Great Country

Farms, and brothers Bob and Kevin Rupy, who have previously worked for technology and legal firms in the D.C. area. Loree Rupy also operates a gifts and antique shop at the winery.

Since deciding to open the winery, the owners have worked with Loudoun wine business consultant, Doug Fabboli, other winemakers, and owners in order to further their knowledge of the wine business and winemaking. Their inaugural wine offerings are a Viognier, a Rose’, a Vidal Blanc, and a full bodied dry red Norton.

In order to “raise your spirits while you, your friends, and or family enjoy our wine and hospitality,” Bluemont will offer a holiday open house each Saturday and Sunday through December 23. Tastings are available Fridays through Monday from 11 a.m. to 5 p.m., and private group tours and tastings are available by appointment.



Bluemont Winery's owners state that their goal is to offer “a truly unique experience on the Virginia wine trail.”

Inside this issue:

Business Announcements	2
In the News	3
Department & Commission News	4
Construction Activity	4

Business Announcements



SAVVIS employees, *above*, celebrated the grand opening of the new Loudoun data center. Commissioner of the Revenue Bob Wertz and DED Business Investment Manager Beth Hain, *below*, applaud the ribbon cutting, *right*.



- ◆ SAVVIS Communications, which operates 30 data centers worldwide, held a ground-breaking ceremony for a new Loudoun data center facility in late October. The center was constructed in the county to meet the growing need for integrated data housing and network services. The facility will initially offer approximately 30,000 square feet of raised floor space, and future plans call for additional expansion within the facility.

The Loudoun data center will address the unique security needs of federal agencies by employing support staff with appropriate government clearance and implementing a number of 24/7 security features including guards, video monitoring systems, vehicle blockades, bullet-proof glass and walls. Entrance pods, “man traps,” and a biometric entry system are designed to ensure that only fully authorized personnel are granted entry to the facility.

“The federal government and related suppliers such as prime contractors are increasingly demanding secure, flexible, and on-demand hosting and services from their IT vendors,” said Don Teague, vice president of SAVVIS Federal Systems. “By specializing in providing an integrated set of high performance IT services, SAVVIS [is] playing an increasingly important role in the IT operations of federal agencies and commercial businesses.”

- ◆ **Wavelight**, a German-based company with state-of-the-art technologies for ophthalmic surgery, has announced it will merge with Alcon Laboratories, Inc., an industry leader majority-owned by Swiss company Nestle. Wavelight’s U.S. headquarters is in Sterling.
- ◆ **Life Time Fitness, Inc.** has selected Broad Run Business Park in Ashburn for the new location of a 110,000 square foot health and fitness center. The facility will include a large outdoor pool. Joe Ritchie of Prospective, Inc. represented Boston Properties in the deal with Kenneth Goldberg, who represented Life Time Fitness, Inc. Life Time Fitness operates 69 centers in 15 states. In addition to traditional health club offerings, most Life Time Fitness centers include an expansive selection of premium amenities and services in a resort-like setting. Amenities include indoor and outdoor swimming pools, basketball and racquet courts, personal training and group fitness programming, child care centers, cafés and spas.



Prospective, Inc.'s Joe Ritchie

In the News

- ◆ Cheryl Moore, Chief Operating Officer of the Howard Hughes Medical Institute Janelia Farm Research Campus, was named one of *The Washington Business Journal's* "Women Who Mean Business" in their special supplemental publication November 30. Moore was one of the 25 award winners recognized at a ceremony November 29.
- ◆ Despite this year's drought, Loudoun's farmers are offering a plentiful selection of locally-grown Christmas trees and holiday greenery. Choose from 25 farms and garden centers highlighted in the Department of Economic Development's *Christmas in the Loudoun Valleys 2007 Guide to Trees, Greens & Holiday Floral Products*. Guides are available by calling 703-777-0426 or by visiting www.loudounfarms.org.
- ◆ The Ontario Farm Fresh Marketing Association visited Loudoun County as part of a five-day November bus tour through Pennsylvania, Maryland, and Virginia. The tour included 55 Canadian farmers interested in promoting and improving the direct farm sales industry in their home territories.
- ◆ As further evidence of Loudoun farmers' direct sale success: Endless Summer Harvest arugula, prepared by Chef Todd Gray of Equinox, was served to Vice President Dick Cheney at the 2007 White House turkey pardoning ceremony.
- ◆ Loudoun County, Virginia was just ranked the 5th wealthiest suburb in the nation by BizJournals. The publisher used nine measures from the U.S. Census Bureau's 2006 American Communities Survey, including percentage of adults holding college degrees, percentage of households with incomes exceeding \$200,000, and percentage of households receiving public assistance. Loudoun also "shined" in the study for two additional measures of affluence: it has the study's second-lowest poverty rate (0.9 percent) and second-highest share of large homes (30.4 percent with nine or more rooms).
- ◆ The National Association of Industrial and Office Properties included several Loudoun projects in its annual Best of NAIOP Awards, held November 15 at the Ritz Carlton at Tysons Corner. This year's award winners included Tetra Partnerships' Leesburg Business Park, winning for Best Speculative Industrial Warehouse. Team members also winning were Architecture, Incorporated and E.E. Reed Construction. Winning in the Best Building Build-to-Suit Under 150,000 Square Feet was the Jack Kent Cooke Foundation building in Leesburg, submitted by Hickok Cole Architects. Team members included Cushman & Wakefield and the James G. Davis Construction Corporation. Ryan Park Center in Ashburn, submitted by DVA Architects, also won the Best Low Rise Building Award. Team members included Long Companies, RRP, LLC and R.W. Murray Company. NAIOP is a trade association for commercial real estate developers, owners, and investors and service providers for the industry. The association provides education programs, legislative representation, and networking opportunities for the development industry.



Cheryl Moore, selected as one of the region's most influential women.



Loudoun Nursery's Lou Nichols explains his direct sale tree business to the visiting Canadians.



The Jack Kent Cooke Foundation building was recognized by NAIOP for its emphasis on natural light, its use of glass to capitalize on pastoral views, the preservation of large trees, and the variety of architectural elements, including the curvature of the building.

Loudoun County
Department of Economic Development

1 Harrison Street, SE, MSC #63
 Leesburg, Virginia 20175
 Phone: 703-777-0426
 Toll Free: 1-800-loudoun
 Fax: 703-771-5363

VISIT US ON THE WEB AT:
BIZ.LOUDOUN.GOV

Department and Commission News

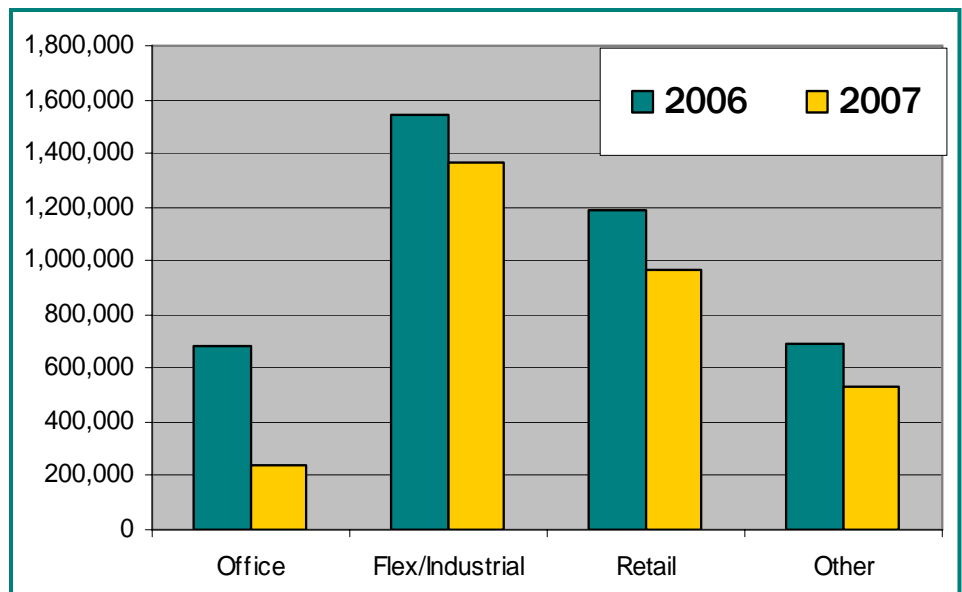
- ◆ Agricultural Marketing Manager Melissa Nelson spoke at the Loudoun County Committee for a Sustainable Society's Alternative Energy Summit at George Washington University's Virginia Campus November 9. Nelson spoke on sustainable agricultural efforts.
- ◆ DED's Larry Rosenstrauch and Susan VanEpps traveled to Richmond with the Loudoun Design Cabinet's Alan Hansen and Martha Mason Semmes for the Virginia Society of the American Institute of Architects' **Architecture Exchange East Conference** November 9. Rosenstrauch and the Cabinet delivered "Great Places Don't Just Happen," a presentation explaining the formation and activities of the Design Cabinet.
- ◆ **Philip Denino joined the Department as the new Community Development Manager** November 29. Denino worked most recently as a program officer for the Red Cross in Washington, D.C., where he supported the implementation of \$12 million in programs in India, Pakistan, and Tajikistan. He also worked for eight years at World Vision, Inc. where he spent time in Lebanon, the West Bank/Gaza, the Republic of Georgia and Romania. He holds bachelors degrees in international affairs and Spanish from Malone College in Canton, Ohio, and a masters degree in public administration from George Mason University.

Construction Activity

In September 2007, Loudoun County permitted a total of 563,822 square feet (SF) of nonresidential construction:

- ◆ Office — 88,074 SF
- ◆ Flex/Industrial — 194,524 SF
- ◆ Retail — 228,000 SF
- ◆ Other — 53,224 SF
- ◆ Taxable — 563,262 SF
- ◆ Route 28 — 560 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 3,224,239, a 1.0 percent increase over the same period last year (January – September).



Nonresidential Construction – Square Feet Permitted
2006 Total and 2007 Year-to-Date